



# Building Public-Private Partnerships

**There's no app for this ...**

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# Creating partnerships is not easy... neither is dating

chemistry.com



tinder™



eHarmony



match.com®  
where it starts

I worry my soulmate  
is on a different  
dating site.

someecards



someecards



# Step 1. Set up your profile- TOR

## “Terms of Reference” TOR

- Goals, mission, values
- Roles and responsibilities
- Statement of intent
- Process for decision making
- Expectations



## Step 2. Establish the type of partnership you want with other organizations

- Resource Partnership
- Open Partnership
- Exclusive Partnership
- Committed long term partnership

The screenshot shows a mobile application interface for editing a profile. At the top, the status bar indicates 'Reception', signal strength, Wi-Fi, time '9:54 AM', and battery level '90%'. The app header is 'Edit Profile' with a back arrow. Below this is a 'RELATIONSHIP' section. It includes a dropdown menu currently set to 'Married', a logo for the 'London Middlesex Road Safety Committee', and an 'Anniversary' field with dropdowns for '2006', 'Sept', and '10'. At the bottom of this section are 'Save' and 'Cancel' buttons. Below the relationship section is a list of relationship types: 'In a civil union', 'In a domestic partnership', 'In an open relationship', 'It's complicated' (highlighted with a blue box), 'Separated', 'In an exclusive relationship', and 'Looking to mingle'. A 'Done' button is visible on the right side of the list.



# London Middlesex Road Safety Committee, 10

About 1,884 km away    Active just now

Looking For: **Long Term Partnerships**

## About London Middlesex Road Safety Committee

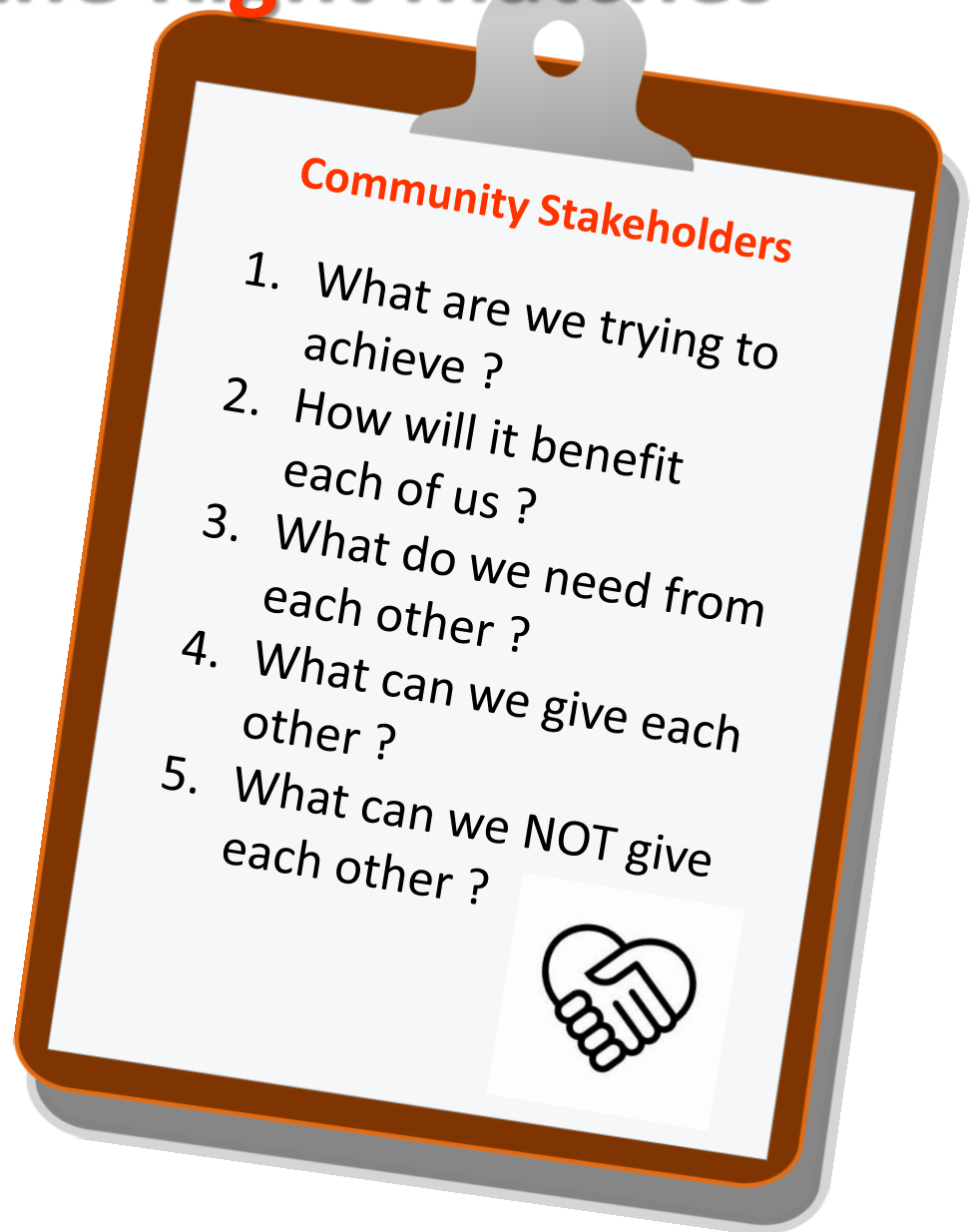
Organizations with an interest and mandate to reduce injuries & fatalities due to MVCs, increase awareness of road safety

We implement the London Road Safety Strategy, coordinate education/awareness campaigns, advocate for road safety at the Municipal, Provincial and Federal levels



### 3. Finding the Right Matches

- Generate a list of community 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 ?? 

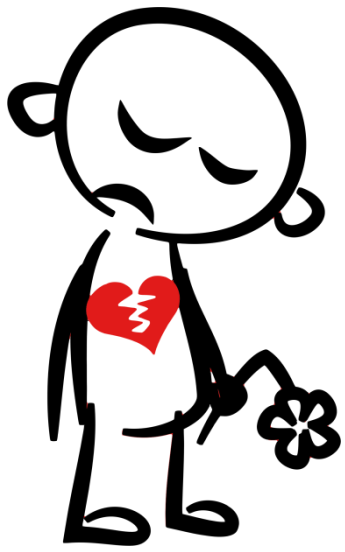
This is Awkward 

.....



Send





# That Awkward Breakup

## What Next?

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

**OR**

- The partners try to make it work

**BUT**

- The Terms of Reference is adapted

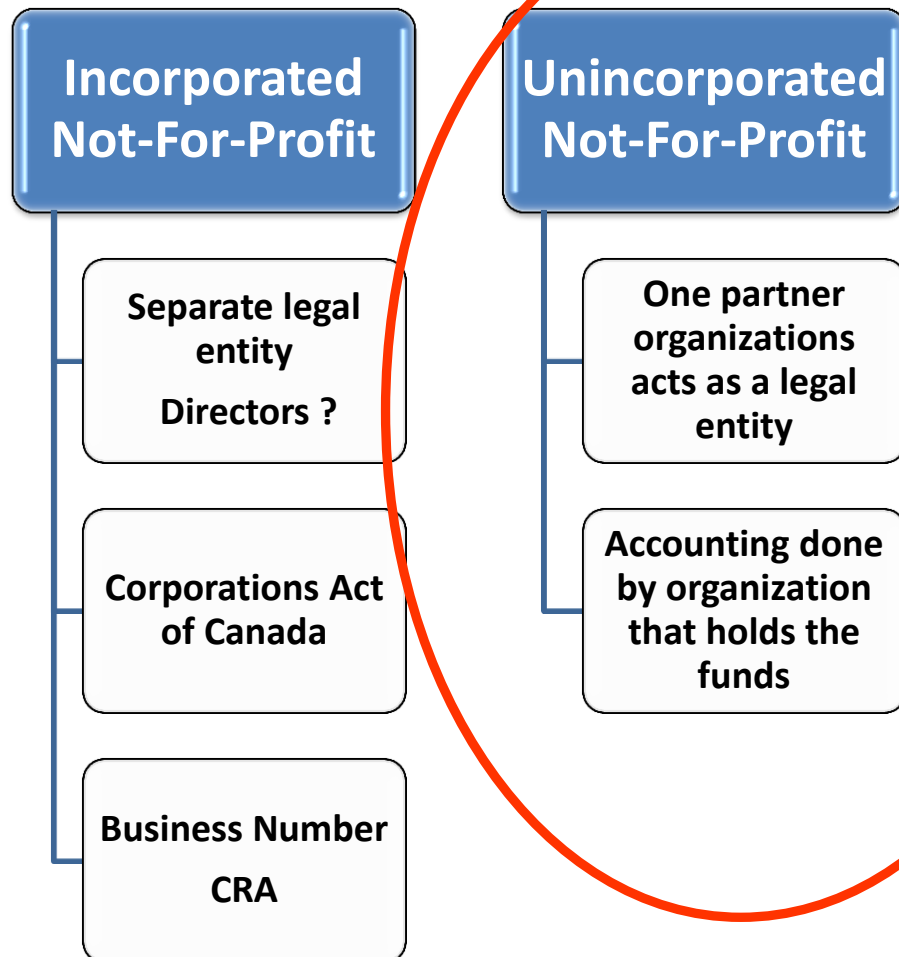


## 5. Go Back to your profile and re-evaluate your “must haves” and “deal-breakers”

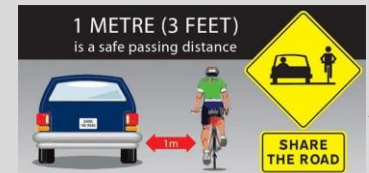
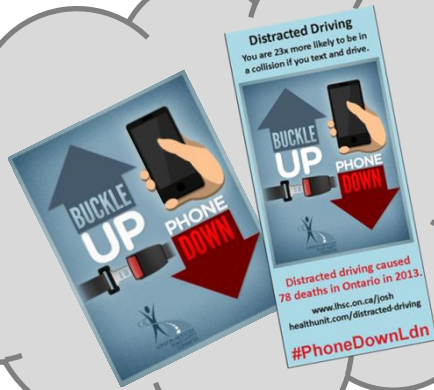
- Adjust your TOR
- Ensure you have language to address:
  - ✓ Corporate Sponsorship
  - ✓ Sponsorship agreements
  - ✓ Endorsements
  - ✓ Exclusivity



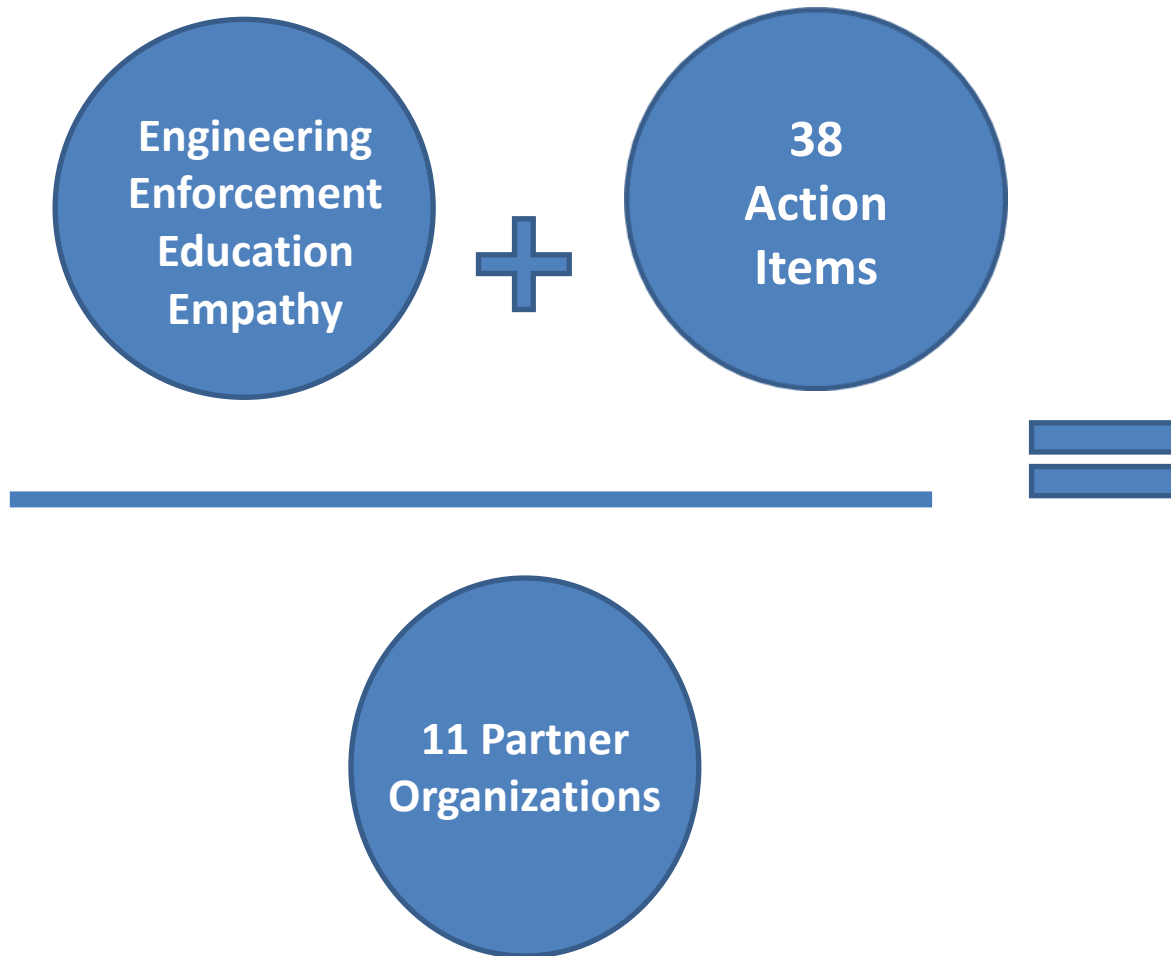
## 6. Legalities of partnerships



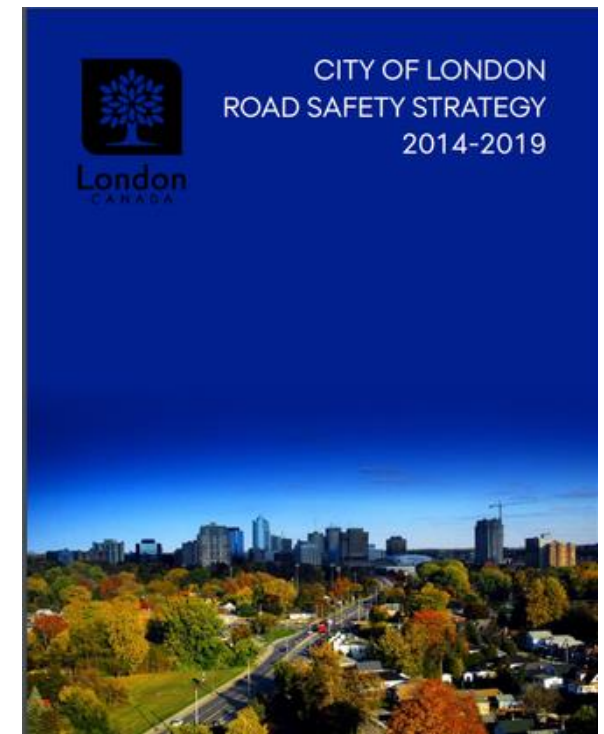
# 7. The brain children of a great partnership



# London Road Safety Strategy



## London Road Safety Strategy





# London Road Safety Strategy

**Vision:** A path to a safer road environment for all transportation users in London

**Mission:** To save lives and reduce serious injuries to **all transportation users** through leadership, innovation, coordination, and program support in partnership with other public and private organizations

**Goal:** **10%** reduction in fatal and injury traffic collisions within five years (2014-2019)



# Buckle Up, Phone Down



**Middlesex-London Health Unit**  
17 December 2014 at 09:00 · Edited ·  
Buckle up and keep your phone down while it takes to change a life. <https://...>  
#PhoneDownLdn #LdnS

A moment of distraction is all it takes to cause a distracted-driving

is  
iller



# Examples of Facebook Ads


**Middlesex-London Health Unit**

2 December 2014 · Edited ·

This is Josh's Story. We hope that this video makes you think twice before reaching for a phone or texting while driving. A moment of distraction is all it takes to change many lives. <https://www.youtube.com/watch?v=BFPke9gBybc> #PhoneDownLdn #LdnOnt



### Josh's Story

We hope that this video makes you think twice before reaching for a phone or texting while driving. A moment of distraction is all it takes to change many lives.

[WWW.HEALTHUNIT.COM](http://WWW.HEALTHUNIT.COM)

Like · Comment · Share





Top Comments ▾

 371 shares


**Middlesex-London Health Unit**

17 December 2014 at 09:00 · Edited ·

Buckle up and keep your phone down while driving! A moment of distraction is all it takes to change a life. <https://www.healthunit.com/distracted-driving> #PhoneDownLdn #LdnOnt



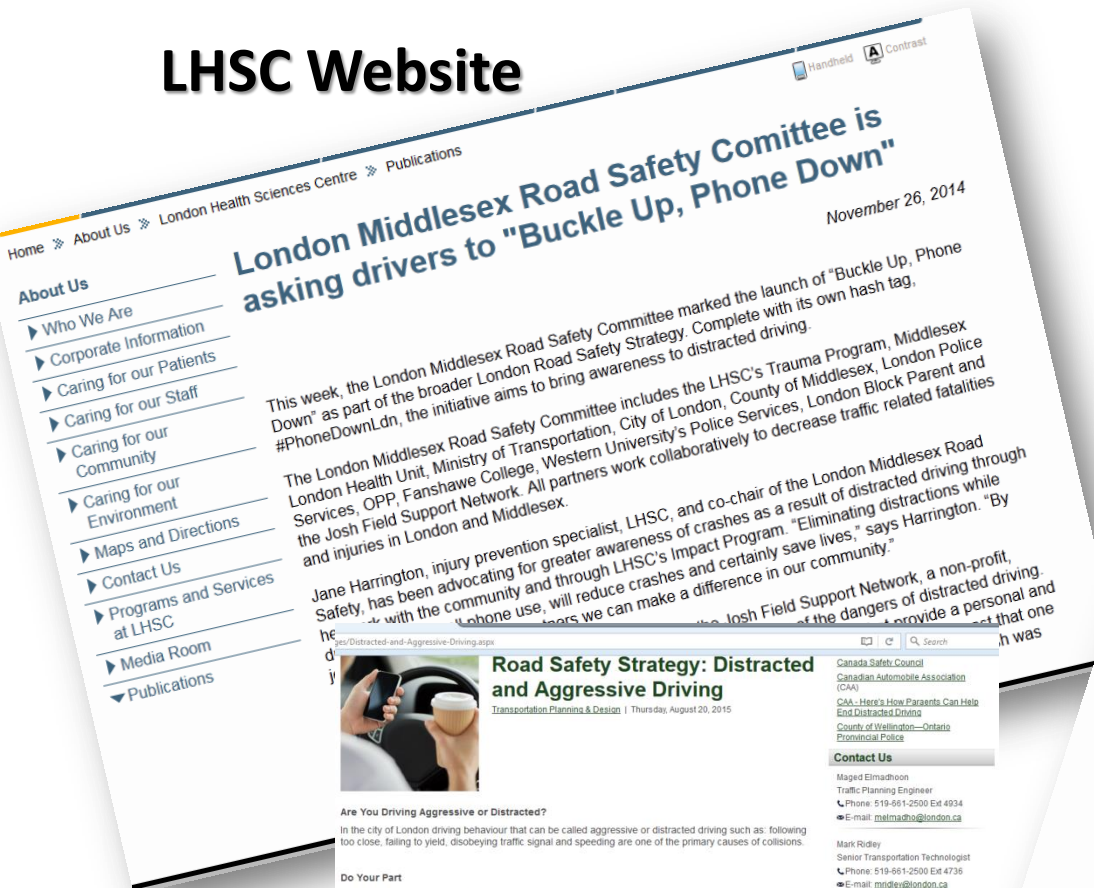
### Distracted Driving

Keep your phone down while driving!

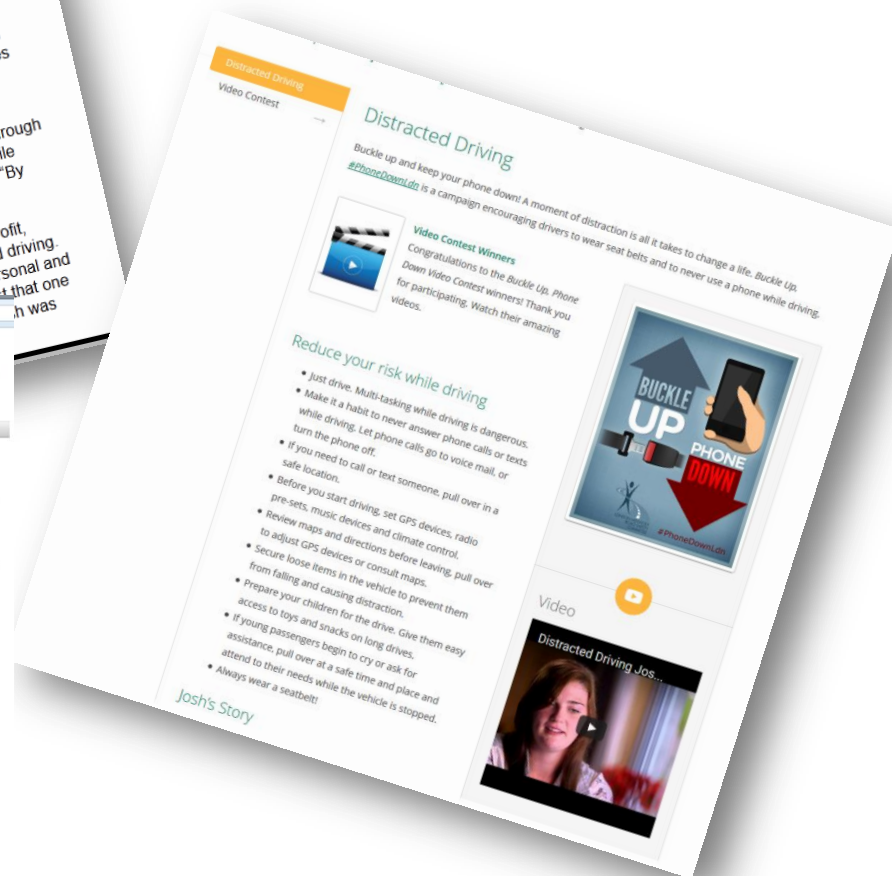
[WWW.HEALTHUNIT.COM](http://WWW.HEALTHUNIT.COM)

Like · Comment · Share

# LHSC Website



# MLHU Website



# City of London Website



- Re-designed impact program in the high schools
- Focus on issues affecting teens at each individual school
  - Drinking and Driving
  - Marijuana and Driving
  - Distracted Driving





- Purchased a distracted driving simulator for use in high schools and community events



# 8. Lessons 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?



parachutecanada.org

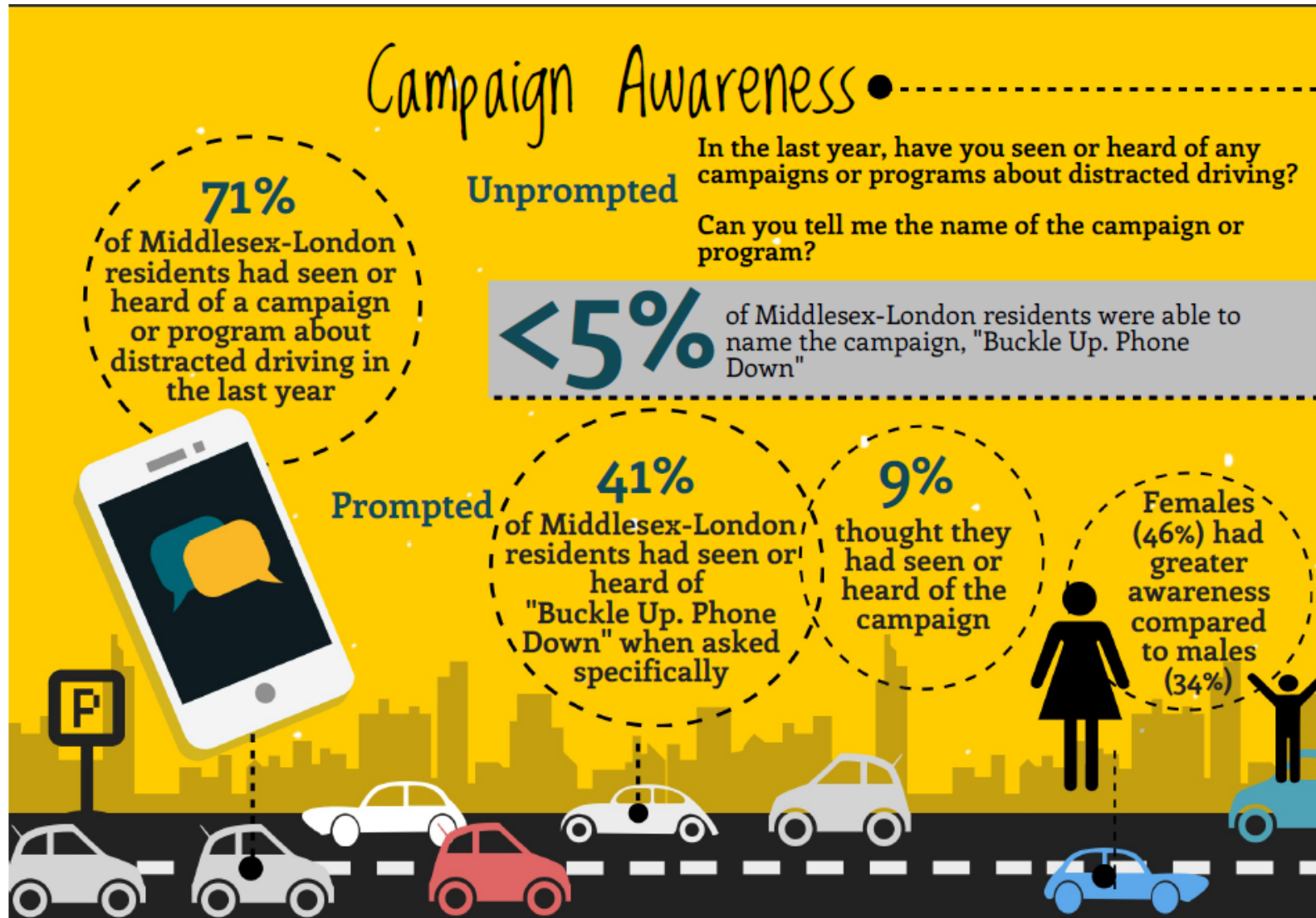


**D.O.N.T.**  
DRIVE ONLY... NEVER TEXT



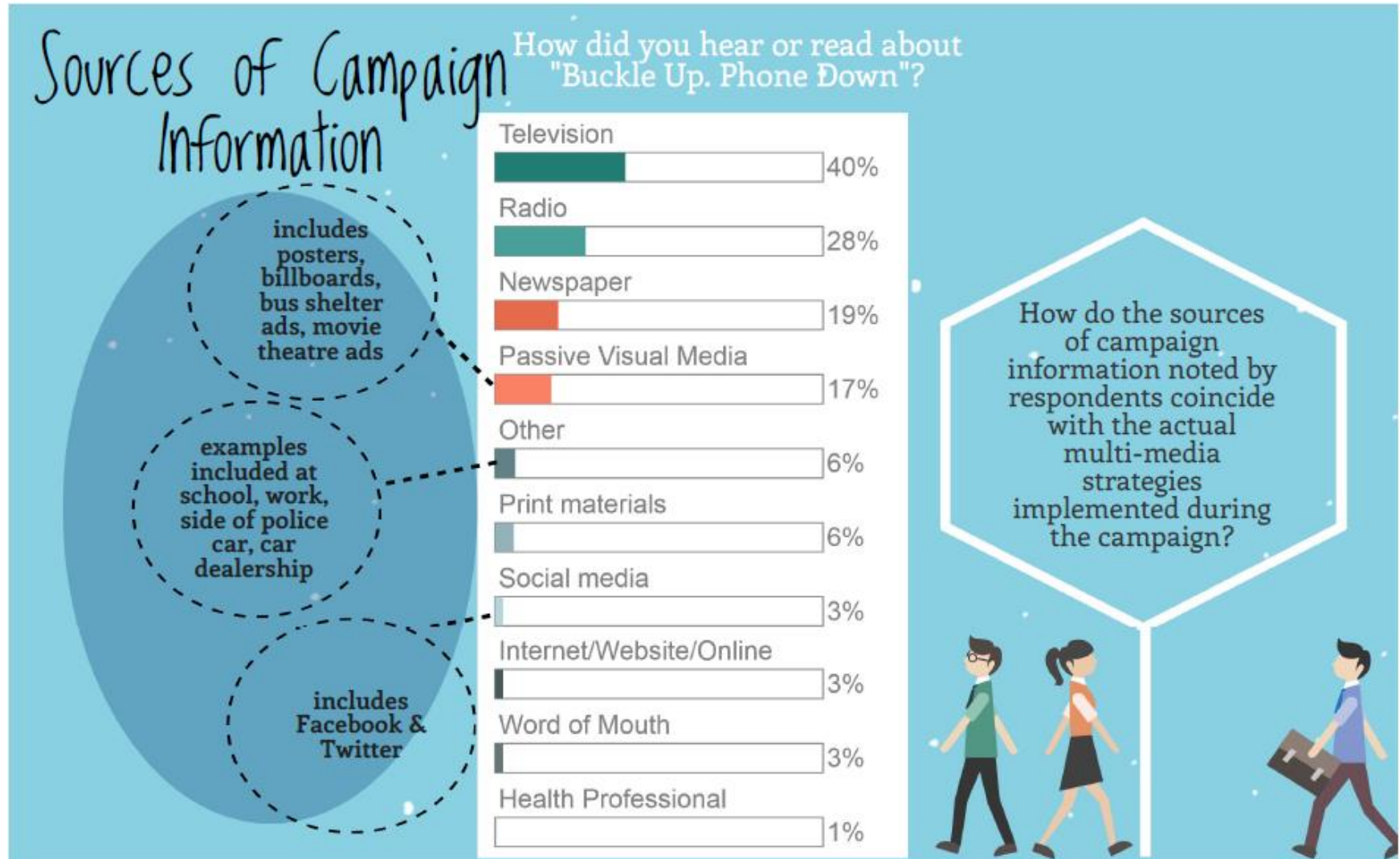
# Rapid Risk Factor Surveillance System

Limitation : use home phones to collect data





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



# 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 on partnering with a private organization ?



# Lesson 4: A Healthy & Successful Partnership starts with collaboration

## THE DAILY NEWS

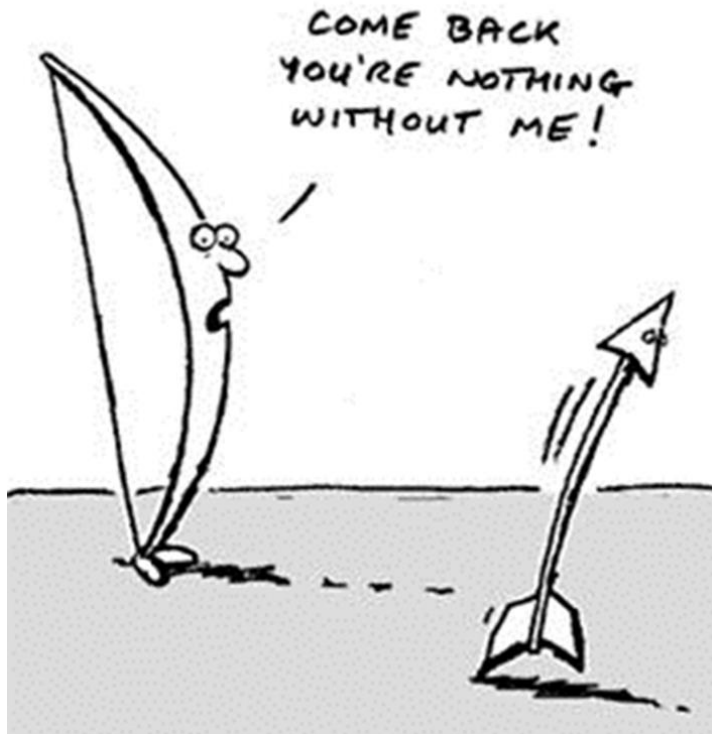
www.dailynews.com

THE WORLD'S FAVOURITE NEWSPAPER

June 1, 2066

**London Middlesex Road Safety Committee,  
celebrating 50 years of road safety achievements**





# Thank you



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