

2018–19

UNC School of Government ncIMPACT Initiative

Dedicated to Improving the Lives of North Carolinians

The ncIMPACT Team

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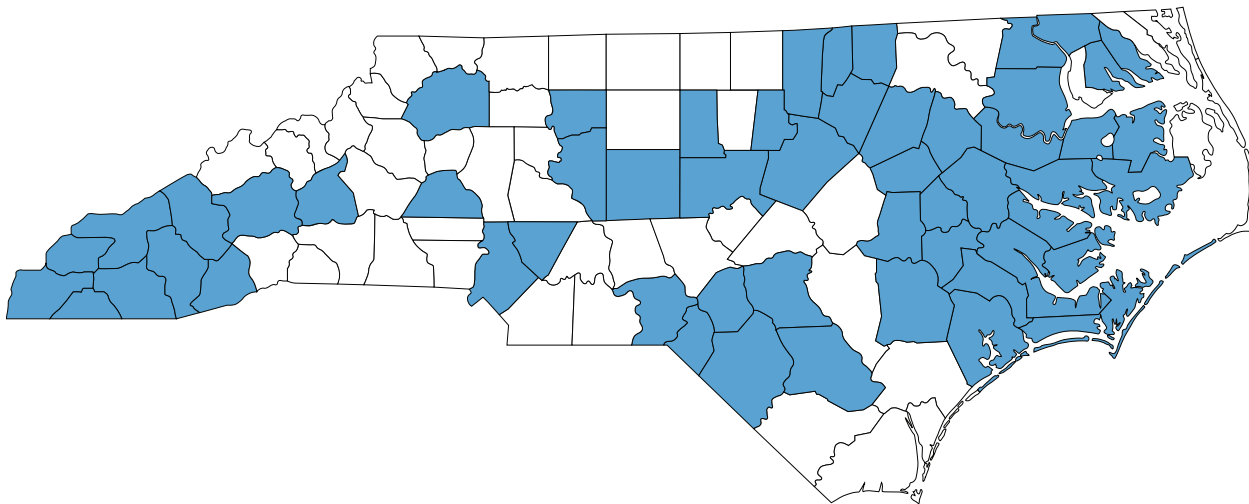
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Vision: Be the go-to place in North Carolina for trusted tools that bridge policy and practice in response to complex challenges

Communities with active projects



Strategies

1. We engage in deep experiments on pressing community challenges using sound data, high-quality research, and rigorous analysis.

EXAMPLES OF RESEARCH PROJECTS

► Opioid Response Project

Challenge: Most of the state’s efforts focused on prevention and treatment. While progress has been made at the state level, challenges remain for local implementation of policies and potential solutions. Local foster care and social services agencies in NC see spikes in demand for services resulting from opioid misuse, local law enforcement and emergency management personnel handle more overdose and opioid-related issues, and local public health offices see their already limited resources stretched even thinner to address this challenge.

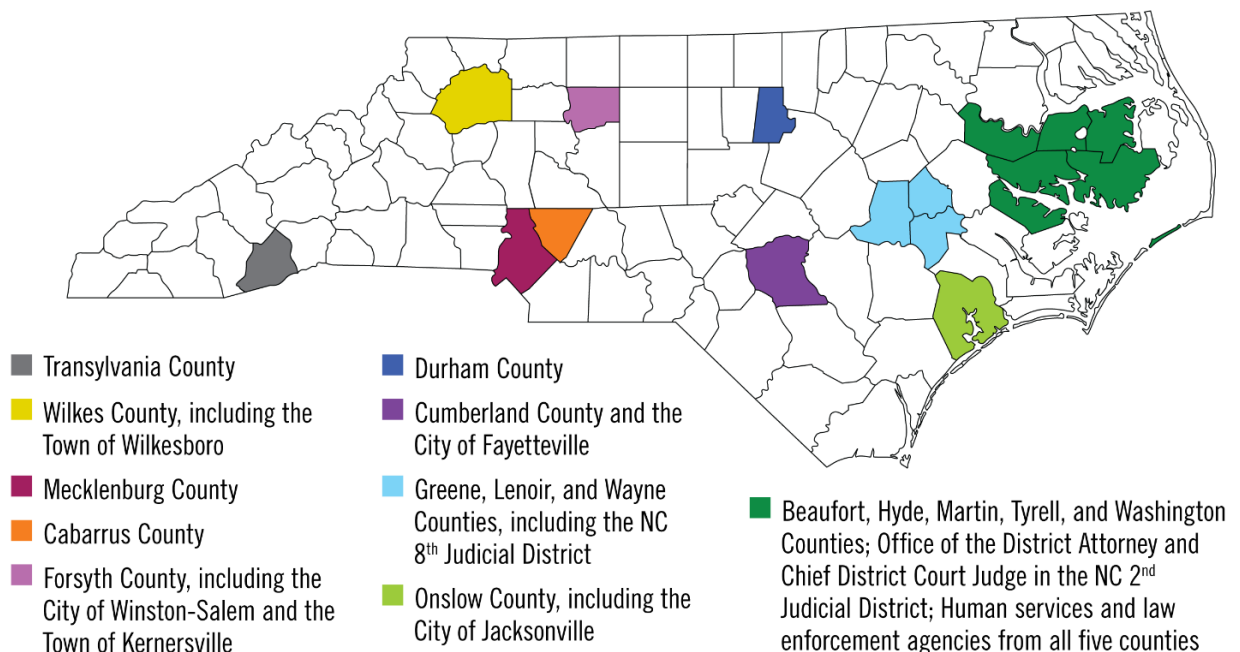
Response: Developed an intensive two-year collaborative learning model that provides direct support to ten NC communities enacting an integrated and innovative policy and practice response to their local opioid crises.

Process: Forums, technical assistance, funds for community project managers, etc.

Impact: Helped 10 community teams devise effective strategies for combating the opioid crisis and develop capacity for implementing them.

Project leads: Kim Nelson and Adam Lovelady, School of Government faculty

Funder: [Blue Cross NC](#)



► Social Capital

Challenge: When human service agencies fail to consider the importance of social capital in programs, they may limit the likelihood of increasing employment, reducing poverty and improving child and family wellbeing.

Response: As a subcontractor to RTI International, the nclIMPACT Initiative led the work of identifying and working with national experts.

Process: The research team identified and worked with national experts to clarify the role social capital plays in human service programs and identify model programs based on their characteristics, approaches, and measures of success.

Impact: The early tools have been shared by the federal government with government and nonprofit officials across the nation who seek to use social capital at the local level to strengthen their human services programs.

Project lead: Maureen Berner, School of Government faculty

Funder: US Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation

► NC Drinking Water Incident Response Toolkit

Challenge: Incidents such as floods, infrastructure failures, or contaminations may create real or perceived threats to the safety of drinking water. When incidents occur, residents expect their local governments to provide a coordinated and effective response, to assist residents with needs they have as a result of the incident, and to keep the public informed.

Response: Developed the [North Carolina Drinking Water Incident Response Toolkit](#), a set of practical tools to assist NC local governments in responding to incidents affecting drinking water for residents in their jurisdictions.

Process: Convened and staffed the [Drinking Water Working Group](#), a 22-member group composed of representatives of drinking water utilities; local government agencies, including public health, emergency management, and environmental services and engineering; local government administration; state public health and water quality agencies; and University of NC faculty with relevant subject matter expertise.

Impact: A [webinar](#) to introduce the toolkit was held on July 16, 2019, with 121 registrants. In the first two weeks of the toolkit's launch, we documented 165 users in NC and 40 users in 12 other states.

Project lead: Jill Moore, School of Government faculty

Funder: [NC Policy Collaboratory](#)



► **Inclusive Economy**

Challenge: Determining the root causes that contribute to Forsyth County's persisting experience with poverty and other related socioeconomic conditions, and how a foundation's local funding strategy might address these causes.

Response: The team worked to determine the actual and perceived barriers to economic mobility and create a set of priorities for implementation and high-level communication plan.

Process: The nclIMPACT team analyzed demographic data, results of a survey of Forsyth residents and workers, and comments recorded during interviews and focus groups to distill the county's present challenges.

Impact: The foundation and community embraced the recommendation to focus its local funding on building a more inclusive economy in Forsyth County. An inclusive economy is one in which there is expanded opportunity for more broadly shared prosperity, especially for those facing the greatest barriers to advancing their wellbeing.

Funder: [Kate B. Reynolds Charitable Trust](#)

EXPERTS WHO PARTNERED WITH THE NCIMPACT INITIATIVE IN ITS PROJECTS

The nclIMPACT Initiative engaged 154 experts in its projects, convenings, and television and online content produced this year. The following School of Government faculty and professional staff participated in funded projects coordinated by the nclIMPACT Initiative:

- **Opioid Response Project:** Kim Nelson, Adam Lovelady, Mark Botts, Jill Moore, Sara DePasquale, Willow Jacobson, and Patrice Roesler
- **Drinking Water Working Group:** Jill Moore, Jeff Hughes, Shadi Eskaf, Norma Houston, and Richard Whisnant
- **UNC-TV series:** Tyler Mulligan, Jessie Smith, and Margaret Henderson
- **Social Capital:** Maureen Berner, Aimee Wall, and Michele Hoyman

2. Widely share knowledge on evidence-based insights and creative policy options for responding to the most important questions communities face through a virtual civic solutions lab

► **Presentations to varied audiences**

We made more than 30 presentations this year. The audiences included public sector policymakers, foundation staff and boards, business leaders, community residents, and nonprofit organizations.

► **Help decision makers dig in and use data**

The nclIMPACT Initiative sponsored three data-rich webinars

Opioid Epidemic Data Resources for Local Governments • **October 10**

Bright Spots: Innovative Efforts to Accelerate Educational Attainment Across NC • **November 6**

Expanding Treatment Options for the Opioid Epidemic • **June 21**

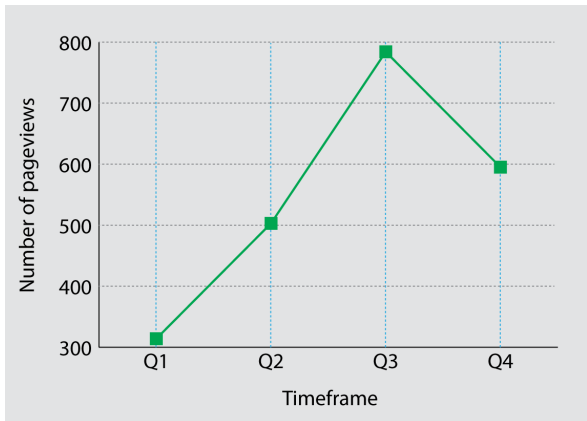
► **Expose leaders to new facts and emerging research—*Facts That Matter* blog**

The team published seven blog posts this year.



► Website utilization and Social Media

UNIQUE NCIMPACT MICROSITE PAGE VIEWS

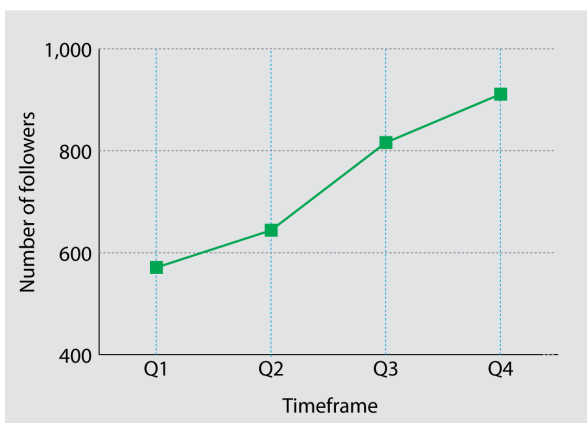


Goal: 1,000
Total: 2,196

Using Twitter, the ncIMPACT Initiative created more than 70,000 impressions with our 13 weekly *Out to Lunch with ncIMPACT* twitter chats, tied to UNC-TV episodes.

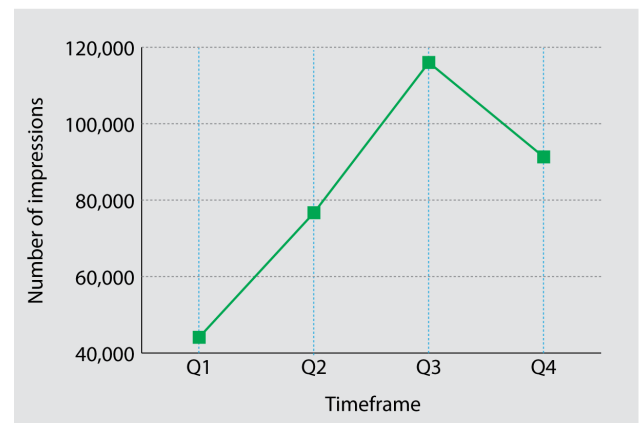


TWITTER FOLLOWERS



Goal: 750
Total: 911

TWITTER IMPRESSIONS



Goal: 200,000
Total: 328,100

3. Help create a high-impact culture of innovation in NC communities by supporting relevant practices

► **ncIMPACT television show**

During season one, UNC-TV Public Media NC, in partnership with the School of Government and sponsorship by Civic Federal Credit Union, produced and distributed 13 new episodes and two town hall broadcasts.

- The series broadcast on Thursdays at 8 pm on UNC-TV with repeat broadcasts on UNC-TV Saturdays at 10:30 am and four weekly broadcasts on the NC Channel.
- The team created 56 short-form pieces for broadcast between programs on Public Media North Carolina's broadcast services.
- The team also produced nine digital content pieces per episode and a total of 135 digital assets for season one.
- These pieces drive the series' multi-platform content distribution strategy across television, web, and social media.
- Content is complimented with a dynamic social media and marketing campaign promoting the series. This strategic approach generated more than **10.1 million impressions** for season one.

By leveraging the reach of television and digital media platforms, ncIMPACT introduces promising community collaborations to hundreds of thousands of civic innovators (or potential civic innovators) in NC. We highlight unlikely partners working together to respond to challenges that are often mirrored in other NC communities. In each episode, we ask "Could you do this in your community?" Based on the calls received, some are answering, "We will try."

In its first year, ncIMPACT has become the number one public affairs program on UNC-TV with more than 478,000 viewers on television and more than one million views online.

EXPERIMENT

By engaging in on-the-ground projects that are bold, creative, and that tackle the most pressing issues facing communities, with new tools and strategies, *ncIMPACT will produce measurable improvements in each of NC's 100 counties.*

SHARE

By using multiple platforms to communicate the learnings from projects and disseminate relevant tools, *ncIMPACT will facilitate the creation of a virtual civic solutions lab across NC.*

CREATE

By connecting the learnings from civic solutions delivered across the state, *ncIMPACT will support a culture of innovation where leaders experiment, take strategic risks, and collaborate effectively.*