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Fact   Sheet
Community Network Integration (CNI)

The COVID-19 pandemic highlighted the need for more coordinated leadership and management of all aspects of society. Community Network Integration (CNI) is a validated, evidence-based process that aligns network partners to address complex multidisciplinary problems in One Health. Grounded in business process, network theory, and social psychology, the process aligns stakeholders under a collaboratively governed business process to drive desired endpoints (health, economic, environmental) to the benefit of everyone in the network.

Collaborative leadership of our networks and communities is a new concept that is essential to understanding and mastering the complex problems in business and the world. The approach is as follows:

1. Build an effective, inclusive, transparent network/ community leadership team
2. Hold a design thinking meeting to identify key issues, possible easy-access solutions, resource and expertise requirements and to determine a communications strategy; design the first project based on a key issue
3. Build a community business plan and include the pilot project
4. Begin a scalable pilot project to address an issue of interest to the network/ community; evaluate and modify as required
5. Scale and monitor progress

Benefits of CNI

With inclusive leadership, all relevant members of the network are represented, their concerns are heard, and essential expertise, resources and funding are brought to the table. By including all views the results are better solutions, greater engagement and trust. Transparency is essential for community participation in proposed solutions and to build trust. Practical scalable pilot projects create positive results with minimal risk, and set the groundwork for expansion, and new pilots to address additional community issues.

Consequences of not using CNI or a related approach

Failing to take a network-wide collaborative approach locks networks and communities into a cycle of underperformance.

Additional information:

1. Wilson, J, Salman, M, Janzen, E. *et al*. Community Network Integration: An approach to alignment of One Health partners for solutions to 'Wicked' problems of antimicrobial resistance. Prev Vet Med 2020; 175:1-2.
2. https://www.youtube.com/watch?v=bdgEpo8_JC8&t=775s
3. Wilson, J, Rivers, J, Anholt, M, et al. Veterinary leadership: Time for us to step into our own power. Can Vet J. 2022; 63(6): 647–648.

    For more information see https://www.novometrixinc.com/