Collaboration Multiplier is an interactive tool for strengthening collaborative efforts across diverse fields. A multi-field approach has proven vital for tackling today’s complex social challenges. Whether the goal is promoting health equity, strengthening local economies, reducing greenhouse gas emissions, or enhancing community safety, improving our well-being requires community-wide changes that include strengthening government policies and the practices of key organizations. Multi-field collaboration expands available resources, strategies, and capabilities to achieve outcomes that could not be accomplished by one field alone.

Collaboration Multiplier provides a systematic approach to laying the groundwork for multi-field collaboration. The tool guides organizations through a collaborative discussion to identify activities that accomplish a common goal, delineate each partner’s perspective and potential contributions, and leverage expertise and resources. Collaboration Multiplier is based on the understanding that different groups and sectors have different views of an issue and different reasons for engaging in a joint effort. For example, a collaborative formed to increase access to healthy food in underserved neighborhoods can more effectively engage partners by recognizing that each has their own goals. A grocery store operator might expand fresh food offerings to enhance sales and profits, a health department would support the effort to improve health, and the Mayor might see enhanced food retail as fundamental for a flourishing community. Collaboration Multiplier helps surface these perspectives and forge strategies that advance their objectives simultaneously.

Collaboration Multiplier can be used in different stages of collaboration. It can be used by a newly formed or established partnership that wants to strengthen its collective effort, or it can be used by an individual or small set of organizations that recognize the value of a diverse partnership and want to think strategically about whom to invite to the table.

The Collaboration Multiplier Process

Collaboration Multiplier occurs in two phases: 1) Information Gathering and 2) Collaboration Multiplier Analysis

In the first phase, the key sectors and fields that can contribute to a solution are identified. Then key information from the perspective of each field (or prospective field) is collected according to a common set of categories. Specific categories vary based on the particular collaboration, but typical examples include:

- **Importance**: Why is this issue important?
- **Organizational Goals**: What are the goals related to this issue?
- **Audience**: Who is the primary audience/constituency?
- **Expertise**: What unique expertise does this field bring to the collaborative?
• **Assets/Strengths:** What resources (skills, staff, training capacity, funding) can be brought to the table?
• **Key Strategies:** What key strategies/activities are currently implemented relevant to this issue?
• **Desired Outcomes:** What specific results/outcomes are desired as a result of this collaboration? What does success look like?
• **Data:** What data is collected, and how?
• **Partnership:** Which partners/participants can be brought to the table to enhance outcomes?
• **Organizational Benefit:** What is the benefit of participating in this collaborative?

Compiling this information can provide a “big picture” snapshot for partners and lays the groundwork for a collaborative discussion.

In the next phase, the collaborative engages in a “collaboration multiplier analysis” to discuss the implications based on the information collected. Some key areas of discussion can include:

- What partner strengths can the collaborative utilize? How do you leverage each partner’s expertise?
- What results and outcomes can be achieved together?
- What strategies/activities can two or three partners work together on?

*Collaboration Multiplier* serves as a starting point for appreciating what different fields can bring to the table and for building effective interdisciplinary efforts through partnership. After completing the two-phase process, partners can begin developing a comprehensive strategy to achieve their shared vision. To support strategic efforts, *Collaboration Multiplier* is designed to complement and inform Prevention Institute’s *Spectrum of Prevention*, a tool for developing multifaceted activities for effective prevention, and *The Eight Steps to Effective Coalition Building*, a step-by-step guide for coalition development and sustainability. Effective collaboration can be a powerful force for mobilizing individuals to action, bringing health and safety issues to prominence, forging joint solutions, and developing effective policies. By working through *Collaboration Multiplier*, partners will see the fruits of their efforts grow exponentially.

For more information, visit Prevention Institute’s website at www.preventioninstitute.org or e-mail virginia@preventioninstitute.org.
**Collaboration Multiplier Example: Traffic Safety Coalition**

**Goal:** Decrease traffic-related crashes and fatalities

**Phase I: Information Gathering**

(This is a sample; expected levels of detail would be greater)

<table>
<thead>
<tr>
<th>Expertise</th>
<th>Desired Outcomes</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Health</td>
<td>Population-based prevention approaches and data collection of injury rates</td>
<td>Reduce unintentional injuries among all travelers, including drivers, pedestrians, bicyclists, disabled, elderly</td>
</tr>
<tr>
<td>Law Enforcement</td>
<td>Expertise in legal requirements and crash investigations and has the authority to enforce traffic laws</td>
<td>Increase compliance to traffic safety laws</td>
</tr>
<tr>
<td>Transportation Engineering</td>
<td>Road and sidewalk design that provides safe travel for multiple modes of transportation</td>
<td>Prevent traffic crashes and reduce severity of injuries if a crash occurs</td>
</tr>
<tr>
<td>Optometry</td>
<td>Understanding of how people visualize traffic signs and signals</td>
<td>• Improve vehicle displays, traffic signals, and road signage</td>
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**Expertise Desired Outcomes Strategies**

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www.preventioninstitute.org
### Phase II: Collaboration Multiplier Analysis

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<td><strong>Desired Outcomes:</strong> Reduce unintentional injuries among all travelers, including drivers, pedestrians, bicyclists, people with disabilities, elderly</td>
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<td><strong>Desired Outcomes:</strong> Improved vehicle displays, traffic signals, and road signage</td>
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<td><strong>Key Strategies:</strong> Facilitate environmental and policy changes (i.e., pedestrian/bicycle-friendly street design, car seats, seat belts, DUI, bicycle helmets)</td>
<td><strong>Key Strategies:</strong> Promote safety regulations for occupants and vehicles</td>
<td><strong>Key Strategies:</strong> Better driver assessment for licensing purposes</td>
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<td>Subject matter expertise</td>
<td>Incorporate health and safety elements into transportation planning</td>
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<td>Ability for motorists, bicyclists, pedestrians, people with disabilities, and elderly to travel easily and safely</td>
<td>Authority and ability to implement policies and environmental changes</td>
<td>Promote complete streets policies</td>
</tr>
<tr>
<td>Decrease in traffic-related injuries and deaths</td>
<td>Understanding of motor vehicle patterns and individual transportation behaviors</td>
<td>Connect roadways to complementary systems of trails and bike paths</td>
</tr>
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<td>Knowledge of street and vehicle design</td>
<td>Implement smart growth strategies, including transit-oriented developments</td>
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**Shared Outcomes**

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- Decrease in traffic-related injuries and deaths

**Partner Strengths**

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