

APPLICANT

HUB

**FUNDING STREAM: POLICY, SYSTEMS
& ENVIRONMENTAL CHANGE**



Before we dive in... Watch these!



- Funding Announcement
- Understanding Our Approach:
 - PSE Change
 - Health & Racial Equity
 - Community Engagement



This session will...

1

Review the PSE change approach and understand how this funding stream aligns with the goals of the Funds.

2

Review examples of successful projects and the types of activities eligible for PSE funding.

3

Learn some expected short-term and long-term outcomes of PSE initiatives.



Mission

Engage and convene grantees and community stakeholders through equitable grantmaking and evaluation practices to challenge unjust systems and strengthen capacity to advance health equity.

Vision

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



Funding Priorities

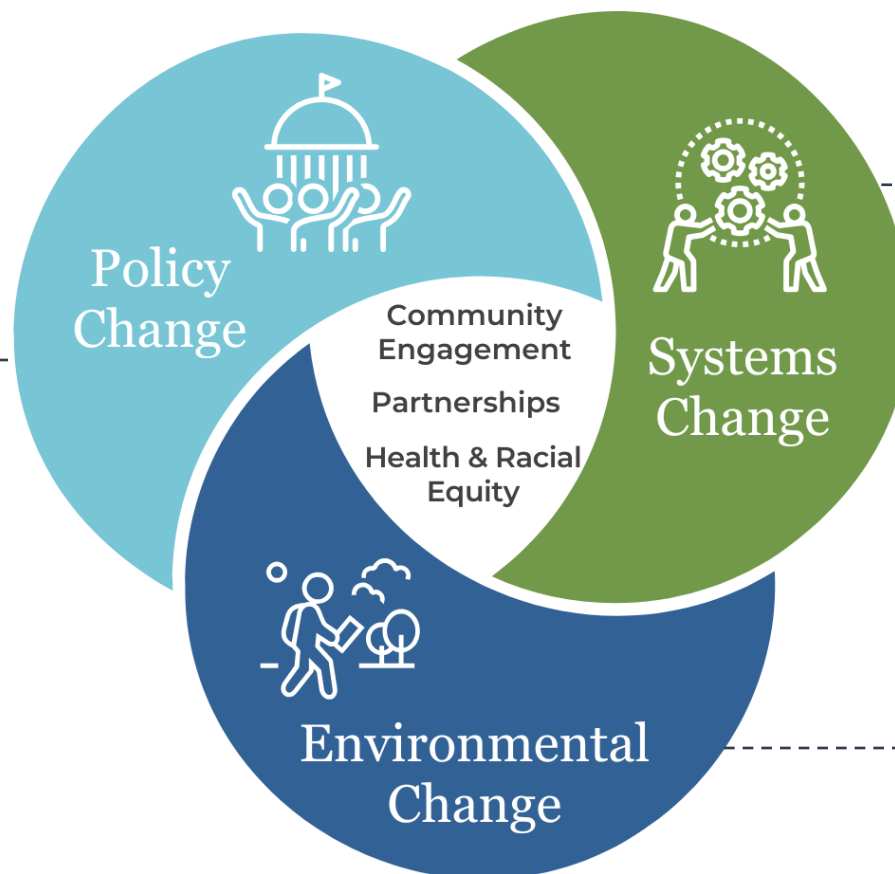
1. Communities historically excluded from DoN funding
2. Communities with high health inequities
3. Organizations led by and reflective of the populations they serve



PSE Approach

Creating, revising, or advancing policies that promote health and racial equity, including advocacy and education efforts to raise awareness.

- *Ex: Advocating for affordable housing policies*



Transforming organizational, institutional, or cross-sector processes and structures to be more equitable, effective, and responsive to community needs.

- *Ex: Shifting organizational or decision-making structures*

Improving the conditions where people live, work, and play to support healthier and more equitable communities.

- *Ex: Improving food access by helping launch a grocery store through a community process*



Programs vs. PSE Change Approaches

Programs & Events

One time, short-term

Individual level, additive:
May result in only short-term behavior change

Not part of an ongoing plan, non-sustaining



PSE Change Approaches

Ongoing, long-term

Community & population level, foundational:
produces changes in behavior over time

Part of an ongoing plan, sustaining



Awardee Example: Springfield EATS

ISSUE

Springfield has the largest number of SNAP recipients per capita in MA but ranks in the lowest number of HIP users and has the highest gap of SNAP eligible but unenrolled residents. Most SNAP recipients either do not know they have HIP benefits or do not know how it works or where to use it. There are not enough farmer's markets to meet the needs of structurally marginalized residents for fresh, culturally appropriate healthy food.

SOLUTIONS

1. Increase Residents Engagement by conducting a community food assessment in collaboration with partner agencies and residents.
2. Increase community awareness on HIP benefit through collaborative activities, social media
3. Enroll local corner stores to increase capacity to offer HIP benefits. Support delivery of produce; equipment needed; communication supplies and training on how to execute the program.

Social Determinant of Health Outcome

Mental Illness and Mental Health

Root Causes of Health Outcomes

Structural & Institutional Racism; Racial Inequities

Let's Recap

- This funding stream is for work that targets the **policies, systems, and environments** that and the **root causes of health and inequities**
- PSE approaches are **distinct from events and programmatic approaches**
- PSE approaches are often **led by people most impacted by health and other inequities**



Contact Us!

- Website: <https://mahealthfunds.org/>
- Questions: MACHHAFunds@hria.org
- For technical support with the SmartSimple portal, email grants@hria.org and use “MACHHAF” in the subject line.

