



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

## **Healthy Aging Funding Announcement Webinar**

August 14, 2019

# Introductions

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Director, Community Health &  
Healthy Aging Funds



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Managing Director, Grantmaking  
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Funds

# Objectives

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- Understand the funding opportunity, due dates, and available technical assistance
- Understand the following priorities for the Healthy Aging Fund and its importance in advancing population health
  - Health Equity
  - Policy, Systems, and Environmental Change Approaches
- Share through polls your organization's existing work and interest in the funding opportunity, as well as technical assistance needs



# Agenda

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



# Housekeeping

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- If you have any **logistical questions** related to this webinar, please type them into the chat box.
- If you have **content-related questions**, 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 shared by email available.
- To make this webinar accessible, we will communicate all details on the slides.



# Rationale and Background

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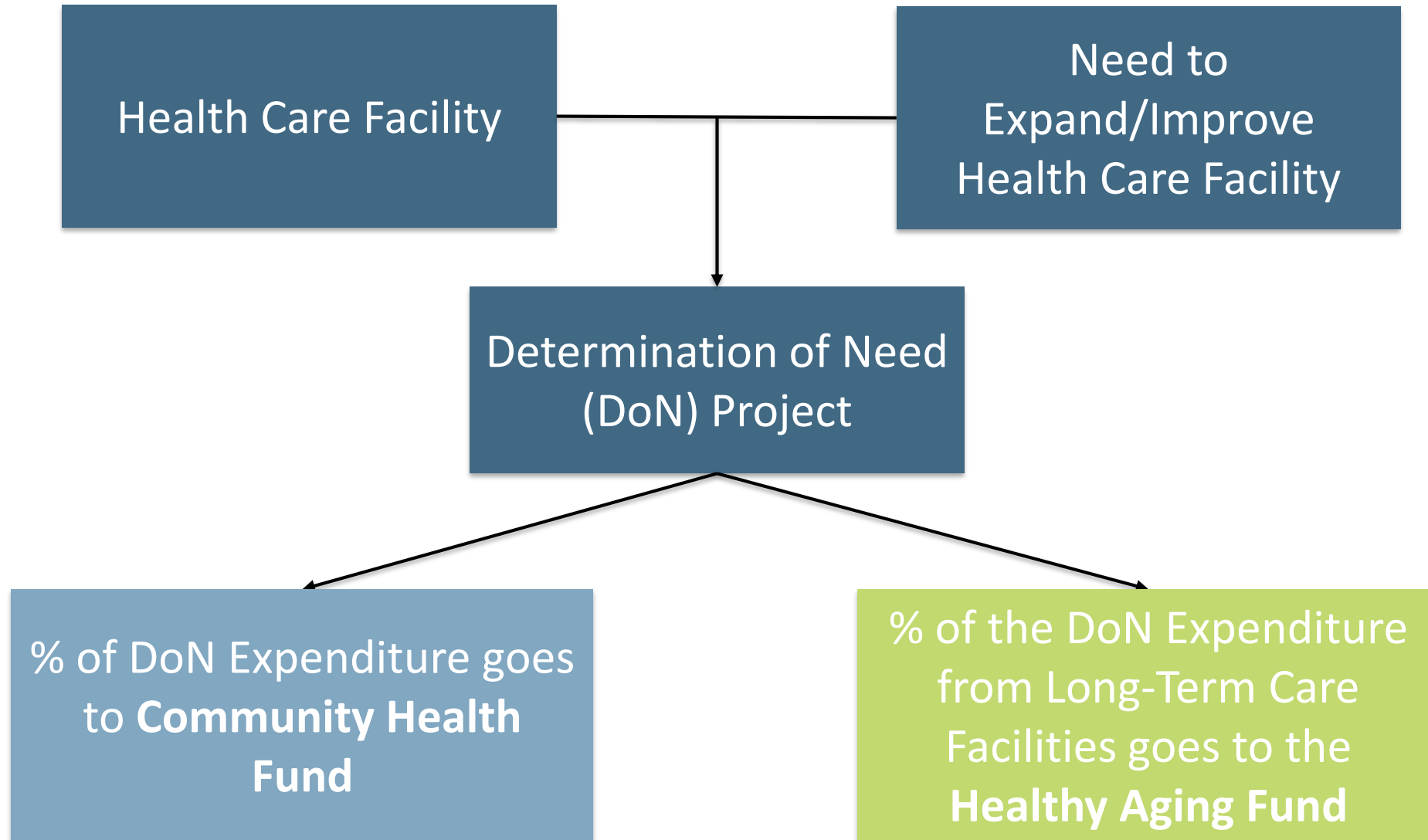
# Introductions

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# Determination of Need Program & Healthy Aging Fund

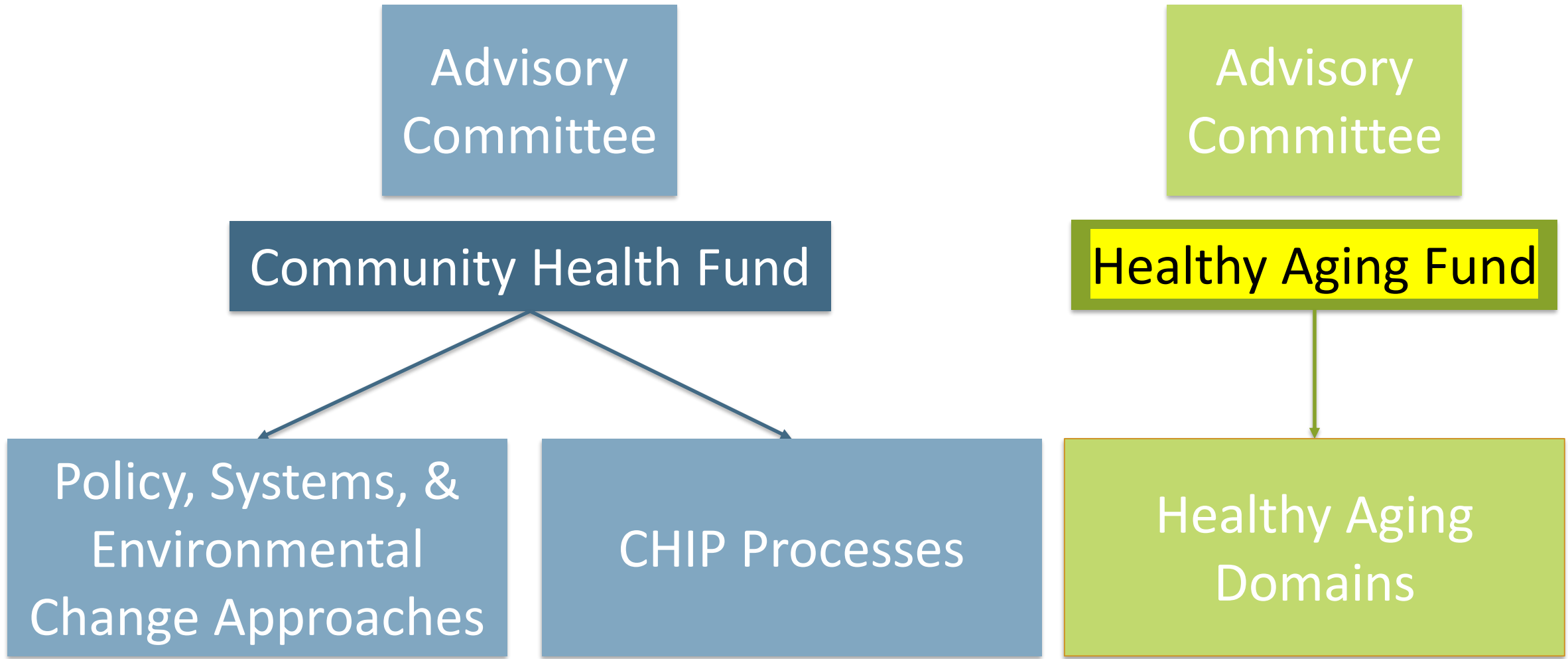
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# Two Funds and Three Funding Opportunities

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# Advisory Committee Members – Healthy Aging Fund

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Member	Organization
Kathy Burnes	Jewish Family and Children's Service
Elizabeth Dugan	UMass Boston
Susan Gittelman	B'nai B'rith Housing
Phillip Gonzalez*	Tufts Health Plan Foundation
Laura Kittross*	Berkshire Regional Planning Commission
Wendy Landman	WalkBoston
Paddy Moore	Healthy Aging Martha's Vineyard
Maura Moxley	Alzheimer's Association
Adriane Queiroz	City of Framingham
Leah Serafin	Old Colony YMCA
Emily Shea	Commission on Affairs of the Elderly, City of Boston
David Stevens	Massachusetts Association of Councils on Aging
Dillon Sussman	Dodson and Flinker
Martha Velez	Lawrence Council on Aging

\*Advisory Committee Co-Chair

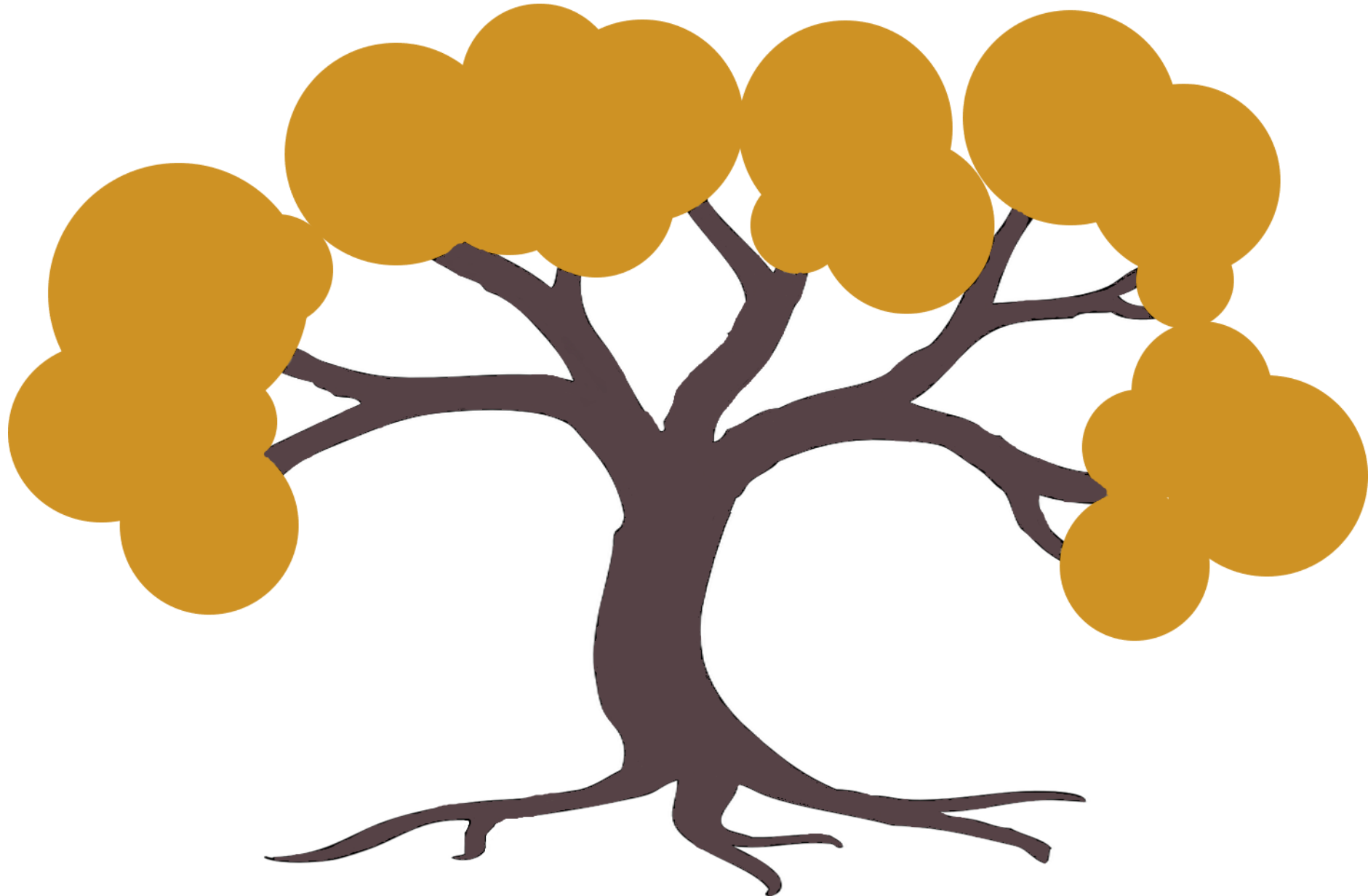




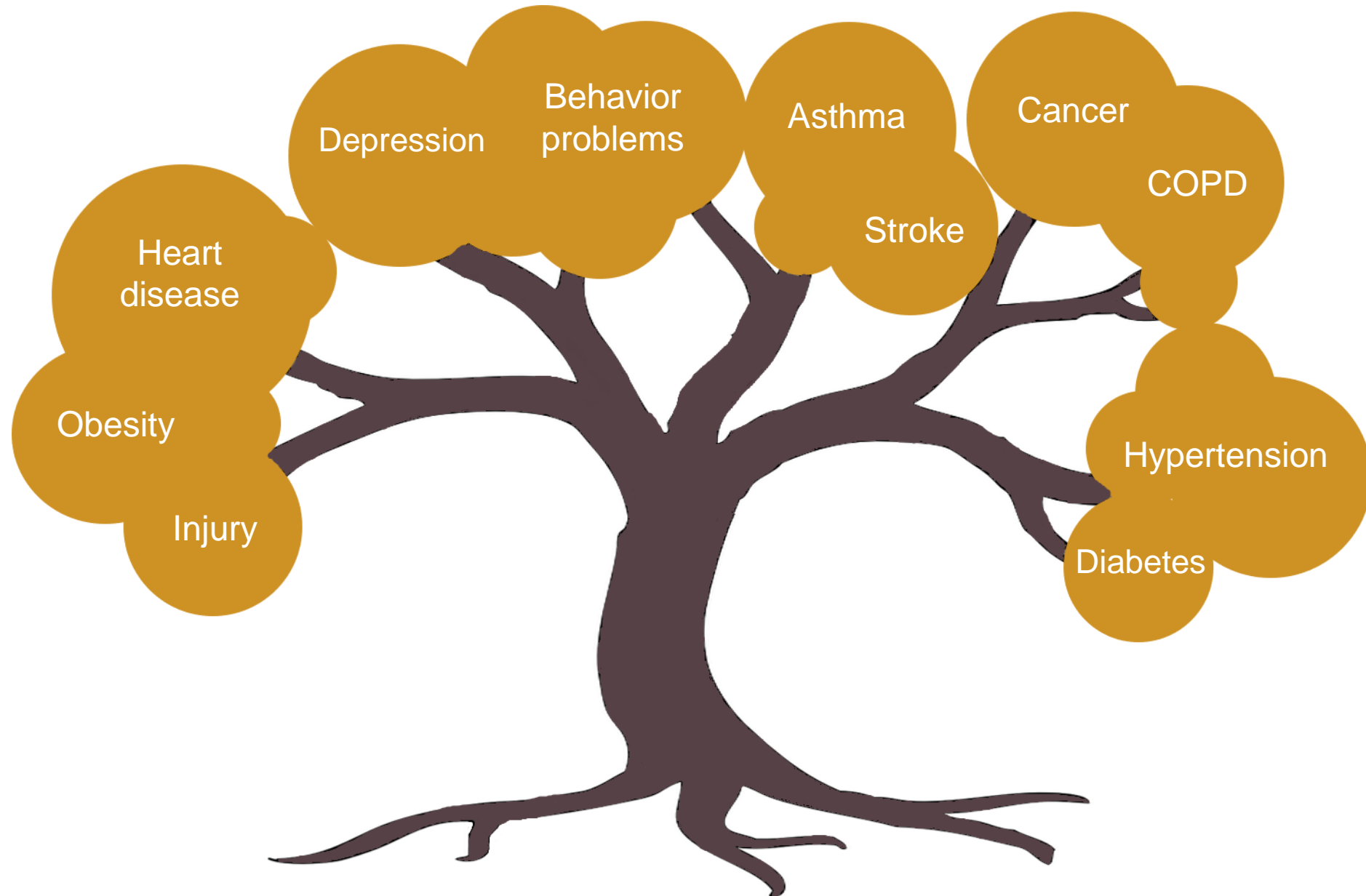
80%

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

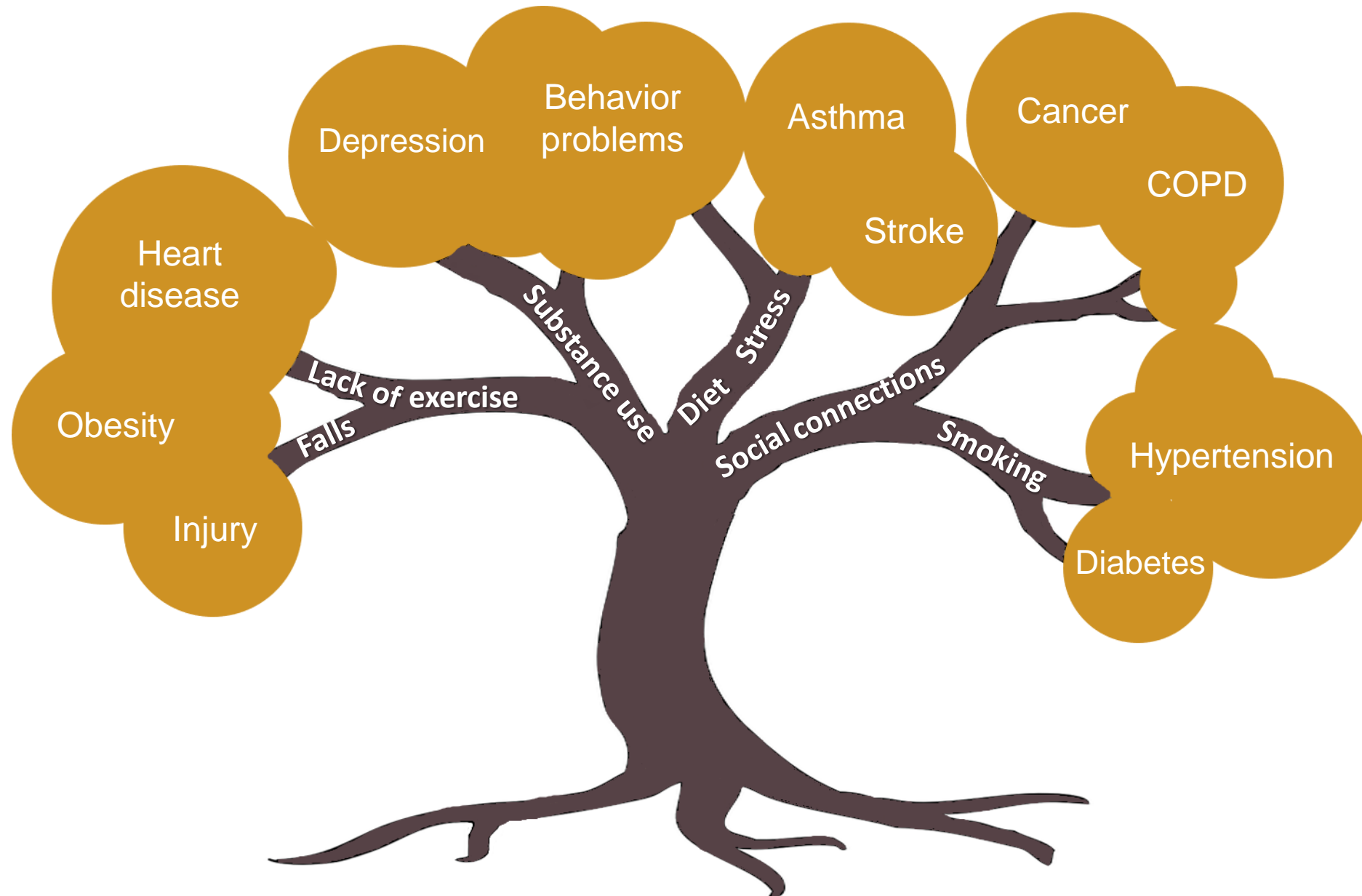
What do we mean when we talk about health?



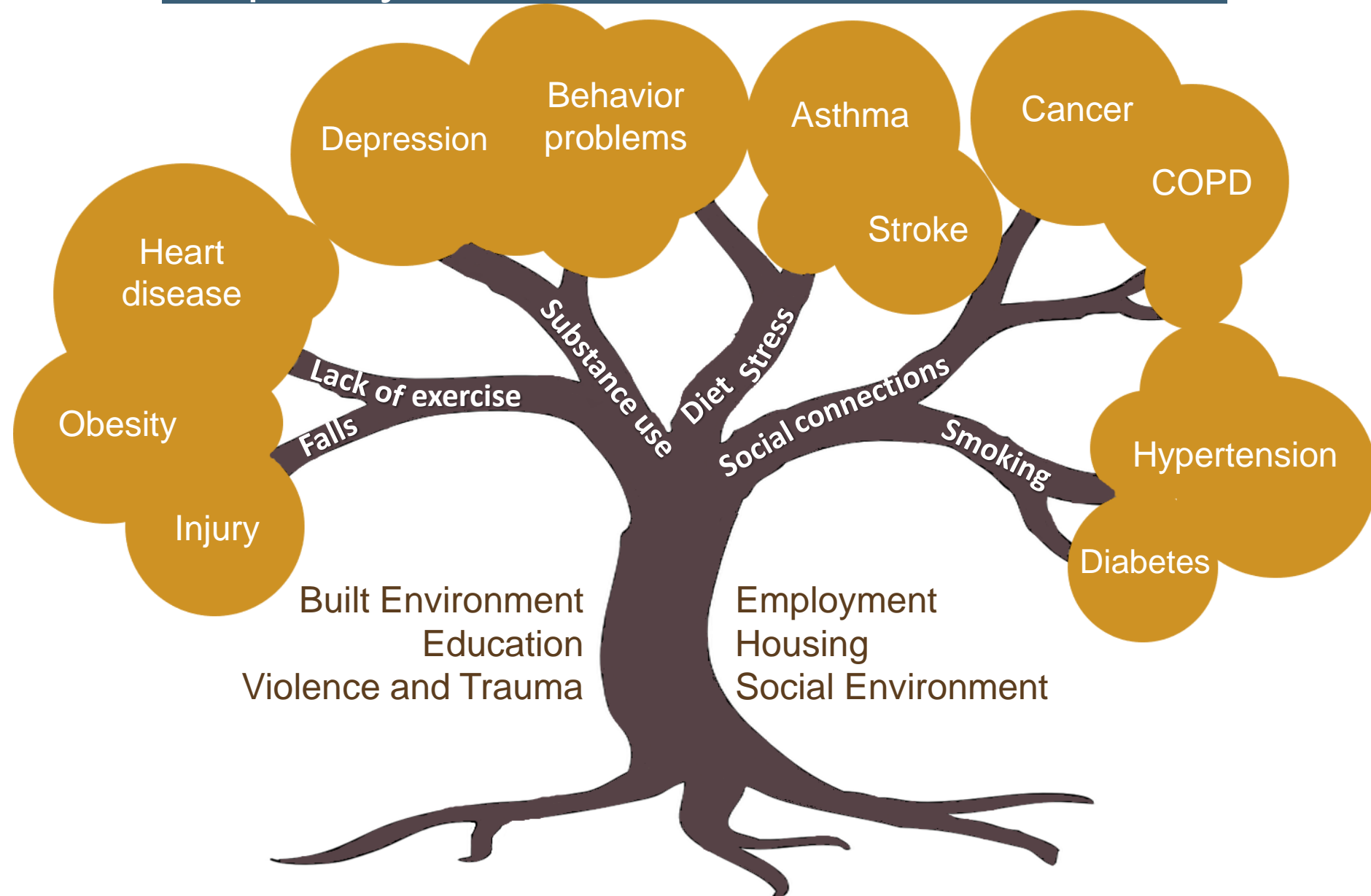
# Health outcomes...



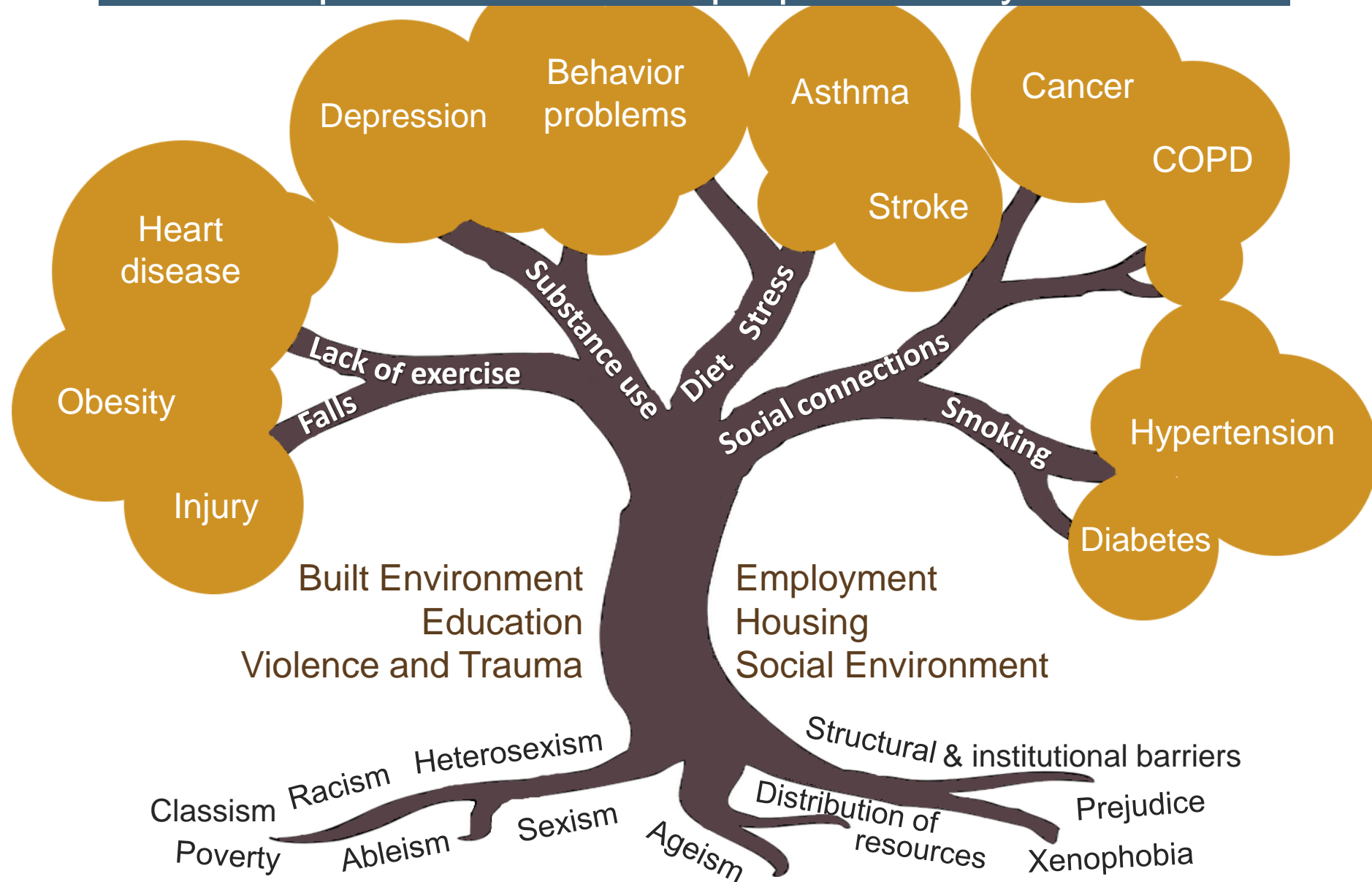
# Health outcomes... **influenced by health behaviors...**



# 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

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## 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

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**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.”

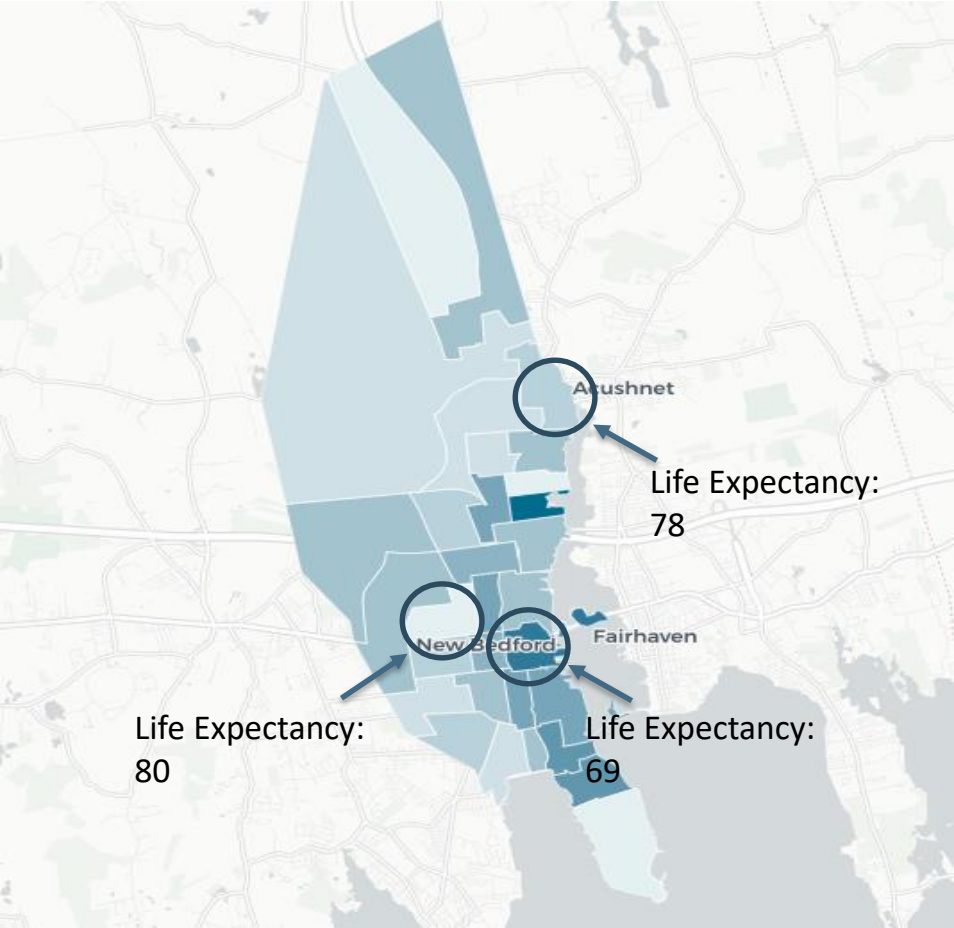
\*Source: Human Impact Partners, Health Equity Guide  
<https://healthequityguide.org/about/defining-health-equity/>

**Martin Luther King Jr.**



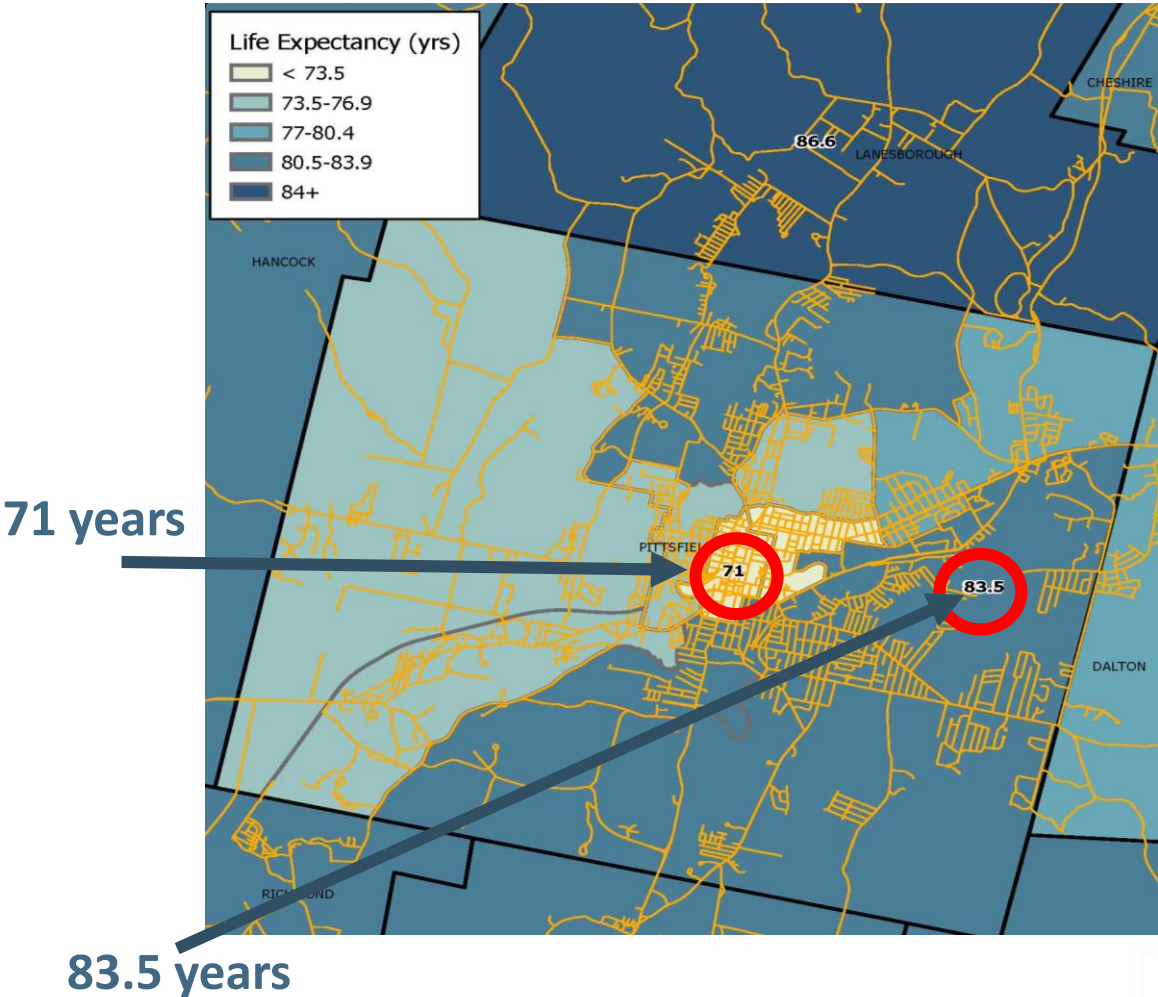
# Life Expectancy

## New Bedford



Data source: City Health Dashboard.

## Pittsfield



Source: Berkshire Regional Planning Commission

# The Approach

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# Healthy Aging Vision

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The Healthy Aging Fund resources will contribute to equitable systems across sectors affecting community-level physical environments and social and economic conditions ultimately leading to a better quality of life and health outcomes for older adults as they age in Massachusetts.



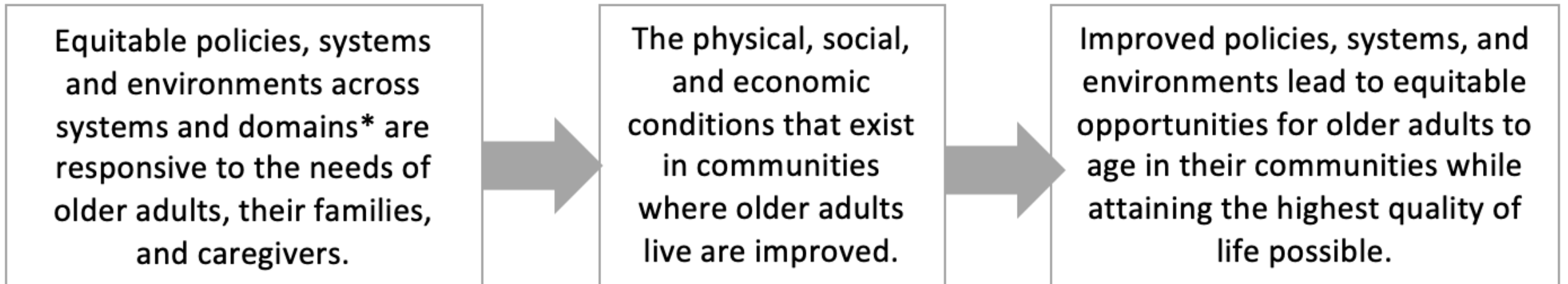
# Healthy Aging Values & Approaches

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# Healthy Aging Outcomes

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# Policy, Systems, & Environmental (PSE) Change Approaches

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## A Programs Approach



Hosting a community bike ride



Having an "open gym night" at a local school

**VS.**

## A PSE Change Approach



Implementing a Complete Streets policy to ensure community roads are designed to be safe and accessible for all users

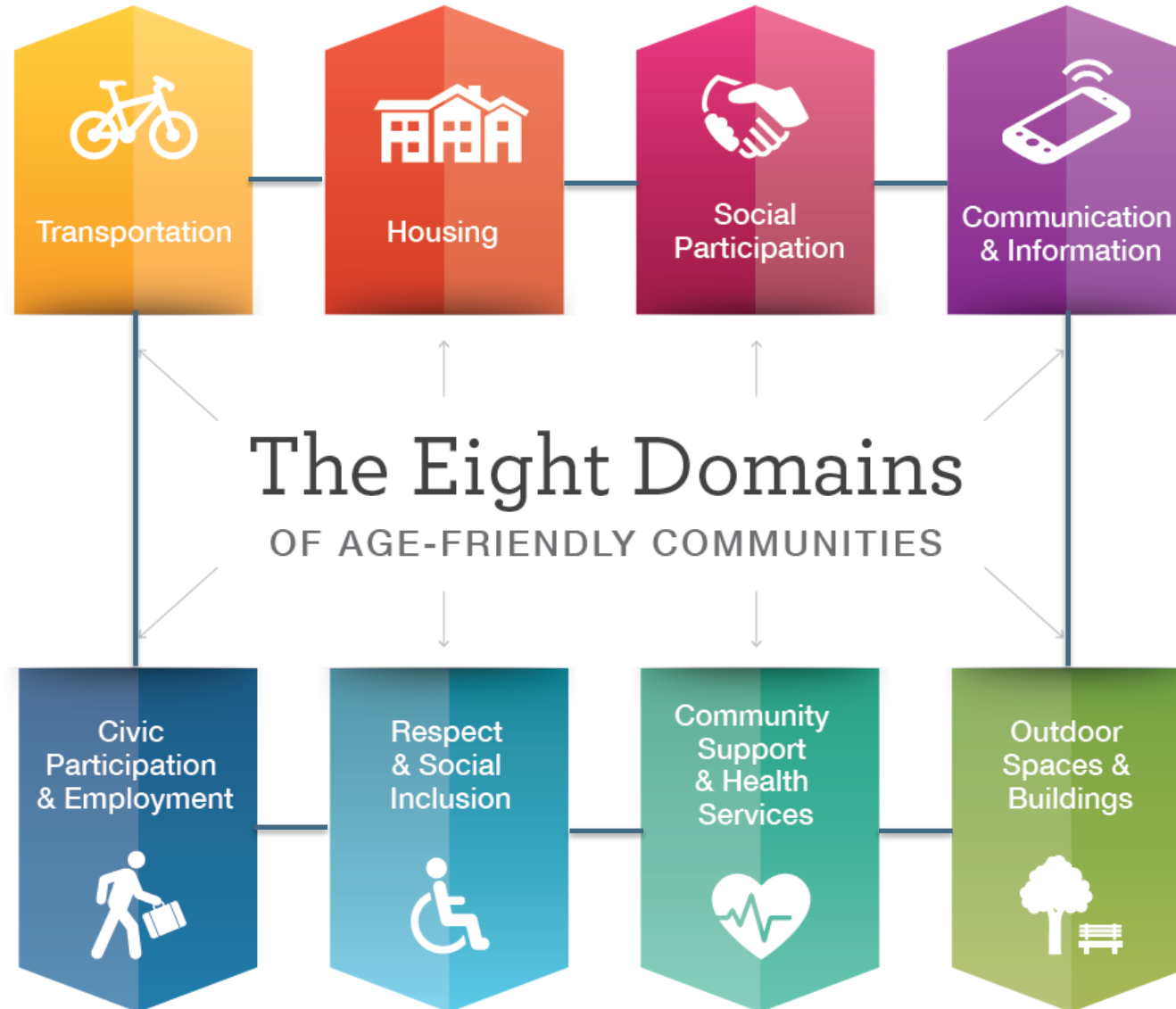


Implementing a town-wide Joint Use Agreement enabling community members to have access to the school's gym and fields when school is not in session





# Domains of Age-Friendly Communities



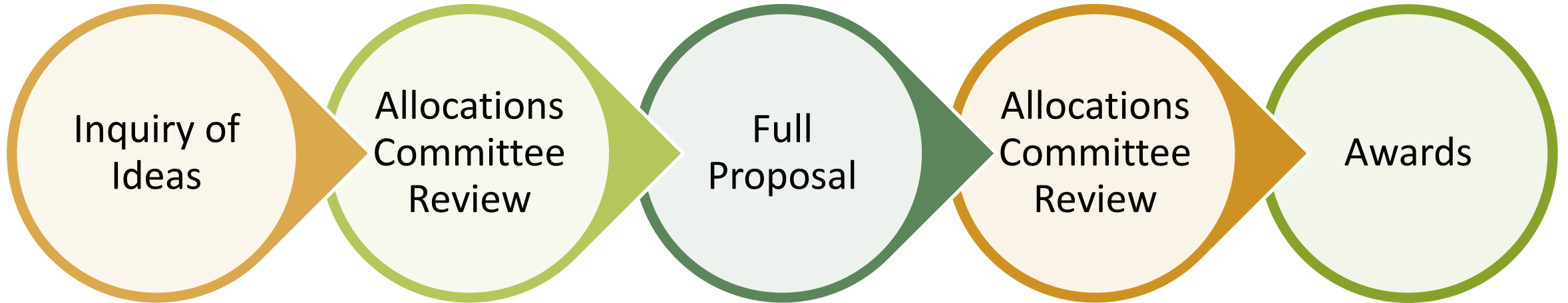
# The Grantmaking Process

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# Healthy Aging Fund Investment Process

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# Grant Award Length and Amount

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- The Healthy Aging Fund expects to provide multiple awards between **\$10,000 and \$100,000 per year up to 5 years per award**
- Preference given to those ideas that address the areas of **housing and transportation**.
- Awards that support planning and capital investments are possible.
- Future rounds of funding will depend on the availability of funds.



# Two Tiers of Funding

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- **Tier 1 (\$10,000-\$25,000):** For organizations that seek support for annual activities that would **build the infrastructure for, or take initial steps towards, advancing an initiative over a 12-month period of time.**
- **Tier 2 (Up to \$100,000):** For organizations or coalitions that seek to **develop new or expand existing initiatives for up to 5 years.**



# Eligibility

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- **Massachusetts based non-profit 501(c)3 organizations and municipalities.**
- For this round of funding, we will give preference to organizations in communities that are:
  - Gateway Cities or rural; and
  - Have high rates of health inequities
- Strategies may focus on geographic or population-based communities at the local, regional, or statewide levels.



# Healthy Aging Funding Opportunity Timeline

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Activity	Date
Funding Announcement Webinar	Wednesday, August 14, 2019
Inquiry of Ideas (IOIs) due	Wednesday, September 18, 2019 @ 2:00 PM
Invitation to submit proposals	Friday, November 22, 2019
Proposals due	Wednesday, January 8, 2020
Notice of awards	Friday, February 28, 2020



# How to Apply

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- ❑ Review the Request for Inquiry of Ideas (IOI)
- ❑ Develop your idea with your partners and engage community
- ❑ Attend two capacity building webinars in September
- ❑ 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) - 5 pages max, 12 pt. font, single spaces, half-inch margins
      - ❑ Video (.mov/.wmv) – 15 minutes max
      - ❑ Presentation (.ppt) – 20 slides max





# Idea Assessment Criteria

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Ideas will be assessed based on the following criteria:

- **Equity:** Demonstration that the idea is addressing a geography/population experiencing inequities; demonstration of engagement of the populations experiencing inequities, etc.
- **Impact:** Demonstration of logic connecting the approach to addressing the root cause → SDoH → Health Outcome.
- **Collaboration:** Demonstration of multi-sector partners with diverse perspectives and experiences.
- **Feasibility:** Likelihood of resources supporting success.



# Request for Inquiry of Ideas (IOI): Applicant Questions

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## *Background*

- ☐ Briefly describe your agency, organization, or collaborative.
- ☐ Describe the issue you want to address and how it relates to health inequities for older adults in Massachusetts.
- ☐ List the data/information sources you use to understand the health inequities that exist in your community



# Request for Inquiry of Ideas (IOI): Applicant Questions

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## *Approach*

- ☐ **Describe your idea** for a policy, systems, or environmental change approach that supports the principles of Age-Friendly Communities.
- ☐ Briefly explain how this **idea will address the SDoH area(s) and improve health outcome(s)**.
- ☐ **Define the community** that will be impacted/benefited from this idea/approach and how they will, at a minimum, **be engaged** in the proposed work. Priority will be given to ideas that come from and are led by populations with lived experience related to the issue being addressed.
- ☐ Identify **key partners you currently have** for implementing your activities and the **additional partners you will need** to engage to make this process a success.



# Request for Inquiry of Ideas (IOI): Applicant Questions

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## *Resources*

- ☐ List the **approximate size of the financial investment** you are seeking from the Healthy Aging Fund to support this work on an annual basis and the **number of years** for which you are seeking support.
- ☐ List any other **resources you need** to implement your idea, such as training, technical assistance, data/other information.



# Next Steps

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# Capacity Building and Technical Assistance

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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:HealthyAgingFund@hria.org">HealthyAgingFund@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!

[ABOUT THE FUNDS](#) ▼

[WHAT WE FUND](#) ▼

[APPLY](#) ▼

[RESOURCES](#) ▼



Massachusetts Community Health &  
Healthy Aging Funds



# Join Other Funding Announcement Webinars

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

Thursday, August 15

12:00 PM - 1:00 PM

Register here: <http://bit.ly/chip-chi>





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# Contact Information

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

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