



— Massachusetts —
COMMUNITY HEALTH AND
HEALTHY AGING FUNDS

Funding Announcement Webinar

2022 Funding Cycle Information Session

May 9, 2022



Introductions



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Program Coordinator

Objectives

- Understand the background and rationale for the Funds, including the following priorities and their importance in advancing population health
 - Racial and Health Equity
 - Policy, Systems, and Environmental Change Approaches
- Understand the funding opportunity, due dates, and available technical assistance

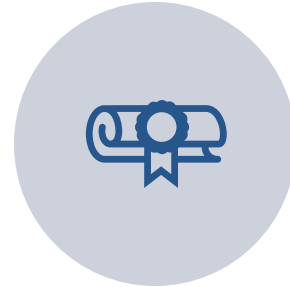
Agenda

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

Housekeeping



If you have any **logistical or content questions**, please type them into the chat box.



The webinar recording, slides, and transcript will also be available on the website.

Funding Opportunity At-A-Glance

Available Funding	PSE: \$50,000-\$200,000 per year, up to 5 years CHIP: \$10,000 - \$75,000 per year, up to 5 years Healthy Aging: \$10,000 - \$100,000 per year, up to 5 years
Grant Start Date	August 2022
Eligible Applicants	Massachusetts-based non-profit 501(c)3 organizations or groups with a 501(c)3 fiscal sponsor, quasi-governmental organizations and municipalities are eligible to apply.
Eligible Activities	Community-centered approaches that improve population health outcomes, address social determinants of health, and disrupt the root causes of health inequities
Application Deadline	Friday, June 17, 2022, at 11:59 PM EST
Contacts	MACHHAFunds@hria.org
Website	www.mahealthfunds.org/apply

Background and Rationale



The Funds Partnership & Roles



**Massachusetts
Department of
Public Health
(MDPH)**

**Health
Resources in
Action (HRiA)**

**Executive
Office of Elder
Affairs (EOEA)**

Funds' Purpose

We are committed to disrupting and removing barriers to health through community-centered policy, systems, and environmental change approaches.

We provide the resources to enhance the capacity of multi-sector collaboratives to authentically engage residents and work together so that everyone has the highest quality of life possible in Massachusetts.

The Funds' Funding Opportunities

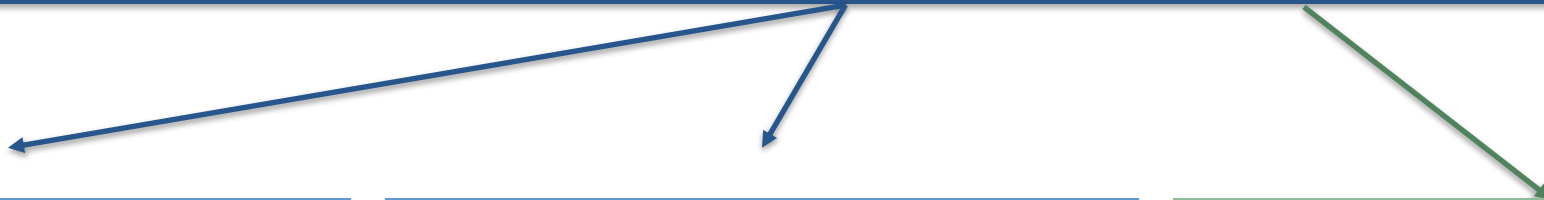
Advisory Committees

Resources from hospital, health facilities, and long-term care facilities

Policy, Systems, &
Environmental
Change Approaches

CHIP Processes

Healthy Aging
Domains



Community Health (PSE & CHIP) Vision & Mission



Vision

Massachusetts communities are transformed so all residents have an equitable opportunity to have the highest quality of life possible.



Mission

To invest in community-centered innovative change opportunities targeting the root causes of inequitable health outcomes.

Healthy Aging Vision & Mission



Vision

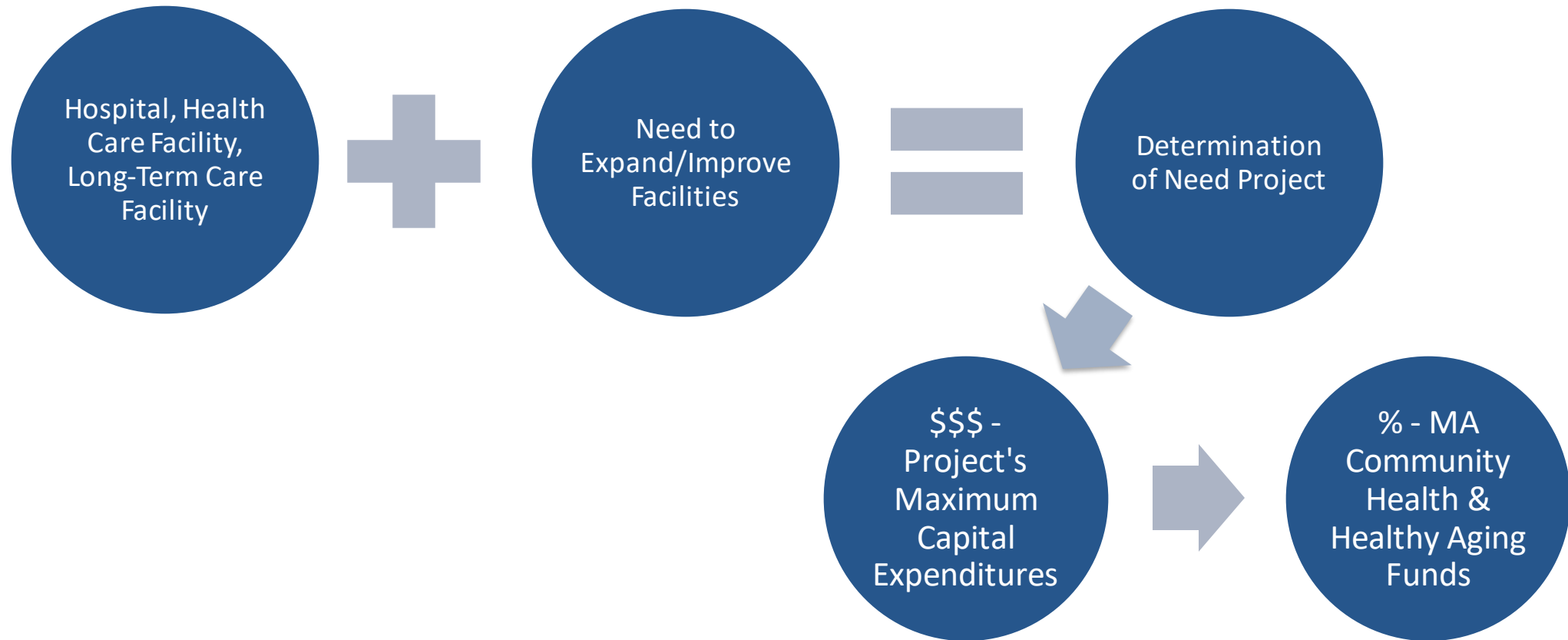
Equitable systems across sectors affecting community-level physical environments and social and economic conditions ultimately lead to a better quality of life and health outcomes for older adults as they age in Massachusetts.



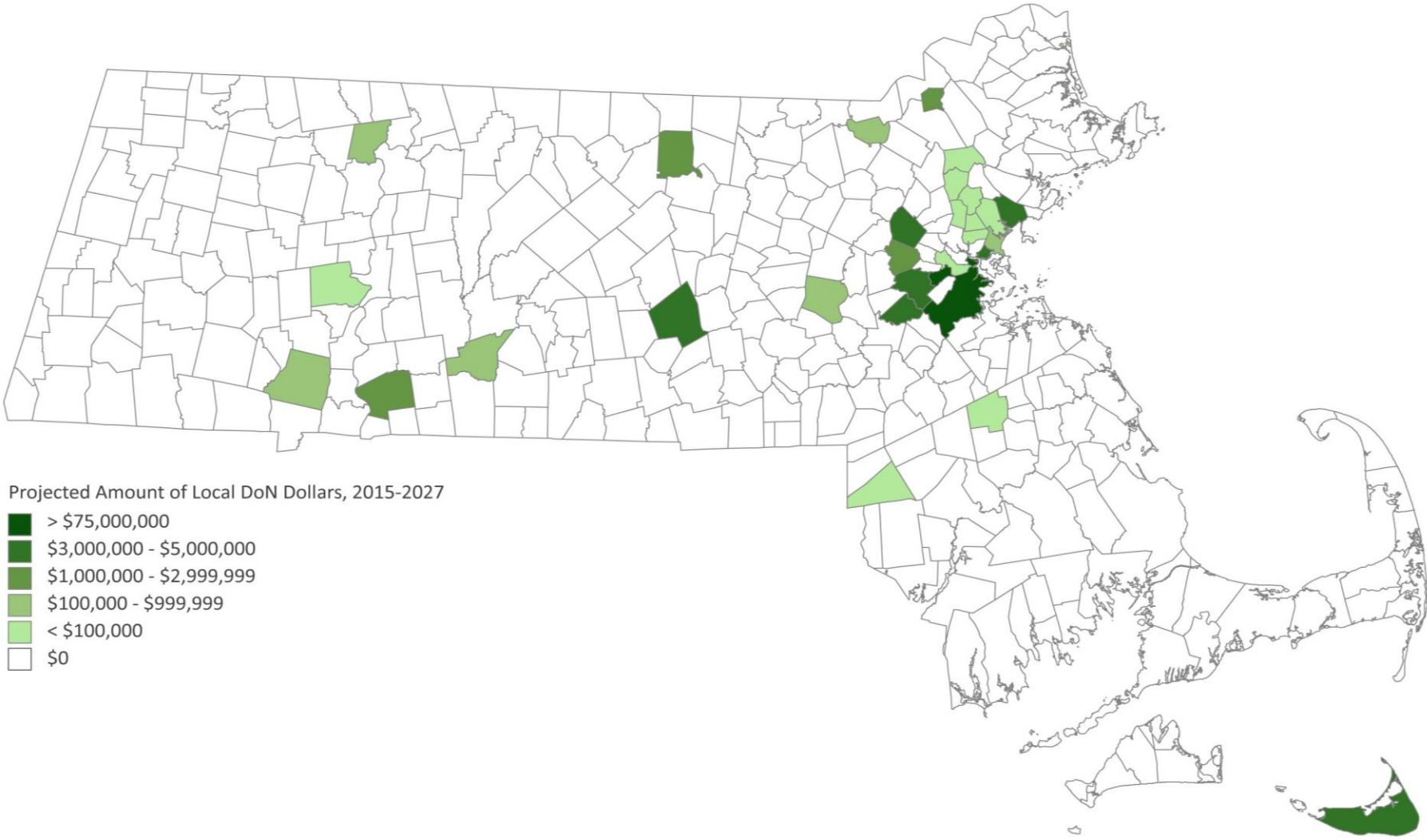
Mission

To support prevention efforts to enable older adults of all abilities, races, ethnicities, sexual orientation, religions, and regardless of economic status to remain active, independent, safe, and involved in their community.

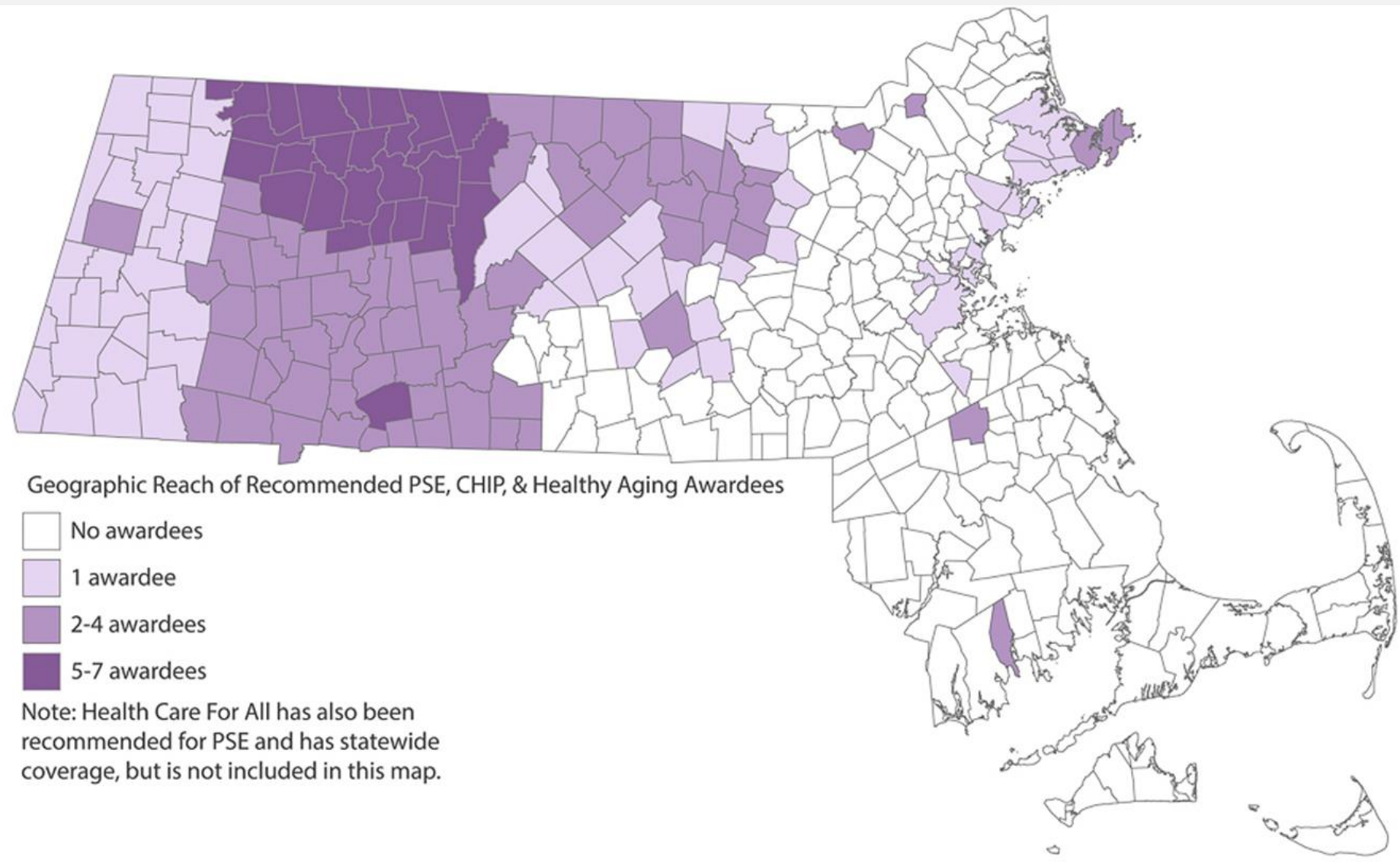
Determination of Need Program



Projected Amount of Local DoN Dollars, 2015-2027



Geographic Reach of Cycle 1 Awardees

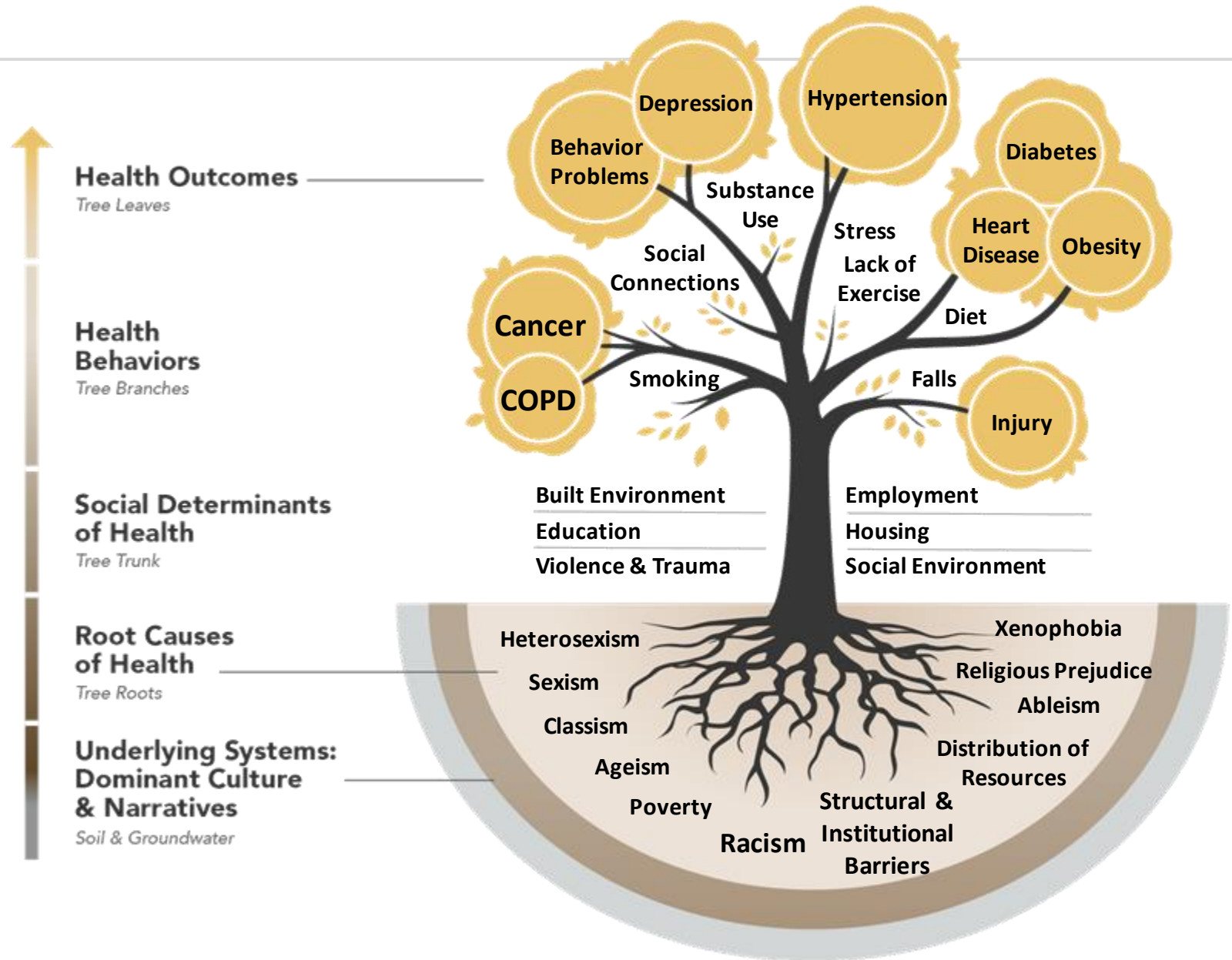




80%

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

What do we mean when we talk about health?



Key Definitions

1 Disparities or Inequalities

Differences between individuals or population groups

2 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 inhumane because it often results in physical death.”

Martin Luther King Jr.

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

The Approach



Strategies & Outcomes

Strategies – Multi-year investments in and capacity building for community-centered approaches that are intentional in addressing the root causes of inequitable health outcomes

Policy, Systems, Environmental
Change (PSE)

Community Health
Improvement Planning (CHIP)

Healthy Aging



Outcomes – Vision

Disrupt and remove barriers to health – structural and institutional racism, poverty, and deep power imbalances so that all Massachusetts residents have an equitable opportunity to achieve the highest possible quality of life

Prioritized SDoH and Health Outcome Areas



DPH Priority Health Outcome Issues

Substance Use Disorders









Housing Stability / Homelessness

Mental Illness / Mental Health

Chronic Disease

Policy, Systems, & Environmental (PSE) Change Approaches

PSE: \$50,000-\$200,000 per year, up to 5 years

A Programs Approach	VS.	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

PSE Awardee Examples

Addressing housing instability and barriers to healthy living for residents through the development of a new building which includes affordable housing units and a grocery store, pharmacy, health center, and more (environmental change)

Addressing food insecurity through (1) establishing a Food Policy Council, (2) developing and enacting a comprehensive urban agriculture policy; and (3) transitioning a farm from a farm-to-pantry model to a farm-to-retail model (policy change)

Intervening at the level of governance or decision-making in institutions to craft more inclusive structures that eagerly welcome people most impacted by health inequities to be involved in decisions that directly affect their lives (systems change)

Community Health Improvement Processes (CHIP) Approaches

CHIP: \$10,000 - \$75,000 per year, up to 5 years



CHIP Awardee Example

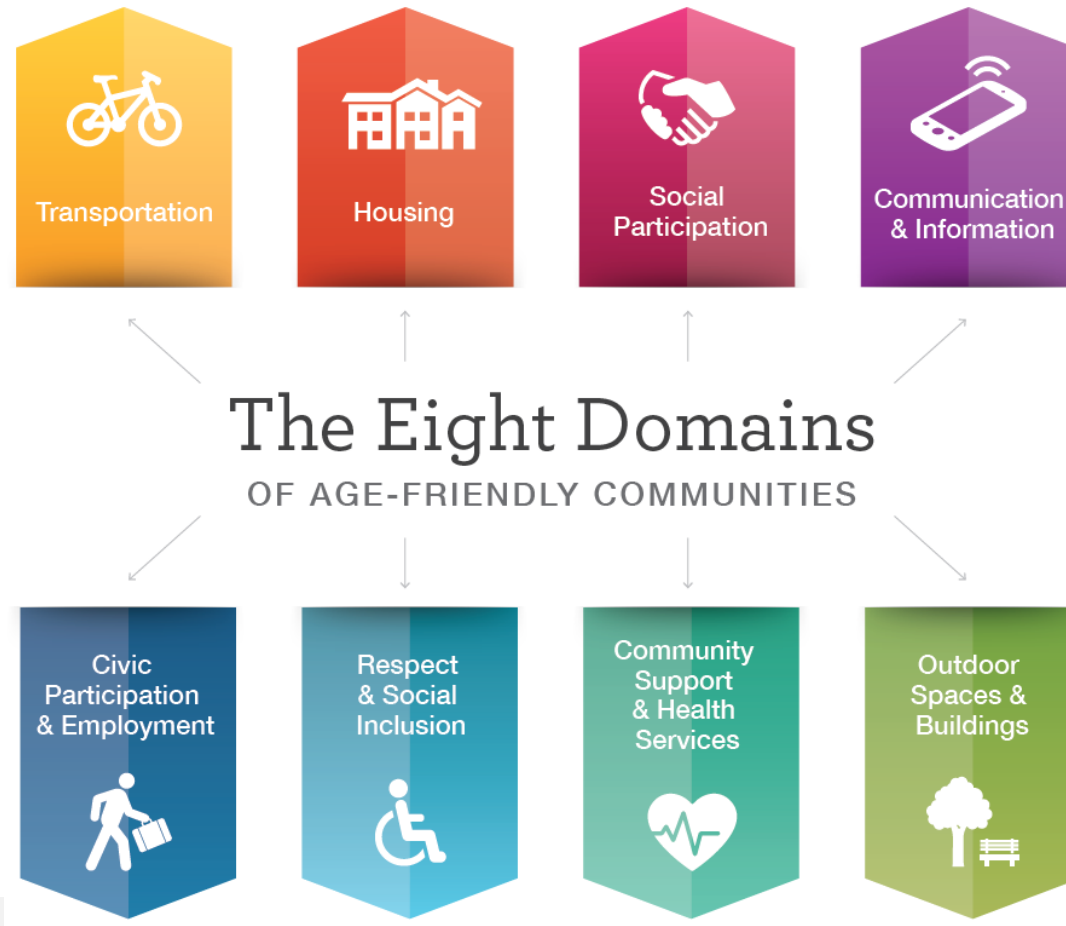
Implementing a Community Wellness Plan (CWP) through sustained coordination, capacity building and training, inclusive and representative leadership and participation, fundraising, and progress tracking/evaluation.

City health department building a diverse and equitable collaborative with the purpose of closely examining the city's Community Health Improvement Plan to ensure all populations are represented in an equitable manner.

City currently completing the final year of its first CHIP and developing its second CHIP. Through this grant, will further strengthen community engagement; data development, collection, and analysis; and evaluation during the lifecycle of the CHIP, with an emphasis on racial equity indicators.

Healthy Aging

Healthy Aging: \$10,000 - \$100,000 per year, up to 5 years



Healthy Aging Awardee Examples

Conducting a health impact assessment (HIA) on policy and practice proposals that affect the ability of people with a criminal record (as shown through a Criminal Offender Record Information [CORI] check) to secure housing (Policy Change)

Creating and disseminating a guide that promotes inclusive age- and dementia-friendly practices with an overarching goal to encourage culture change that leads to communities more thoroughly considering the preferences, needs, and experiences of all people (Systems Change)

Addressing barriers to safe walkability in the region through policy advocacy, education, and environmental changes identified in walk audits.

The Grantmaking Process



Grantmaking Process



Eligibility

Massachusetts based non-profit 501(c)3 organizations or groups with a 501(c)3 fiscal sponsor, **quasi-governmental organizations**, and **municipalities**

- For this round of funding, the Fund will prioritize funding support to **communities outside of Boston**, that have not historically and routinely benefitted from previous local DoN community health funding, and have high rates of health inequities
- Strategies may focus on **geographic or population-based communities** at the **local, regional, or statewide levels**
- The Fund will also accept applications from **agencies and organizations geographically based in Boston** who are interested in **doing health & racial equity work statewide** or in **communities outside of Boston**

Priority Populations

- Community-based organizations where staff and leadership are reflective of the populations they serve
- Populations not widely represented in the current awardee cohort, including:
 - Groups disproportionately impacted by COVID-19 and including Black, Latinx, Asian, and Tribal/Indigenous populations, people for whom English is not their first language, people with disabilities, people who identify as LGBTQ+, and people with mental illness and/or substance use disorder
 - Groups located in and serving Barnstable, Norfolk, Plymouth, and Bristol Counties, the Merrimack Valley, and southern Worcester County
 - Groups addressing Social Determinant of Health (SDoH) areas of Education, Employment, and Violence/Trauma

How to Apply

- ❑ Review the Request for Proposals (RFP)
- ❑ Develop your proposal with your partners and community members
- ❑ Attend Application Support Sessions
- ❑ Visit our webpage and submit your application through an online platform
 - ❑ Basic Organization and Project Information
 - ❑ Narrative Questions (Background, Approach, Resources)

Application Questions

Organization Information

Basic Proposal Information

Narrative Questions

- Approach
- Applicant & Partners
- Community Engagement

Attachments

- Budget
- Workplan
- W9
- Tax Exempt Document

Proposal Format – Choose 1

Narrative

Maximum 7 pages

Slides

Maximum 20 slides

Video

Maximum 15 minutes

Proposals Assessment Criteria

Proposals will be assessed based on the following criteria:

- **Equity:** Demonstration that the approach is addressing a geography/population experiencing high rates of inequities; and that the approaches are community led, particularly by 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.
- **Feasibility:** Likelihood of resources supporting success.

Next Steps



Application Support



MA CHHAF APPLICATION SUPPORT MAY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9 Funding Announcement 2:00-2:30pm	10	11 Healthy Aging Office Hour 2:00-3:00pm	12 CHIP Office Hour 3:00-4:00pm	13	14
15	16 PSE Office Hour 10:00-11:00am	17	18	19 Training: Grant Writing 1:00-2:00pm	20	21
22	23	24	25 Office Hours: Understanding RFP/Eligibility 10:00-11:00am	26 Training: Developing and submitting an application for PSE 10:00-11:00am	27	28
29	30	31 Office Hours: Navigating Application Portal & Developing an application 2-3pm				



MA CHHAF APPLICATION SUPPORT JUNE 2022

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Office Hours: Understanding Application Questions & Activity template 10:00-11:00am	2 Training: How to formulate and implement ideas that advance Health & Racial Equity 1:00-2:00pm	3	4
5	6 Office Hours: Community Engagement 2:00-3:00pm	7	8 Office Hours: Budget Walk Through 1:00-2:00pm	9	10	11
12	13 Office Hours: Open Questions 1:00-2:00pm	14	15	16	17 Proposal Deadline	18
19	20	21	22	23	24	25
26	27	28	29	30		

Join Funding Stream Office Hours

Healthy Aging: 5/11 2-3pm

Community Health Improvement Processes (CHIP): 5/12 3-4pm

Policy, Systems, & Environmental (PSE): 5/16 10-11am

Visit Our Website

ABOUT THE FUNDS ▼

WHAT WE FUND ▼

APPLY ▼

RESOURCES ▼



Massachusetts Community Health & Healthy Aging Funds

www.mahealthfunds.org/apply

Contact Information

Stay in touch: MACHHAFunds@hria.org



Questions & Answers

