— Massachusetts —
COMMUNITY HEALTH AND HEALTHY AGING FUNDS

Funding Announcement Webinar

2024 Funding Cycle Information Session

January 10, 2024

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.

Introductions

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Objectives

- Understand the background and rationale for the Funds, including the following priorities and their importance in advancing population health
  - o Racial and Health Equity
  - o Policy, Systems, and Environmental Change Approaches

- Understand the funding opportunity, due dates, and available technical assistance

Funding Opportunity At-A-Glance

Available Funding	$15M – we expect to make between 20-25 awards
Grant Start Date	July 1, 2024
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 disrupt barriers to health and their root causes including structural racism, poverty, and deep power imbalances.
Application Deadline	March 29, 2024, at 11:59 PM EST
Contact	MACHHAFunds@hria.org
Website	www.mahealthfunds.org/apply

Background and Rationale

The Funds Partnership & Roles

Determination of Need Program
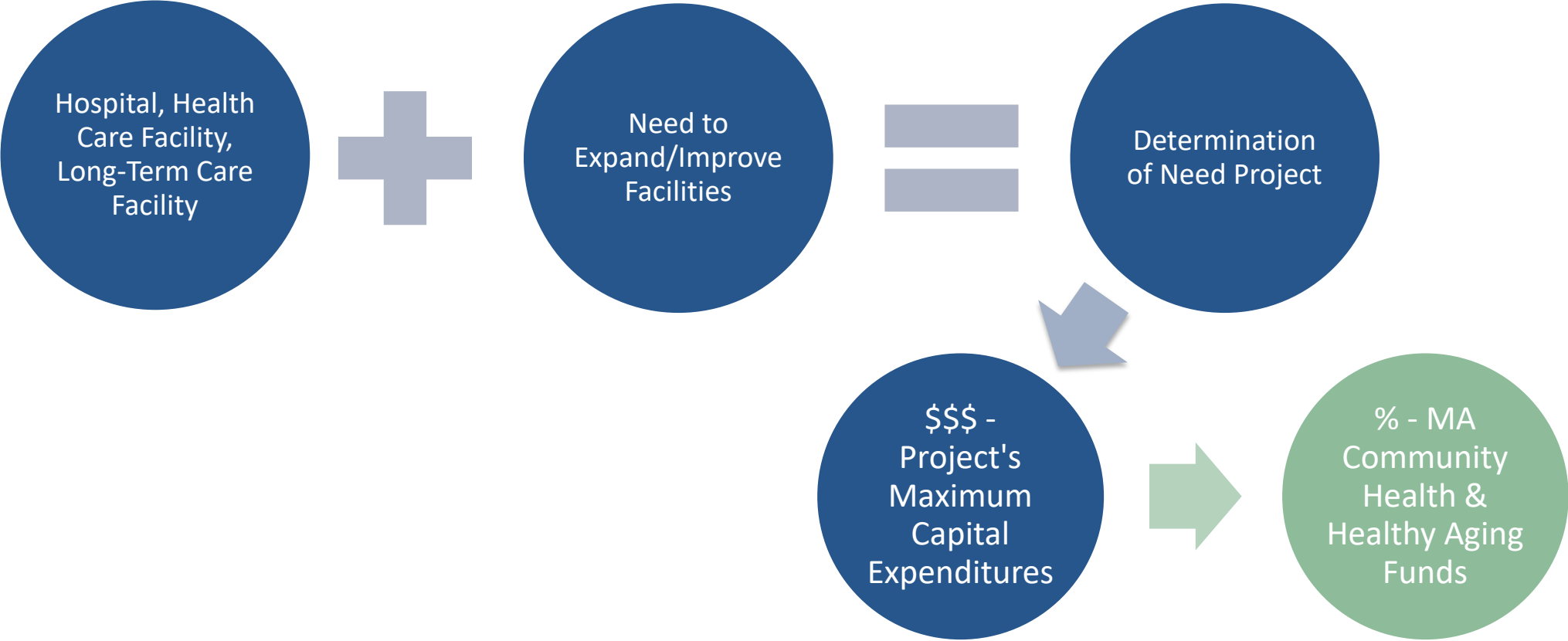
The Funds' Funding Opportunities

Funds Vision & Mission
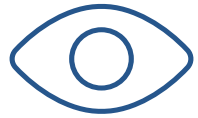
Vision

The MA CHHA Funds, through contributions to equitable systems across sectors and the explicit prioritization of people of color and older adults, envisions Massachusetts communities that are transformed so that all residents have an equitable opportunity to have the highest quality of life possible.

Mission

Disrupt and remove barriers to health by investing in community-centered innovative change approaches targeting the root causes of inequitable health outcomes.

80% of what influences your life expectancy happens outside of the healthcare system

What do we mean when we talk about health?
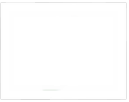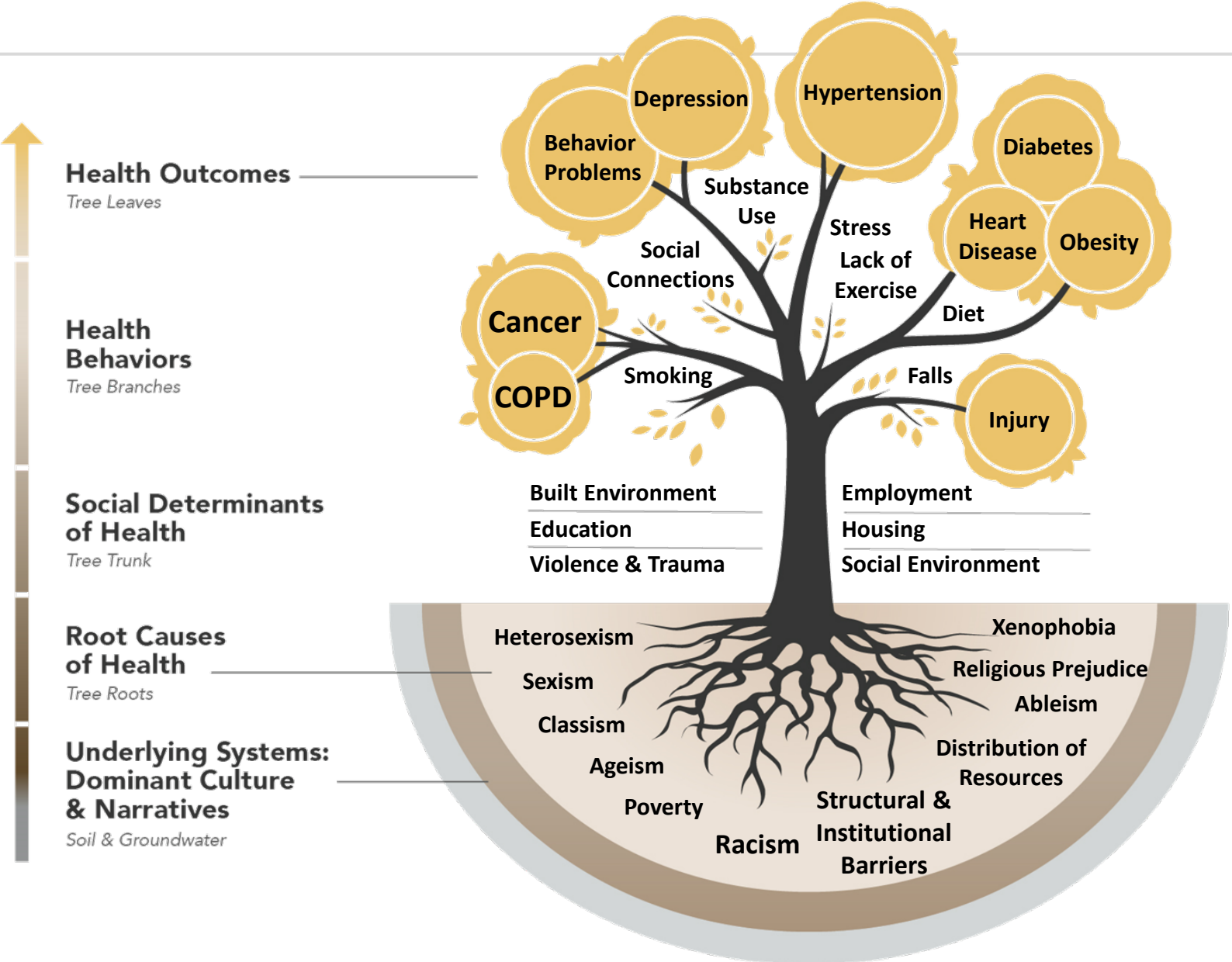
Key Definitions

1 **Disparities or Inequalities**

Differences between individuals or population groups

2 **Inequities**

Differences that are unnecessary and *avoidable*, but are also <u>unfair</u> and <u>unjust</u>

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

Three Funding Streams

1 Policy, System, and Environmental (PSE) Change

2 Community Health Improvement Plan (CHIP)

3 Healthy Aging

Policy, Systems, & Environmental (PSE) Change Approaches

Policy, systems, and environmental change strategies are a way of making sustainable, lasting change within a community to support healthy environments and behaviors across populations.

These strategies create or change infrastructure and modify the contexts in which people live to improve community conditions that promote health. Policy, systems, and environmental changes are often made in combination with each other.

Up to $200,000 per yr.
3-5 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

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 & system 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: Up to $375,000 total over 3-5 years

- A CHIP uses Community Health Assessment (CHA) data to identify priority issues, develop and implement strategies for action, and establish accountability to ensure measurable health improvement.
- A community health improvement process looks outside of the performance of an individual organization serving a specific segment of a community to the way in which the activities of many organizations contribute to community health improvement.

Wheel diagram — COMMUNITY ENGAGEMENT at center:
1. Reflect & Strategize
2. Identify & Engage Stakeholders
3. Define the Community
4. Collect & Analyze Data
5. Prioritize Community Health Issues
6. Document & Communicate Results
7. Plan Implementation Strategies
8. Implementation Strategies
9. Evaluate Progress

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: Up to $100,000 per year, 3- 5 years

The Healthy Aging funding stream will invest in strategies that focus on the eight domains of livability defined by AARP. Healthy Aging projects should emphasize the social determinants of health, and policy, systems, and environmental change approaches.

8 Domains of Livability framework is used by many of the towns, cities, counties and states enrolled in the AARP Network of Age-Friendly States and Communities to organize and prioritize their work to become more livable for both older residents and people of all ages
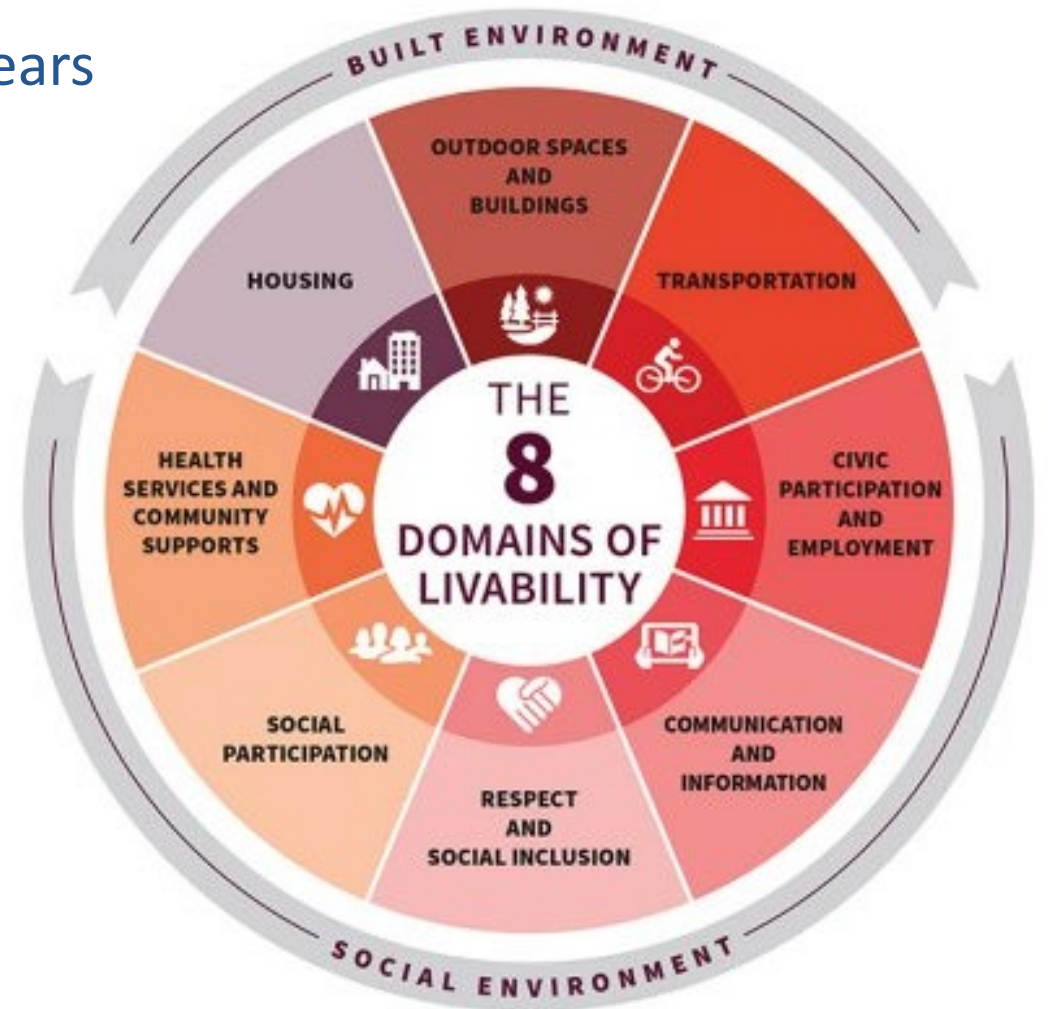
Healthy Aging Awardee Examples

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.

Planning Funding

Additionally, the Funds will take applications from organizations that seek to move from **short-term, time-limited efforts to long-term, sustainable approaches**.

Planning Grants will support planning, technical assistance, capacity building, and learning for emerging Healthy Aging, CHIP and PSE approaches.

Recipients of planning grants are welcome to apply for a full grant in the next funding cycle, however, funding is not automatically guaranteed for planning grant awardees.

Planning Funding Award Amount

Amount: Up to $50k

Funding period: 1-2 years

The Grantmaking Process

Grantmaking Process

Eligibility & Priority Populations

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 initiative 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 **doing health & racial equity work statewide** or in **communities outside of Boston**

- We prioritize community-based organizations where staff and leadership are reflective of the populations they serve

Ineligible applicant and activities

Ineligible applicant:
- Current grantees*
- Hospitals, for-profit businesses, and colleges/universities (private or public) are not eligible to apply as lead applicants but – in places where they play key roles as anchor institutions - can participate as partners with community-based organization as the lead applicant. Hospitals that have contributed DoN funds are not eligible to receive any funding.

Ineligible activities
- Capital expenditure
- Research

How to Apply

❑ Review the Request for Proposals (RFP)

❑ Develop your proposal

❑ Attend Application Support Sessions (optional)

❑ Visit our webpage and submit your application through an online platform

    ❑ Basic Organization and Project Information

    ❑ Narrative Questions (Background, Approach, Resources)

Proposal Format – Choose 1

You are welcome to use a slide deck or word document for your proposal – either format can use a mix of bulleted lists, narrative writing, and visual media. Please make sure to include enough details.

- **Narrative Document:** 4-6 pages
- **Presentation:** 20-25 slides

Request for Proposal (RFP): Applicant Questions

Organization Information
- Organization or Group Name
- Total Annual Operating Budget
- Is your organization BIPOC-led?
- Is your organization lived experience of oppression led?

Contact Information

Project/Request Information
- Project Title

- Amount Requested
- Geographic Area Served – select & open ended
- Social determinants of health of focus
- Populations impacted
- Capacity Building Needs

Request for Proposal (RFP): Applicant Questions

Funding Stream Short-Answer Questions
- *CHIP: Stage, additional CHIP processes in region, existing CHIP planning group*
- *Healthy Aging: 8 Domains of Livability framework (Select)*

Narrative Questions
- *Summary*
- *Applicant Group Description*
- *Approach/Activities*
- *Key Partners & Collaboration*
- *Community Engagement*
- *Organizational Equity Efforts*

Request for Proposal (RFP): Applicant Questions

ATTACHMENTS:

- ❑ Budget
- ❑ Workplan
- ❑ W9
- ❑ Tax Exempt Document

Proposals Assessment Criteria

- **Alignment with Funding Purpose** – Does the proposal demonstrate a history of and/or outline strategies to disrupt and remove structural barriers to health through community-centered upstream policy, system, environmental approaches? Does the proposed project support the Funds vision?

- **Alignment with Funding Priorities** – Does the proposal serve geographies/populations experiencing high rates of inequities that have not historically and routinely benefitted from DoN dollars?

- **Community Engagement** – Does the proposal outline strategies to connect with community members and key stakeholders? How will community members with lived experience of health inequities be involved in the leadership, design, implementation, and evaluation of activities?

- **Collaboration & Partnerships** – Does the proposal demonstrate a history and/or plan to engage diverse partners? How will power and decision-making be shared amongst key partners?

- **Budget –** Does the budget align with proposed activities? Is the proposal feasible
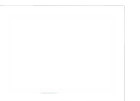
Next Steps

Application Support

Q&A and Training Sessions, covering topics including:
- PSE Change
- RFP, Eligibility
- Community Engagement
- Health & Racial Equity
- Evaluation & Theories of Change
- Navigating the Application Portal

You can find a full list of application support sessions on our webpage at www.mahealthfunds.org/apply

Join Funding Stream Office Hours

Community Health Improvement Planning (CHIP)
Wednesday January 17, 10:00-11:00 am

Healthy Aging
Thursday January 18, 1:00-2:00 pm

Policy, Systems, & Environmental (PSE)
Thursday January 18, 2:30-3:30 pm

Visit Our Website

www.mahealthfunds.org/apply

Closing

Stay in touch: MACHHAFunds@hria.org

Any Questions?

Questions Received

1. Are Private Colleges eligible to apply?
2. Can funding be used to pay for capital improvements to improve member/client experience?
3. Can one organization submit more than one proposal?
4. Will proposals focused on early childhood be considered? We work with early childhood professionals on behalf of young children and families. We are also a policy and advocacy organization focused on systems change, rather than direct service.
5. For the Aging Funds, can the funding be used to support a systems or environmental change (eg community transportation or access to health services) in order to make a case for ongoing (sustainable) municipal funding (policy change)?