Results That Matter Team

Including Community Balanced Scorecards, InsightVision, and Wikis in Public Health Grant Applications

Meeting the Challenges of Achieving the Measurable Outcomes Funders Want

Grantors almost always seek a convincing plan that a proposed project will get "results," which usually means accountability for *measurable outcomes*. In public health, achieving significant improvements in outcomes usually involves building strong collaborations beyond the health department. That adds the challenges of getting multiple organizations to support a common strategy, managing the complexity of a collaborative strategy, and attaining accountability for results that many organizations help achieve. The Community Balanced Scorecard (CBSC) and related tools such as *strategy maps* and *community results compacts* are expressly designed to meet these challenges. Including them in a proposal will strengthen the case that measurable outcomes will be achieved, and partners will be held accountable for making specific, measurable contributions to achieving them. Including InsightVision and a Wiki in a proposal will strengthen it all the more, by providing dynamic software tools for supporting partner collaboration and communication (Wiki) and for using data effectively to manage the complexity of strategic management with accountability spread among multiple organizations (InsightVision). We can assist by providing language for grant proposals to describe the advantages of using an appropriate combination of CBSC tools, InsightVision, or Wikis for any particular project or set of grant requirements.

Aligning Different Kinds of Interventions by Multiple Partners

Some public health grant programs expect a mix of different types of interventions to achieve outcomes, such as a mix of service, promotion, policy, and environmental interventions. The challenge is to show a funder that your different interventions, and different partners needed to implement those interventions, will work together in an integrated strategy. A special strength of CBSCs is to align different interventions by multiple partners to create synergy among all their efforts and a strong focus on achieving outcomes. CBSC strategies can be deep and multifaceted, with partnership building, policy development, environmental changes, and performance monitoring and evaluation all linked together with promotional and programmatic interventions in an integrated strategy. CBSC strategy maps organize the complexity into concise graphics for all partners to understand their roles, and to structure detailed partner contributions, measurement, and strategy management. CBSC Community Results Compacts strengthen accountability for results among all partners. InsightVision software supports meeting grant reporting and evaluation requirements, and, more important, using performance data effectively to improve strategy execution and, as needed, revise the strategy to achieve better results. Integrating a Wiki with InsightVision makes monitoring implementation more dynamic, and builds online tools to support collaboration among partners into the strategy management system.

Making Your Grant Application Stand Out from all the Others

Funders receive many grant applications with credible plans that look good on paper. Yours will stand out if it shows that, in addition to a sound plan, you have a robust strategy management approach to enable you to:

- Manage the complexity of a multi-organization program;
- Use data effectively at different levels of detail;
- Hold partners accountable for implementing policy, service, promotional, and other strategies, and for playing agreed-to roles in helping achieve measurable results.
- Achieve synergy among many partners so their individual results combine to achieve major community outcome improvements, and put your community on track to meet ambitious long-term outcome goals.

If you win a grant, a CBSC with InsightVision and Wiki software support will enable your program to be more successful at achieving outcomes your community is striving for.

To discuss including CBSC in a grant application, or for more information:

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