

# How to Bring an Equity Lens to Collective Impact

## 5 CONDITIONS FOR COLLECTIVE IMPACT

## EQUITY CONSIDERATIONS



### Common Agenda

- Asking how different parts of the community are affected by an issue and **ensuring that the voices of those most affected are included in setting the agenda for change**



### Shared Measurement

- Thinking about **how shared data will be disaggregated to reveal disparities** by neighborhood, racial/ethnic groups, income, gender and other important characteristics



### Mutually Reinforcing Activities

- Tailoring activities to benefit the broader population while also **focusing on particular subsets of the population who face significant barriers**



### Continuous Communication

- Ensuring **communications are accessible** (in vehicle, language, etc.) and that those with lived experiences are **active participants in co-creating the work**



### Backbone Support

- **Building credibility** with the communities most affected by inequities and developing skills for the backbone to address disparities and authentically engage others