

## Example of Facilitation Guidelines for Encouraging Public-Private Collaboration

### Facilitation Guidelines – Exploring Opportunities and Challenges

**Session title:** Identifying opportunities and challenges in work with the private and public sectors in health

**Objectives:** To allow the participants the opportunity to:

- to identify their own sector's strengths and weakness
- to inform each other of each sector's own perceptions of itself
- to encourage participants to explore the possibility of partnering by recognizing the benefits

**Methodology:** Put the representatives from different sectors into separate sector working groups (e.g. one for private sector and three for public sector - of course depending on the number of participants). Working group size can range from 12 - 16 participants for maximum interaction.

**Part One:  
Exploring**

Provide the following instructions:

Explain that the purpose of this exercise is to enable each sector to have its voice at the table.

Pre-select and brief the working group facilitators for each working group (someone with knowledge of that sector and skills at drawing out underlying issues)

Invite the working groups to explore the following:

- **Strengths** of their own sector
- **Weaknesses** of their own sector
- **Views** of the other sector(s)
- **Benefits** that multi-sectoral partnering could bring.

Explain to the participants that they will have 60 minutes to brainstorm ideas and to agree on the top three to five ideas per category. At the end of the 60 minutes, each group will write three to five ideas for each of the categories (e.g. strengths, weaknesses, view, and benefits) on color coded index cards (private sector to use one color and public sector another).

Encourage the group to see this as an opportunity to explore something new and potentially valuable to them.

#### Facilitation Guidelines – Exploring Opportunities and Challenges

Before the session, build a wall with four sections

- **Strengths**
- **Weaknesses**
- **Views**
- **Benefits**

When the participants have finished completing their cards, encourage them to post their cards under the appropriate sector. Each group will have about of 20 cards.

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### **Part Two: Mapping**

Observe the groups' feedback by "clustering" the cards (moving them around the wall) where items complement each other (e.g. one sector's weaknesses balances another sector's strength) or if there are several of the same. You can have a couple of the co-facilitators help you conduct this analysis if you are doing it the same afternoon. If you lack time and need to push this exercise over to the next morning, you can take more time to do this analysis.

Once you have completed this synthesis, ask the participants to come up the wall and do a "gallery" walk. Once they have had a chance to review all the comments, to get the conversation going with open-ended questions:

- What did you learn about the other sector?
- What surprised you about the other sector?
- What shocked you?
- What encourages you about what you have just learned?

If possible, for the next break (lunch, breakfast, tea) suggest that the participants sit next to someone who is not from their sector and use the opportunity to explore issues from this session on a one-to-one informal basis.

### **Main messages:**

- It is critical to anchor the design of PPPs in a key health priority
- One of the crucial steps in the partnering process is to work with the private sector to create a common vision of what the health needs are
- Part of the partner identification process includes determining how the private sector partners will also benefit

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### Facilitation Guidelines - Prioritization Exercise

- Session title:** Identifying and agreeing on health priorities appropriate for a private sector role
- Objectives:** To allow the participants the opportunity to:
- Brainstorm on health priorities
  - Discuss if there is a potential role for private sector contribution and what it would be
  - Prioritize the health priorities where private sector can help
  - Reach a common perspective on health issues
- Methodology:** Put the participants into mixed groups of public and private sector representatives organized by state. You end up with five working groups unless you also want one for the federal level as well. Working group size can range from 12 - 16 participants for maximum interaction.
- Provide the following instructions:
- The purpose of this exercise is to start the action planning exercise for each of the state level teams. There will be private sector participants joining the teams so the exercise is designed to enable each sector to have its voice at the table.
- Pre-select and brief the working group facilitators for each working group (someone with knowledge of that state, health priorities, and private sector issues)
- Invite the working groups in the next 60 minutes to explore:
- What are the most pressing health issues?
  - Who is the private sector in the state?
  - Can the private sector have a possible role in addressing the state's health priorities?
  - Is this role feasible for the private sector? Would it be of interest to the private sector? If not, why not?
- Explain to the participants that they will have 60 - 90 minutes to brainstorm. First they will need to focus on the health priorities and reach consensus on the top three to five health challenges.
- Once the group has reached consensus, they need to brainstorm to identify who the private sector actors are in their state. In going through the list of private sector groups, the facilitators should probe the participants to think if the private sector actor has something to contribute. If so, what would be the contribution? The facilitator also needs to probe the participants to think if the private sector would be interested in working on this issue. Is it feasible? Draw out the private sector representatives in the group to offer their opinion on what would be the private sector perspective.
- List the three to five health priorities with a brief rationale why they were selected
  - Map out the key private sector actors who could possibly be partners with the public sector to help them address these health priorities
  - Describe what would be the private sector's potential contribution (e.g. expertise, staff, resources, etc.)
  - Describe how the private sector would benefit from this partnership
- Main messages:**
- It is critical to anchor the design of PPPs in a key health priority
  - One of the crucial steps in the partnering process is to work with the private sector to create a common vision of what the health needs are
  - Part of the partner identification process includes determining how the private sector partners will also benefit