Massachusetts Community Health & Healthy Aging Funds
Capacity Building Webinar #1

September 4, 2019

Introductions

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Webinar Objectives

- Understand the focus and intent of the Funds and their importance in advancing population health

- Identify need through engaging community and data

- Formulate and implement ideas that advance health and racial equity

Agenda

Topic	Time
Background	15 minutes
From Idea Formation to Evaluation	10 minutes
Engaging Community and Identifying Need	20 minutes
Using Data to Define Your Idea	15 minutes
What's the Big Idea?	20 minutes
Resources	10 minutes

Housekeeping

- If you have any **questions** related to this webinar, please type them into the chat box. Answers to questions raised will be available on the Frequently Asked Questions webpage.

- The webinar recording, slides, and transcript will also be available.

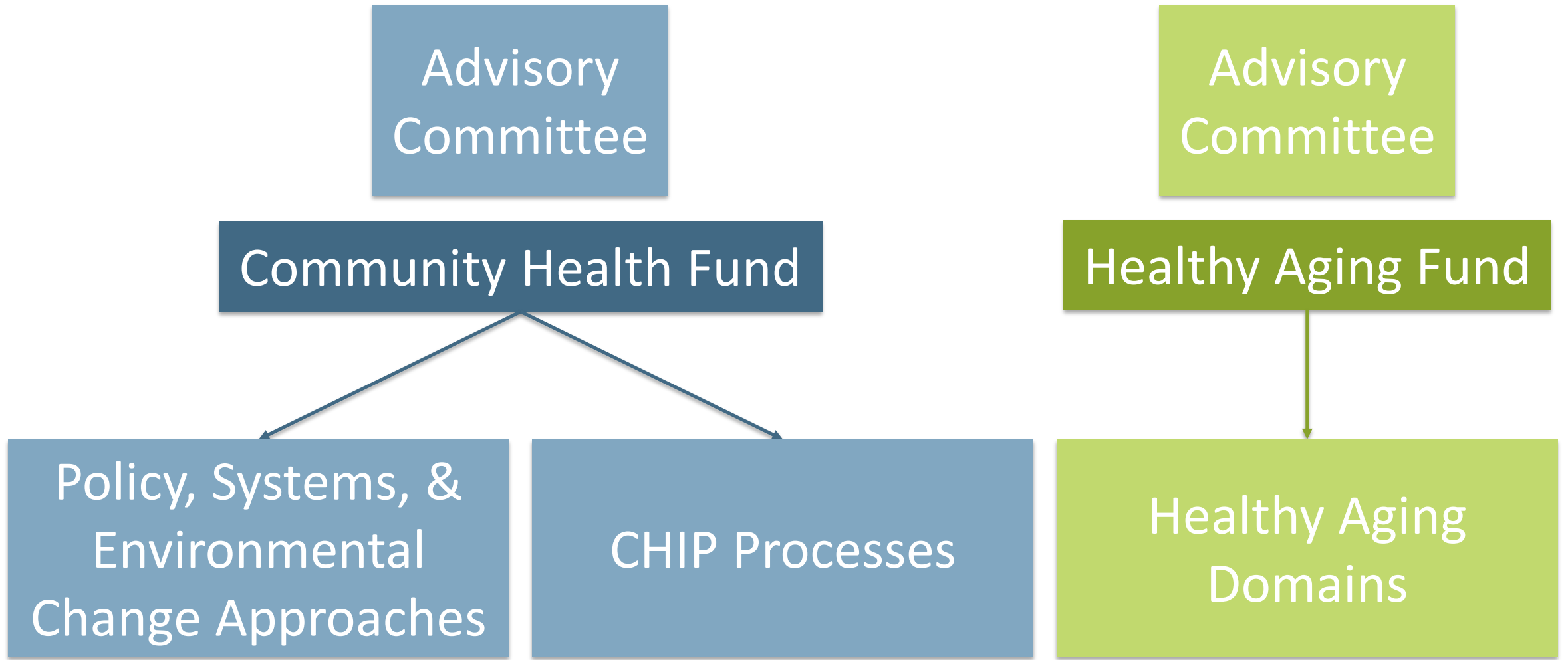- To make this webinar accessible we will communicate all details on the slides.

Background

Two Funds and Three Funding Opportunities

The Funds' Visions

Community Health Fund Vision: Massachusetts communities are transformed so all residents have an equitable opportunity to have the highest quality of life possible.

Healthy Aging Fund Vision: 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.

Upcoming Deadlines

Healthy Aging Inquiry of Ideas (IOI)	Policy, Systems, Environmental Change Approach Inquiry of Ideas (IOI)	Community Health Improvement Planning (CHIP) Proposal
2:00pm, Wednesday September 18, 2019	2:00pm, Wednesday, October 2, 2019	2:00pm, Wednesday, November 20, 2019

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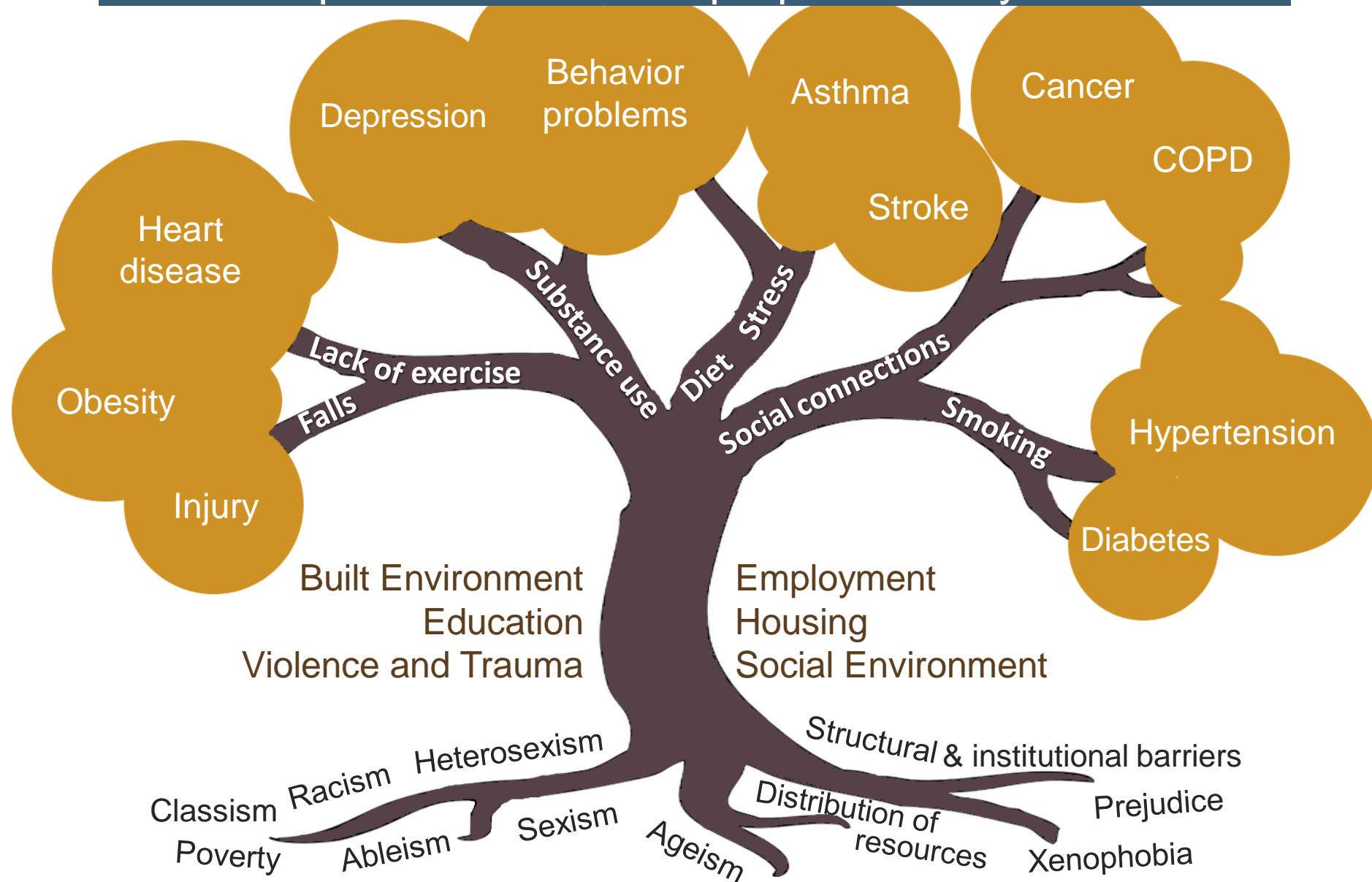
Defining Health Equity

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."

Martin Luther King Jr.

Additional Information

→ C 🔒 **mahealthfunds.org/apply/**

Funding Announcement Webinars

For more information on how to apply, you can view recordings, slides, and transcripts of the funding announcement webinars:

- Policy, Systems, and Environmental (PSE) Change Funding Announcement Webinar
  - **Webinar Recording**
  - **Webinar Slides**
  - **Webinar Transcript**

- Healthy Aging Funding Announcement Webinar
  - **Webinar Recording**
  - **Webinar Slides**
  - **Webinar Transcript**

- Community Health Improvement Planning (CHIP) Processes Funding Announcement Webinar
  - **Webinar Recording**
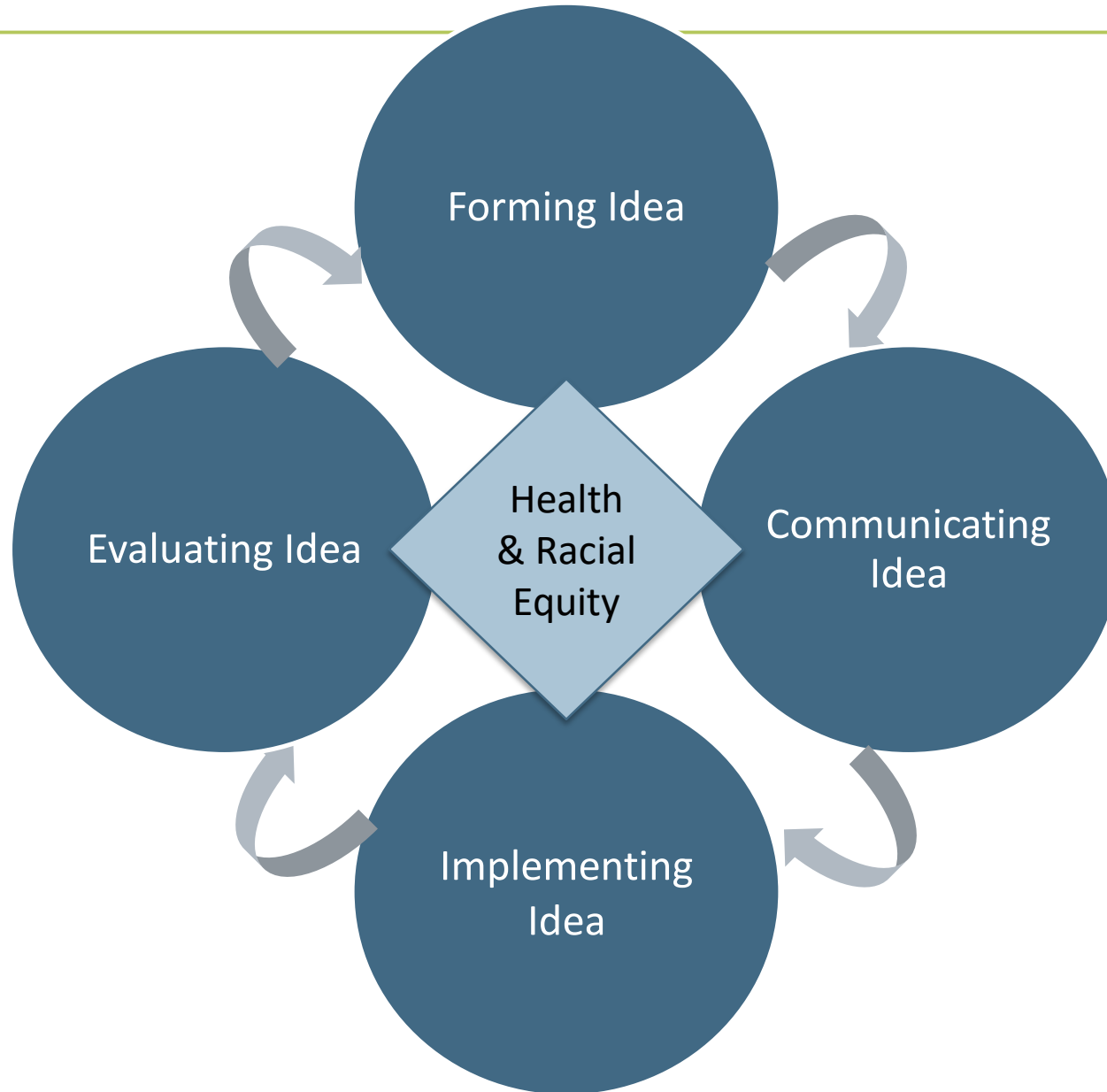 - **Webinar Slides**
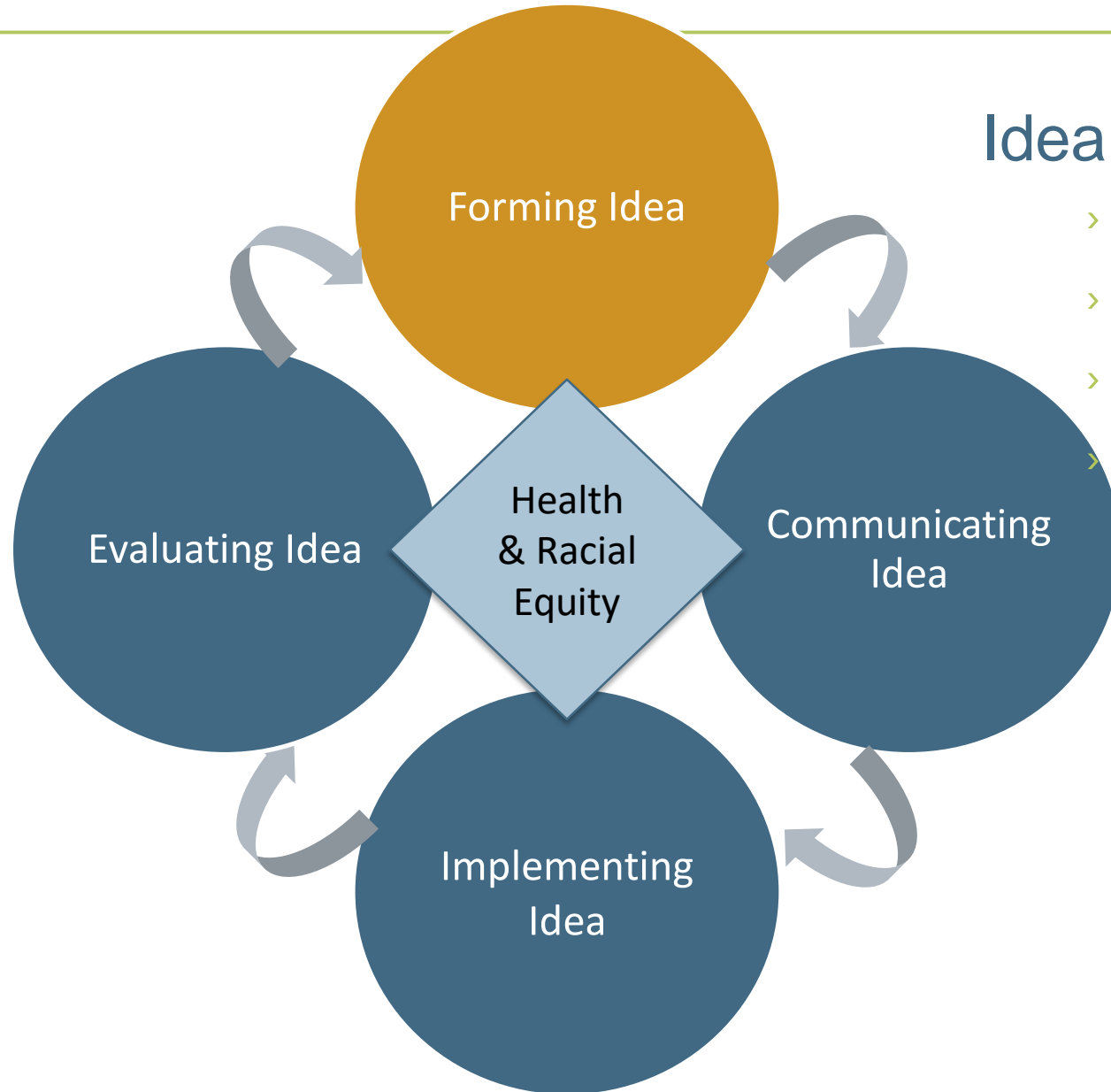 - **Webinar Transcript**

From Idea Formation to Evaluation

From Idea Formation to Evaluation

From Idea Formation to Evaluation

Forming Idea

Evaluating Idea

Health & Racial Equity

Communicating Idea

Implementing Idea

Idea Formation

› **Engaging Community**

› **Identifying Need and Data**

› **What's Your Big Idea?**

› Engaging Other Partners

Idea Formation Guiding Questions

Who you will serve?

- What is the population with the greatest disparities? Where do those disparities come from?
- What is the need? What are the health and racial inequities?
- What data describes or defines the need?

What you will do?

- What is your big idea? How will you address the population's need?
- Why are you the best organization to lead this (as compared to others)?
- How does what you plan to do directly connect to the goals of the Funds?

How you will do it?

- What partners will you engage to achieve your goals? Who else do you need?
- How will you engage members of the community affected by these issues?

Addressing Inequities Guiding Questions

When considering a particular idea to address an inequity, we continuously ask four questions, especially considering people experiencing inequities:

Who benefits?	**Who is harmed?**
Who influences?	**Who decides?**

Engaging Community and Identifying Need
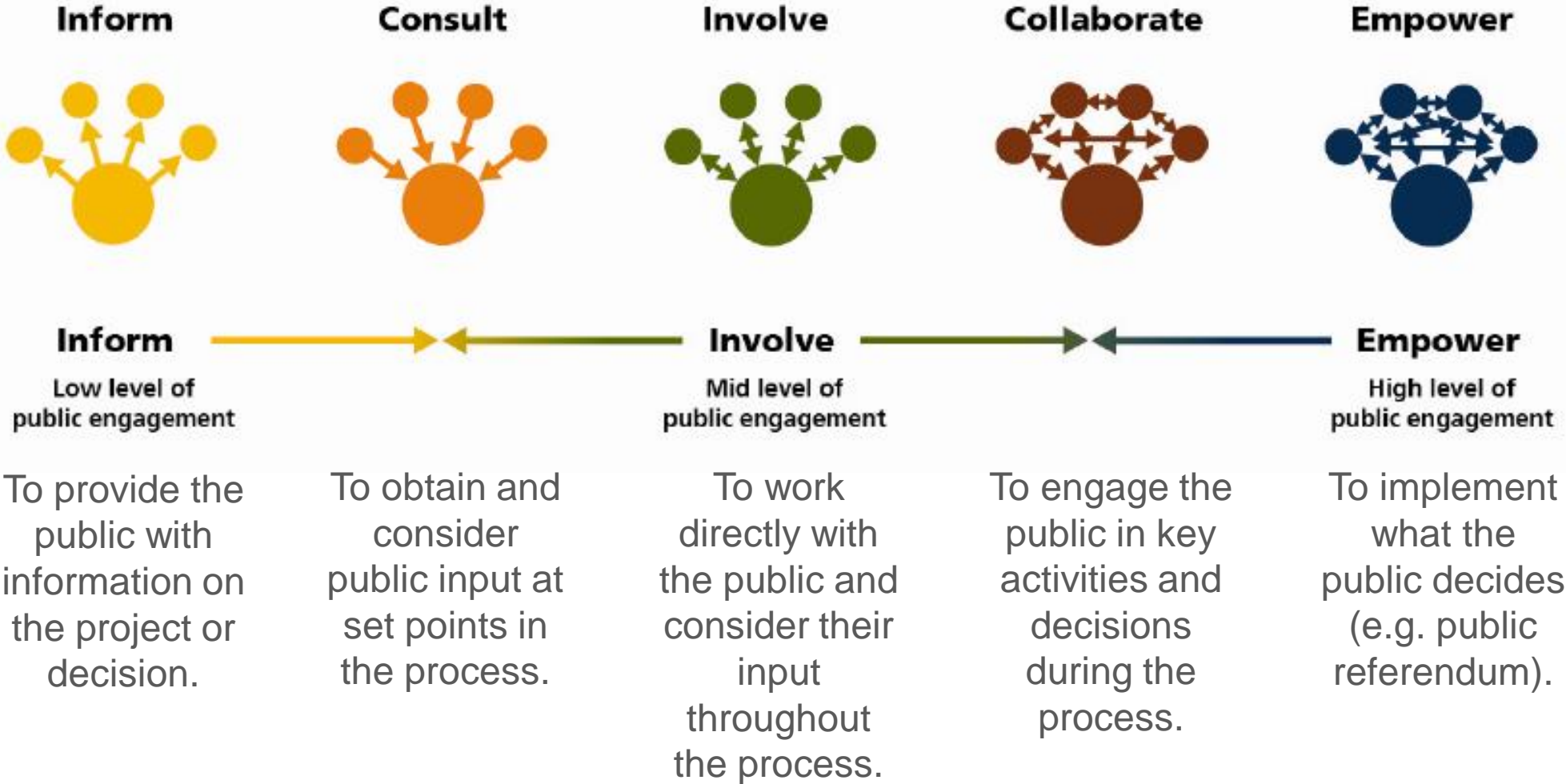
We Want to Hear From You!

How do you define *Community*?

Community Engagement Spectrum

Key Considerations When Engaging Community

- Engage **community members with lived experience** to understand challenges they face

- Understand who are **decision makers and influencers** and how might they be leveraged

- Understand how might **other stakeholders** may offer support in addressing the identified need

We Want to Hear From You!

What strategies are effective in engaging your communities?

Where does your organization generally operate in the community engagement spectrum?

Using Data to Define Your Idea

Data for Your Idea
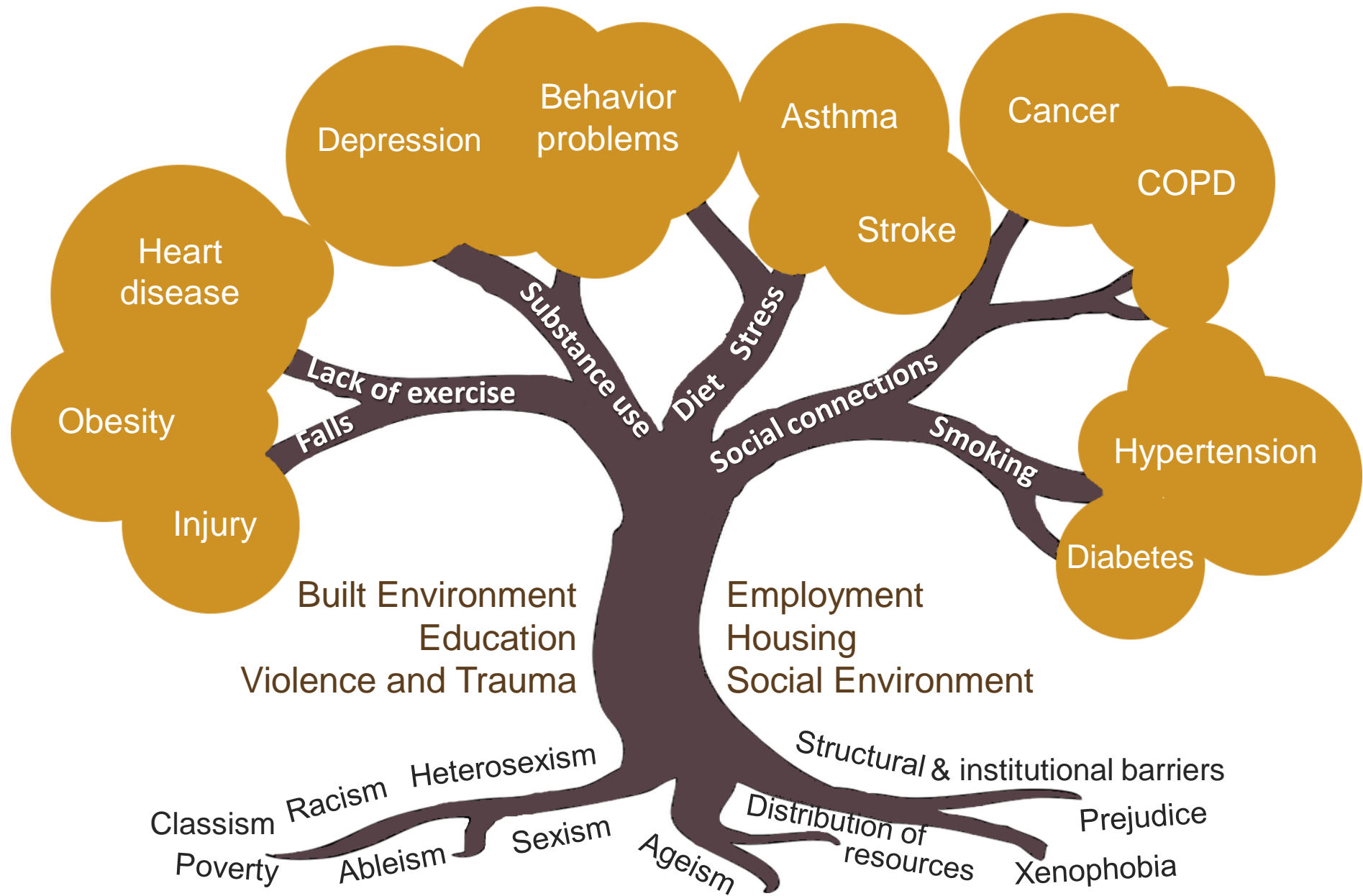
- **Health Outcome Data**
- **Health Behavior Data**
- **Social Determinants of Health Data**
- **Contextual Data**

Sources of Health Data

- ## Health Surveys
  - **Behavioral Risk Factor Surveillance System (BRFSS), Youth Risk Behavior Survey (YRBS)**

- ## Disease and Injury Registries
  - **MA Cancer Registry, Weapon-related injury surveillance system, Vital Statistics**

- ## Clinical Data
  - **Claims data, Emergency Room data, Electronic Health Record (EHR) data**

- ## Census Data

Health Disparities in Geographies – Life Expectancy

New Bedford

Life Expectancy: 80
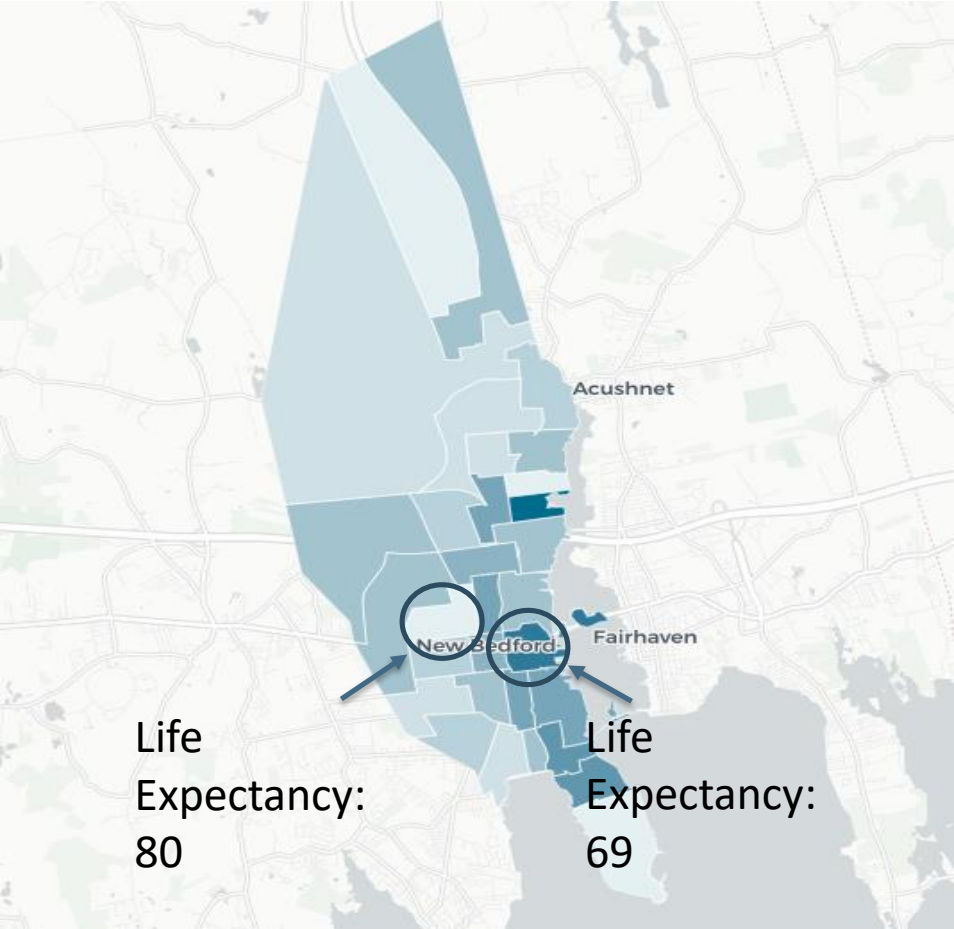
Life Expectancy: 69

Data source: City Health Dashboard.

Pittsfield

Life Expectancy (yrs)
- < 73.5
- 73.5-76.9
- 77-80.4
- 80.5-83.9
- 84+

71 years
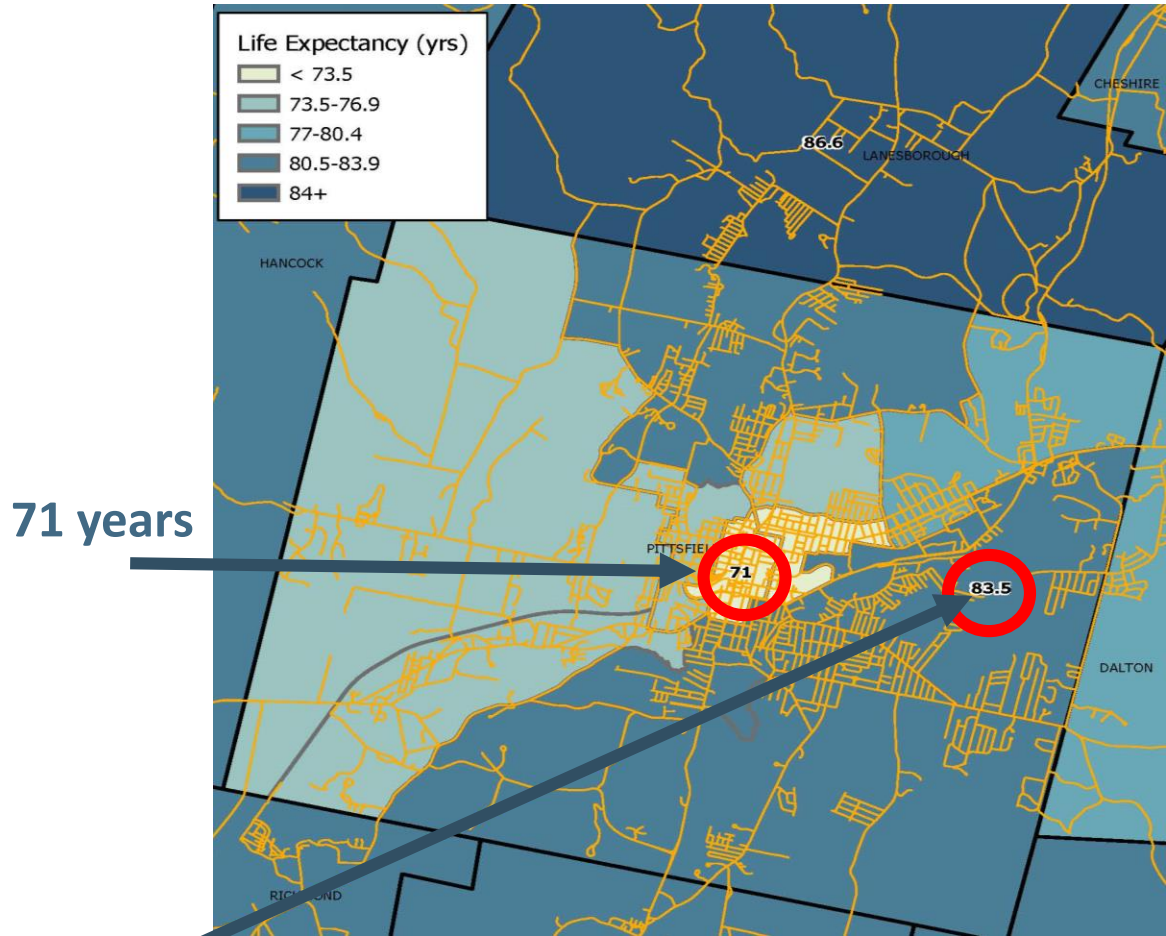
83.5 years

Source: Berkshire Regional Planning Commission

Health Inequities in Populations and Geographies

Life Expectancy in Fitchburg, MA
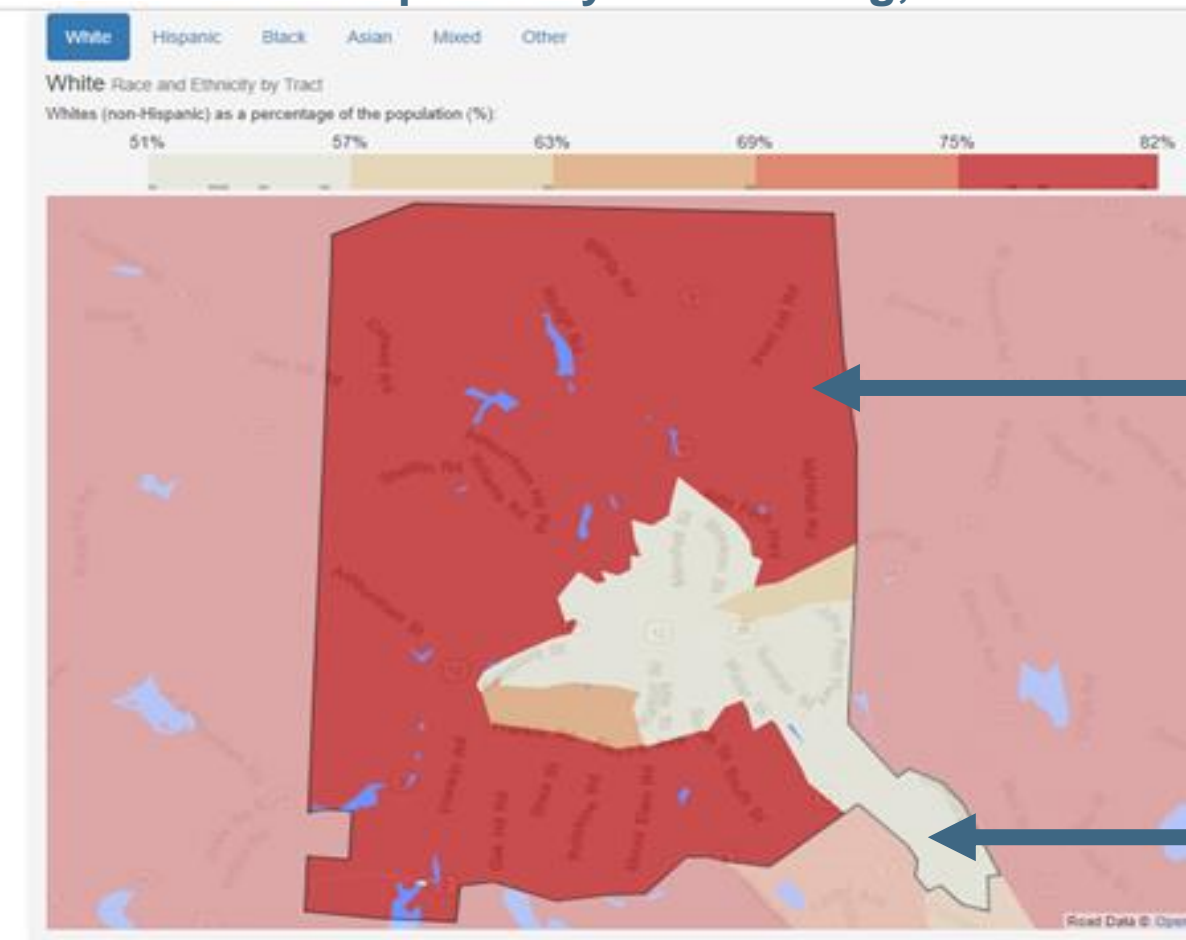
Census Tract 711100:
81.4% White
Life Expectancy Estimate: 81.6

Census Tract 710100:
51.1% White
Life Expectancy Estimate: 74.4

Data source: City Health Dashboard.

Population Health Information Tool (PHIT)

mass.gov/orgs/population-health-information-tool-phit

Topic **BRFSS Single Year Statewide Estimates**	Sub-topic **Ever Diagnosed with Prediabetes Among MA Adults**	Category **Age-adjusted Percent**	Sub-category **All Education Levels**
Year or Year Range **2012 to 2016**	Sex **Total**	Race/Ethnicity **All - Hispanic**	Age Group **18 years and over**

Revise Query   **Export to Excel**   **Export to CSV**

Go to Footnotes
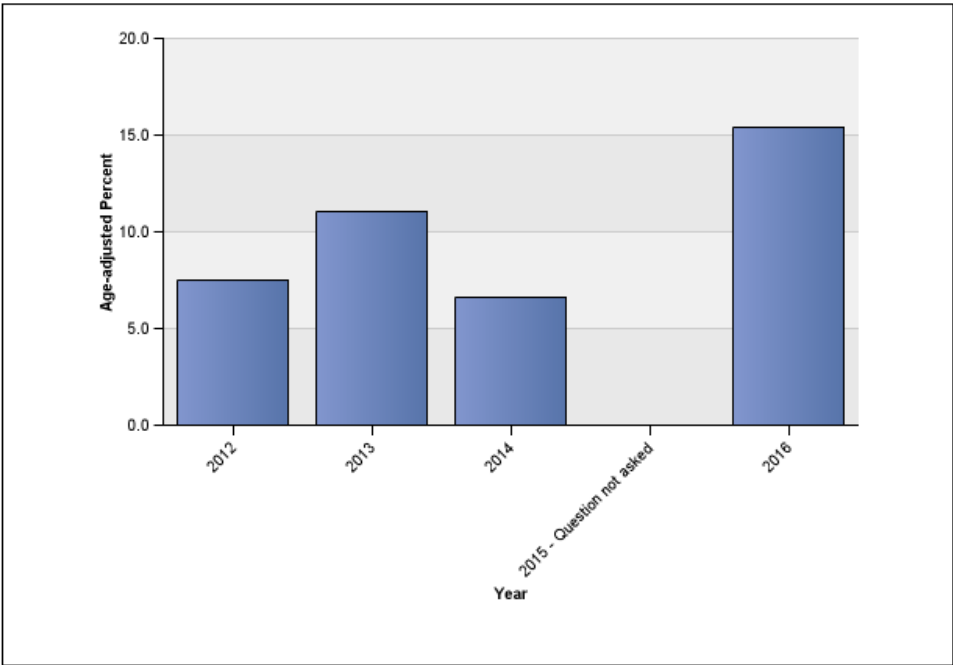
Geography	Year	Age-adjusted Percent	Lower CI	Upper CI
MA	2012	7.5	4.4	10.5
	2013	11	6.9	15.2
	2014	6.6	3.2	10.1

Massachusetts Healthy Aging Data Report
mahealthyagingcollaborative.org

County Health Rankings
countyhealthrankings.org

← Back To Map

Berkshire (BE)

☐ Show areas to explore ☐ Show areas of strength

HEALTH OUTCOMES
OVERALL RANK ⊘

County Demographics **+**

Rank ▼	County
1	Nantucket (NT)
2	Middlesex (MI)
3	Norfolk (NO)
4	Hampshire (HP)
5	Dukes (DU)
6	Essex (ES)
7	Franklin (FR)
8	Plymouth (PL)
9	Worcester (WO)
10	Barnstable (BA)
11	Suffolk (SU)
12	Bristol (BR)
13	Berkshire (BE)
14	Hampden (HA)

Español

	Berkshire County	Trend ⓘ	Error Margin	Top U.S. Performers ⓘ	Massachusetts	Rank (of 14) ⓘ
Health Outcomes						13
Length of Life						14
Premature death ⓘ	7,400	∿	6,800-8,000	5,400	5,700	
Quality of Life						11
Poor or fair health ⓘ	14%		13-14%	12%	14%	
Poor physical health days ⓘ	3.7		3.6-3.9	3.0	3.4	
Poor mental health days ⓘ	4.5		4.3-4.7	3.1	4.0	
Low birthweight	8%		7-9%	6%	8%	

Additional Health Outcomes (not included in overall ranking) **+**

	Berkshire County	Trend	Error Margin	Top U.S. Performers	Massachusetts	Rank (of 14)
Health Factors						11
Health Behaviors						8
Adult smoking ⓘ	15%		15-16%	14%	14%	
Adult obesity	25%	∿	22-28%	26%	24%	

County Health Rankings

countyhealthrankings.org

	Berkshire County	Trend ⓘ	Error Margin	Top U.S. Performers ⓘ	Massachusetts	Rank (of 14) ⓘ
Additional Clinical Care (not included in overall ranking) **+**						
Social & Economic Factors						11
High school graduation	88%			96%	88%	
Some college	64%		61-68%	73%	73%	
Unemployment	4.3%	∿		2.9%	3.7%	
Children in poverty	16%	∿	12-21%	11%	14%	
Income inequality	4.8		4.6-5.1	3.7	5.5	
Children in single-parent households	39%		34-43%	20%	31%	
Social associations	11.5			21.9	9.4	
Violent crime	420	∿		63	384	
Injury deaths	79		72-86	57	59	
Additional Social & Economic Factors (not included in overall ranking) **+**						
Physical Environment						12
Air pollution - particulate matter ⓘ	7.7	∿		6.1	7.7	
Drinking water violations	Yes					
Severe housing problems	17%		15-18%	9%	18%	
Driving alone to work	78%		76-80%	72%	71%	
Long commute - driving alone	23%		22-25%	15%	42%	

National Equity Atlas
nationalequityatlas.org

ChangeLab Solutions
changelabsolutions.org

The Health & Housing Starter Kit

This guide was developed to help local institutions take their first steps toward creating bold and innovative health and housing initiatives.

LEARN MORE >>

The BLOCK Project

This project draws on the expertise of community advocates, academics, and practitioners from across the country to highlight cutting-edge health and housing work.

READ MORE >>

Additional Resources

- Community Commons – communitycommons.org

- RWJF City Health Dashboard - cityhealthdashboard.com

- Opportunity Index - opportunityindex.org

- State/Community Health Needs Assessments
  - 2017 Massachusetts State Health Assessment – www.mass.gov/service-details/2017-state-health-assessment
  - Local Hospital Community Health Needs Assessments - see local hospital websites
  - Local Health Department Health Assessments – see local health department

- Organization/Agency data
  - Quantitative
  - Qualitative

We Want to Hear From You!

What are other data sources that you're aware of, or that you've used before, that we haven't listed and that you'd suggest to your peers?

Data Limitations

- Population or number of respondents is small

- Limitations to specific data sets

- Data is generalized

- Data is outdated

- Data might be invalid or not reliable – important to check sources

- Additional Resources

  - [Using Data to Tell Your Story](): Webinar recording by the Community Health Training Institute that describes how to tell a compelling story with health data.

  - Visit website ([www.mass.gov/MAHealthFunds]()) for resources

  - E-mail questions to [CHFund@hria.org]() or [HealthyAgingFund@hria.org]()

  - Schedule phone call with a TA provider

What's Your Big Idea?

Moving Upstream to Reduce Health Inequities

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE

UPSTREAM

DOWNSTREAM

SOCIAL INEQUITIES
Class
Race/Ethnicity
Immigration Status
Gender
Sexual Orientation

INSTITUTIONAL INEQUITIES
Corporations & Businesses
Government Agencies
Schools
Laws & Regulations
Not-for-Profit Organizations

LIVING CONDITIONS

Physical Environment
Land Use
Transportation
Housing
Residential Segregation
Exposure to Toxins

Economic & Work Environment
Employment
Income
Retail Businesses
Occupational Hazards

Social Environment
Experience of Class, Racism, Gender, Immigration
Culture - Ads - Media
Violence

Service Environment
Health Care
Education
Social Services

RISK BEHAVIORS
Smoking
Poor Nutrition
Low Physical Activity
Violence
Alcohol & Other Drugs
Sexual Behavior

DISEASE & INJURY
Communicable Disease
Chronic Disease
Injury (Intentional & Unintentional)

MORTALITY
Infant Mortality
Life Expectancy

Strategic Partnerships Advocacy

Community Capacity Building
Community Organizing
Civic Engagement

POLICY

Individual Health Education

Health Care

Case Management

Emerging Public Health Practice

Current Public Health Practice

Source: Bay Area Health Equity Initiative

Health Equity Takes Us Upstream

Upstream

Approaches that seek to reform the fundamental social and economic structures that distribute wealth, power, opportunities, and decision-making.

Midstream

Approaches that seek to reduce exposure to health risks by either improving physical working or living conditions or through the promotion of healthy environments.

Downstream

Approaches that seek to address immediate health and social needs of populations.

We Want to Hear From You!

Consider the upstream, midstream, and downstream approaches from the previous slide:

1) Where does your organization typically operate?

2) What would it look like for your organization to move that work upstream?

Working Upstream

Policy

Policy improvements may include: a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions.
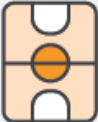
Systems

Systems improvements may include: change that impacts all elements, including social norms of an organization, institution, or system.

Environmental

Environmental improvements may include: change of the physical, social, or economic environment.

Policy, Systems, & Environmental (PSE) Change Approaches

A Programs Approach   VS.   A PSE Change Approach

A Programs Approach	A PSE Change Approach
Hosting a community bike ride	Implementing a Complete Streets policy to ensure community roads are designed to be safe and accessible for all users
Having an "open gym night" at a local school	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
Working with a corner store to become a designated Healthy Market	Creating a city-wide healthy retail program that supports food retailers to offer a variety of products and fresh, affordable healthy foods
Opening and maintaining a community garden	Passing a municipal urban agriculture ordinance or policy which allows residents to use space for community gardens

Source: Mass in Motion

The Four Questions

When considering a particular idea to address an inequity, we continuously ask four questions, especially considering people experiencing inequities:

Who benefits?	**Who is harmed?**
Who influences?	**Who decides?**

Policy, Systems, & Environmental (PSE) Resources

[Preparing Your Community for Policy Change](): Webinar recording by the Community Health Training Institute that describes how to engage stakeholders to promote PSE change, leverage local data and community voice, and present at a town hall or board meeting.

[Engaging Local Officials in Your Work](): Webinar recording by the Community Health Training Institute that outlines policy, systems, and environmental change approaches and how to engage local officials.

[The Groundwater Approach](): A document from the Racial Equity Institute highlighting a metaphor to help individuals understand that we live in a racially structured society, and that *that* is what causes racial inequity.

Resources

Capacity Building and Technical Assistance

- Register for Thursday, September 12, 2019, 10:30-12:00 webinar
  › Learn how to engage other partners in your PSE approach, communicate your idea, and submit your idea to these funding opportunities

- E-mail questions to CHFund@hria.org or HealthyAgingFund@hria.org

- Visit our Frequently Asked Questions webpage

- Sign up for a 15-minute phone session with a technical assistance provider to discuss additional questions

Visit Our Website

www.Mass.gov/MAHealthFunds

Upcoming Deadlines

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