2016 HEALTH AND HUMAN SERVICES SUMMIT
The HHS Ecosystem as a Social Movement

Video Transcript

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When we started this in 2010, the plan was really for ourselves. It was the guide – actually, the Health and Human Service Agency, it wasn’t even the rest of the county of San Diego. It was our blueprint of looking forward. And, again, I start with it was the values, the deep values, we believed that we need to do better at that time for about 700,000 clients we’re touching.

The Unintentional Ecosystem
So what evolved was that it wasn’t then just a departmental plan, it became the county’s plan and they adopted it for its entire budget, for all county departments. And we’re the fourth largest employer in the region. But even more importantly, it was – and we didn’t ever design it with the mindset of partners. But people then started joining, little people, providers, advocates. And so it started with one city in 2011, now fast forward it, we have 232 partners representing 2.6 million San Diegans that they touch out of our 3.3 million.

Growth from the Outside In
We have developed an ecosystem, but it wasn’t because it started as a plan or initiative because it did. It became a social movement. So we need to start talking about how do we feed social movements because then we announced this is no longer the government’s plan. It’s being San Diegans helping San Diegans. But the legitimacy helped bring in more
folks furthering the design of Live Well San Diego, this kind of living, breathing movement, but also the capacity, bringing more people in. Optimizing existing resources to improve outcomes.

And I say this will all great respect for all of us, but in San Diego, we are data resource rich, innovation poor. We are discovering every day as we etch out this ecosystem, new partners that we never thought about or they’ve never thought about by coming together or better serving that we, in government, would never be able to do by ourselves.

Sharing Ownership for the Vision
The beauty of where we are today is that cities and counties, our county and cities who historically have never worked well together are coming together on this concept of wellness because it’s an all in vision. There isn’t anyone that can take ownership to it. We all share in it. Everyone’s taking the credit and that’s the – when you reach that – it’s a tipping point. When you reach that point, it’s a magnet. It’s a magnet status that people want to be part of that outcome.