Massachusetts Community Health & Healthy Aging Funds
Capacity Building Webinar #2
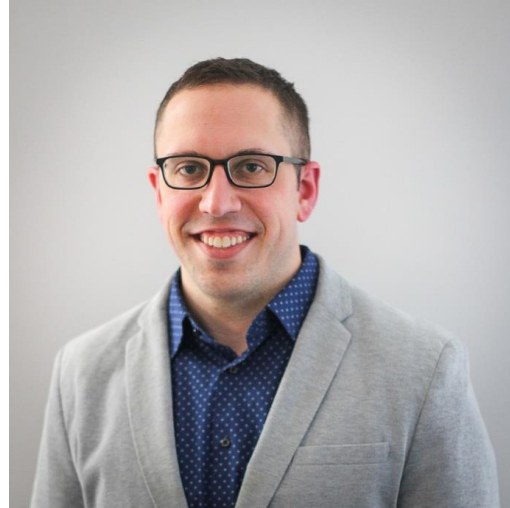
September 12, 2019

Introductions

Nineequa Blanding
Vice President, Grantmaking Director, Community Health & Healthy Aging Funds

Kevin Myers
Program Officer, Community Health Fund

Jennifer Lee
Managing Director, Grantmaking Program Officer, Healthy Aging Funds

Emily Breen
Grants and Program Coordinator

Webinar Objectives

Participants of this webinar will discuss and understand how to:

- **Engage other partners** in your approach
- **Communicate your idea**
- **Submit your idea** to these funding opportunities

Agenda

- Background
- From Idea Formation to Evaluation
- Engaging Partners
- Communicating Your Idea
- Submitting Your Idea
- Resources

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.

- When responding to questions, please select "to everyone"

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

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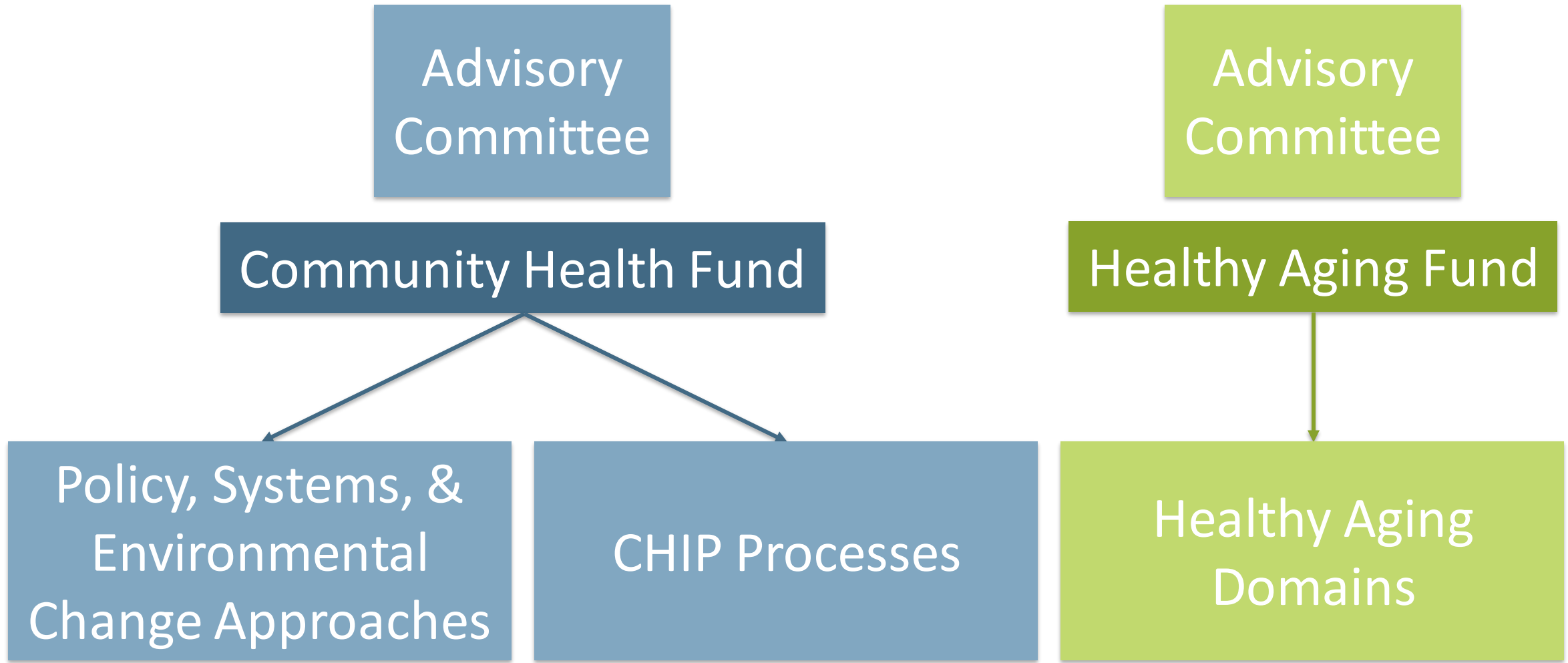
Background

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.
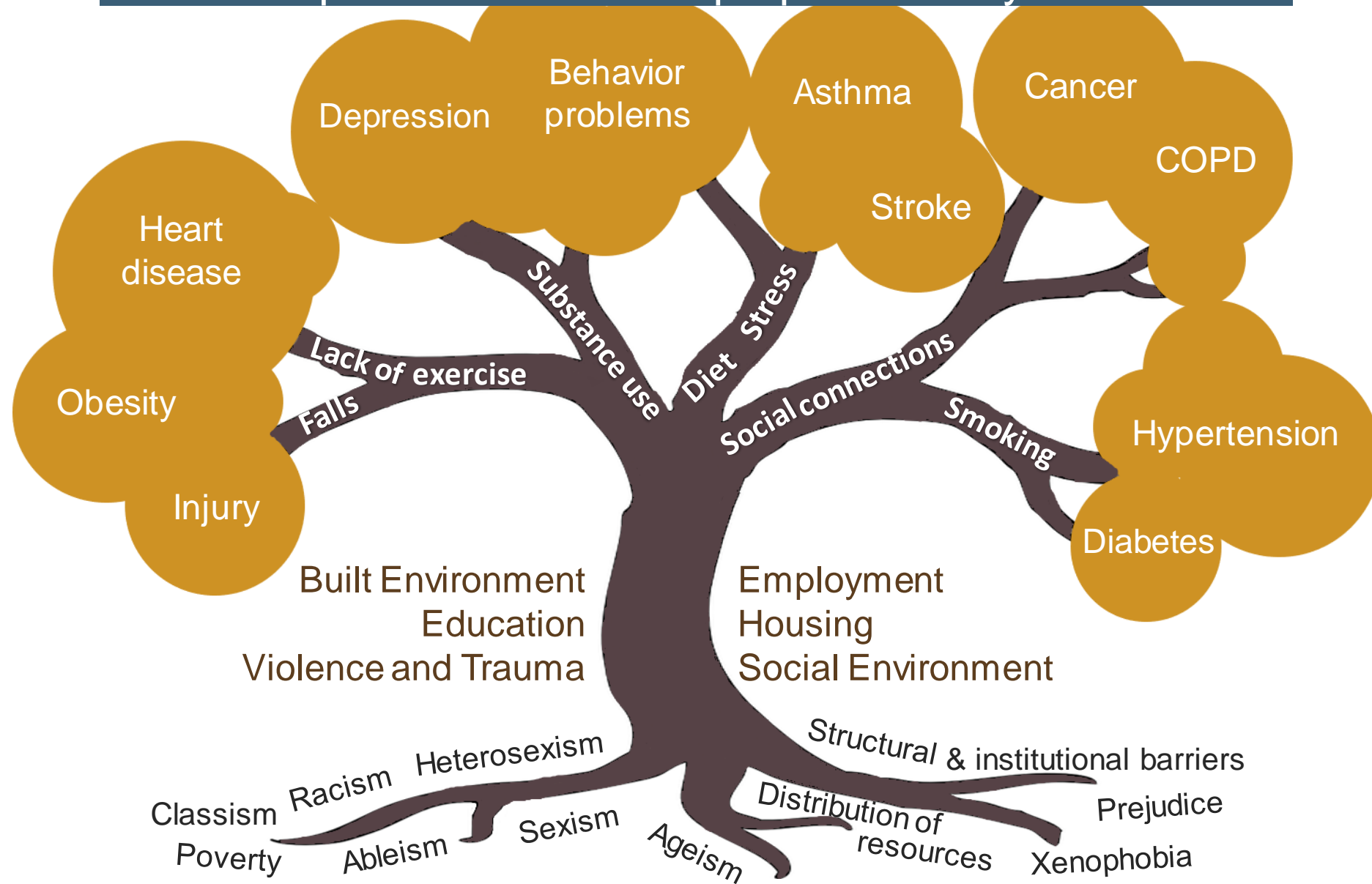
Defining Health Equity

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

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**
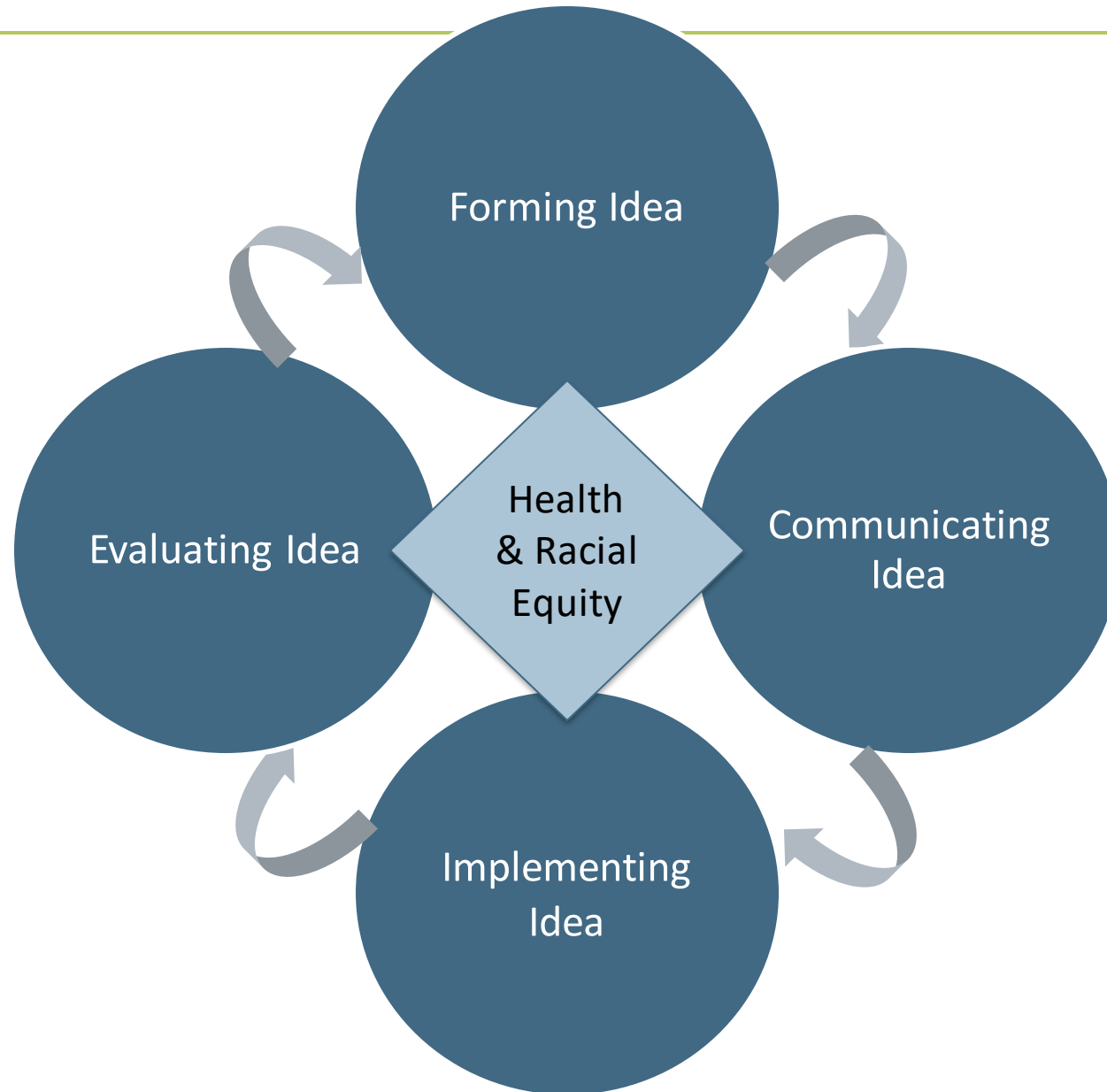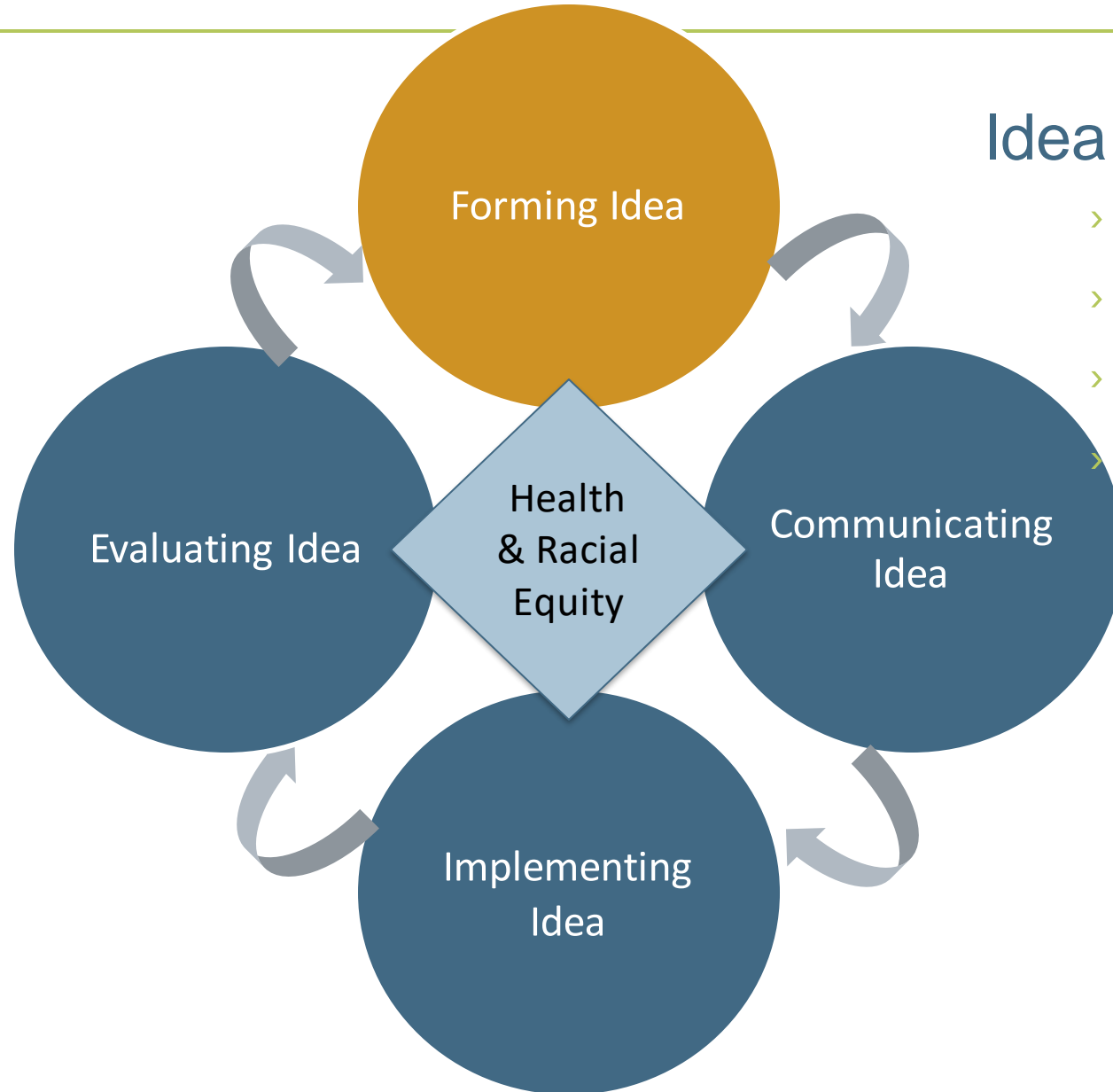
From Idea Formation to Evaluation

From Idea Formation to Evaluation

From Idea Formation to Evaluation

Idea Formation

› **Engaging Community**

› **Identifying Need and Data**

› **What's Your Big Idea?**

› Engaging Other Partners

Your Feedback - Community

How do you define *Community*?

Your Feedback - Community

What strategies are effective in engaging your communities?

- Meeting community where they are

- Taking time and building relationships

- Provide resources for community to participate

- Allow for shared input and learning

Your Feedback - Data

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?

- MassGIS layers
- DESE school and district profiles
- 500 Cities Project
- Essex County Community Foundation – Impact Essex County
- Pioneer Valley's Data Portal
- Continuum of Care (CoC) Homeless Data
- Community Action Agency Community Needs Assessments

Your Feedback – Moving Upstream

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

- Operating support
- Political advocacy and education of legislators
- Alignment between partners
- More advocacy with bigger systems
- Engage different, diverse decision-makers
- Political will
- Leverage connections with community to create space for underserved populations in leadership

From Idea Formation to Evaluation
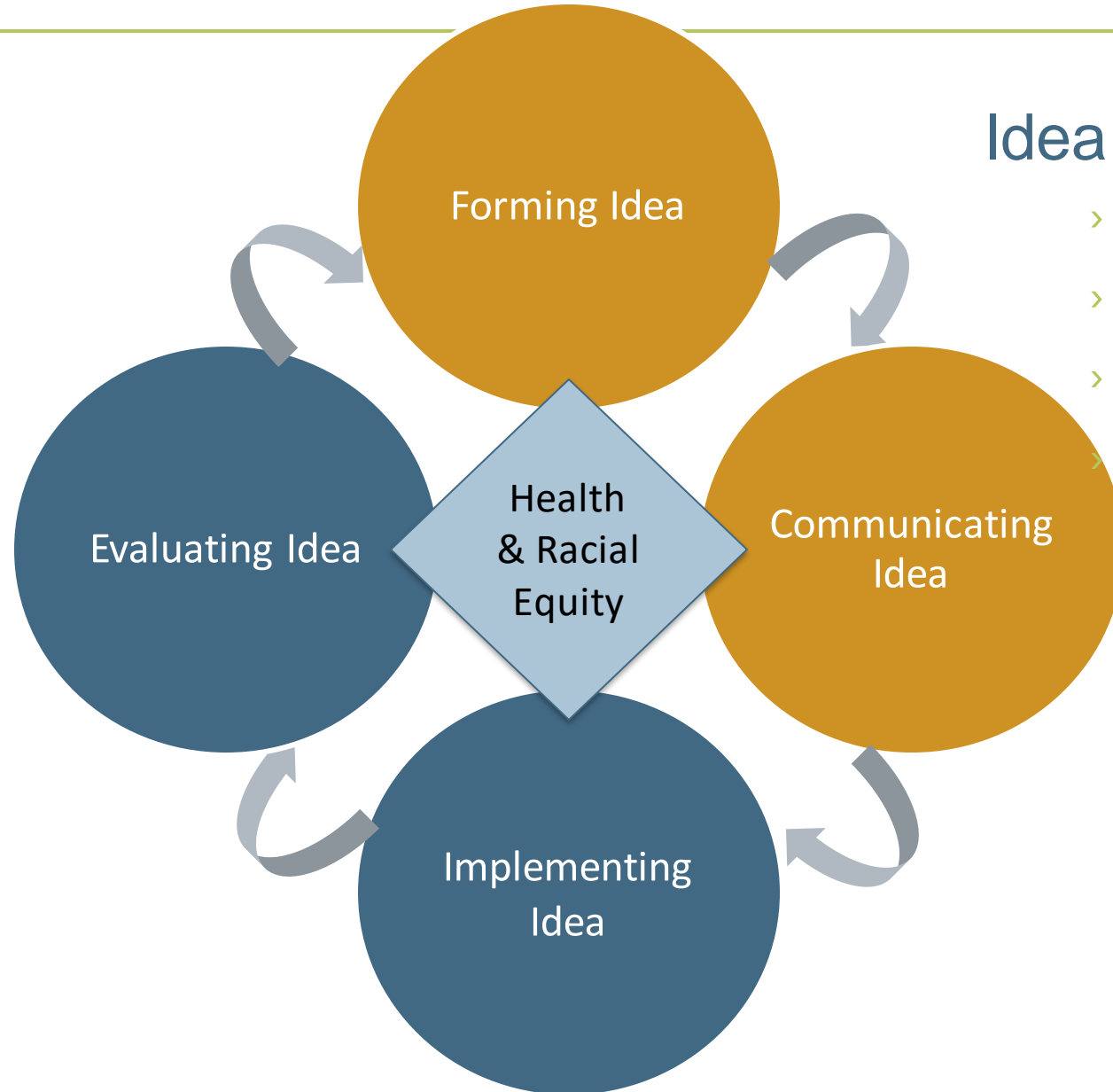
Idea Formation

› Engaging Community

› Identifying Need and Data

› What's Your Big Idea?

› **Engaging Other Partners**

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 Partners

We Want to Hear From You!

As you think about upstream approaches, who are partners you've engaged, or would like to engage?
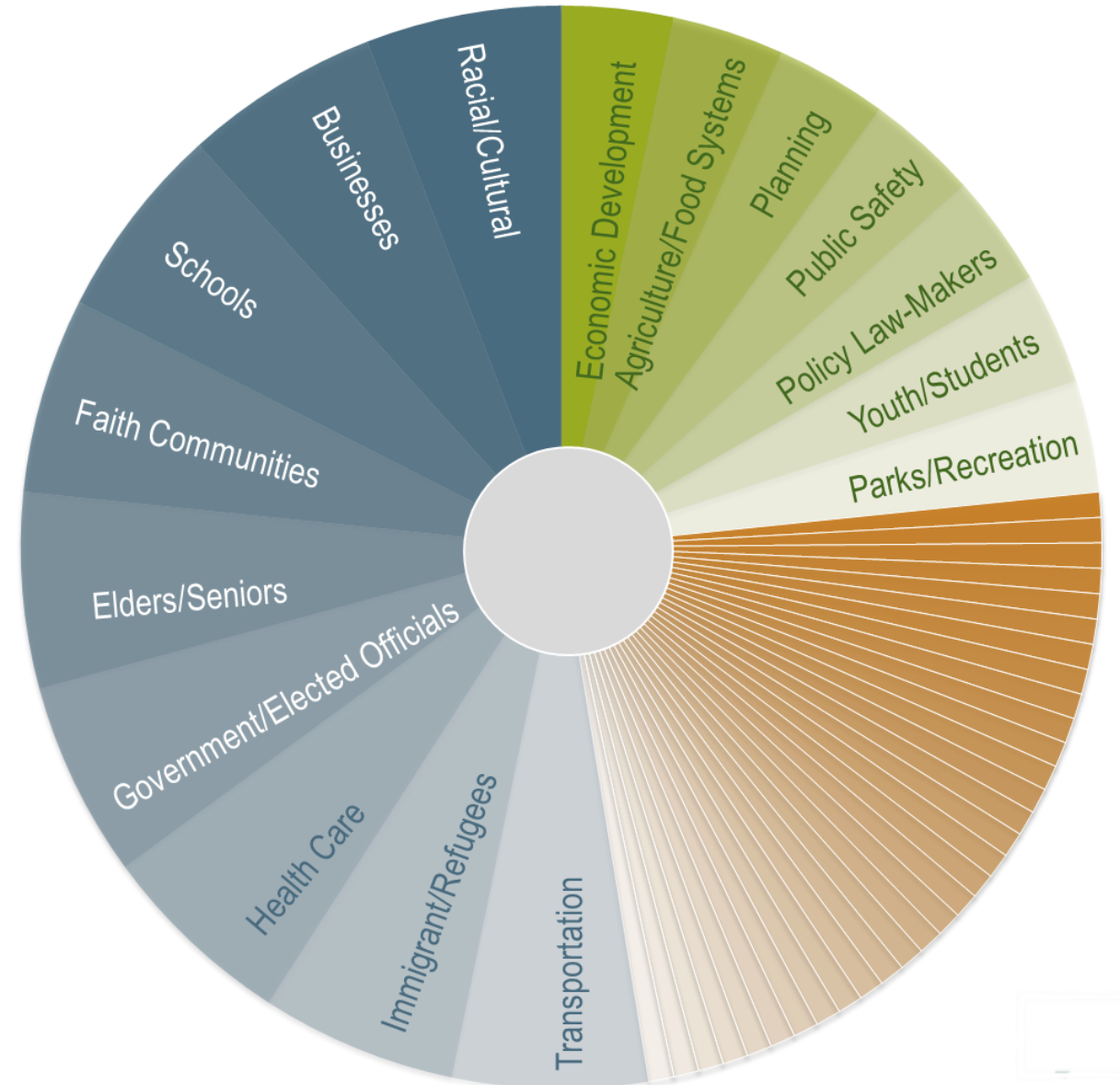
Value of Multi-Sector Partnerships

- Address new and broader issues
- Develop widespread support for issues
- Encourage collaborative problem solving
- Create culturally relevant solutions

- Maximize coordinated approaches
- Minimize duplication of efforts
- Increase communication among partners
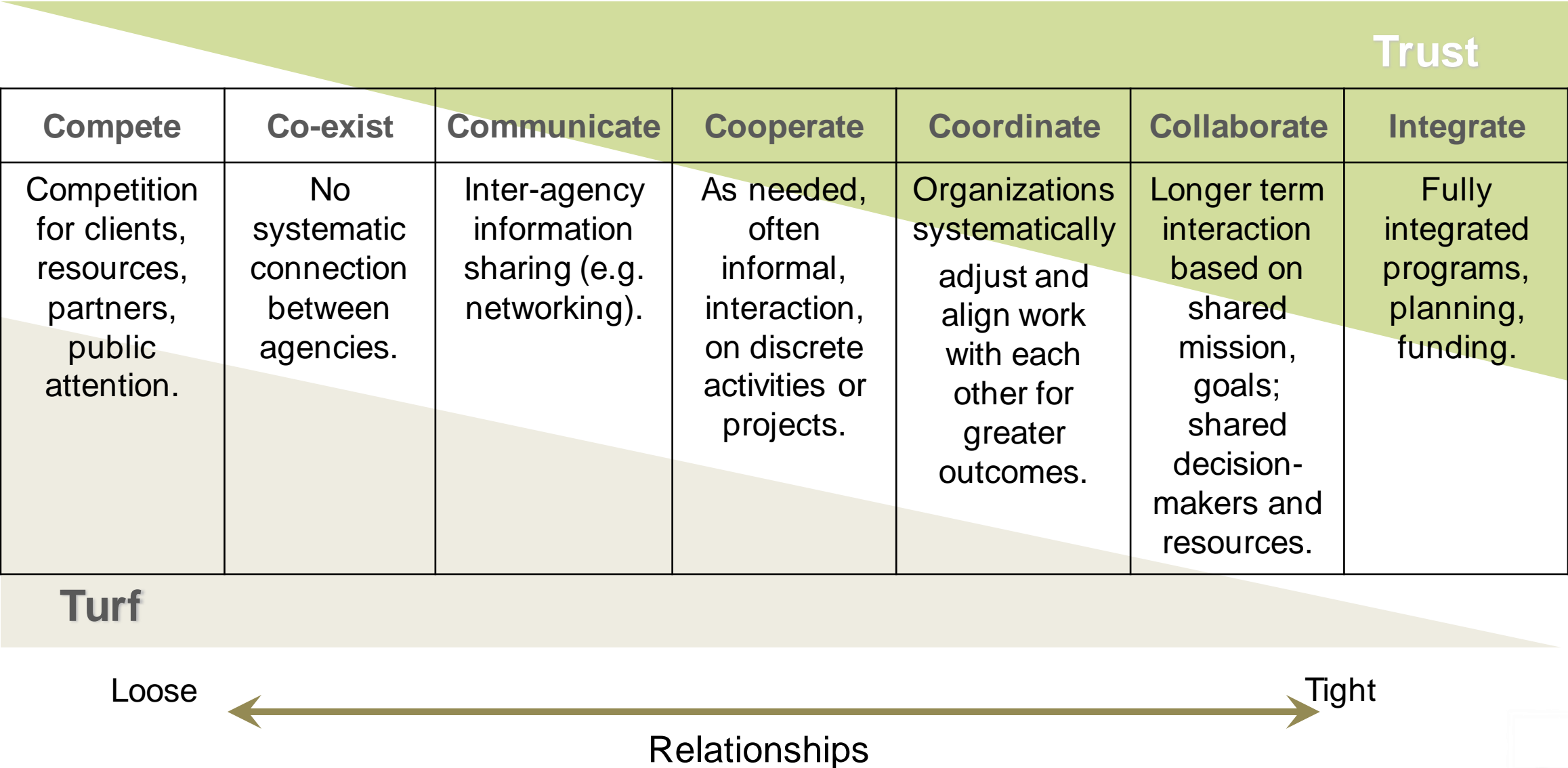- Ability to leverage additional resources

Sectors to Engage in Partnership

As you think about these funding opportunities, what other sectors might you consider engaging?
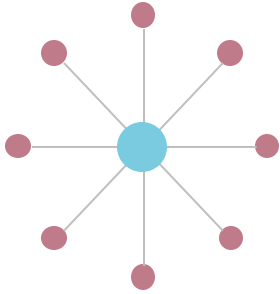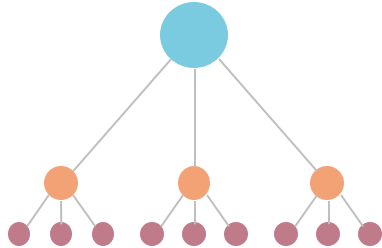
The Collaboration Spectrum

Compete	Co-exist	Communicate	Cooperate	Coordinate	Collaborate	Integrate
Competition for clients, resources, partners, public attention.	No systematic connection between agencies.	Inter-agency information sharing (e.g. networking).	As needed, often informal, interaction, on discrete activities or projects.	Organizations systematically adjust and align work with each other for greater outcomes.	Longer term interaction based on shared mission, goals; shared decision-makers and resources.	Fully integrated programs, planning, funding.

Trust

Turf

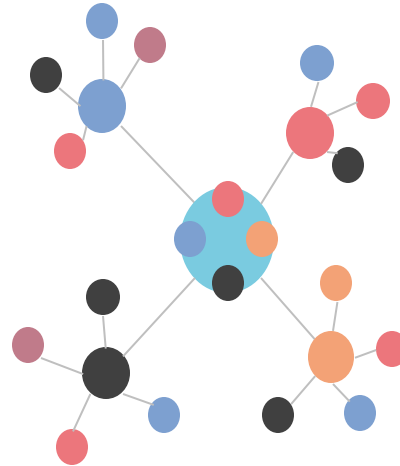Loose ⟵⟶ Tight

Relationships

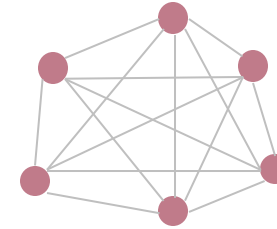# Types of Collaboration Models

Hub and Spoke
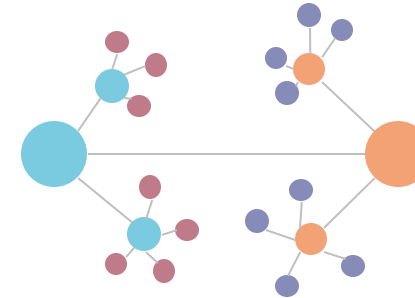*e.g. traditional funder grantee model*

Affiliate Network
e.g. nonprofit networks

Multi-Sector Initiative
e.g. collective impact

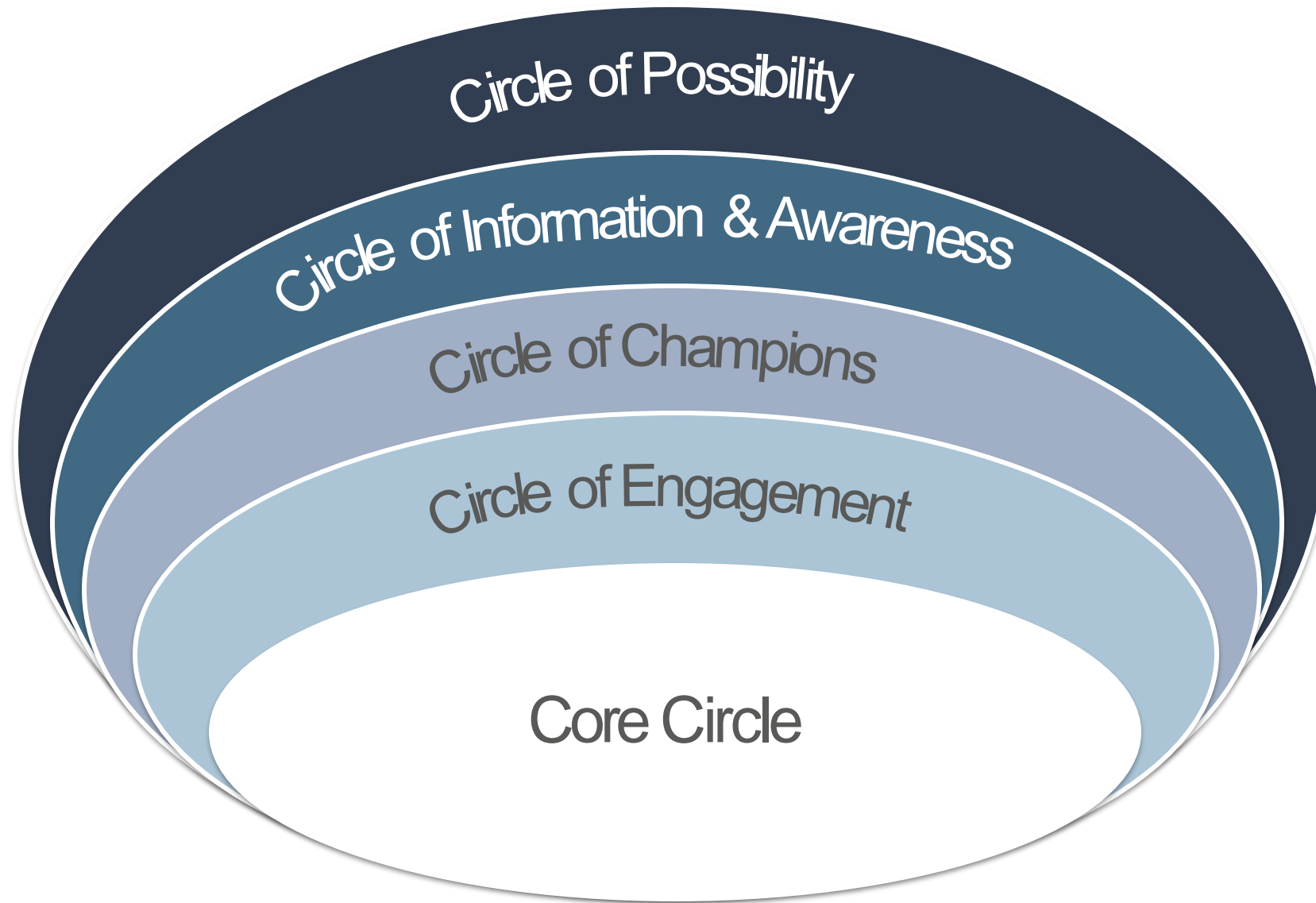**Coalition**
e.g. alliances and learning communities

Bilateral Partnership
e.g. public private partnerships

Circles of Involvement

Circle of Possibility

Circle of Information & Awareness

Circle of Champions

Circle of Engagement

Core Circle

Barriers to Partnership

- Unclear, unrealistic, and/or vague goals

- Costs to members exceed benefits

- Balance of responsibility with authority

- Top down external mandates

- Unrealistic timeframes for success

- Lack of trust and time

We Want to Hear From You!

What is the biggest challenge you have in identifying and recruiting multi-sector partners?
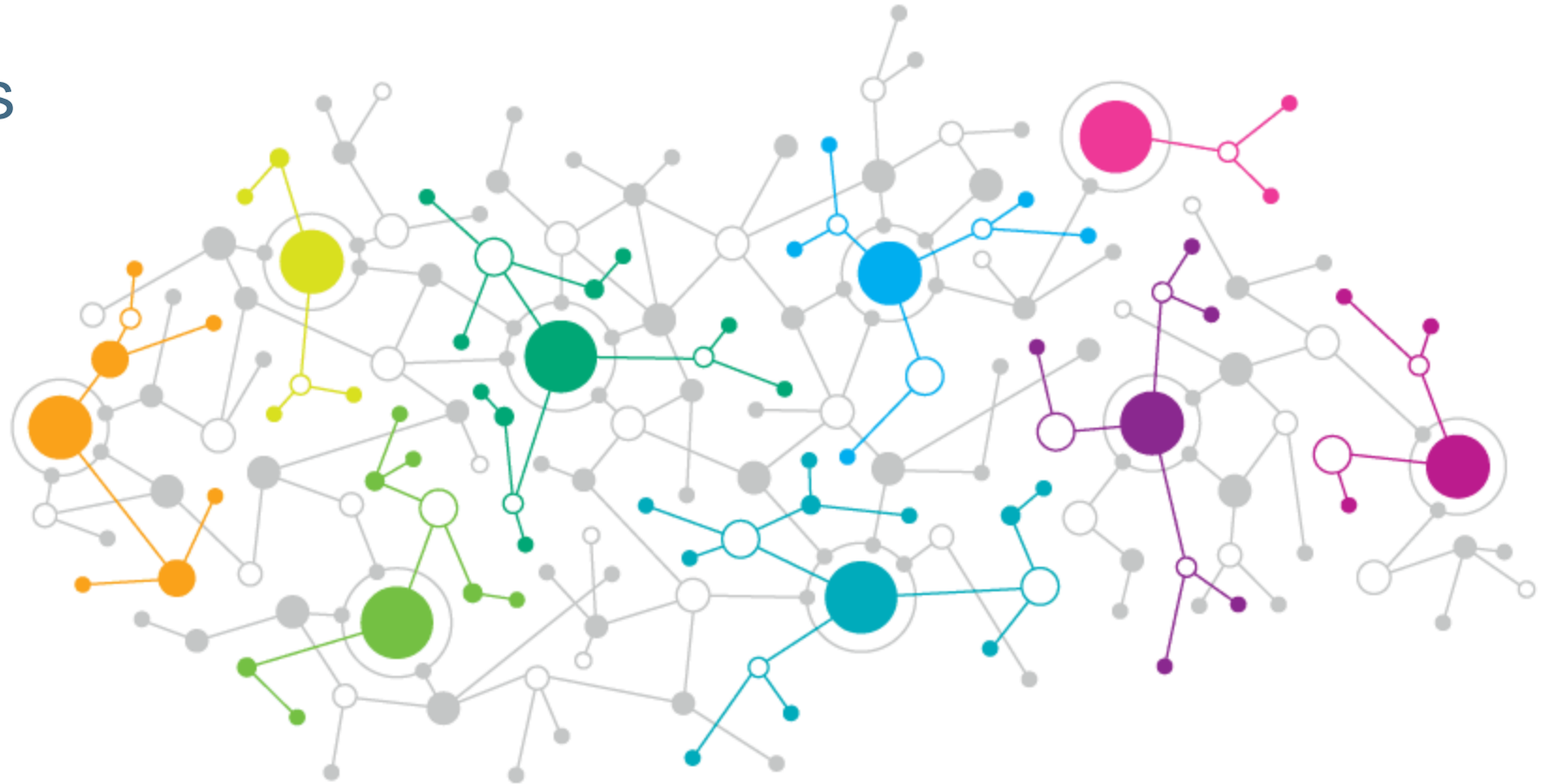
Drivers for Successful Partnerships

- Mutual understanding and clarity of goals
- Ensuring productivity and mutual benefit
- Finding champions
- Securing trust
- Sharing data

Tips for Identifying and Recruiting Partners

- Personal Contacts
- Networking
- Attending Events
- Persistence
- Patience

We Want to Hear From You!

What are strategies you've used to identify multi-sector partners?

How do you sustain those partnerships?

Communicating Your Idea

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?

The Three Sections of An IOI or RFP

- Background

- Approach

- Resources

Background

Consider conveying the following in this section:

- How your organization is prepared to do the proposed work (your history and prior experience)

- Who will benefit from your work

- What information you have that demonstrates the need for the population served

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?

Approach

Consider conveying the following in this section:

- Key components of your big idea – what your organization will do

- How the people affected by the issue will be engaged

- Whether you have the right partners at the table
  - If you don't, how you plan to engage them

Resources

Consider conveying the following in this section:

- The monetary and non-monetary resources that you need to carry out your work
  - Outline the financial resources can help with people, supplies, and operations
  - Knowledge or skills that would help you do this work

Tips for Submitting a Powerpoint

- Use a font that is easily readable
- Develop bullet points or short sentences
- Use art to help convey your message
- Create clear labels for charts and graphs
- Make slide backgrounds subtle and consistent
- Use high contrast between background and text colors
- **Maximums**: 20 slides for Healthy Aging and PSE; 40 slides for CHIP

Tips for Creating a Video

- Draft a script or outline for your video

- Use a camera with a tripod if you're filming yourself

- Light your recording area so it isn't too dark

- Speak into a microphone to get clear audio

- Maintain a clean background

- Record multiple takes of the video so you can choose different shots

- Maximums: 15 minutes for Healthy Aging and PSE; 30 minutes for CHIP

Other Tips

- Ensure your proposal is as clear and concise as possible
  - Consider asking a colleague who isn't familiar with your idea or program to review the Idea or Proposal and give feedback

- Spend the majority of the narrative articulating the idea and what your organization will do

- Spell out acronyms at least once

- Utilize spell check feature

Submitting Your Idea

The Application Portal – Basic Steps

1. Follow the link on the MA Health Funds website
2. Create an account
3. Login
4. Complete Eligibility Questions
5. Complete Part A: Cover Form
6. Complete Part B: Inquiry of Ideas
7. Save or submit

The Application Portal – How to get there

How to Apply

Due Dates

↳ APPLY

Apply

Share Your Idea

To share your idea for one or more funding opportunity, download and complete the **Inquiry of Ideas (IOI) or Request for Proposal (RFP). We encourage applicants to watch a live or recorded funding announcement webinar before submitting an IOI or RFP.**

If you are submitting a narrative attachment for your IOI please use the template below.

Healthy Aging Fund IOI Template
Policy, Systems, and Environmental Change IOI Template*
Community Health Improvement Planning Proposal Template*
*These will be made available prior to their due dates.

To submit your application, visit our online portal.

You will need to create an account and login. Then, complete Part A: Cover Form and Part B: Idea attachment.

For assistance in navigating the portal, please first check the slides, transcript, and recording of our second capacity building webinar on Thursday, September 12, 2019. These materials will be located under Resources shortly after the webinar. Should you need additional assistance, please contact Emily Breen, Grants and Program Coordinator, at ebreen@hria.org.

ds.org/apply/

Accessing the Portal

1. Follow the link provided. This is the page you will see the first time

Health Resources in Action
Advancing Public Health and Medical Research

Contact Us | Logout

Please Sign In

Welcome to Health Resources in Action's online portal for application and report submission.

NEW Users: Click the "Create an Account" link below to get started.
We recommend creating your account with a general email inbox.

RETURNING Users: If you have an account, enter your email address and password to login.
If needed, click the "Forgot Password" link below to reset your password.

E-mail

Password

Create an Account

Forgot Password?

Login

2. Create an Account

New Applicant?

An account allows you to access your saved and submitted applications at any time. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application.

E-mail

Confirm E-mail

Password (must contain at least 5 characters, with both letters and numbers)

Confirm Password

Continue

Return to login

The Application – Eligibility Reminders

The Application – Instructions and Important Links

The Application – Part A: Cover Form

— Massachusetts —
COMMUNITY HEALTH AND
HEALTHY AGING FUNDS

Contact Us | Application Materials | Logout

| Instructions | Part A: Cover Form | Part B: Inquiry of Idea | Certifications | Review My Application |

Part A: Cover Form   Printer Friendly Version

＊ Required before final submission

Organization to Lead Proposed Project

＊**Organization Name**
Please list the organization to lead the proposed project. If the organization to lead the proposed project is different from the fiscal sponsor, please enter fiscal sponsor information below. If there is no fiscal sponsor, please list the legal name and Tax ID of your organization again in the section below.

Organization Information (or Fiscal Sponsor if applicable)

＊**Legal Name of Lead Organization**
Awards will be transmitted to this organization. If you are applying independently, please list your organization information here. If you are applying with a fiscal sponsor, list them here.

＊**Tax ID/Employer ID Number of Lead Organization**

Contact Information

Organization's Highest Ranking Official Contact Information

The Application – Part B

— Massachusetts —
COMMUNITY HEALTH AND HEALTHY AGING FUNDS

Contact Us | Application Materials | Logout

| Instructions | Part A: Cover Form | Part B: Inquiry of Idea | Certifications | Review My Application |

Part B: Inquiry of Idea   Printer Friendly Version

* Required before final submission

Inquiry of Idea Attachment Submission

Instructions

To describe your idea in more detail, you will need to upload an attachment that addresses the questions in the Inquiry of Ideas (IOI). To review the IOI, click on the Application Documents link in the right hand corner.

This attachment may be any one of the following:

- Narrative Document (.doc or .pdf) up to 5 pages, 12 pt font, single-spaced, half-inch margins
- Video (URL) up to 15 minutes
- Presentation (.ppt or .pdf) up to 20 slides

Narrative

If you are submitting a narrative, please use the application template available via the Application Materials link in the upper right corner. Please save your file as: **Healthy Aging_[Organization Name] IOI**. Example: Healthy Aging_Health Resources in Action IOI.

Presentation

If you are submitting a presentation. Please save your file as: **Healthy Aging_[Organization Name] IOI**. Example: Healthy

The Application – Review and Submit

Reminders

- Log into the online portal before the deadline to create an account and familiarize yourself with its format
  - Contact Emily at ebreen@hria.org with any technical challenges as soon as possible.

- You can save your application and finish later.

- Consider submitting before 2 PM deadlines!

Resources

Capacity Building and Technical Assistance

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

- Visit our Frequently Asked Questions webpage, www.MAHealthFunds.org/frequently-asked-questions

- Sign up for a 15-minute phone session with a technical assistance provider to discuss additional questions. More information at https://mahealthfunds.org/capacity-building-opportunities/

Visit Our Website

ABOUT THE FUNDS ⌄   WHAT WE FUND ⌄   APPLY ⌄   RESOURCES ⌄

Massachusetts Community Health &
Healthy Aging Funds

www.Mass.gov/MAHealthFunds

Upcoming Deadlines

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Health Resources in Action
nblanding@hria.org

Jennifer Lee, MPH
Managing Director, Grantmaking
Program Officer, Healthy Aging Fund
Health Resources in Action
jlee@hria.org

Kevin Myers, MSPH
Program Officer, Community
Health Fund
Health Resources in Action
kmyers@hria.org

Emily Breen
Grants and Program Coordinator
Health Resources in Action
ebreen@hria.org

Ben Wood, MPH
Director, Division of Community
Health Planning & Engagement
MA Department of Public Health
ben.wood@state.ma.us

Liz Maffei
Program Coordinator
MA Department of Public Health
elizabeth.maffei@state.ma.us