



# **Massachusetts Community Health & Healthy Aging Funds**

**Community Health Improvement Planning Processes**

**Funding Announcement Webinar**

**August 15, 2019**

# Introductions

---



**Nineequa Blanding**

Health Resources in Action  
Vice President, Grantmaking  
Director, Community Health &  
Healthy Aging Funds



**Kevin Myers**

Health Resources in Action  
Program Officer, Community  
Health Fund

# Objectives

---

- Understand the funding opportunity, due dates, and available technical assistance
- Understand the following priorities for the Fund and their importance in advancing population health
  - Health and Racial Equity
  - Community Health Improvement Planning (CHIP) Processes
- Share through polls your organization's existing work and interest in the funding opportunity, as well as technical assistance needs



# Agenda

---

Topic	Time
Background and Rationale	20 minutes
The Approach	15 minutes
The Grantmaking Process	15 minutes
The Opportunity and Next Steps	10 minutes



# Housekeeping

---

- If you have any **logistical questions** related to this webinar, please type them into the chat box.
- If you have **content-related questions**, please type them into the question box. Answers to all questions raised will be available on the Frequently Asked Questions page on our website later this month.
- The webinar recording, slides, and transcript will also be available.
- To make this webinar accessible we will communicate all details on the slides.



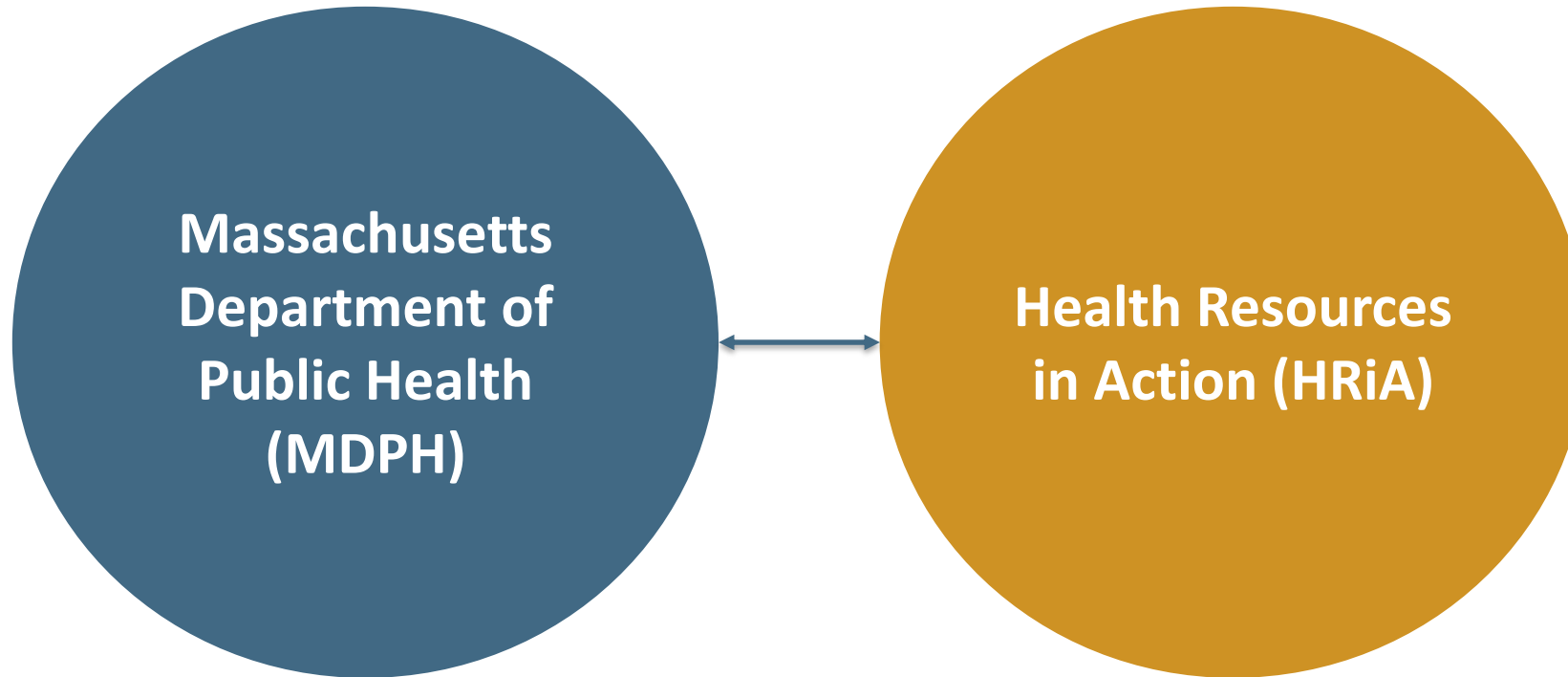
# Background and Rationale

---



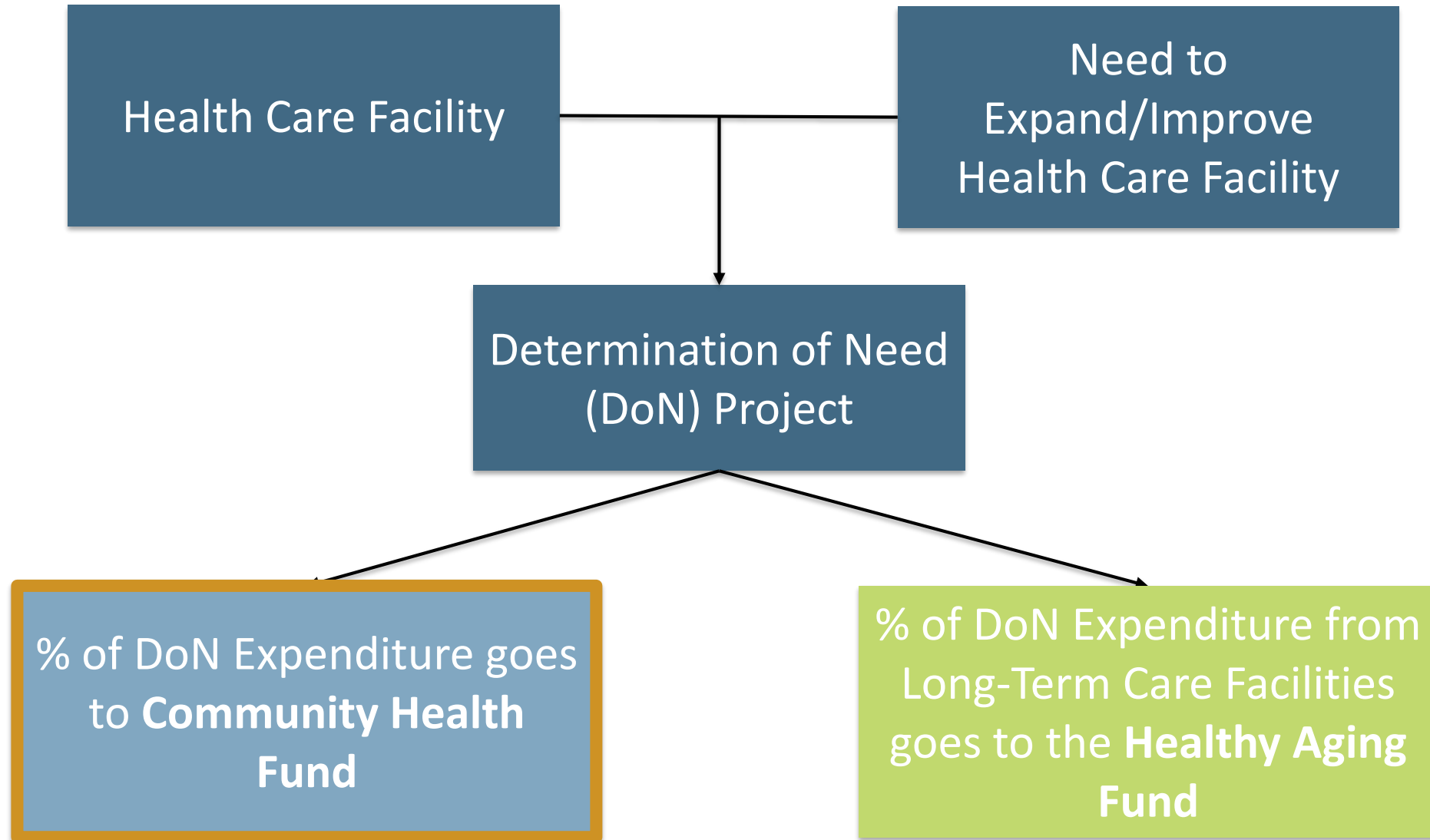
# Introductions

---



# Determination of Need Program

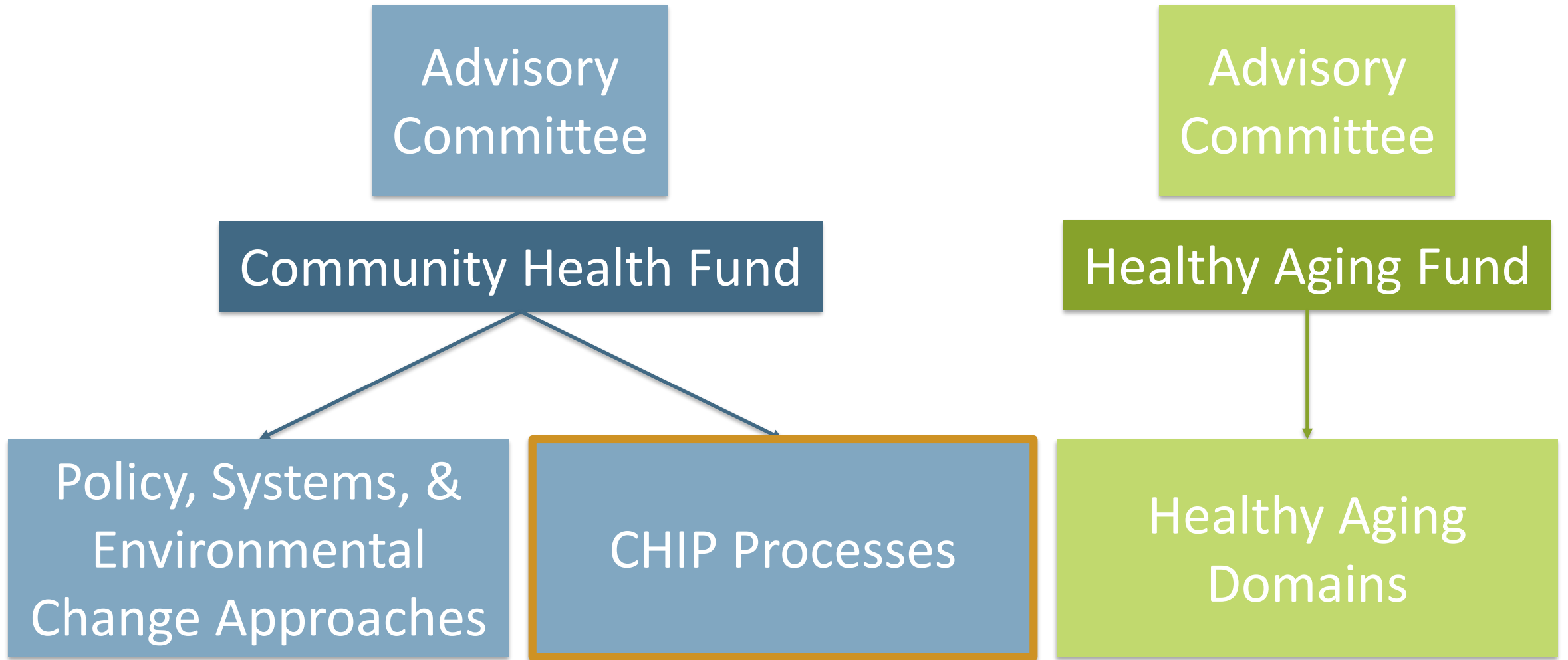
---





# Two Funds and Three Funding Opportunities

---



# Advisory Committee Members

---

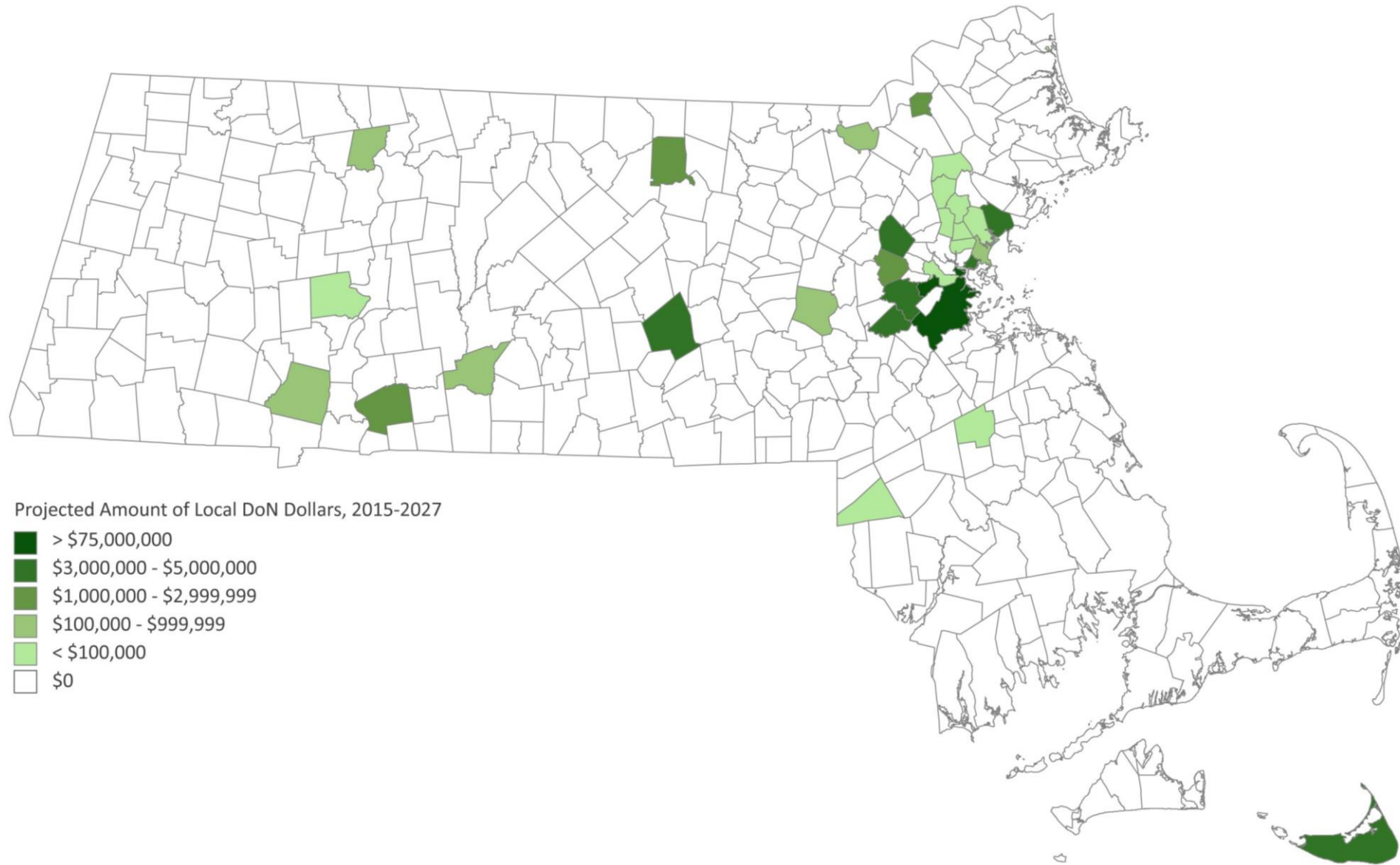
Member	Organization
Casey Burns	Coalition for a Healthy Greater Worcester
Peter Doliber*	The Alliance of Massachusetts YMCAs
Cheryl Dukes	UMass Amherst College of Nursing
Geoff Foster	UTEC
Elmer Freeman	Center for Community Health Education, Research and Service
Rachel Heller	Citizens' Housing and Planning Association
Kim Hollon	Massachusetts Council of Community Hospitals
Joe Kriesberg	Massachusetts Association of Community Development Corporations
Erin Liang	Massachusetts Health and Hospital Association
Tricia Pistone*	Montachusett Opportunity Council
Maddie Ribble	Massachusetts Public Health Association
Cheryl Sbarra	Coalition for Local Public Health
Al Vega	Massachusetts Coalition For Occupational Safety And Health
Phoebe Walker	Franklin Regional Council of Governments

\*Advisory Committee Co-Chair



# Projected Amount of Local DoN Dollars, 2015-2027

---

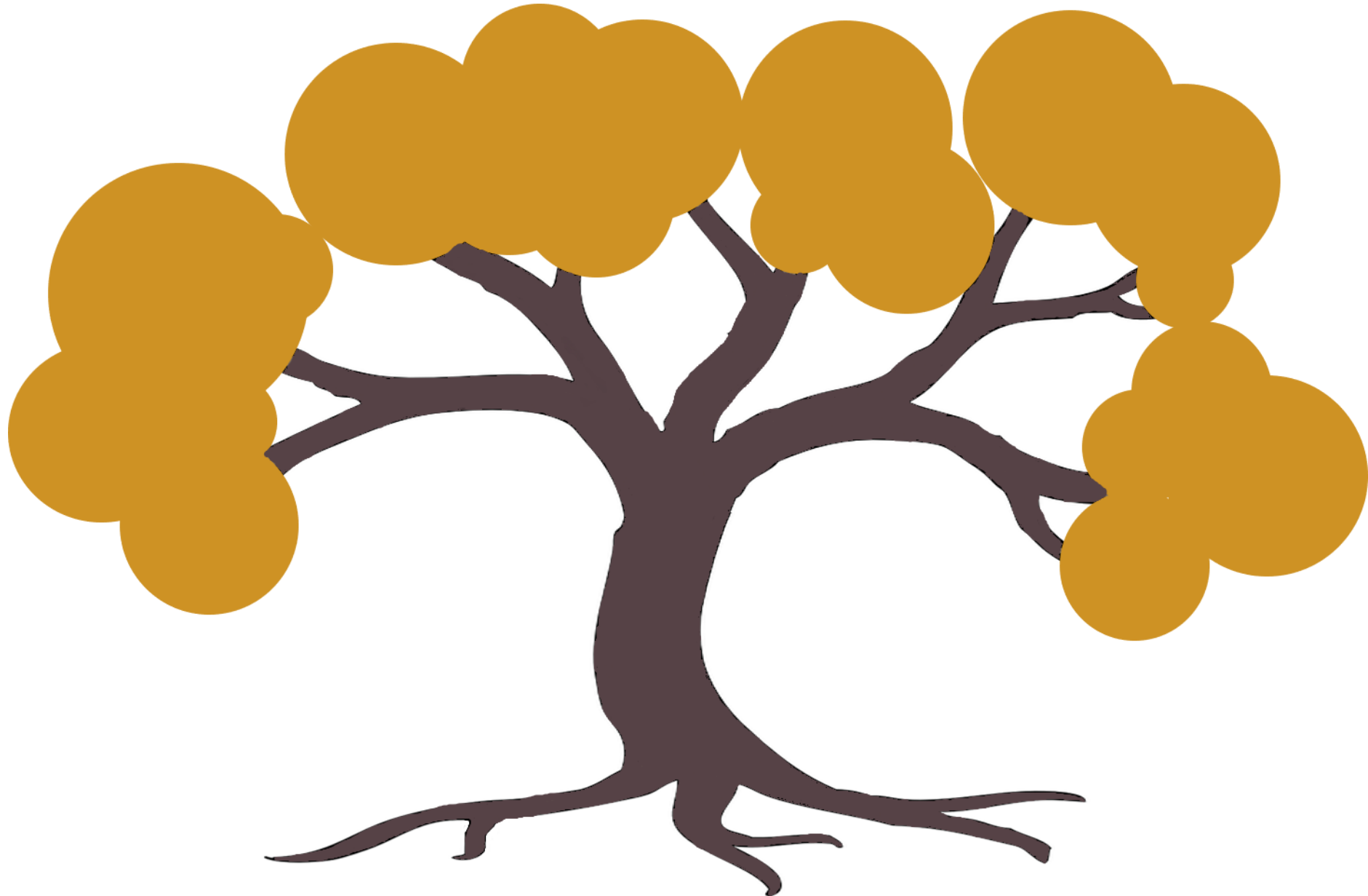


A donut chart with a white center. The chart is divided into three segments: a large blue segment representing 80%, and two smaller grey segments representing the remaining 20%. The text '80%' is displayed in large black font over the blue segment.

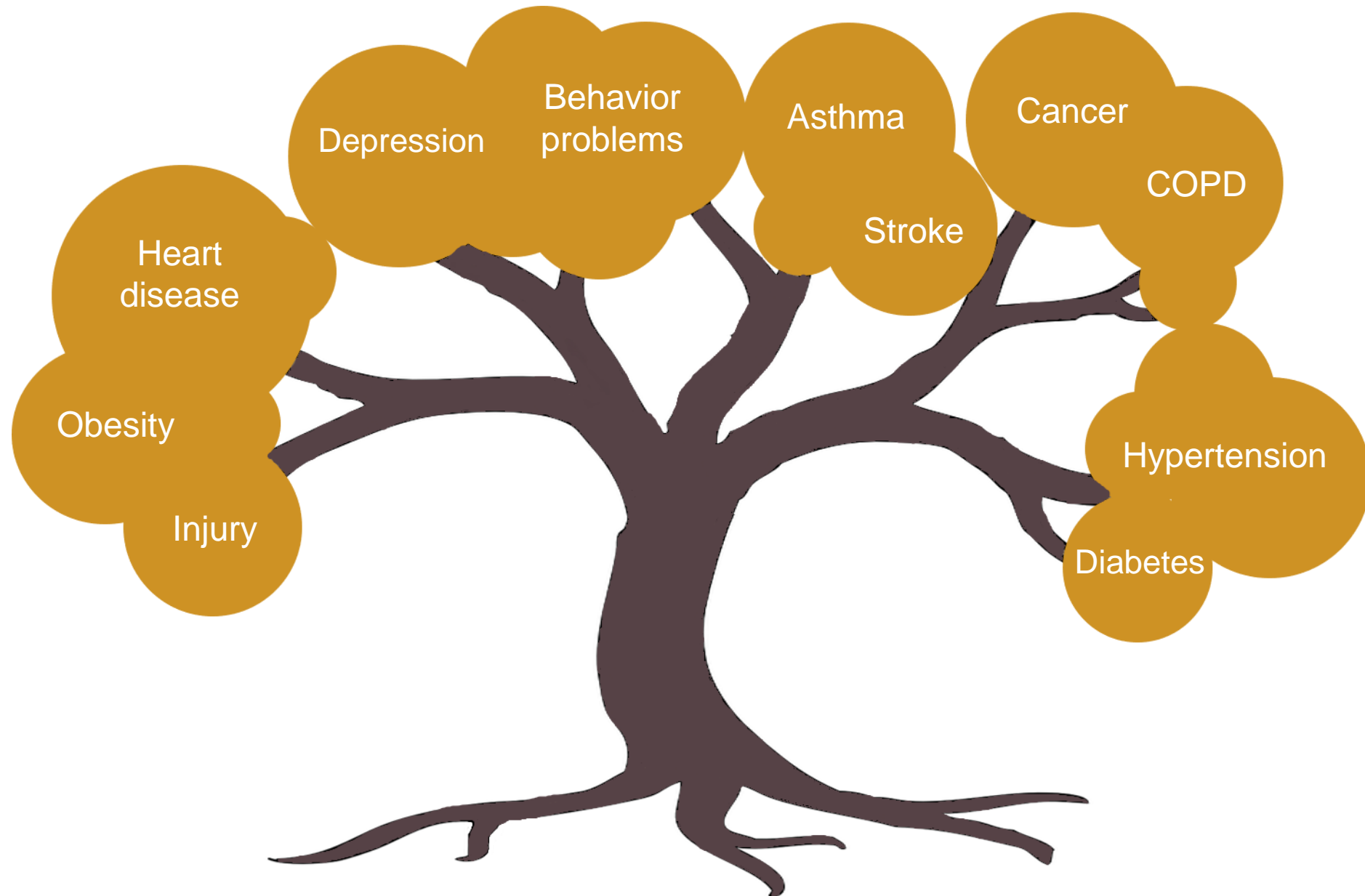
# 80%

of what influences your life  
expectancy happens  
outside of the healthcare  
system

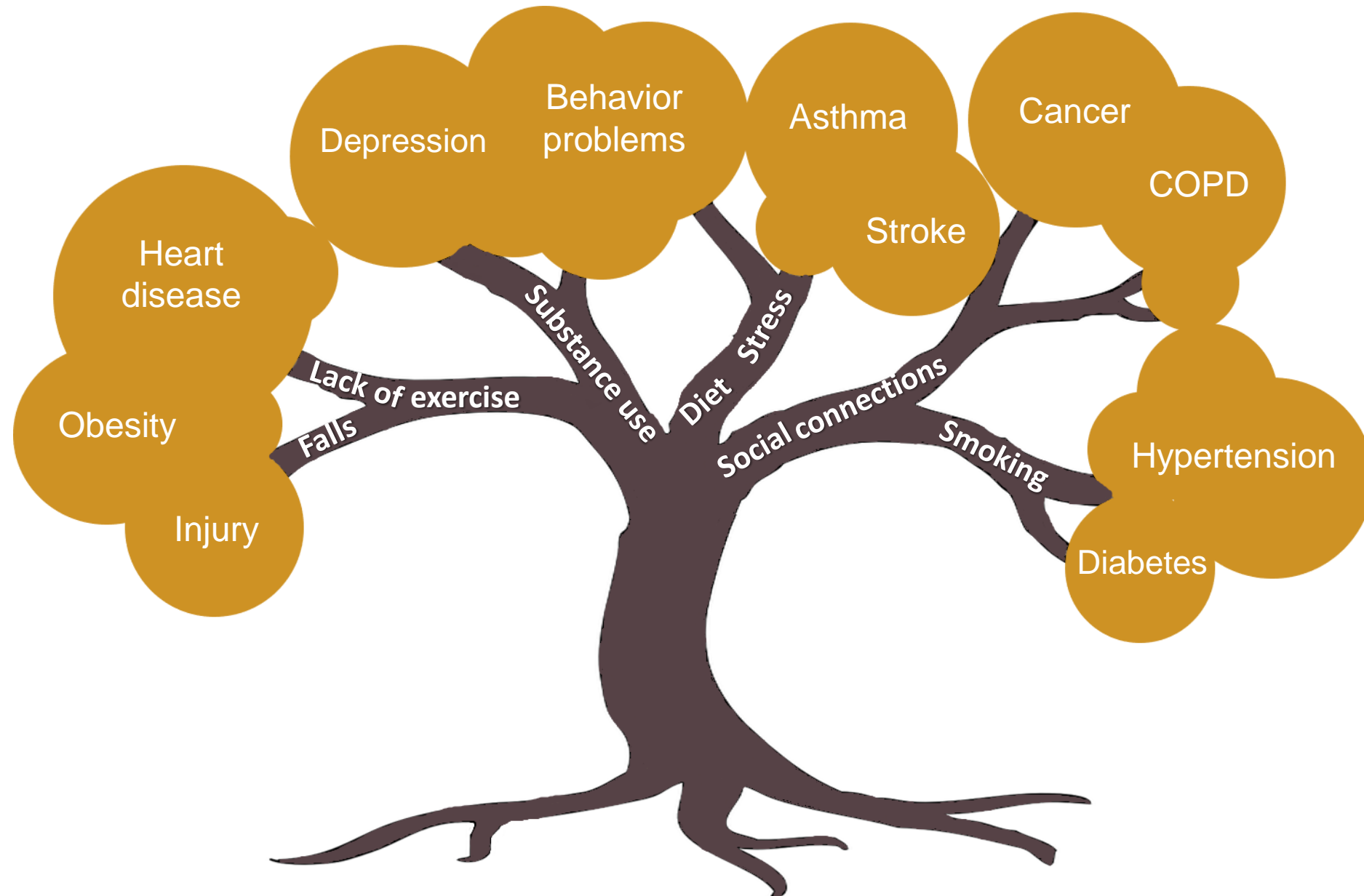
What do we mean when we talk about health?



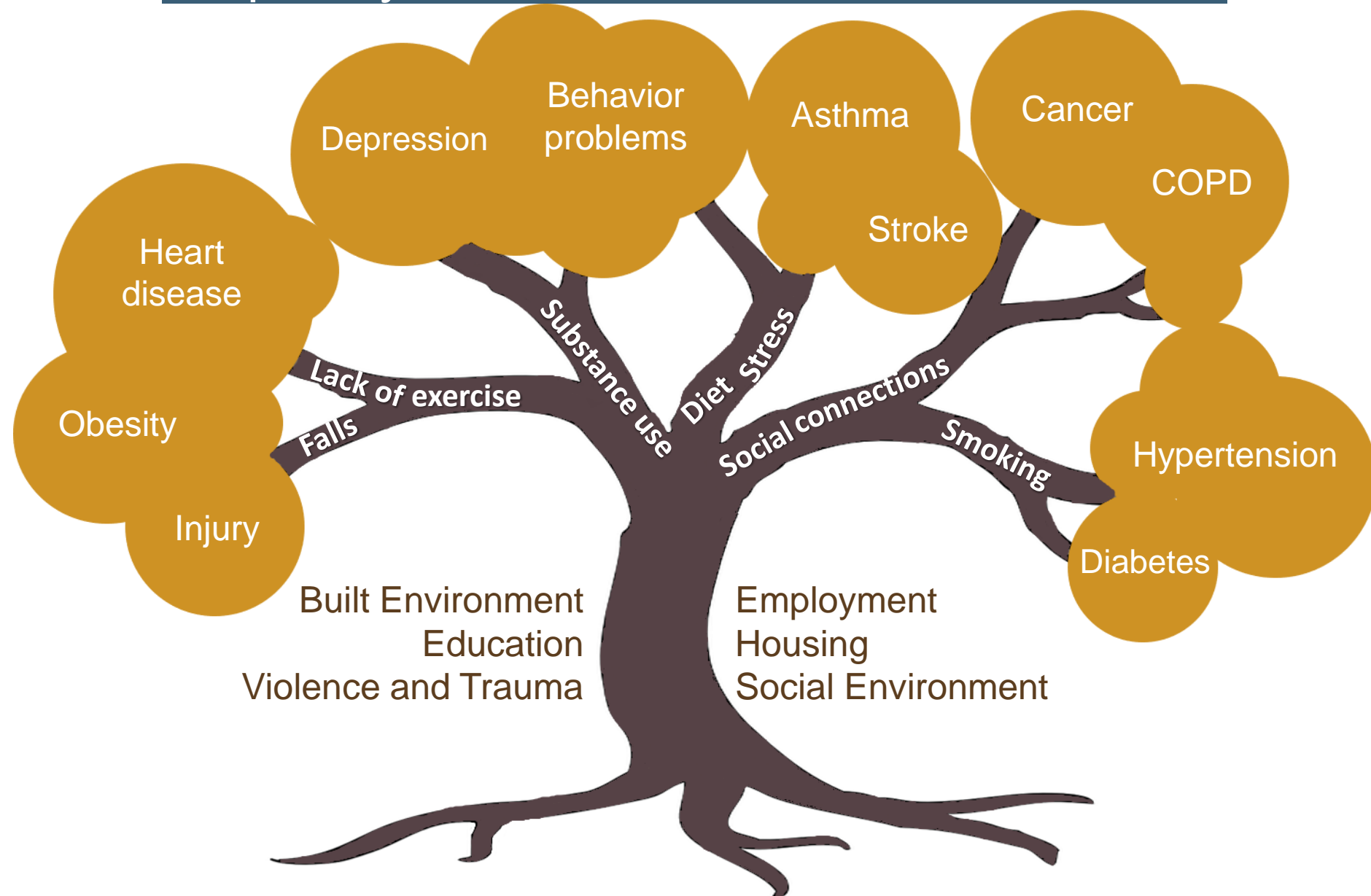
# Health outcomes...



# Health outcomes... **influenced by health behaviors...**

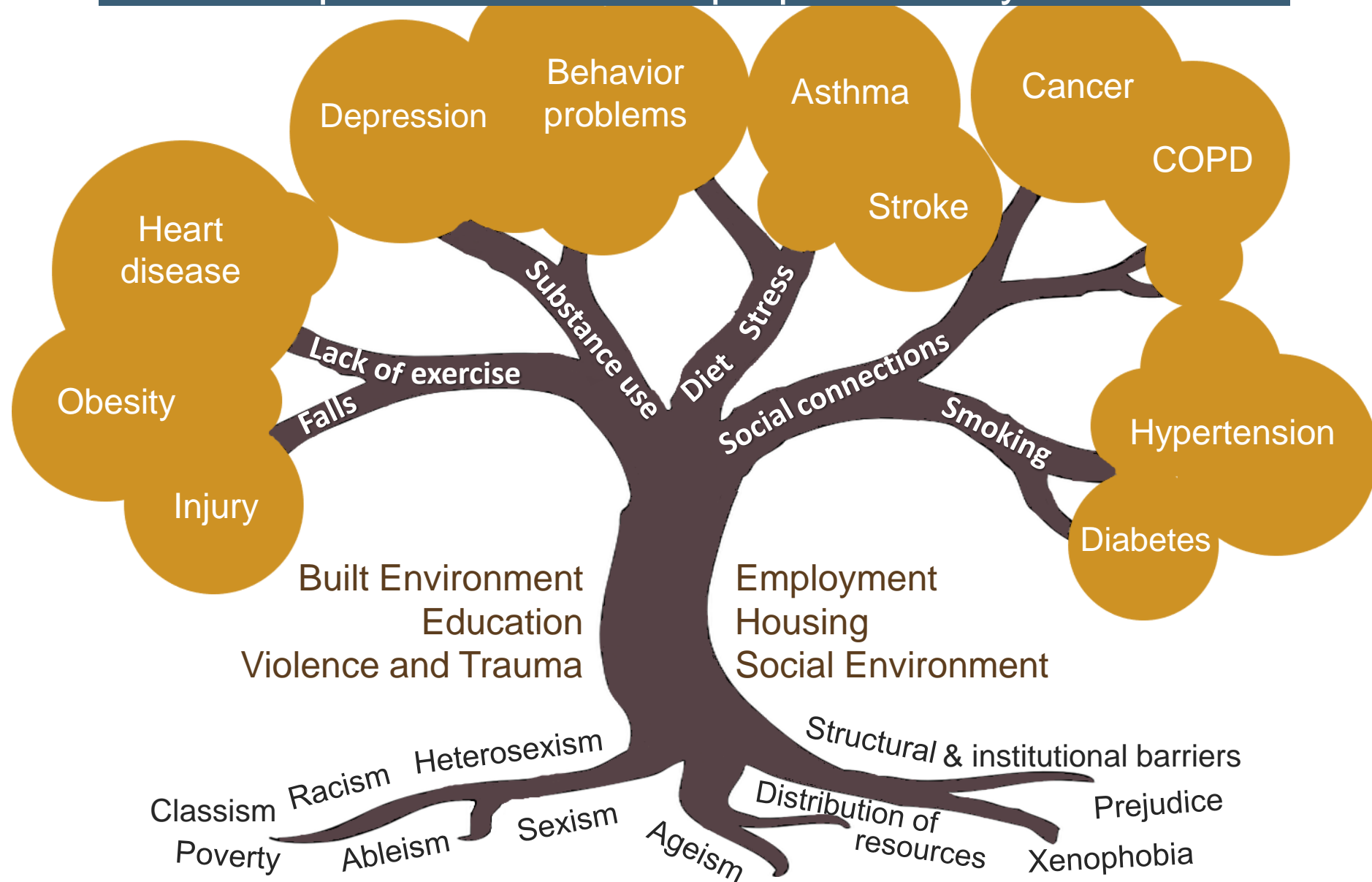


# Health outcomes... influenced by health behaviors... shaped by the social determinants of health...





Health outcomes... influenced by health behaviors...  
shaped by the social determinants of health...  
health inequities created and perpetuated by root causes.



# Key Definitions

---

## Disparities or Inequalities

Differences between individuals or population groups

## Inequities

Differences that are unnecessary and *avoidable*, but are also unfair and unjust



# Defining Health Equity

---

**Health Equity** - everyone has a fair and just opportunity to be as healthy as possible. To achieve this, we must remove obstacles to health — such as poverty, discrimination, and deep power imbalances — and their consequences, including lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.\*

“Of all the forms of inequality, injustice in health is the most shocking and the most inhuman because it often results in physical death.”

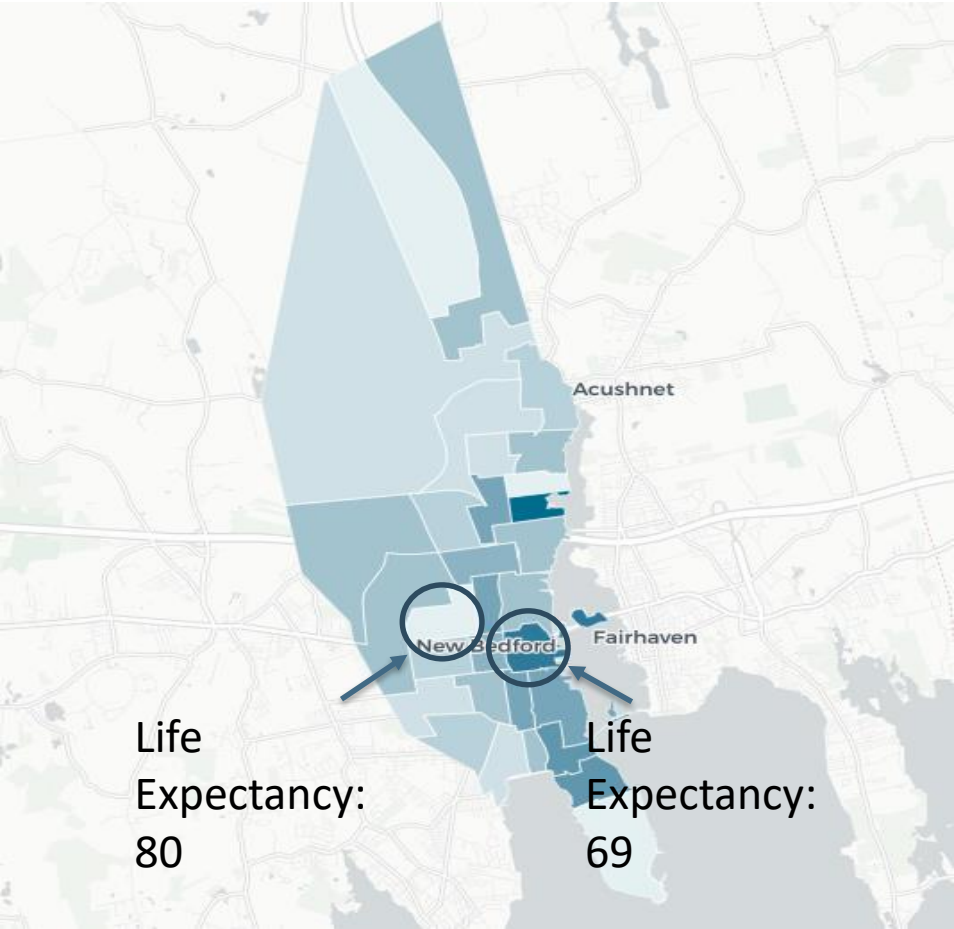
\*Source: Human Impact Partners, Health Equity Guide  
<https://healthequityguide.org/about/defining-health-equity/>

**Martin Luther King Jr.**



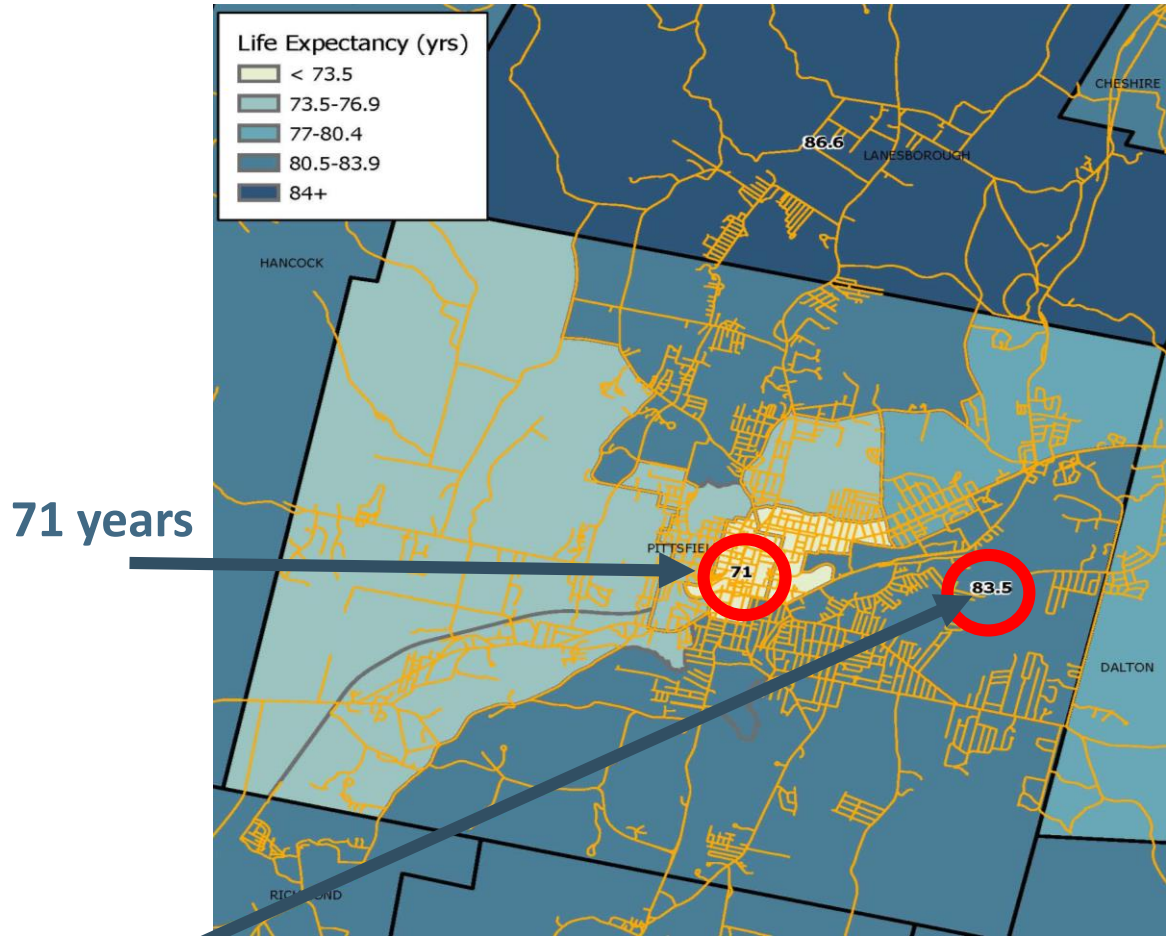
# Life Expectancy

## New Bedford



Data source: City Health Dashboard.

## Pittsfield



Source: Berkshire Regional Planning Commission

# The Approach

---



# Focus, Strategies, and Outcomes of the Community Health Fund

---

**Focus:** Activities that benefit communities outside of Boston that have not historically and routinely benefited from previous local Determination of Need (DoN) community health funding AND have high rates of health inequities.

## **Strategies: Multi-year investments and capacity building**

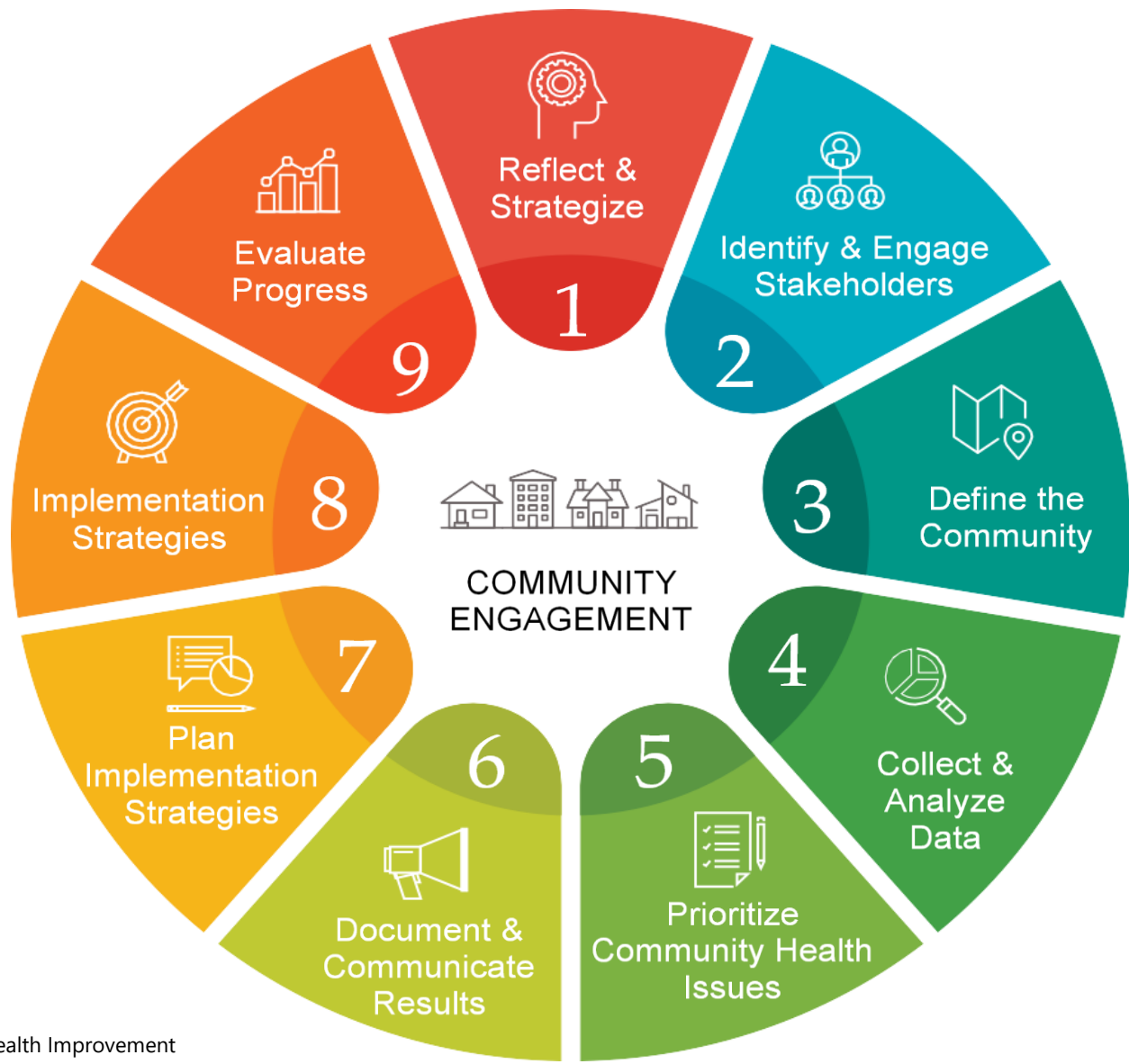
- Policy, systems, and environmental change approaches
- Community health improvement planning processes
- Evaluation process for improved community health initiatives



## **Outcomes**

- Disruption of structural and institutional racism and other forms of oppression
- Improved population health outcomes
- Improved cross-sector/community-centered collaboration

# Community Health Improvement Processes



# Key Components of a Successful CHIP

---

- A single, grounded and collective process that incorporates health equity and social determinants of health
- Full and broad community engagement
- Clear, focused, and measurable objectives
- Clear definition of realistic outcomes with specific action plans
- Plans that are fully integrated into the work of partner organizations





# Formative Research: Identified Areas of Support Needed

---

- Strategies to support backbone organizations and/or the infrastructure and operations of collaboratives.
- Approaches to create awareness and build skills to address structural/institutional racism and inequities.
- Strategies to support enhanced data collection and evaluation activities.



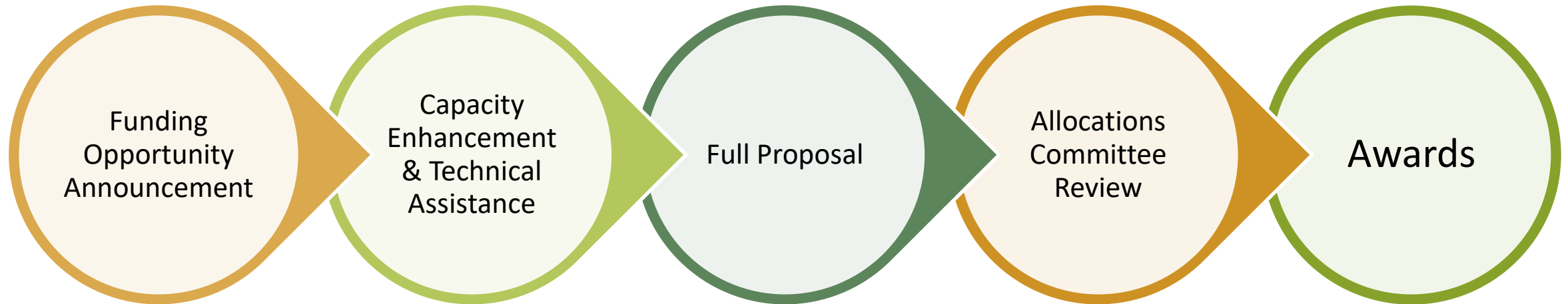
# The Grantmaking Process

---



# CHIP Investment Process

---



# CHIP Award Length and Amount

---

- The Community Health Fund expects to fund awards between **\$10,000 and \$75,000 per year up to 5 years per award** for community health improvement planning processes.
- Funds may be requested for any phase of the community health improvement process.



# Eligibility

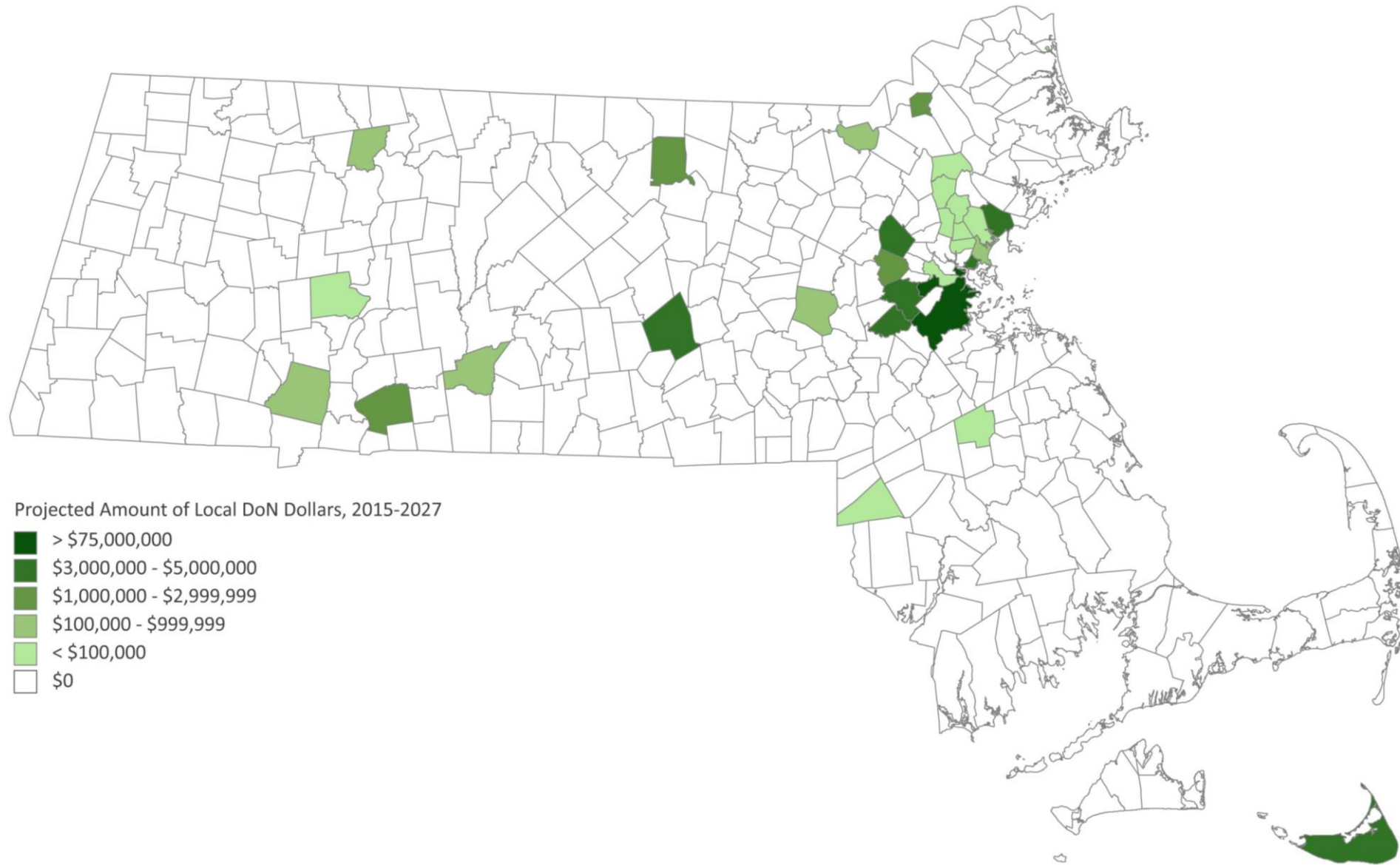
---

- **Massachusetts based non-profit 501(c)3 organizations and municipalities**
- For this round of funding, the Fund will prioritize **CHIP processes in communities** that:
  - Are outside of Boston;
  - Have not historically and routinely benefitted from previous local DoN community health funding; and
  - Have high rates of health inequities.



# Projected Amount of Local DoN Dollars, 2015-2027

---



# CHIP Funding Opportunity Timeline

---

Activity	Date
Funding announcement webinar	Thursday, August 15, 2019
Proposals due	Wednesday, November 20, 2019
Notice of awards	Friday, February 7, 2020



# How to Apply

---

- ☐ Review the Request for Proposals (RFP)
- ☐ Develop your idea with your partners and engage community
- ☐ Visit our webpage and submit your idea through an online platform
  - ☐ Cover Form
  - ☐ Questions (Background, Approach, Resources)
    - ☐ Can be addressed in the following forms:
      - ☐ Narrative (.doc/.pdf) - 10 pages max, 12 pt. font, single spaces, half-inch margins
      - ☐ Video (.mov/.wmv) – 20 minutes max
      - ☐ Presentation (.ppt) – 40 slides max





# Idea Assessment Criteria

---

Ideas will be assessed based on the applicant's demonstration of the following criteria:

- **Equity:** The idea addresses a geography/population experiencing high rates of inequities; and the approach is community-led, particularly by populations experiencing inequities.
- **Impact:** Logic connects the approach to addressing the root cause → SDoH → Health Outcome.
- **Collaboration:** Involves multi-sector partners with diverse perspectives.
- **Feasibility:** Likelihood of resources supporting success.



# Request for Proposals (RFP): Applicant Questions

---

## *Background*

- ☐ Briefly **describe your agency, organization, or collaborative and its role** in community health improvement planning processes.
- ☐ If this is a collaborative, please **describe its history and the roles** of the collaborative's members in the CHIP process work.
- ☐ Briefly **describe the current status of this CHIP process**.
- ☐ Briefly **describe how data is currently or will be used** in this CHIP process.
- ☐ Briefly **describe how this CHIP process addresses or will address root causes of health**.



# Request for Proposals (RFP): Applicant Questions

---

## *Approach*

- ☐ **Describe what you need** to make your CHIP process a success.
- ☐ Briefly explain **how this idea will address the SDoH area(s) and improve health outcome(s).**
- ☐ **Define the geography** that will be impacted/benefit from this CHIP process and how they will, at a minimum, be engaged in the proposed work. **Describe the expected level of community engagement.**
- ☐ **Identify any additional CHIP processes** (including accreditation activities) that serve all or part of the geography and **describe how activities will be coordinated.**
- ☐ **Identify any additional partners you will need** to engage to make this process a success.



# Request for Proposals (RFP): Applicant Questions

---

## *Resources*

- ☐ **Complete one budget form for each year** that you are requesting funding.
- ☐ **List any other resources** you need to implement your idea, such as training, technical assistance, data, or other information.



# Next Steps

---



# Capacity Building and Technical Assistance

---

Capacity Building	Technical Assistance
<p><u>Save the Dates</u></p> <ul style="list-style-type: none"><li>• Webinar 1: Wednesday, September 4, 2019, 11:00am – 12:30pm</li><li>• Webinar 2: Thursday, September 12, 2019, 10:30am – 12:00pm</li></ul> <p>(Note: Capacity Building topics will be selected after gathering feedback from potential applicants.)</p>	<ul style="list-style-type: none"><li>• E-mail questions to <a href="mailto:CHFUND@hria.org">CHFUND@hria.org</a></li><li>• Visit our <b><i>Frequently Asked Questions</i></b> webpage</li><li>• Sign up for a <b>15-minute phone session</b> with a technical assistance provider to discuss additional questions</li></ul>



# Visit Our Website – Coming Soon!



# Funding Announcement Webinars Series

---

## **Policy, System, and Environmental (PSE) Change Approaches**

Tuesday, August 13, 2019

2:00 PM – 3:00 PM

## **Healthy Aging**

Wednesday, August 14, 2019

11:00 AM - 12:00 PM

## **Community Health Improvement Planning (CHIP) Processes**

Thursday, August 15, 2019

12:00 PM - 1:00 PM





# CHIP Funding Opportunity Timeline

---

Activity	Date
Funding announcement webinar	Thursday, August 15, 2019
Proposals due	Wednesday, November 20, 2019
Notice of awards	Friday, February 7, 2020



# Contact Information

---

Stay in touch: [CHFund@hria.org](mailto:CHFund@hria.org)

**Nineequa Blanding, MPH**

Vice President, Grantmaking  
Director, Community Health and  
Healthy Aging Funds  
Health Resources in Action  
[nblanding@hria.org](mailto:nblanding@hria.org)

**Jennifer Lee, MPH**

Managing Director, Grantmaking  
Program Officer, Healthy Aging Fund  
Health Resources in Action  
[jlee@hria.org](mailto:jlee@hria.org)

**Kevin Myers, MSPH**

Program Officer, Community  
Health Fund  
Health Resources in Action  
[kmyers@hria.org](mailto:kmyers@hria.org)

**Ben Wood, MPH**

Director, Division of Community  
Health Planning & Engagement  
MA Department of Public Health  
[ben.wood@state.ma.us](mailto:ben.wood@state.ma.us)

**Liz Maffei**

Program Coordinator  
MA Department of Public Health  
[elizabeth.maffei@state.ma.us](mailto:elizabeth.maffei@state.ma.us)

