



Choose
health!

ML MIDDLESEX-LONDON
HEALTH UNIT

Building Public-Private Partnerships

There's no app for this...

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London, Ontario



Objectives

- Define a public-private partnership
- Outline the steps to creating a public-private partnership
- List examples of LMRSC's accomplishments
- Lessons learned



Public-Private Partnership

- A mix of government, community organizations, civil society and business
- They involve shared agendas and combined resources, risks, and rewards
- Often involve private organizations with interests in Corporate Social Responsibility
- Involve written agreements that specify the purpose and duration of the partnership

- United Nations Foundation, 2003



Creating partnerships is not easy... neither is dating



I worry my soulmate
is on a different
dating site.



someecards

Set up your profile – TOR.

“Terms of Reference” TOR

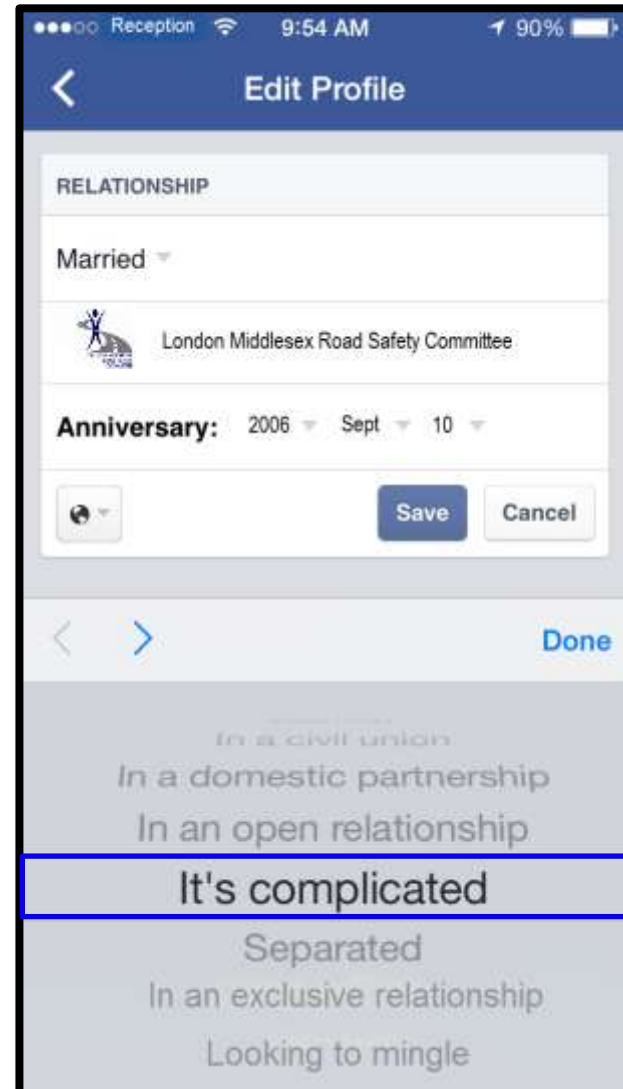
- Goals, Mission, Values
- Roles and responsibilities
- Statement of intent
- Process for decision making
- Expectations



Establish the type of partnership you want to have with other organizations.

Partnerships:

- Resource
- Open
- Exclusive
- Committed long term





London Middlesex Road Safety Committee, 10

About 1,884 km away Active just now

Looking For: **Long Term Partnerships**

About LMRSC

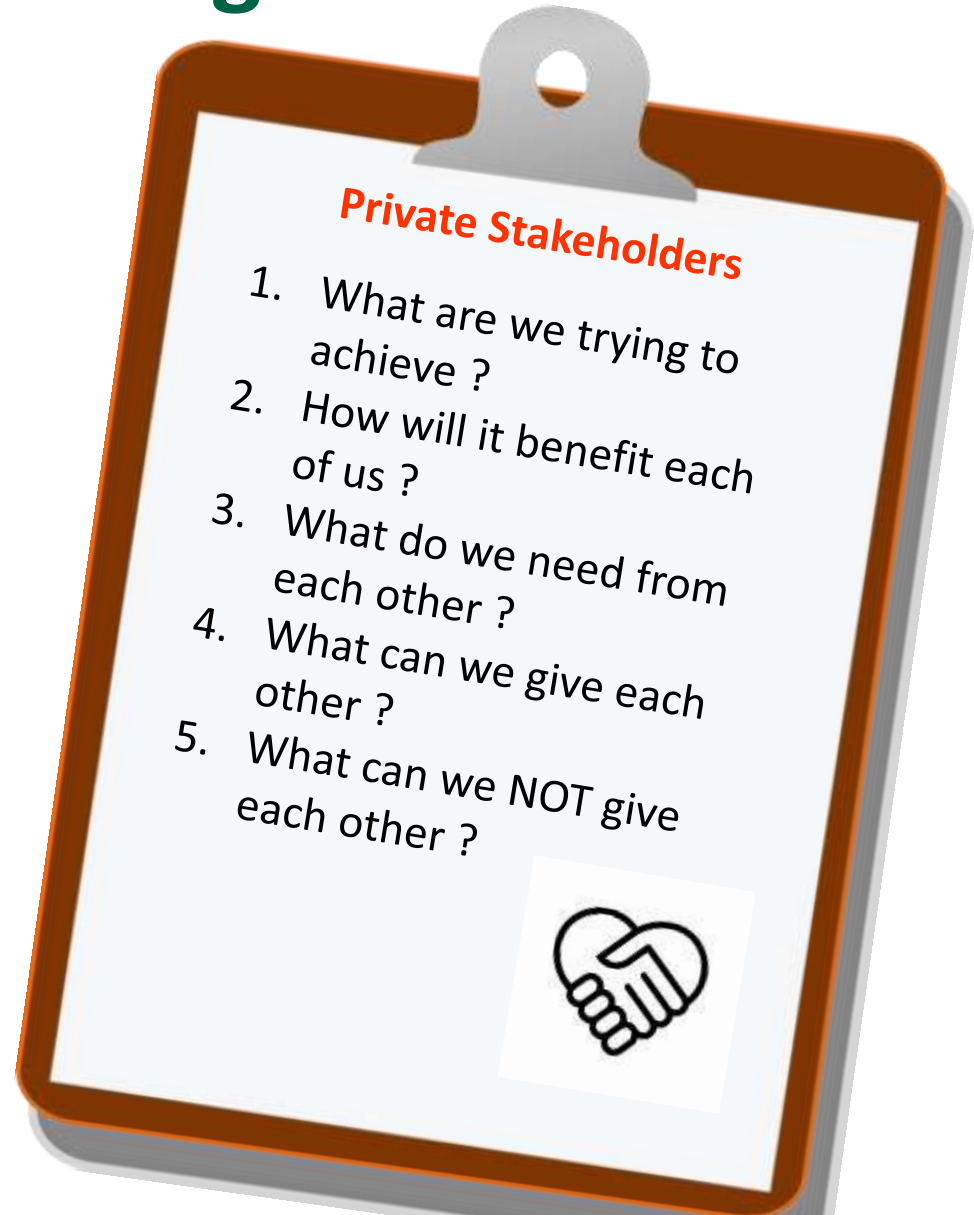
Reducing injuries & fatalities due to MVCs, increase awareness of road safety

- London Road Safety Strategy,
- Coordinate education/awareness campaigns,
- Advocate for road safety at the Municipal, Provincial and Federal levels



Finding the Right Matches

- Generate a list of private stakeholders with a vested interest in your issue
- Send out feelers (emails, letters, phone calls)



It's a Match!



Congratulations!

You've been matched with each other.

 Send a Message

 Keep Playing

[< Messages](#)

The Partner

[Details](#)

I want to take our relationship to the next level, I want an exclusive partnership

I`m not sure I`m ready for that kind of commitment...It`s not you, it`s me....sorry

Does this mean it`s over?? 😭

This is Awkward 😬

.....



Send

That awkward breakup...

What Next?

- The partners walk away from the partnership
- Another private partner is brought in to fill the empty role



OR

- The partners try to make it work

BUT

- **The Terms of Reference is adapted**



Go Back to your TOR and re-evaluate your “must haves” and “deal-breakers”

- Adjust your TOR
- Ensure you have language to address:
 - ✓ Corporate Sponsorship
 - ✓ Sponsorship agreements
 - ✓ Endorsements
 - ✓ Exclusivity



What's a deal breaker?

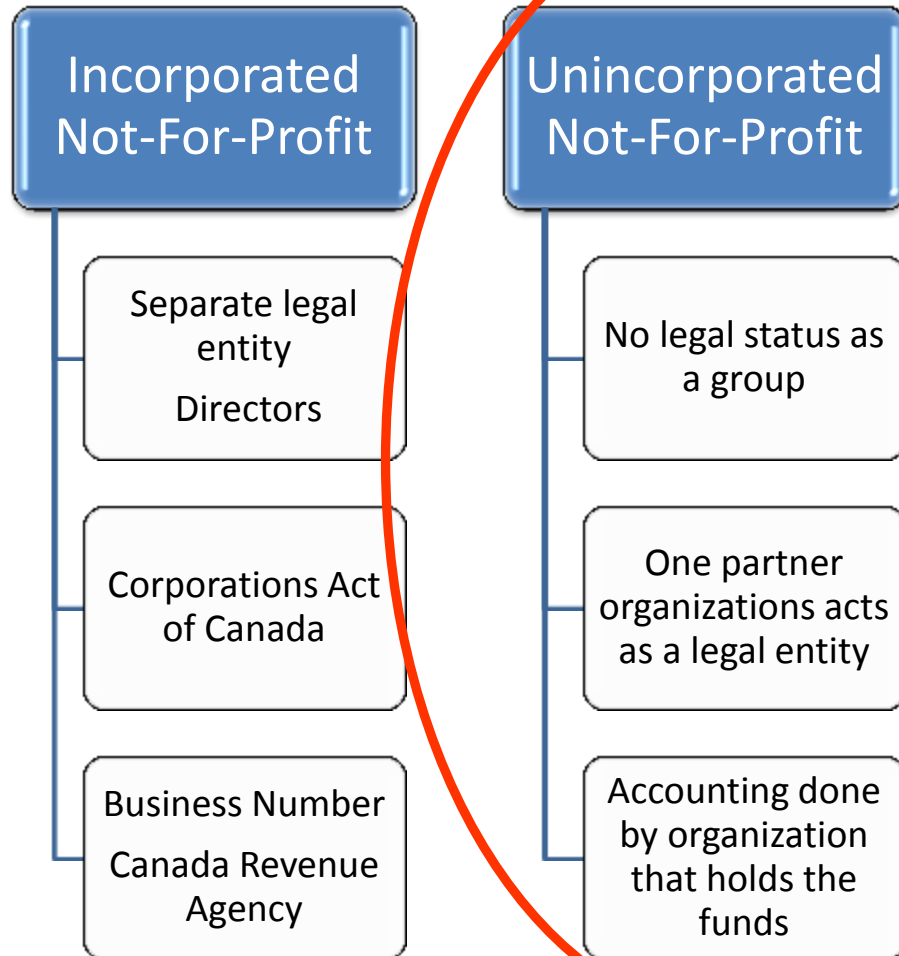
“The Health Unit aims to preserve and protect its image and reputation at all times therefore will not solicit or accept sponsorship from companies whose products or services are inconsistent with MLHU’s mission, vision, values or messaging”



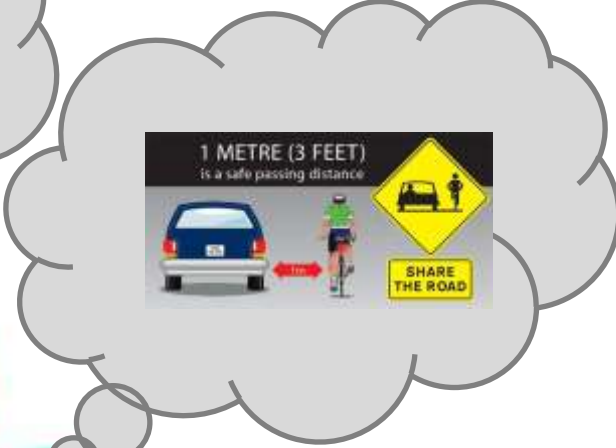
Take my money, I'm sure we can work out a sponsorship deal !!



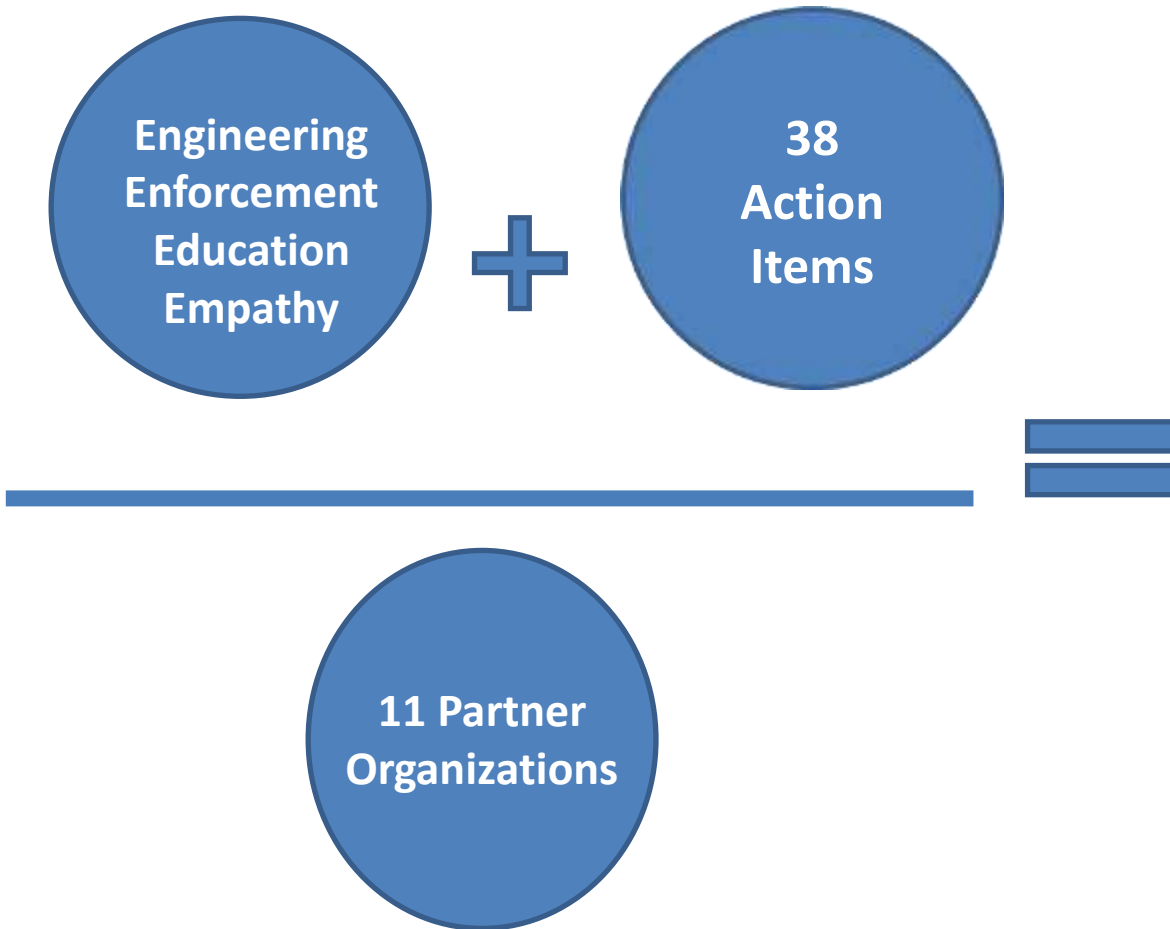
Legalities of partnerships



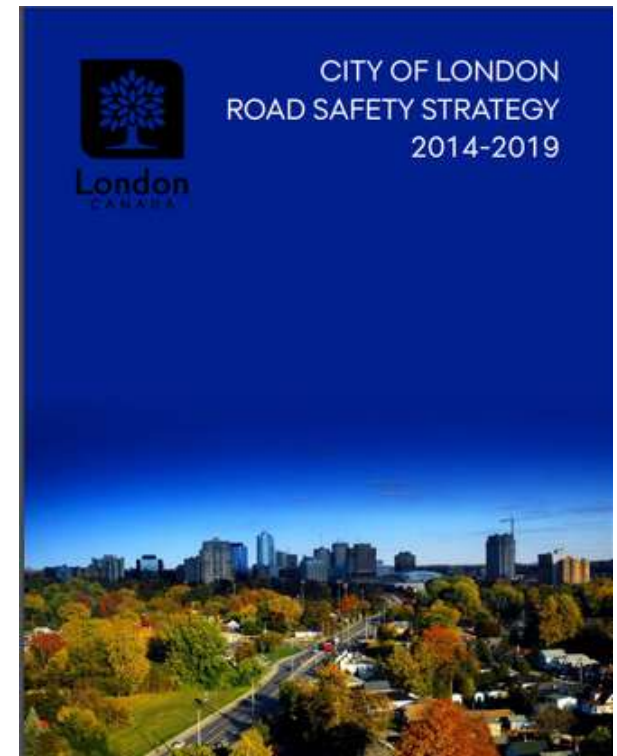
The brain children of a great partnership - Our accomplishments



London Road Safety Strategy



London Road Safety Strategy



www.London.ca

Buckle Up, Phone Down!



Lessons learned from our brain children

Today's Lessons

1. Oversaturation of messages
2. Marketing channels & technology
3. Missed connections
4. Success comes from collaboration

Lesson 1: Oversaturation of similar messaging



I COMMIT TO
#PRACTICESAFETEXT

parachutecanada.org

Parachute

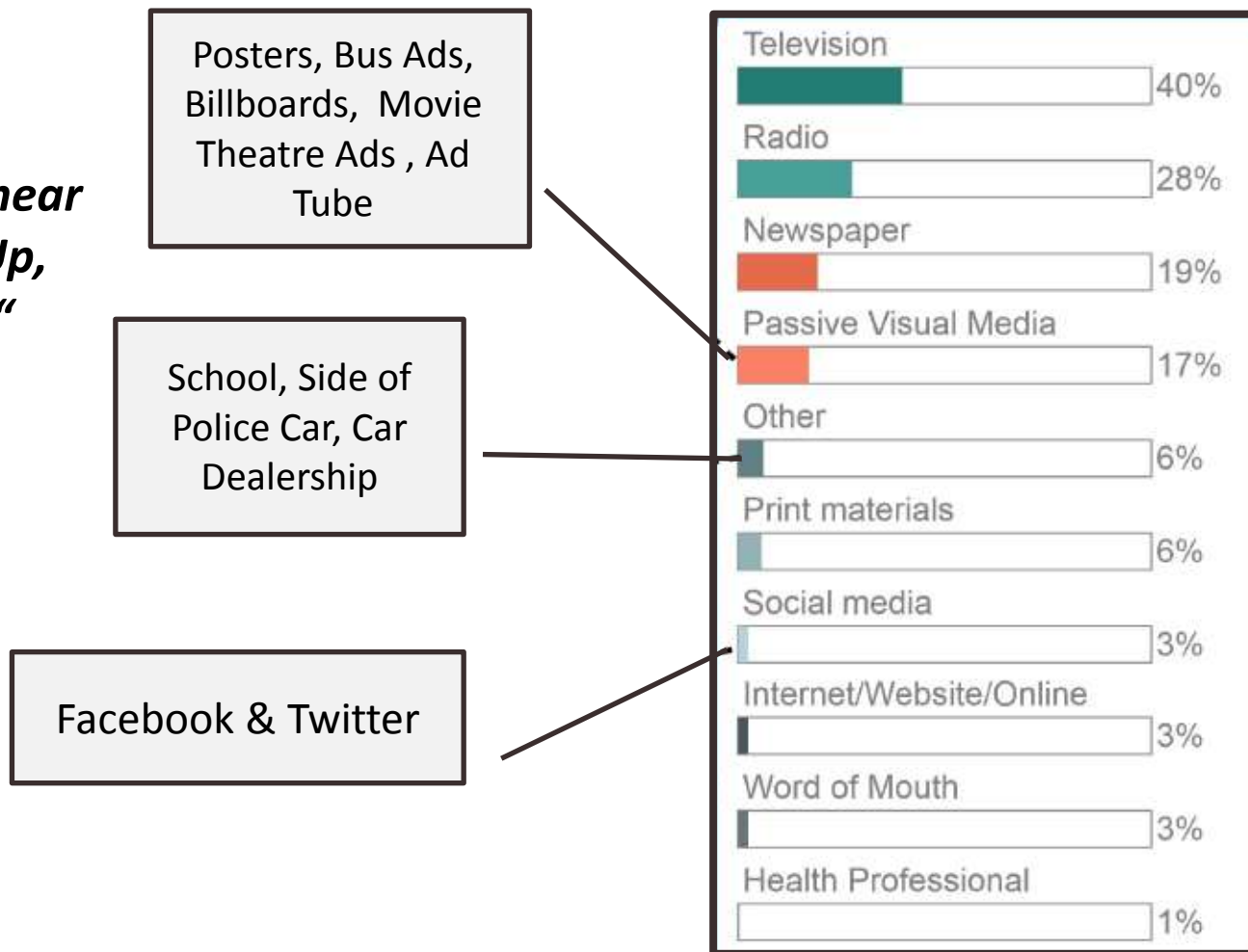


D.O.N.T.
DRIVE ONLY... NEVER TEXT



Lesson 2: Did we use the correct marketing channels and emerging technology?

“How did you hear about Buckle Up, Phone Down?”



Lesson 3: Missed Connections

- Unable to connect with some private organizations working in distracted driving education
- TOR was lacking language to expand public-private relationships
- Grey area : Favouritism of one private organization over another
- Conflict of interest in partnering with a private organization ?



Lesson 4: A healthy & successful partnership starts with collaboration



SPECIAL THANK YOU

Jane Edwards MSc. BSc, Injury Prevention Specialist
London Health Sciences Centre
Co-Chair London Middlesex Road Safety Committee



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