

Understanding the Development of a Philanthropic-Private Partnership

PROJECT DESCRIPTION

Building a Culture of Health to improve population health and well-being requires an integrated and cross-sector collaborative approach to health. It involves engaging systems across multiple levels (individuals, families, organizations, geographically defined communities, and macro-level factors that shape our nation), and a willingness to consider and try new approaches for improving health. In recent decades, cross-sector partnerships have sprung into existence in the United States as the private (business), public (government), non-profit, faith-based, philanthropy, and community sectors of our society have realized the practical, economic, financial, social, health, and innovative benefits of collaborating across sectors. Cross-sector partnerships expand the existing pool of capabilities and resources available to sectoral members, foster innovation by combining diverse and new perspectives, and can result in more transformative and enduring changes (Goggins & Rochlin, 2000). While there is widespread recognition of the value of cross-sector partnerships, one cross-sector dyad that holds great potential but which is rarely mentioned in the literature is a partnership between the philanthropy sector and private (business) sector.

With a mutual interest in supporting healthier communities across the nation, in 2015, Humana and RWJF leadership embarked on a collaborative journey to improve health outcomes at the community level. In 2016, the two parties deepened their mutual commitment to working together by entering a second Memorandum of Understanding. A primary aim of their collaboration is to learn about how to develop a *philanthropic-private* partnership (PhPP), and to provide lessons-learned and principles for the spread of PhPPs., with the ultimate intent of using the partnership to improve population health.

OUR PRIMARY INVOLVEMENT IN THIS WORK

In collaboration with colleagues at the University of South Carolina, we are leading the evaluation effort for this multi-year, cross-sector effort. The evaluation aims to better understand: 1) the developmental process and effectiveness of a philanthropic (RWJF) - private (Humana) partnership and 2) the process, lessons-learned, and short-term outcomes associated with the development of a website (referred to as the Platform) designed to support prospective cross- or multi-sector partnerships.

Areas of Evaluation Focus. This evaluation focuses on two (2) major areas, with a priority placed on Area A:

- A. Evaluate the philanthropy-private sector partnership
- B. Evaluate the platform Humana and RWJF are collaboratively developing