



## Community Partnership Collaborative



Funding  
to implement projects



Monthly group and individual  
technical assistance to keep  
projects on track.



Opportunities to learn  
from others in your state and  
throughout the Midwest.

Increasing families' equitable access to care

# Community Partnership Collaborative

A Community Partnership Collaborative is a group of local organizations supporting one another to implement projects, unique to their communities. The collaborative has a common goal to increase access and continuity of care.

## Timeframe

Spring (generally March–May) through the end of September. Timeframes vary based on federal grant funding cycles.

## Project Requirements

Projects are required to:

- Develop or expand access to care through the implementation of a service or coordination efforts that improve continuity of care between or among agencies and programs. Projects can be new or can accelerate an existing project.
- Have a specific focus on working with the maternal and child health population, with a particular focus on underserved or marginalized populations or communities.
- Collaborate to grow existing or identify new partnerships to implement projects. Priority is given to projects that collaborate with entities outside of the “walls of public health.” Examples: hospitals, clinics, community-based organizations, coalitions, and community groups. WIC must be included in the project implementation.
- Develop partnerships and/or implement projects that lead to policy, systems, or environmental change.

## Example Projects

Projects are chosen by the local community organization and can be a new or existing project that could benefit from more support.

### EXAMPLES OF PAST PROJECTS

- Completing community breastfeeding needs assessments and implementation plans.
- Developing a network or coalition of lactation and maternal and child health providers.
- Creating consistent messaging through shared education among agencies.
- Assisting childcare homes, centers, and workplaces in becoming breastfeeding-friendly designated.
- Increasing access to doulas at little to no cost for families.
- Implementing a referral system for WIC services.
- Integrating staff into the local birthing hospital or clinic.
- Increasing the number of accessible Certified Lactation Counselors by purchasing training and developing mentorship support.
- Increasing community awareness and support of WIC by hosting community meetings, tabling events, and lunch and learn events at local hospitals or other community organizations.

For more ideas on projects that lead to systems, policy, and environmental level change please see the [NAACHO Breastfeeding Continuity of Care Blueprint](#).

# Funding

## ALLOCATION & TIMELINES

- Participating organizations can write for up to \$5,000 in incentives to implement their project – more funding may be available depending on local agency allocation.
- Final incentive allocations for the identified project must be submitted by the end of the second month of the collaborative or earlier using the Coffective provided [Incentive Allocation Plan Excel sheet](#).
- All funding in the *Incentive Allocation Plan* must be utilized by August 1<sup>st</sup>, 2024.
- All purchases must be used within the grant period and not for future use.
- Changes to the submitted *Incentive Allocation Plan* may be approved during the grant period but must align with project goals.

## FUNDING DISSEMINATION & USE

- Local agencies do not receive the funding directly. Coffective acts as a fiscal agent and processes all transactions on behalf of the local agency, allowing funds to be accepted and bypass lengthy approval processes. Coffective is not able to reimburse local agencies for costs. *Example: Local agency provides web links or invoices, and Coffective will process the payment on their behalf.*
- Up to 10% of the total requested budget can be used for promotional items and/or community events that support partnership development.
- Funding cannot be used to supplant participating agency staff time or operating costs.

## EXAMPLE INCENTIVE USES

- Gift card incentives for community members participating in community meetings.
- Gift card incentives for community members to complete community needs assessment surveys and/or in-person focus groups.
- Training costs to increase the number of certified lactation professionals.
- Lunch and learn, community meeting, and presentation expenses can include food and supplies.
- Materials and equipment to improve access to breastfeeding-friendly spaces and programs.
- Education materials and subscriptions to improve consistent messaging and continuity of care / referrals among organizations.

# Participation

Participating collaborative agencies agree to identify and designate at least one agency representative\* to:

- Attend three (3) collaborative group calls, monthly technical assistance check-ins, one (1) Midwest Regional Sharing Call, and one (1) State Sharing Call. *\*\*May change based on the final grant timeline.*
- Meet deadlines including *Incentive Allocation Plan* creation and spending, final report review, and evaluation.
- Dedicate time each month to communicate and collaborate with community partners to work towards completing action steps to meet project goals.
- Share photos and materials used or developed to support the project to highlight and share your project.

\*Final reports are drafted by Coffective staff and reviewed by the local agency to maximize local agency capacity.

## Collaborative Process / Timeline

The duration of the grant and corresponding monthly timeline is determined upon federal funding approval, generally March–May. While the start date of the grant may fluctuate, the end date is set by federal deadlines of September 30<sup>th</sup>. For example, the grant may be a total duration of seven (7) months (March–September) or as short as five (5) months (May–September).

Below is a sample work plan of a six (6) month collaborative, you can also view a [Sample Overview Collaborative Process Graphic](#). A finalized work plan will be sent when federal budgets are confirmed.

Although a short duration, the collaborative prioritizes monthly 1:1 support for your project in addition to group connection with other agencies in your state and across the Midwest. Group calls are scheduled for one (1) hour and 1:1 support calls are customized to your availability. Coffective recognizes local capacity is at a premium and works with your staff to make the process as easy as possible!

Month(s) & Type of Meeting	Activities
<b>April Group</b>	<b>Group Call #1: Kick-Off</b> All collaborative participants in a state join a kick-off call to orient them to the initiative including an overview of the work plan and deliverables and meet the Coffective Community Partnership Coordinators. Local agencies are also encouraged to share project ideas and goals.
<b>April Individual</b>	<b>1:1 Technical Assistance Call #1: Get to Know You</b> Local agencies engage in a 1:1 call with Coffective to further discuss project ideas and create goals, objectives, action steps and develop a project budget. Agencies share information and provide an in-depth synopsis about their organization including strengths and successes, barriers and needs, current partnerships and initiatives and partners they would like to strengthen partnerships with including data sources, and communication channels. Goals are developed and incentive allocation determined.
<b>May Group</b>	<b>Group Call #2</b> Local agencies join a second group call to finalize project ideas and sharing with one another. State WIC agencies are invited to attend to provide state and local level connections as appropriate to support the projects.  <b>*Final incentive allocation plans are due by the end of the second month of the collaborative. Incentive Allocation Plans can be submitted prior to month two (2).</b>

Month(s) & Type of Meeting	Activities
May Individual	<b>1:1 Technical Assistance Call #2: Ongoing Partnerships + Engagement</b> <ul style="list-style-type: none"> <li>• Check-in from previous call including goals and engagement of community partners and any next steps needed to be completed. Progress is tracked towards collaborative activities and goal.</li> <li>• Final review and approval of incentive plan, if not already completed.</li> <li>• Local agency identifies local partnerships and engages partners if not completed already.</li> <li>• Cofeective Community Partnership Coordinator provides meeting notes, next steps, and resources as appropriate.</li> </ul>
June Group	<b>*No Group Call</b>
June Individual	<b>1:1 Technical Assistance Call #3: Goal and Activity Progress</b> <ul style="list-style-type: none"> <li>• Check-in from previous call including goals and engagement of community partners and any next steps needed to be completed. Progress is tracked towards collaborative activities and goal.</li> <li>• Incentive plans are tracked and updated.</li> <li>• Review successes within existing organization processes that can be shared with other communities.</li> <li>• Cofeective Community Partnership Coordinator provides meeting notes, next steps, and resources as appropriate.</li> </ul>
July Group	<b>Group Call #3</b> Local agencies join the third group sharing call. The purpose of the call is for local agencies to connect and share updates on progress and resources and connections to support further project development and implementation. State WIC attends group calls to provide additional support and connection.
July Individual	<b>1:1 Technical Assistance Call #4: Goal and Activity Progress</b> <ul style="list-style-type: none"> <li>• Check-in from previous call including goals and engagement of community partners and any next steps needed to be completed. Progress is tracked towards collaborative activities and goal.</li> <li>• Incentive plans are tracked and updated to meet August 1<sup>st</sup> deadline for disbursement.</li> <li>• Review successes within existing organization processes that can be shared with other communities.</li> <li>• Cofeective Community Partnership Coordinator provides meeting notes, next steps, and resources as appropriate.</li> </ul>

Month(s) & Type of Meeting	Activities
August Group	<p><b>Midwest Regional Sharing Call</b></p> <p>A learning opportunity hosted by Coffective for all WIC agencies across the Midwest states participating in Community Partnership Collaboratives; states include Illinois, Iowa, Michigan, Minnesota, and Ohio. Each WIC agency shares an update on their collaborative goals and activities and opportunity to cross-connect with one another.</p>
August Individual	<p><b>1:1 Technical Assistance Call #5: Goal and Activity Progress</b></p> <p><b>*Incentives must be disseminated by August 1<sup>st</sup>, 2024.</b></p> <ul style="list-style-type: none"> <li>• Check-in from previous call including next steps and tracking progress.</li> <li>• Discussion on lessons learned of the project and documentation to share with others. Lessons learned and progress towards goal is documented to be shared upon completion.</li> <li>• Local agencies prep for September State Sharing Call.</li> <li>• Coffective Community Partnership Coordinator provides meeting notes, next steps, and resources as appropriate.</li> </ul>
September Group	<p><b>State Sharing Call: Presentation of Collaborative Project</b></p> <p>All WIC agencies in each individual state are invited to attend a State Sharing Call hosted in September. The five (5) participating WIC agencies in the collaborative present/share their projects, resources, outcomes, and lessons learned from the 2024 collaborative.</p>
September Individual	<p><b>1:1 Technical Assistance Call #6: Wrap-Up Reporting and Evaluation</b></p> <ul style="list-style-type: none"> <li>• TA coordinators meet with local community to complete final details and capturing of lessons learned in addition to final reporting requirements.</li> <li>• Local organization completes a short evaluation of their participation and experience in the collaborative (Survey Monkey link is sent).</li> <li>• Any final details are discussed, and the grant is closed out.</li> </ul>