Collaboration Multiplier Activity
Instructions

Collaboration Multiplier is a tool designed to achieve effective, multi-field collaboration by helping groups from different disciplines understand the perspectives and contributions of one another and align and strengthen their collective efforts.

1. The purpose of this exercise is to familiarize participants with Collaboration Multiplier and to develop a shared understanding of key concepts and approaches in multi-field and cross-sectoral collaboration. 
   Note: we may not have enough time to complete the entire worksheet.

2. Approximately 4 people will be assigned to a group. Ideally, each group should have diverse representation from different fields. Each person will represent a different field (e.g., Person 1 represents healthy food, Person 2 represents transportation planning, and so forth).
   Note: If your group members represent the same field, select a unique and different field to represent and complete the activity from the perspective of the field you have chosen.

3. SCENARIO: Imagine that your group has formed a collaborative, and you are representing your organization or selected field. As a collaborative, choose one of the following issues that your group will focus on for this activity:

   - **Reduce exposure to in-store tobacco marketing and limit sales of tobacco products near schools** (Possible partners: store owners, community organizations, youth advocacy organizations, public affairs firms, tobacco coalition member organizations*)
   - **Increase availability and affordability of healthy beverages in public and private institutional settings, workplaces, and government facilities.** (Possible partners: schools, health care organizations, employers, government facilities, youth advocacy organizations)
   - **Increase opportunities for physical activity through joint use agreements between municipalities, school districts and community-based organizations.** (Possible partners: parks and recreation, city council, school districts, community based organizations, youth advocacy organizations)
   - *Listed are examples of fields that may be engaged in this topic, but feel free to represent your own field and/or another field that is not listed.

4. Once you are sitting with your group and have identified your group issue, take 5-7 minutes to individually answer the following questions:

   ⇒ Importance – Why is this issue important to your field?
⇒ **Organizational Goals** - What are your organization’s goals related to this issue?

⇒ **Key Strategies** - What key strategies/activities are you implementing that are relevant to this issue?

⇒ **Results/Outcomes** - What specific results/outcomes are you seeking related to the collaborative’s goals? What does success look like?

⇒ **Expertise** - What unique expertise does your field have that adds value to the collaborative?

⇒ **Assets/Strengths** - What resources (skills, training, funding) can you bring to the table?

⇒ **Partnership** – Which partners/participants can you bring to the table to enhance outcomes?

⇒ **Organizational Benefit** – How does your organization benefit from participating in this collaborative?
5. After 5-7 minutes of individual writing, identify a timekeeper, a notetaker to fill out the **Phase II: Collaboration Multiplier Analysis** worksheet, and someone to report back to the larger group.

6. Work as a group for 15 minutes to share your responses to the questions above (Each person will have about 3-4 minutes to share). Have the notetaker write down your group’s answers for the following categories on the **Phase II: Collaboration Multiplier Analysis** worksheet:
   - Organization and Field
   - Expertise
   - Key Strategies
   - Results/Outcomes
   - Assets/Strengths

7. Finally, even if you have not completed all the sections, take the next 20 minutes to fill out the middle section, “Collaboration Multiplier Analysis.”
   - What results/outcomes can be achieved together?
   - What partner strengths can the collaborative utilize?
   - What strategies/activities can 2 or more partners work together on? Who takes the lead? Who plays a supportive role?

8. After the 20 minutes of discussion about the “analysis,” the facilitator(s) may ask your group to share your responses with the larger group and to discuss the alignment of strategies and opportunities to leverage collaboration across fields and sectors.