



## CHNA 22 Community Health Change Grant Guidelines and Application Spring 2014

### Key Dates

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Grant Application Deadline: March 28th, 2014 - 4 pm

Grant Review Date: April 4th, 2014 (Please be prepared to be available via phone/email for questions)

Grant Award Notification: April 11th, 2014

### I. Grant Overview

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The Greater Brockton Community Health Network Area (CHNA 22) will award up to \$5,000 in grant funding for initiatives that promote sustainable changes that will have a positive and enduring impact on one or more of the following Health Priorities for Action:

- Asthma
- Oral health
- Nutrition/Fitness
- Substance abuse

### About the Greater Brockton Community Health Network Area

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The Greater Brockton Community Health Network Area is one of 27 Community Health Network Areas (CHNA) across Massachusetts. Established by the Massachusetts Department of Public Health in 1992, CHNAs (pronounced “cha-NAHs”) are local coalitions of public, non-profit, and private sectors working together to build healthier communities in Massachusetts through community-based prevention planning and health promotion. The Greater Brockton CHNA 22 represents the communities of Abington, Avon, Bridgewater, Brockton, East Bridgewater, Easton, Holbrook, Stoughton, West Bridgewater, and Whitman.

### The Greater Brockton CHNA 22’s Mission Statement:

The mission of the Greater Brockton CHNA is to work toward healthier communities by promoting collaboration between CHNA partners, providing support to local health initiatives and prevention programs, and educating and increasing awareness of local identified health issues throughout the communities it serves.

The Greater Brockton CHNA 22’s guiding principles are:

|   |                                     |
|---|-------------------------------------|
| Diversity Awareness                         | Collaboration                       |
| Continuity of CHNA                          | Decrease duplication                |
| Prevention focus                            | Communication                       |
| Meet community needs                        | Support for all 10 CHNA communities |
| Flexible participation respecting your time |                                     |

Applicants for funding must demonstrate how their proposal advances three or more of these principles.

**About the Health Priorities for Action**

The Greater Brockton CHNA 22 identifies Health Priorities for program and policy investments by periodically assessing the demographics, assets, needs, indicators, and disparities in the communities of Abington, Avon, Bridgewater, Brockton, East Bridgewater, Easton, Holbrook, Stoughton, West Bridgewater, and Whitman.

In 2010, the Greater Brockton CHNA 22 engaged the Southeast Center for Healthy Communities to conduct a formal Community Health Assessment with the goal of identifying unmet community health needs, vulnerable populations, and gaps in existing community health services.

The Community Health Assessment used a five-pronged approach to address these areas: (1) Conducting community impressions sessions mainly with Brockton residents to examine their perceptions of social determinants of health and health problems in the area, (2) Analyzing existing data to determine how health outcomes in the city of Brockton and surrounding towns differ from the state's overall numbers, (3) Administering anonymous surveys for residents through boxes located in area towns, (4) Reviewing existing programs and services in the area to determine gaps, and (5) Conducting key informant interviews with people who work in CHNA 22 towns other than Brockton to discover how the needs of residents of area towns compare to the needs of residents inside the city. The complete Community Health Assessment Report is available by visiting [www.chna22.org](http://www.chna22.org).

The Greater Brockton CHNA 22 used the following criteria to select a short list of Health Priorities for Action from the many areas of need identified by the Community Health Assessment. The selection process resulted in the following criteria for developing the list of Health Priorities for Action:

- People in the Greater Brockton CHNA 22 see this as a problematic issue.
- There is quantitative data for this issue that demonstrates that the issue is a serious problem within the Greater Brockton CHNA 22.
- Addressing this issue will lead to an improvement in health outcomes with the potential to make a positive impact on the community.

The Greater Brockton CHNA 22 Steering Committee applied these criteria to the findings from the Community Health Assessment. Based on this process, The Greater Brockton CHNA has identified the following Health Priorities for Action: (1) asthma, (2) oral health, (3) nutrition/fitness and (4) substance abuse.

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## About “Sustainable Change”

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The Greater Brockton CHNA 22 seeks applications to fund initiatives that promote sustainable changes that will have a positive and enduring impact on the identified Health Priorities for Action. Grants will be awarded to efforts that promote policy, systems and environmental changes.

- **Policy interventions:** A policy intervention may be a law, ordinance, resolution, mandate, regulation, or rule (both formal and informal). Examples are laws and regulations that restrict smoking in public buildings and organizational rules that provide time off during work hours for physical activity. Subtypes of policies include:
  - o **Public policy:** A set of agreements about how government will address societal needs and spend public funds that are articulated by leaders in all three branches of government and embedded in many different policy instruments (e.g., ordinances and resolutions).
  - o **Organizational policies:** A set of rules and understandings that govern behavior and practice within a business, nonprofit or government agency.
  - o **Regulatory policies:** Rules and regulations created, approved, and enforced by governmental agencies, generally at the federal or state level.

Policy change refers not only to the enactment of new policies, but also to a change in or enforcement of existing policies.

- **Systems interventions** are changes that impact all elements of an organization, institution, or system. Systems change occurs when one or several elements in a system substantially change, altering both their relationship to one another and the overall structure of the system itself. In addition, change in one system can effect change in other systems. Because systems are largely determined by public and organizational policies, policy change is an important driver of systems change and helps to ensure the sustainability of changes over the long term. Examining the practices of key organizations, such as workplaces and schools, has the potential to affect the health and safety of the greater community. By changing its own internal regulations and norms, an organization can affect the health and safety of its members.



- **Environmental interventions** involve physical or material changes to the economic, social, or physical environment. Examples include incorporating sidewalks, walking paths, and recreation areas into community development design; and an elementary school making healthy snacks and beverages available in all of its vending machines. Decisions about land use, zoning, and community design have implications for neighborhood access to healthy foods, and the level of safety and attractiveness of neighborhoods for activities such as walking and biking. The designated use, layout, and design of a community’s physical structures including its housing, businesses, transportation systems, and recreational resources affect patterns of living (behaviors) that, in turn, influence health.

| LEVEL OF SPECTRUM                                       | DEFINITION OF LEVEL   |
|---|---|
| <b>6. Influencing Policy and Legislation</b>            | Developing strategies to change laws and policies to influence outcomes                   |
| <b>5. Changing Organizational Practices</b>             | Adopting regulations and shaping norms to improve health and safety                       |
| <b>4. Fostering Coalitions and Networks</b>             | Convening groups and individuals for broader goals and greater impact                     |
| <b>3. Educating Providers</b>                           | Informing providers who will transmit skills and knowledge to others                      |
| <b>2. Promoting Community Education</b>                 | Reaching groups of people with information and resources to promote health and safety     |
| <b>1. Strengthening Individual Knowledge and Skills</b> | Enhancing an individual's capability of preventing injury or illness and promoting safety |

Courtesy Minnesota Department of Health

To put the concepts of policy, systems and environmental change into a visual, there is a model called the Spectrum of Prevention developed by Larry Cohen of the Prevention Institute in 1983. **Greater Brockton CHNA 22 funding will be awarded to initiatives that focus on levels 4-6.**

Policy, systems and environmental change that lead to behavior change - and ultimately better health outcomes - must be supported by assessment of community needs, support, and assets, individual and community education and skill building, programs as appropriate, and promotion. For instance, adopting policies for smoke-free parks or college campuses is not effective unless they are supported by signage and other media promoting policy awareness as well as policy enforcement.

### Examples of Qualifying Initiatives

The chart at right illustrates what distinguishes programs and events from policy, systems and environmental change.

Examples of initiatives that would qualify for the Greater Brockton CHNA 22 Sustainable Grant include:

- A local coalition working on public health issues expands its reach to work on making healthy food more accessible and physical activity easier to undertake.
- A non-profit organization creates a coalition to work on policy change to improve access to asthma care and resources.
- A group of concerned parents partner with a local agency to build advocacy power to push for changes in oral health awareness in schools.
- A non-profit organization focused on prevention of substance abuse launches a series of networking forums to connect community members to policy-makers.
- A local organization creates a city or county-wide youth council to advocate for food and fitness issues.

| Programs/Events                     | Policy, Systems, and Environmental Change                         |
|-------------------------------------|---|
| Celebrate National Nutrition Month  | → Add fruits & vegetables to a la carte                           |
| Host a Family Fitness Night         | → Make school athletic facilities regularly available to families |
| Participate in Walk to School Day   | → Establish a Safe Routes to School Program                       |
| Provide healthy snacks or breakfast | → Adopt a Healthy Food & Beverage Policy                          |
| Participate in Kick Butts Day       | → Establish a tobacco-free school taskforce                       |
| Provide health screenings for staff | → Establish a building-sponsored wellness team                    |

Courtesy Minnesota Department of Health

### Addressing Health Disparities

Healthy People 2020 defines a *health disparity* as “a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.

One of the priorities of the Department of Public Health is the elimination of health disparities. This cuts across a wide range of health topics including asthma, oral health, nutrition/fitness, and substance abuse. The CHNA strongly encourages proposals that address health disparities for the identified Health Priority for Action.

## II. Grant Application Directions

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Grant applicants must complete the formal application that accompanies these grant guidelines. This application must be prepared using a 12-point font, single space and a one-inch margin to address each item. Total page limit for the grant application narrative is 4 pages. The budget is an additional page.

**Please note: No changes may be made to your application once it has been submitted.**

### Eligibility Guidelines

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- Organizations applying for funding or their fiscal sponsors must be nonprofit 501(c)(3) organizations.
- The maximum funding that a single organization is eligible to receive in a fiscal year is \$5,000. The Greater Brockton CHNA 22’s fiscal year is from July 1 to June 30.
- Grants will not be awarded for the following purposes:
  - Applications and/or initiatives that do not demonstrate the principles of “sustainable change”
  - Funding of routine, existing operating expenses unrelated to the initiative
  - Funding of routine, existing salaries unrelated to the initiative
  - Funding of capital expenditures unrelated to the initiative
  - Funding of existing initiatives, unless application demonstrates evidence of how existing programs demonstrate the principles of “sustainable change”
  - Candidates seeking public office

### Grant Recipient Obligations

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- **CHNA 22 membership.** A representative from the grant recipient organization is asked to formally register as a member of the Greater Brockton CHNA 22 and is encouraged to attend a minimum of 4 general meetings within a year of funding.
- **Reporting.** Grant recipients are required to submit a brief written report to the Greater Brockton CHNA 22 within one year of receiving funds. Reporting guidelines will be provided to grant recipients at the time of the award. Grant recipients will also be invited to deliver a brief presentation at the Greater Brockton CHNA 22 Spring annual meeting.
- **Promotion.** Grant recipients consent to allow the Greater Brockton CHNA 22 to publicize their grant awards and projects. Promotion may include website postings, flyers, photography, news coverage and distribution of project reports. Grantees are expected to acknowledge the support of the Greater Brockton CHNA 22 in publicity/communication regarding the funded project.

- **Funding acknowledgement.** Grant recipients agree to publicly recognize receipt of funding from the Greater Brockton CHNA 22 in manners that are consistent with the organizations' communications activities, including on its printed materials, website postings, news coverage, newsletters, annual reports, and related items.

Grant recipients will be ineligible for future funding if these obligations are not met.

Applicants with questions or seeking clarification should visit the Greater Brockton CHNA 22 website, [www.chna22.org](http://www.chna22.org) ; e-mail [chna22@gmail.com](mailto:chna22@gmail.com); or call Jenny Woodford, coordinator at 781-344-4920.

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### III. Grant Application: CHNA 22 Community Health Change Grant

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This application must be prepared using a 12-point font, single space and a one-inch margin to address each item. Total page limit for the grant application narrative is 4 pages. The budget is an additional page.

|   |  |             |  |
|---|--|-------------|--|
| <b>Organization Name:</b>   |  |             |  |
| <b>Tax ID Number of Organization OR of Organization's Fiscal Sponsor:</b> |  |             |  |
| <b>Fiscal Sponsor:</b>  |  |             |  |
| <b>Organization Address:</b>  |  |             |  |
| <b>Contact Person/Title:</b>  |  |             |  |
| <b>Phone:</b>   |  | <b>FAX:</b> |  |
| <b>E-mail:</b>  |  |             |  |
| <b>Website:</b>   |  |             |  |

#### Questions

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1. Please provide a 1-3 sentence summary that tells specifically what, where, for what duration and for whom you propose to spend CHNA grant funds.
2. a.) Which of the following Health Priorities for Action does this proposal address?
   
 Asthma       Oral health       Nutrition/Fitness       Substance Abuse
- b.) What aspects of the Health Priority(ies) does your proposal target? Does the proposal address health disparities for the selected Health Priority(ies)? (½ page limit)
3. Describe the community change initiative for funding. (1 page limit)
   
Include:
  - Objectives and Goals
  - Population to be reached, including identified health disparities for the proposed population
  - Towns/cities to be reached
  - Anticipated timeline
  - Proposed changes in policy or practice
4. How is this initiative sustainable? How will the benefits of the initiative continue this year, next year, in 5 years? Discuss benchmarks such as community ownership of the initiative, institutionalization, and engagement of key stakeholders. (1 page limit)

5. With which groups, communities, and organizations will you collaborate to advance your change initiative? How is your initiative coordinated and integrated with what already exists in the community? (½ page limit)
6. How does your proposal align with CHNA 22’s mission? Discuss your organization’s ability to carry out the work related to this initiative. (½ page limit)
7. How will you measure your success in bringing about systems, policy, and environmental change? Describe the changes in knowledge, attitude, and behavior that you aim to achieve through your initiative. (½ page limit)
8. Provide a complete project budget using the provided template.

**Budget template**

*Please substitute your own budget items in this template (below are sample budget items)*

| Item   | Total Project Costs | Other Funding Sources   | Funding requested from CHNA 22 |
|--|---------------------|-------------------------|--------------------------------|
| Staffing related to initiative<br>2 Youth Center Staff                                   | \$300               | Name of funder<br>\$300 |                                |
| Consultant related to initiative (youth training)  | \$1,000             |                         | \$1,000                        |
| Stipend for those involved with initiative (10 Peer Leaders, 10 training hours @ \$8/hr) | \$800               |                         | \$800                          |
| Supplies related to initiative<br>paper, markers, food for youth meetings                | \$200               |                         | \$200                          |
| Special equipment related to initiative<br>Tape recorder, LCD Projector, microphone      | \$1000              |                         | \$1000                         |
| Administration related to initiative<br>(may not exceed 10% of budget requested)         | \$330               | Name of funder<br>\$330 |                                |
| <b>Other expenses</b> (list and explain)   |                     |                         |                                |
| <b>Total</b>   | <b>\$3,630</b>      | <b>\$630</b>            | <b>\$3,000</b>                 |

**Grant Application Submission Guidelines**

Applications must be received no later 12 p.m. EST on Friday, May 24, 2013. It is the Greater Brockton CHNA 22’s intention to notify applicants of its decision on or before June 11, 2013.

By mail/in person: Teresa Tapper, Coordinator  
Greater Brockton CHNA 22  
c/o Stoughton Youth Commission

Greater Brockton CHNA 22 Sustainable Change Grant Guidelines and Application

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