

# THE AF4Q TRIBUNE



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FRIDAY, MAY 10, 2013

Robert Wood Johnson Foundation



"If you are willing to confront your fears, you can light a fire—and that is a flame that no one can put out," Jim Ziolkowski tells AF4Q National Meeting attendees.

## Ignite

### Ziolkowski Captivates AF4Q Crowd

Thursday's plenary speaker Jim Ziolkowski, founder and CEO of buildOn, brought the AF4Q audience to its feet with a passionate discussion of his work helping young people the world over break the cycle of poverty and catalyze change in their communities.

Ziolkowski was on the finance career track at GE when he decided to leave and form a nonprofit organization with his brother to help empower young people in the United States and abroad to break the cycle of poverty and low expectations through service and education.

Through determination, after persistence in pursuing funding and many rejections, buildOn received its seed money and began building schools. To date, it has built 541 schools worldwide, and the students in those schools have contributed 1.1 million hours of service in their communities.

The children in Ziolkowski's Harlem neighborhood where he began his U.S. work were resilient, he said. They didn't want to escape their neighborhoods—they wanted to transform them.

Parallels between Ziolkowski's work and the work of AF4Q communities became immedi-

ately clear to his audience. Alliances face similar challenges with funding and have found that persistence and passion are required to succeed.

"If we are willing to confront our fears, we can each light a fire," he said. "Light a fire that no one can put out."

Ziolkowski's audience found his presentation highly inspiring and motivating. "He seemed so real," said Denise San Antonio Zeman of Cleveland. "My takeaway is the importance of listening and then getting out of people's way, letting them take ownership."

Rosa Fraga, a consumer representative from West Michigan, expressed an understanding of what Ziolkowski has faced. "I work at a majority Latino Catholic school," she said, "And we face similar challenges in funding a service-oriented school. It [his presentation] reaffirmed my belief that we should continue to focus on service."

Ziolkowski wrote a book based on his experiences that will be published September 17. He has generously decided to use his speaker fee from this meeting to purchase copies of the book for everyone attending the meeting, to be delivered at its release.

### WORKING WITH MEDIA

#### "A Reporter Can't Resist a Good Story"

Jeff Brenner and a panel of journalists and media professionals led an interactive discussion at yesterday's lunch plenary for Alliances to guide them through working with the media to get their stories out.

What makes up a compelling story? "Good stories operate on a lot of levels, from the concrete to the symbolic to the emotional," Brenner said. And include real people. "There are 50 million people uninsured," argued Milwaukee Journal Sentinel reporter Guy Boulton, "and I can't find a single one for my deadline!"

Brenner challenged the audience by asking how many of them could get Boulton the names he needed for a story by noon the next day. "Every hand should be up," he said. "That is your sustainability plan."



Kay Colby, Jeff Brenner, Merrill Goozner, and Guy Boulton after their lunch plenary

Health care is dominated by a lot of very concrete, fact-based thinkers, panelists pointed out. The challenge is for Alliances to make the audience understand the importance of fact, emotion, and symbols to create a powerful narrative. "A lot of health care stories are boring," Brenner said. "They shouldn't be." Kay Colby from ideastream said she thinks of her work as movie-making – she tries to ensure that her videos have all the good elements of a movie, and a strong narrative.

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### FOLLOW THE STORY AS IT UNFOLDS

*No risk, no reward. If you're not willing to take the leap of faith, don't be surprised when there's no change. #AF4Q*  
@Stales

*"Create a tribe and get out of their way" - BuildOn's Jim Ziolkowski @AligningForces #AF4Q*  
@JillWacker

*Congratulations to @AligningForces & @RWJF for choosing such an inspiring energetic speaker in @JimZbuildon! He ignited the room! #AF4Q*  
@KatrinaWoz

# Thursday’s Recap

## A Reporter Can’t Resist

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Panelists also clued the audience in on the pressures facing reporters, editors, and news organization and how Alliances can craft their stories so they will appeal to publishers and editors. It involves some investment of time from the perspective of the source, as Boulton said. “You have to do a lot of work for reporters because what you guys do is complicated.”

Merrill Goozner of Modern Healthcare advised the crowd on how to make a story rise to the level of getting his magazine’s interest and how



to get those stories heard in a world with fewer reporters and complicated content. “I’m sick and tired of reading about grants,” he said. “It’s like watching paint dry! Tell me what you are doing with the money.”

“A good story requires taking risks,” agreed Brenner. “Media hate to be managed by hospital or corporate media staff. Interesting stories have a narrative of failure. That requires risk.”

Brenner wrapped up with this advice: “A reporter can’t resist a good story. So call them not to get attention, but because you have a story that NEEDS to be told.”

## Overheard at the Breakouts

The following is a collection of memorable quotes and photographs from Thursday’s sessions and Wednesday’s social event. We’ll be communicating in full, along with descriptions Friday’s sessions, in the next couple of weeks.



### State of the States

“The ACA is going to have major effects, especially on the number of people that Medicaid is going to touch. States are going to have to make decisions about how involved in exchanges they want to be—for example, will they mandate quality measures?”—John Colmers, Vice President for Health Care at Johns Hopkins Medicine.

“State governments increasingly know they can’t—and shouldn’t—do it all. The community has to be engaged as a part of solutions.”—Christine Collins, North Carolina Office of Rural Health and Community Care



# Did You Know?



The #AF4Q hashtag was used 803 times and generated 1.6 million impressions yesterday.

“AF4Q SUSTAINABILITY MEANS BEING ABLE TO ARTICULATE THE VALUE OF CONVENING AND MEDIATING”

- PETER YORK

# Happening Today Schedule for Friday, May 10

7:00 am-8:30 am  
Breakfast  
A hot breakfast is available for all meeting attendees. There are two options for enjoying it:

Astoria and Williford C  
Optional Breakfast Briefing: Partnering with the National Quality Forum: Strategies and Tools to Advance the National Quality Strategy and Meet the Needs of Your Local Community

Williford A/B  
Networking: We know how much networking time matters at these meetings, so please join your colleagues for a hot breakfast and energizing conversation.

8:30 am-10:00 am  
Waldorf  
**Breakout:** Health Insurance Exchanges: What To Expect when You’re Expecting

8:30 am-10:00 am  
Marquette  
**Breakout:** Partnering for Organizational Development: The “Secret Sauce” of Alliance Building

8:30 am-10:00 am  
Williford C  
**Breakout:** The Road To Financial Stability: Finding Value in Data

10:00 am-10:15 am Break

10:15 am-12:15 pm  
Waldorf  
Closing Plenary: Built to Last

Remarks: Anne Weiss, RWJF, and Katherine Browne, Chief Operating Officer, AF4Q National Program Office

Jerry Porras: Lane Professor of Organizational Behavior and Change Emeritus at Stanford University’s Graduate School of Business. Porras co-authored international business bestseller

12:30 pm-1:30 pm  
Williford A/B/C  
Lunch is available for all

12:30 pm-1:30 pm  
Marquette  
Private debriefing lunch (no agenda) for Project Directors

12:30 pm-1:30 pm  
PDR2  
Private debriefing lunch (no agenda) for consumer representatives



# Overheard at Breakouts



## #AF4Q

### What it Takes

“Don’t worry about sustainability. Worry about value.”—Micky Tripathi, President and CEO of the Massachusetts Health Collaborative

“Put the cookies on the bottom shelf.”—The Reverend Timoth Brown, Pastor, Mount Zion Missionary Baptist Church on making messages easily understandable and accessible to communities.



### Teachable Moments

“You can’t do this work unless you keep your stakeholders engaged. Once they’re gone [stakeholders], you don’t get them back.”—Elizabeth Mitchell, President and CEO, Network for Regional Healthcare Improvement (NRHI)



### Partnering with Grantmakers

“Sustainable nonprofits need strategic, decisive, accountable leadership. Convince us that we need to take a chance and invest in you.”—Kelly Dunkin of The Colorado Health Foundation

“There is value of leading with your strength. Concrete results will get noticed every time.”—Denise San Antonio Zeman, St. Luke’s Foundation of Cleveland, Ohio



### Sustainability Through Adaptability

“Sustainability is more likely in a structure than in loose collaborations. The most sustainable efforts happen when we sustain processes that get results.”—Peter York, senior partner and chief research and learning officer, TCC Group

“It’s important of getting everyone to agree to providing claims information without giving away proprietary information.”—Barry Malinowski, Medical Director for Anthem Blue Cross and Blue Shield of Ohio



### Getting to Yes

“If you’re looking to hide, you’re in the wrong place. You’re going to participate with me today. We are going to get to yes today,” said Lynn Fick-Cooper, co-deputy director of the Center for Creative Leadership.

“To effectively negotiate you need to separate the people involved from the problem itself,” said Cooper.



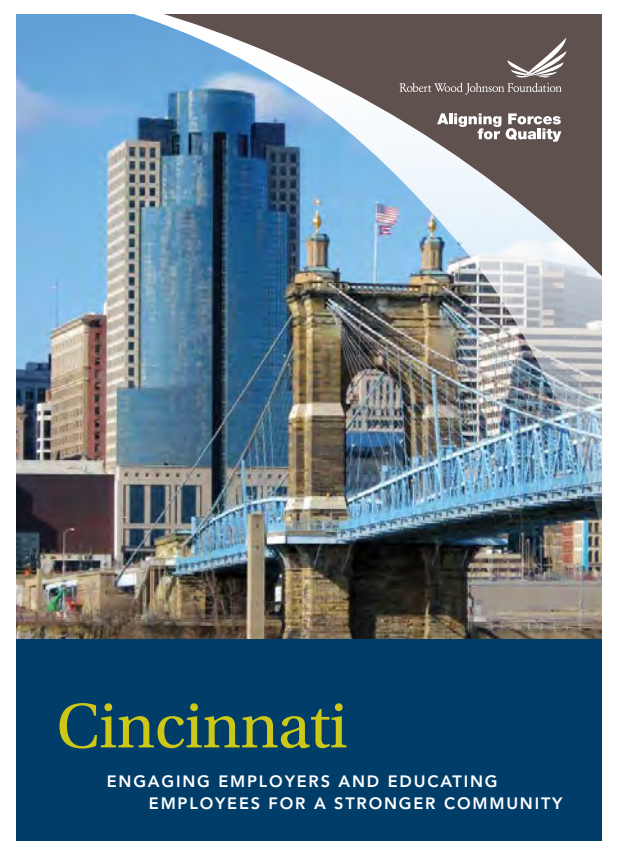
Ignore the social media channel at your own peril. Seriously - excellent channel for storytelling that can’t be discounted. #AF4Q @Stales

Don’t need to simplify. Need to focus, break it down into chapters. Don’t aim for one story, but a series over time. #AF4Q @4293rd

Don’t assume it’s easy to be a patient and navigate health-care, don’t assume patients have the tools to be an engaged patient #AF4Q @MHQP

“Don’t think about newsletters. Don’t think about tweets. Think about cultivating relationships” says Guy Boulton. #AF4Q @AligningForces

## Coming Today!



Brochures from all 16 Alliances showcasing some of their proudest moments. If you didn’t get your package of brochures contact Maggie Kay at [maggielkay@gwu.edu](mailto:maggielkay@gwu.edu).



AF4Q Word Search

E Y X C Q L Q S S S S T B S G  
U R O O O U Z Y K J X P U E N  
J S A W H Y A G W R W S P Q I  
T R Y C F F Y L X F T T V U T  
Z F P G H F M A I A K P R I R  
O W P B P T H U I T I L A T O  
A N H N R G L N P J Y Z C Y P  
X C B J P R A A E U C Z B B E  
C W C I O B A C E K J Q D X R  
J O C G I Z N R B H V D Y K Q  
O R M L R A C O N S U M E R W  
O S I R I N O I T A D N U O F  
X T Q L D S E Z W K Q H D F R  
Y X L H A M X I A K R M P Y N  
Z A Y L T M J Q R D J D F M K

ALLIANCE  
EQUITY  
QUALITY

CONSUMER  
FOUNDATION  
REPORTING

COST  
HEALTHCARE  
SUSTAINABILITY

Crossword Answers

- ACROSS

  - 1. SECOND
  - 6. CHICAGOFIRE
  - 8. BEAN
  - 9. CUBS
  - 10. ALCAPONE
  - 11. JORDAN
  - 14. JAZZ
  - 15. PIZZA
  - 18. NORTHWESTERN
  - 19. WORLDS FAIR
  - 20. TWINKIES
- DOWN

  - 2. ELEVATED
  - 3. MILLENIUM PARK
  - 4. SAJAK
  - 5. LINCOLN PARK
  - 7. OAK
  - 12. OPRAH
  - 13. BLACKHAWKS
  - 16. GREAT LAKE
  - 17. WINDY CITY

Save the Date!

November National Meeting

November 6-8, 2013



National Meeting  
Planning Committee

Partnership is at the root of Aligning Forces for Quality—the very definition of “aligning our forces.” So it was not surprising that “Partnering for Sustainability” was identified by the planning committee as worthy of our focus this week.

The committee has put together a rich meeting we hope will spark your thinking and energize your team.

Thank you to the Af4q May 2013 National Meeting Planning Committee: Alicia Aebersold, Katherine Browne, Randy Cebul, Susie Dade, Andrea Ducas, Hilary Heishman, Melinda Karp, Alexis Levy, Patrick McCabe, Michael Painter, Lissette Vaquerano Sharac, Marcia Wilson, and Lindsay Wolfe.

Thank you.

Social Event Photos

