



The Council on Quality and Leadership  
*Partners in Excellence; Leadership for the Journey.*



# **Social Capital: How Do I Get It and Where Do I Spend It**

**2006 Reinventing Quality Conference**  
**February 13, 2006**  
**San Diego, California**

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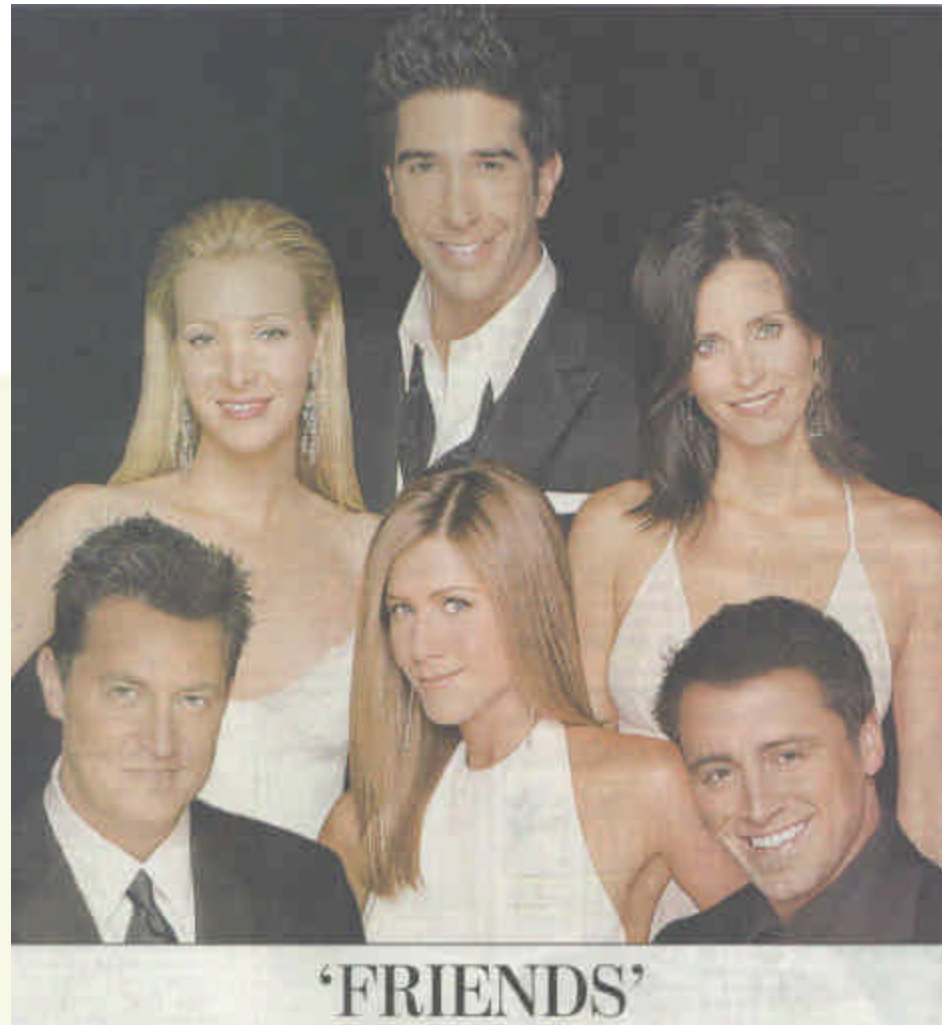
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# Social Capital

- Connections among individuals
  - Social networks and the norms of reciprocity and trustworthiness that arise from them
- Social Capital depends upon trust
- Social Capital is more than
  - Inclusion, integration, participation, choice, or self-determination







# Social Capital

- Economic capital (financial capital) is in your wallet or bank
- Human capital (education and experience) is in your head
- Social capital is in your relationships

# Social Capital Matters



- Epidemiological reports
  - Decreases in rate of suicides, colds, heart attacks, strokes, and cancer
- Sociology studies
  - Reduces crime; increases employment and wages; decreases teenage pregnancy, child abuse, welfare, and dependency
- Personal experience
  - People cheer us up, bring us chicken soup when we're sick, offer job leads when we're unemployed, loan us money when we're broke, watch our kids...

# Requirements for Building Social Capital

- Interests
- People
- Places
- Connectors



# **Building Social Capital**

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### **San Diego, California**

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# Building Social Capital

- Organizational Practices
- Strategies for Direct Support Professionals
- Bridging with Community Leaders



# Ability Building Services, Inc.

## Organizational Practices

- The organization's mission, strategic planning, and practices strive to emphasize the importance of building social capital to enrich peoples' lives
- Provide Training to Direct Support Professionals
  - College of Direct Support
  - Employees attend training by CQL, SDACBS, CTAT, etc.
  - NADSP core competencies and code of ethics
- Staff meetings are held emphasizing and raising awareness of building social capital
- Encourage staff to use their connections to bridge opportunities for the people they support
- Encourage staff to join organizations to increase their own social connections and allow them to do this on work time

# Strategies for Direct Support Professionals

- DSPs facilitate as much experience, education, and exposure as possible for the people they support
- Staff members actively participate in civic organizations, clubs, churches, and local government
- Ongoing meeting and dreaming with people by DSPs

- Collaborate efforts with organizations for mutual benefit for all people involved
- Regular meetings by managers are held to go over what DSPs are doing; brainstorm ideas and make sure things are on the right track
- Resources provided:
  - Chamber of Commerce organization directories
  - All community resources for education, experience, and exposure that are available. This includes the local college, vocational technical institute, health clubs, volunteer organizations, county extension agent, etc.
  - The internet is used as a resource for gaining information on building social capital

# One Footnote

- A new person was hired with lots of life experience and no experience in this field who has been the most successful in helping people build social capital in their lives
- ***Could it be that she was not only thinking outside the box, but she didn't know there was a box?***

# Bridging with community leaders on issues that affect all people and how people we support and employees can be involved

- Chamber of Commerce
- United Way and Volunteer Services
- Hospital volunteer coordinator
- Yankton Transit
- Senior Citizens Center
- RSVP retired services volunteer program
- Habitat for Humanity
- Hospice
- Relay for Life, etc.





**Social Capital in Action**  
**Success at its Best**  
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## RUSSELL:

- Saw himself as a wheelchair – not as a person
- Refused work – stayed home refusing to do activities or spend time with people
- Diagnosed with Depression

## DAVID:

- Not satisfied with his job
- Behavior concerns
- Preferred being alone

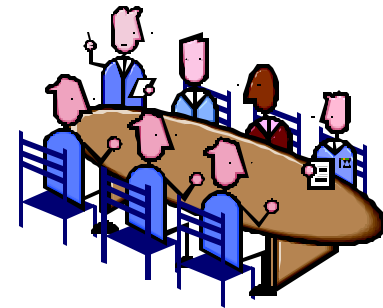
## MOSAIC support to enhance Social Capital:

- Staff trainings/meetings to emphasize and raise awareness on building personal networks and providing opportunities to people
- Collaborated with other organizations:
  - MARC Community Resources - job placement at Wal-Mart
  - Local Universities
  - Community Centers, etc.



## Benefits of Social Networks and the opportunities that were provided to them:

- Country line dancing classes and will be
- joining a Ballroom dance class
- Support group for people affected by Sleep Apnea-provides education & awareness
- Swimming at community centers to meet friends
- Member on the Board of Directors
- Vice President of the Advocacy Group
- Computer classes
- Mentors through local universities
- Tour groups on trips and organizations of choice
- Commendation from a Mayor on advocating for people with developmental disabilities
- Being honored as “Outstanding Advocate of the Year”



Through the natural progression  
of Social Capital, it enabled  
Russell and David the opportunity  
to expand their social universe – through  
friendships and relationships



Today, Russell will tell you he is a person not a wheelchair

David continues with his dancing, trips and is planning on joining Weight Watchers



# **Social Capital Personal Networks**

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# Personal Networks



# Kathy

- Work Relationships
- Board Participation
- Church Connections



# Fred

- Church Connections
- Coffee Club



# Clare



LEUKEMIA  
SURVIVOR  
PRESENTATIONS



ST. LOUIS  
RAMS

RECREATION  
COUNCIL  
OF ST. LOUIS



# Agency Support for Relationship Development

- **Utilizing Personal Networks**
  - Teaching the Concepts
    - Incorporate into core training – person centered plan facilitation, rights, positive supports, etc.
    - Support staff to use their talents Val Iaconna (nurture the talents of your team)
    - Encourage families to be a part of the process (communicating through media)
  
- **Extorting the Unexpected!**
  - Ladies with Hats
  - Karaoke w/Dennis
  
- **Collaboration with other Organizations**
  - ACORN
  - ALZHEIMER'S ASSOCIATION
  
- **Celebrate Successes!**
  - Arc Insider
  - Web Page Stories
  - Greg Johnston Award



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## Social Capital Index<sup>SM</sup>

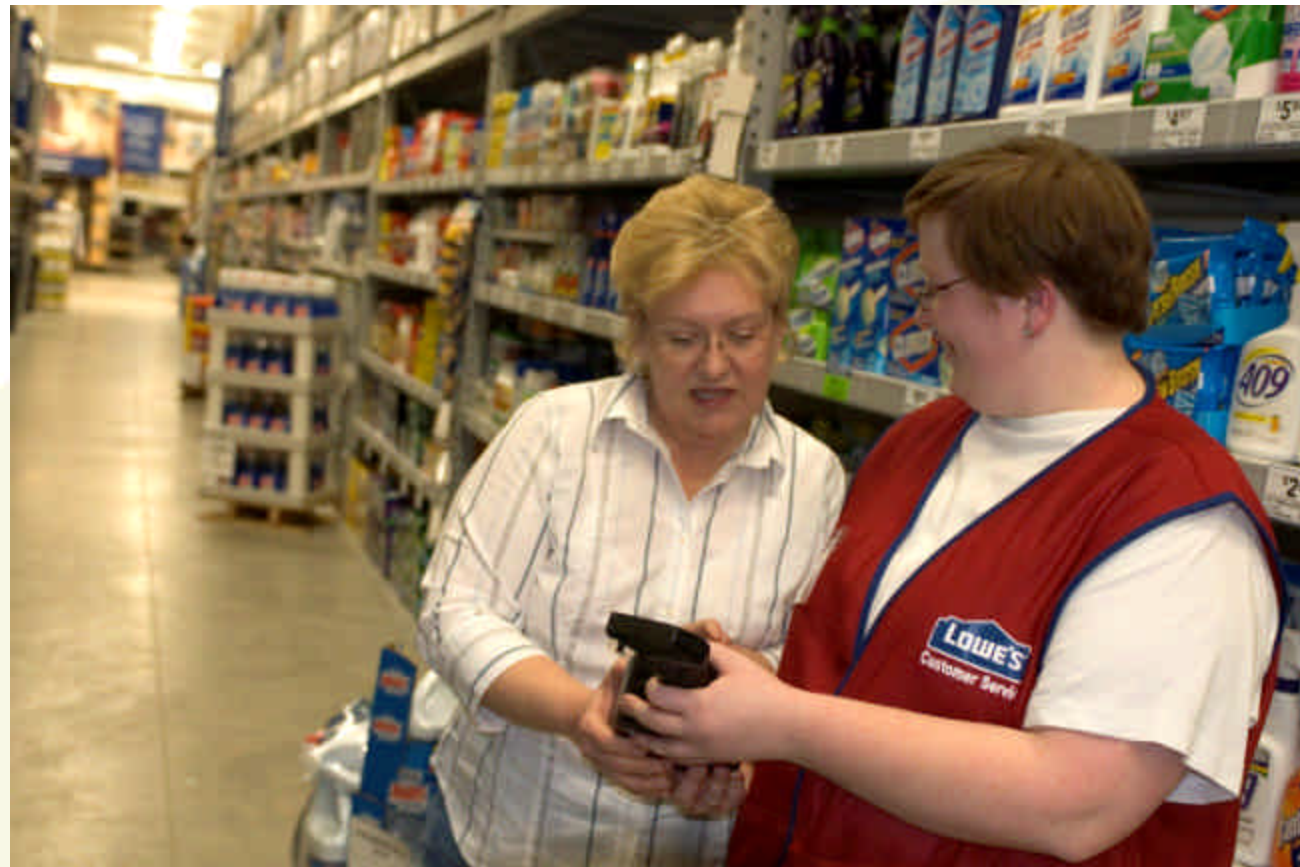
### Why Measure?

- So we know if what we are doing is having any impact on peoples' social capital
- So we can make changes in our services to facilitate social capital
- How to Measure?
- CQL's *Personal Outcome Measures*<sup>SM</sup>
  - Factor analysis on 8 as a subset
  - Resulting in 2 groups

## **Social Capital Index<sup>SM</sup>**

### ***Eight Personal Outcome Measures<sup>SM</sup>***

- People have intimate relationships
- People live in integrated environments
- People participate in the life of the community
- People interact with other members of the community
- People perform different social roles
- People have friends
- People are respected
- People are connected to natural support networks



# Factor Analysis

## **Bonding**

- People have intimate relationships
- People participate in the life of the community
- People have friends
- People are respected
- People are connected to natural support networks

## **Bridging**

- People live in integrated environments
- People interact with other members of the community
- People perform different social role

# Gather Information and Use the Social Capital Index<sup>SM</sup>

## **Gather information:**

- Personal Outcomes Measures<sup>SM</sup> Interviews:
  - Person
  - People who know the person best
  - Visits
  - Written Information
  
- **Use the Social Capital Index<sup>SM</sup>**
  - Measure Social Capital
    - Baseline
    - On-going evaluation
  - Compare with other data sets
  - Focus attention on community factors



## Social Capital Index<sup>SM</sup> Data

- National Bonding Social Capital: Outcomes Present: 64%
- National Bridging Social Capital: Outcomes Present: 53%
- National Average Social Capital Index<sup>SM</sup> Average Outcomes Present: 60%



# Challenges for the Future

## **CQL's Challenges:**

- Assisting organizations to implement the Social Capital Index<sup>SM</sup>
- Proving it to be a reliable measure of social capital
- Publishing the results

## **Challenges we all face:**

- Holding ourselves accountable to the people we support, their families, and our communities to the commitment of full inclusion through building social capital.