



Dissecting a Problem in the Commons

Collaboration Canvas Completion Guide – GLBR

Essential Questions

So you want to tackle the mental health issues in Michigan — a really big problem that has no one cause, no one solution, and no one owner for the cause or the solution? This guide outlines instructions for working groups to follow during each track session (i.e. target population working group) at the GLBR Mental Health Partnership Meeting in Saginaw. It also suggests key questions and examples to guide you as you work your way through the Collaboration Canvas together. Remember, the goal is to brainstorm the minimum you need to know to get out in the world and start collaborating!

First Track Session: Define the Problem Statement and Target Population

Working Group Instructions:

1. **Introduce:** Tell your tablemates who you are, what organization you represent, and why you are here.
2. **Discuss:** Review and discuss your track's overall issue to solve.
3. **Root Causes:** Use the 5 Why's Worksheet to hypothesize root causes.
4. Write down your group's thoughts on the "Target Population" on a sticky note and place it on the Collaboration Canvas.
5. **Outcome:** 2-3 specific questions to tackle within your track's problem area in order of priority.

Collaboration Canvas Completion Tips:

Target Population

Who is impacted by the issue you're trying to tackle? Example: Veterans experiencing PTSD, children without access, elderly?

What are the demographics of your target population? Examples: Gender, Socioeconomic status, Race (all including tribal population), Geographic location, Behavioral history and associated outcomes (e.g. jail, prison, juvenile detention, substance abuse), Family background (e.g. education, mental illness history, trauma, spirituality/religion, culture, immigration), Sexual orientation and/or gender identity (e.g. LGBT), Veteran status, Stressors (e.g. time, work/life balance, non-traditional student), Environment and associated experiences (e.g. education (traditional vs. non-traditional), marriage, family, parenthood, career, trauma, before/during/after school, home life (homeless, physical abuse, substance abuse)) and School age (e.g. Preschool thru Elementary School, Middle thru High School, Post-secondary)

What are the psychographic segmentations? Examples: Lifestyle, Activities/interests/opinions, Values/attitudes, Social class, Personality

Second Track Session: Define the Value Propositions

Working Group Instructions:

1. **Discuss:** In your new working groups formed around each issue/question, discuss:
 - a. Within the capabilities/bandwidth of the GLBR Mental Health Partnership, what can we bring to this challenge beyond what others already do?
 - b. What additional expertise do we need to make our value proposition a reality?
 - c. What can we do that is high impact with a reasonable level of effort?
2. **Brainstorm and Record:** Use your discussion and follow the tips in the Value Proposition box below to articulate a 1-2 sentence value proposition. Write it on as sticky note and place in the corresponding box on the Collaboration Canvas. Remember you don't have to have a solution to have a value proposition!

Collaboration Canvas Completion Tips:

Value Proposition

How would the lives of the target population be better if the issue were solved or the question were answered? How will you create new value for these communities beyond what's already been tried? Example: An increase in available mental health services for those who need them.

Third Track Session: Key Players, Stakeholders, and Relationships

Working Group Instructions for Third Track Session:

1. **Refine:** Make further refinements to your Issues to Solve and Value Proposition (that's why we use post-its – you can easily remove and replace them!)
2. **Brainstorm:** Continue brainstorming a collaborative action by filling out 1-2 sentences on each remaining box of the Collaboration Canvas. Some guidance:
 - a. The excitement/practical need matrix in your kit is a resource for determining what ideas to prioritize
 - b. Finish the purple boxes first, move on to the blue boxes next, and finally work on the orange boxes
 - c. One collaborative action per Canvas. If you need an extra Canvas, tell a GLBR Mental Health Partnership or CollaborateUp staff person.

Collaboration Canvas Tips:

Key Players

Whose help, resources, or cooperation do you need to address the issue? Who is not in the room but should be? Example: Health organizations, physicians, mental health providers, insurance providers, state government agencies and officials, law enforcement, business leaders, P-20 education, corporate philanthropy, charitable foundations, non-profits and NGOs, taskforce groups, media, and spiritual groups and organizations

*Note: Key Players who are willing to enter into a formal agreement to support the collaboration become Partners.

Partner Relationships

Under what terms will the Partners contribute their resources? Example: Logo recognition on Partnership collateral for stakeholders and partners who provide access to their staff and training materials; Partner staff time in exchange for grant resources

Relationships with Target Population

Under what terms and conditions will your solution provide value to the communities you seek to serve? Example: Lower cost services for those who cannot afford to pay for mental health care.

Relationships with Supporters

Who outside the direct Key Players do you need to support, or at least not block, this collaboration? Example: Health organizations, physicians, mental health providers, insurance providers and regional government agencies

Outreach Channels

How will you reach the Target Population to tell them about your activities and deliver value? Example: School assemblies, veteran outreach activities

Working Group Instructions for Synthesis and Preparation for Report Outs:

1. **Regroup:** In your broader working group (i.e. target population), share and reflect on your group's findings, challenges, and agreements.
2. **Combine:** Combine your ideas and develop a 10-minute report out based on your broader working group's conclusions.
3. **Agree on Action:** Discuss the collaborative action you will take to engage at least one individual/organization to correct and/or validate the findings of the summary of this meeting.
4. **Present:** Designate at least one spokesperson to present your refined collaborative action report out in plenary.