Catalyst 2022
Informational Webinar

We will get started promptly at 12:02 PM
**Housekeeping**

- **Mute**: Minimize Interruptions
  Please make sure to mute yourself when you aren’t speaking.

- **Chat**: Go Ahead, Speak Up!
  Use the Zoom chat to ask questions and participate in activities.

- **Introductions**: Introduce yourself in chat
  Share your name, what organization you’re from and where in California your organization is based.

- **Tech Issues**: Here to Help
  Chat Ally Ottesen privately if are having issues and need tech assistance.
Welcome & Introductions
Background
Program Overview
Who’s Eligible?
What Makes a Strong Application?
How to Apply + Key Dates
Final Questions
Meet Your Catalyst Program Leads

Kathleen Figoni
She/Her/Hers
Senior Program Manager
kathleen@careinnovations.org

Allison Ottesen
She/Her/They/Them
Program Coordinator
allison@careinnovations.org
The Center for Care Innovations
We spark, seed, and spread innovations that strengthen the health and well-being of historically underinvested communities. We create lasting change in collaboration with our partners in the health ecosystem.
AT CCI, WE

• Design + Deliver Programs
• Convene People
• Partner with Experts & Advisors
• Re-grant Funds
Background
Human Centered Design is an approach to problem solving that is rooted in understanding peoples needs and experiences, and it requires that innovators get comfortable in deepening their understanding of the problem before jumping into solutions.
How we’re used to tackling challenges

- Understanding the Problem
- Generating Ideas
- Testing & Iterating on Ideas

Shifting how we tackle problems

- Understanding the Problem
- Generating Ideas
- Testing & Iterating on Ideas
Teams will learn to solve problems in a Human-Centered, Collaborative, Creative Way

6-month Virtual Training Program
“The Catalyst Program continues to have cultural and social impact across teams and the clients they serve.”

Design Management Institute
2015 Design Value Award Winning Program
Program Benefits
How will this program help your organization?

- Helps ensure you are working on the right problems
- Provides a systematic approach to develop new ideas
- Utilizes a more collaborative approach to include more diverse voices
- Brings more fun & joy to work
Catalyst Alumni
Multisector Partnership
Food Farmacy: Planting the Seeds of Community Resilience

- Rigo Garcia  
  He/Him  
  Director of Health Education  
  Venice Family Clinic

- Sarine Pogosyan  
  She/Her  
  Health Equity Manager  
  Community Clinic  
  Association of LA County

- Vipra Bhakri  
  She/Her  
  Data Governance Manager  
  Community Clinic  
  Association of LA County

- Pearson King  
  He/Him  
  Operations & Communications Manager  
  LA Food Policy Council
Partnering to achieve a common goal allowed our multi-sector partnership to achieve a goal far beyond what we thought possible.
Multisector Partnership

• Over a year of collaboration on Food Farmacy project.

• CCALAC provides expertise on community health centers’ needs in the region.

• Food Forward provides the produce and expertise on the food ecosystem.

• Venice Family Clinic distributes that produce directly to their community.

• Bringing all organizations to the table, eliminating obstacles.
I Our Collaboration

Over 2 million people are living with food insecurity in Los Angeles.

In the wake of COVID-19, need is on the rise.
Demonstrating Impact

- Data Capture
- Patient Satisfaction
- Program Sustainability
- Systems Integration
I Solution

Short Term
Implement Food Distribution

Short Term
Pt. Scan / Check In Process

Long Term
Database Communication

Long Term
Storytelling -> Sustainable Funding
I Solution

Are we being nice or are we creating an impact?

- Reduce health disparities
- Shift from patient-centered to patient-led care
- Storytelling through data collection
- Increase patient engagement and improve patient satisfaction
- Connect to organization’s mission
- Staff empowerment
We came in thinking we were just out to design food distribution events and after a year of successful food programming, that has since shifted to demonstrating the impact we know we are creating.

– Sarine Pogosyan, CCALAC
Participating in a Skill Building Virtual Program

- Ability to be much more flexible since working virtually
- Faster process to face obstacles
- Virtual tools allowed more visibility and streamlined communications
- Referring back to recorded lectures and teachings
- Commuting to different offices was no longer an issue
- Partnership outside your work area
Advice for future Multisector Catalyst Partnerships

- Do not jump to a solution
- Get feedback early and often
- What is your binding mission?
- Leverage your organizational strengths
Program Overview
Virtual Programming

The Catalyst 2022 Program runs from January 25, 2022, to June 24, 2022
The Goal

The Catalyst program will provide 15 teams in California with the training, tools, and space necessary to cultivate an innovative culture and learn an approach to problem solving that is human-centered, collaborative, and creative.

Programmatic Goal & Objectives

1. Develop Expansive Mindsets
2. Learn Creative & Analytic Methods
3. Apply Human Centered Design Methods & Mindsets to an applied project that focuses on the recovery & renewal of your community.
4. Pitch proposed solution(s) to team sponsor
What We Provide

- Virtual Training
- Coaching
- Peer-Learning Community
- Virtual Resources
- Grant Funding
# Catalyst Program Timeline

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<thead>
<tr>
<th>JANUARY &amp; FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<td><strong>Stages</strong></td>
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<td>Stage 1</td>
<td>Stage 2</td>
<td>Stage 3</td>
<td>Stage 4</td>
<td>Stage 5</td>
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<td>Adopt the mindsets &amp; behaviors of being creative</td>
<td>Understand the people, their experiences &amp; the systems context of your project</td>
<td>Frame the challenge &amp; opportunity of your project and create solution directions</td>
<td>Prototype, test and shape solutions for success</td>
<td>Communicate to build support &amp; acquire investment to pursue your solution</td>
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<td><strong>Virtual Lessons</strong></td>
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<td>Tuesdays</td>
<td>12:00-1:15 PM</td>
<td>2 Lessons</td>
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<td><strong>Virtual Workshops</strong></td>
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<td>Fridays</td>
<td>12:00-3:00 PM</td>
<td>3 Workshops</td>
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<td><strong>Remote Support</strong></td>
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<td>1:1 Coaching Support</td>
<td>Check-in with the Center for Care Innovations (CCI)</td>
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<td><strong>Milestones</strong></td>
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<td>Dimensioning your project</td>
<td>Interview 7 – 12 people</td>
<td>Organize your qualitative data &amp; create a HMW statement</td>
<td>Prototype and get feedback on at least one solution</td>
<td>Pitch your solution to your Team Sponsor at the Showcase</td>
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Center for Care Innovations
Program Expectations

Team Members

- Commit an average of **8-10 hours** per month to Catalyst activities
- Participate in all lessons by watching live or on-demand
- Participate in all virtual workshops in real-time
- Complete all assignments/milestones
- Meet with your coach for at least 1 hour outside of programmatic events
Program Expectations
Team Sponsor

- Allocate & protect **8-10 hours** of team members’ work monthly
- Support your Catalysts in trying out their new skills
- Regularly meet with your teams to support the advancement of their project.
- Participate in the entire Team Sponsor Orientation on January 25, 2022
- Participate in the entire Final Presentation on June 24, 2022
Who’s Eligible?
Who’s Eligible?

1. 501(c)3 Nonprofit Organizations
   Must provide social services to improve the physical, mental, social, environmental, or economic well-being of historically underinvested communities

2. Multisector Partnership
   Safety net health care organizations that provide primary care services or regional clinic consortia must also apply in partnership with up to two 501(c)3 nonprofit organizations
What Makes a Strong Application?
What makes a strong application?

- **Strong Team**
  Catalyst teams are made up of three team members and one team sponsor.

- **Committed Leadership & Resources**
  Team Sponsors commit to protecting team members time to apply what is learned in this program to their applied project.

- **Compelling Project Topic**
  Your teams applied project must focus on the recovery & renewal of your community.
How might we…

…design new processes of food redistribution to support food insecure households in our community?

…increase substance use recovery access within our community?

…support our staff in implementing trauma-informed practices while addressing their own trauma?

Past Catalyst projects that have addressed our focus area of recovery & renewal
How to Apply + Key Dates
How to Apply

Organizations must submit the following materials through the Application Submission Form:

1. Team Narrative
2. Individual Narratives (one per team member)
3. Letter of Support from Team Sponsor
4. Tax Status Documentation

All materials must be received by 5:00 PM PST on Friday November 19, 2021
Save the Dates

- **Application Due Date**: NOVEMBER 19, 2021, Due by 5:00 PM
- **Cohort Announced**: DECEMBER 20, 2021
- **Team Sponsor Orientation**: JANUARY 25, 2022, 12:00 PM – 2:00 PM
- **Program Kickoff**: FEBRUARY 1, 2022, 12:00 PM – 1:15 PM
APPLY NOW THROUGH NOVEMBER 19TH

https://www.careinnovations.org/catalyst-2022/
Stay Involved

CCI Newsletter

**We’re Here to Help.** We share practical innovations to help your organization revolutionize the health and well-being of historically underinvested communities. Sign up for our newsletter today!

CCI Podcast

**We’re podcasting.** Health Pilots podcast, is about strengthening the health & well-being of historically underinvested communities. Every episode offers new ideas and practical advice that you can apply today!
Questions & Answers
We Hope You Apply!

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