Connecting the Dots: How to Serve as an Effective Backbone

Valerie Frost, Kentucky Site Team Co-Lead

Thriving Families, Safer Children Supplemental Session

October 8, 2024

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Introduction

Valerie Frost

Resilient Connections Coordinator
Prevent Child Abuse Kentucky

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Objectives

01

Define a backbone organization's role and get an example of what it looks like in action.

02

Learn what it really takes behind the scenes to establish trust, build relationships, and gain true buy-in for collaboration and seamless coordination.

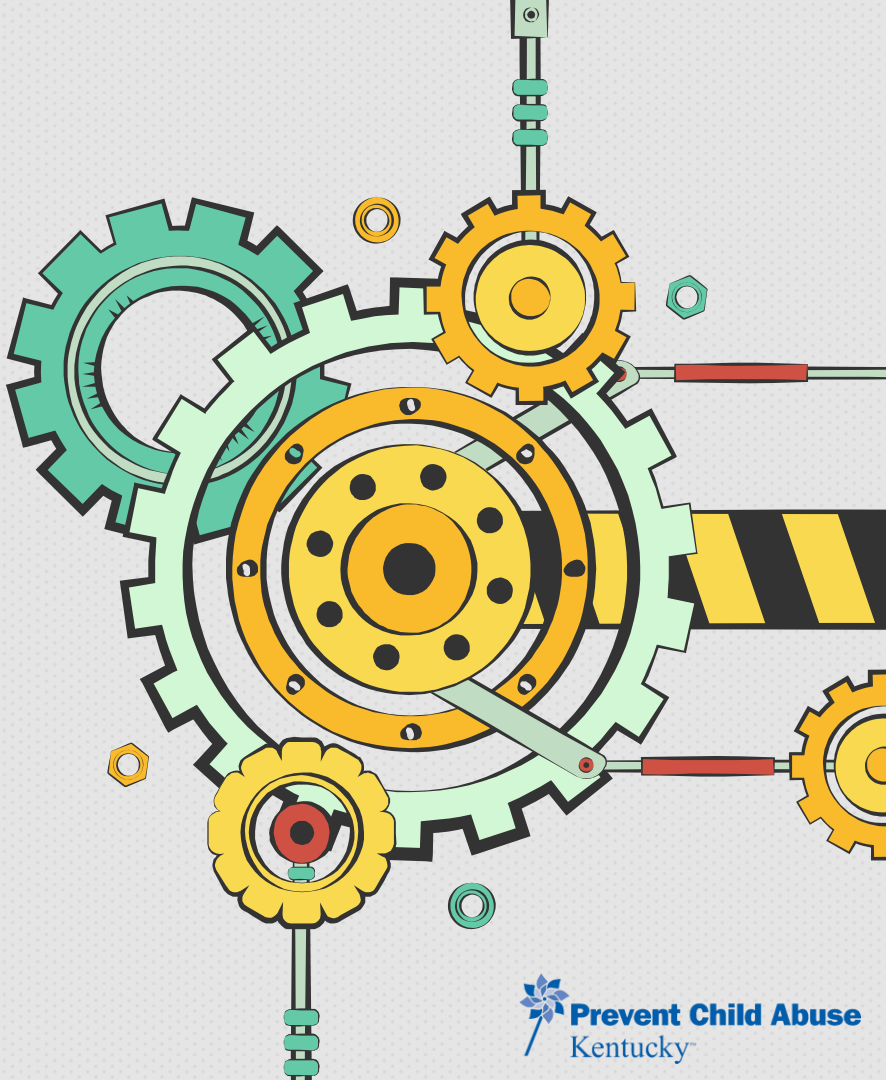
03

Connect with other sites to share resources and pose questions to one another.

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Let’s take a poll!



Thriving Families Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

What is a Backbone?

Thriving Families Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

What is a Backbone?

"The backbone organization—also know as the convener—is responsible for coordinating and integrating participating stakeholders. The backbone organization is essential to ensuring stakeholders' alignment and active engagement in the agreed-upon priorities."

Source: Community Level, Multi-Stakeholder Approaches to Improve Healthcare Value :: Altarum - Healthcare Value Hub

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Regional Re-Visioning Session Northern Kentucky May 3, 2024

Thriving Families, Safer Children Hybrid Quarterly Meeting - March 2024

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky™

TFSC KY Site Team

Structure:

- Contract with state agency
- Collaborative of partners committed to family wellbeing

Responsibilities include:

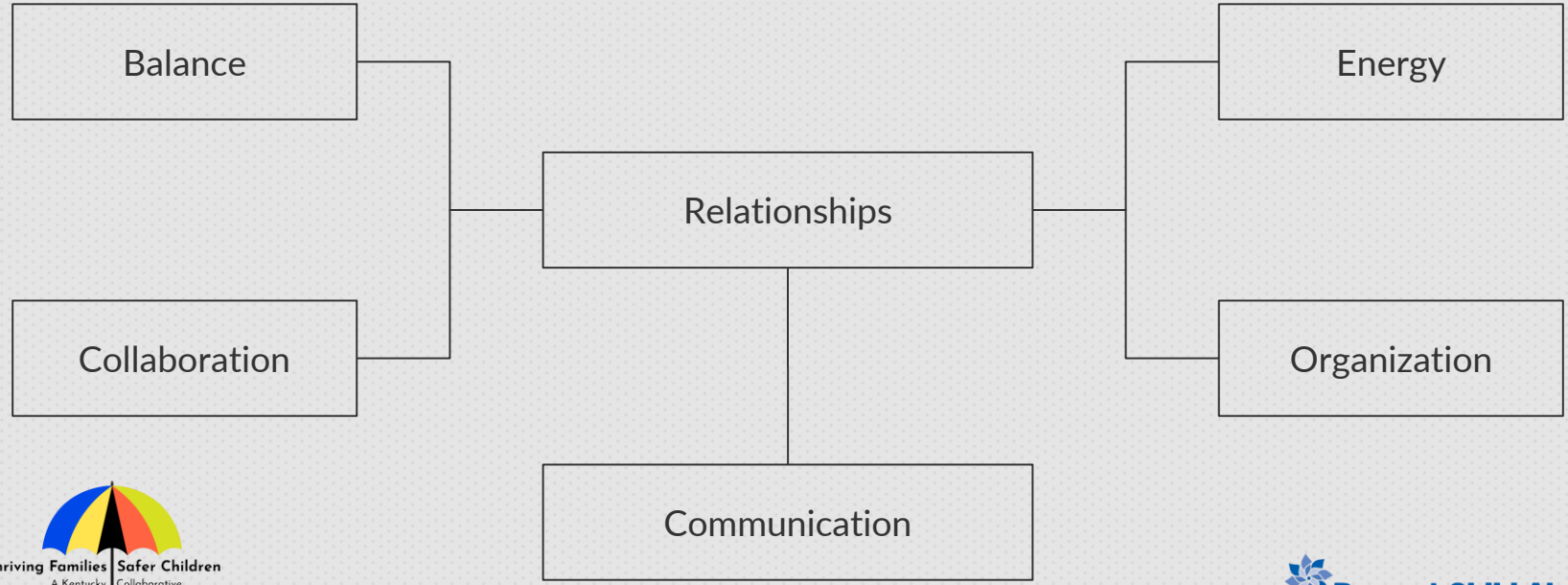
- Maintain meeting cadence
- Organize team notes and documents
- Facilitate meetings
- Support communications

And the most important thing: Maintain alignment between partners and broader national space

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Keys to a Backbone Role



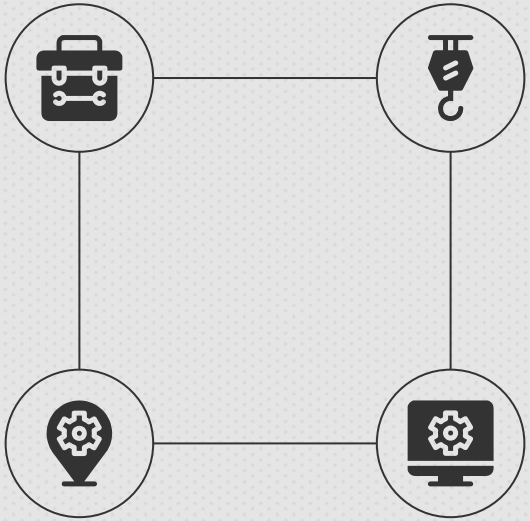
Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

What Are the Dots?

People

Bringing people together toward a common goal or function



Cohesion

Finding alignment between separate entities with possibly conflicting interests or attitudes

Movement

Pushing action forward in direction

Purpose

Clearly differentiating this initiative or meeting from others

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Participant Needs

Are they learning something?

Is there meaning and purpose?

Are they getting connected to others to build their network?

Does everyone know their role?

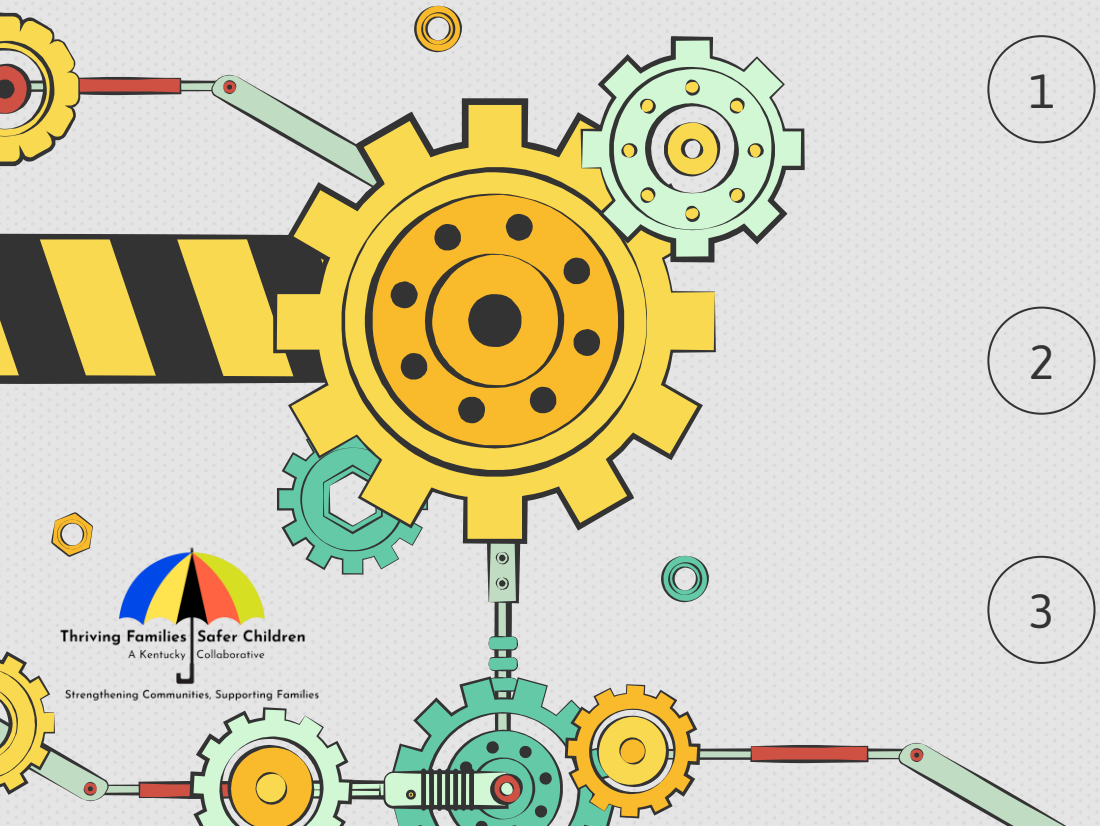
Is it advancing a cause they care about?

Are they enjoying the space?

Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

The Glue



Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

1 Time

Building and maintaining relationships and keeping track of all the moving pieces is a lot of work!

2 Commitment

Your dedication will energize those you are bringing together and keep the fire burning.

3 Authenticity

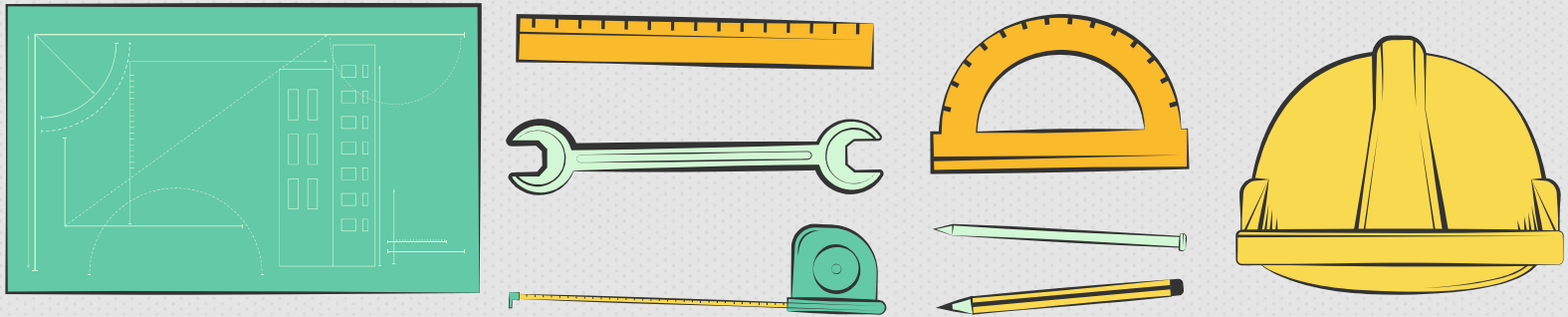
People want to follow a leader they respect and feel inspired by.

Prevent Child Abuse Kentucky

Let’s Discuss!

Alternative resources

- Backbone_Organizations_Field_Guide.pdf (ssir.org)
- Backbone-Starter-Guide.pdf (collectiveimpactforum.org)
- Collective-Impact-Backbone-Toolkit.pdf (uncg.edu)
- What is a Backbone Organization and What is its Role - YouTube



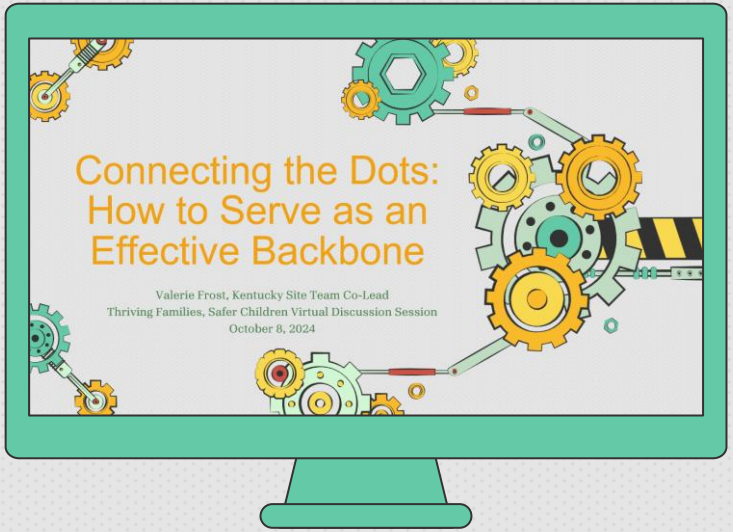
Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky

Thanks!

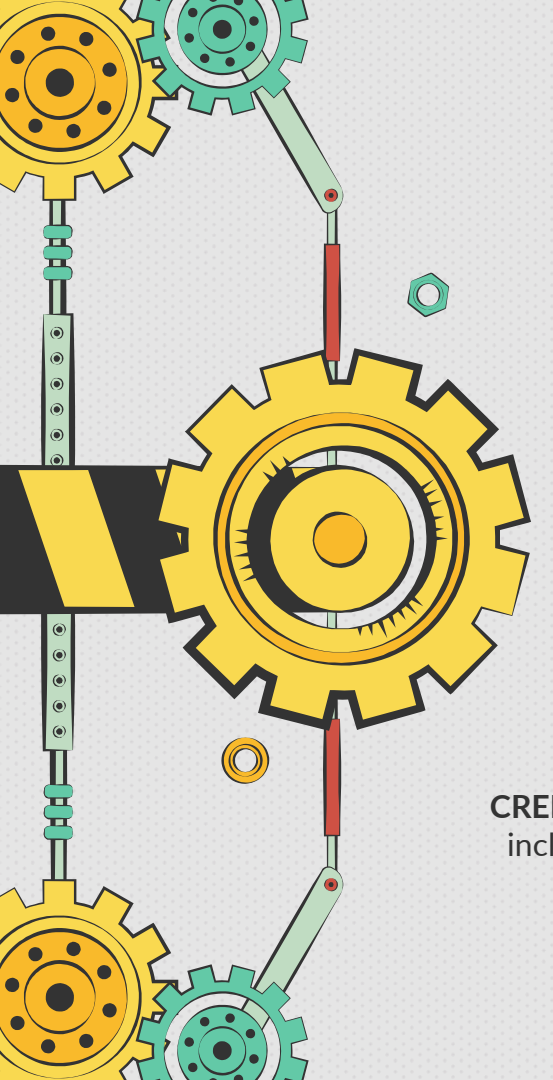
Do you have any questions?

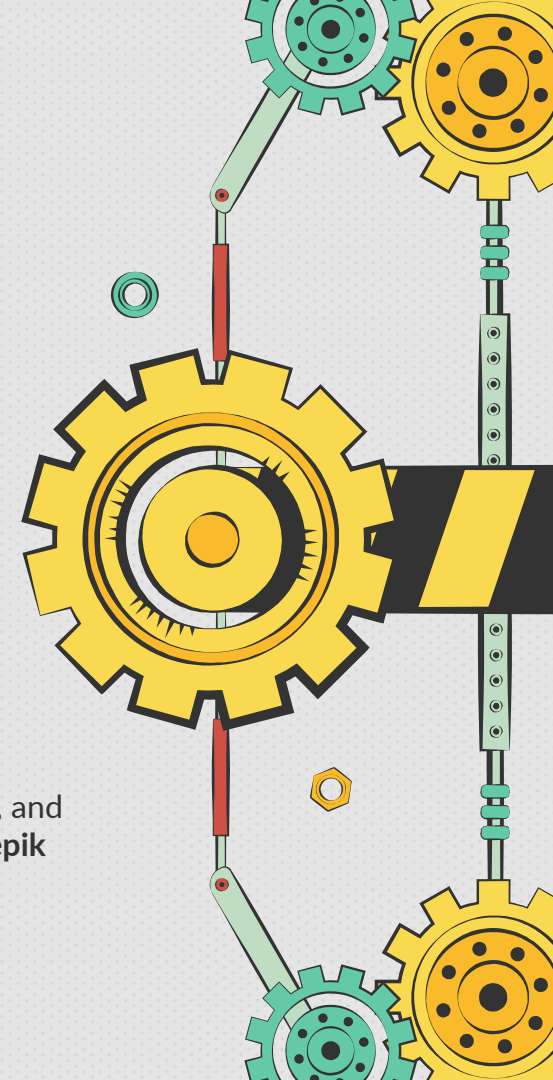
Valerie Frost
vfrost@pcaky.org



Thriving Families | Safer Children
A Kentucky Collaborative
Strengthening Communities, Supporting Families

Prevent Child Abuse Kentucky





CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**