

MEMORANDUM

DATE: October 11, 2018
TO: Board of Health
FROM: PHMDC
SUBJECT: **Healthy Communities Innovation Fund**

Overview

In 2017, the City of Madison added \$7,000 to the Public Health Madison and Dane County (PHMDC) budget to create the Healthy Communities Innovation Fund, which would support organizations working on addressing health and racial equity in Madison. Last year PHMDC formed a taskforce charged with creating an equitable process to distribute the funds. Madison-based community groups and individuals submitted grant proposals to use Healthy Communities Innovation funding to improve health outcomes for communities of color, low-income populations, or other marginalized groups.

Process

Applicants were asked to align their request with one of PHMDC's community goals:

- **Healthy Beginnings:** So children born in our community get off to a healthy and safe start
- **Healthy Eating and Active Living:** So the people of our community are more physically able to enjoy long, fulfilling lives
- **Healthy Minds, Healthy Bodies:** So the people in our community are free from injury, trauma, and disease
- **Healthy Places to Live, Learn, Work, and Play:** So the physical environments in our community are healthy and safe

The applicants were also asked to respond to 3 short questions:

1. What does the proposal seek to accomplish?
2. Please describe how the proposal advances the goal that *health outcomes in our community will not be determined by race, class, gender, income, or other group status*.
3. Does this request support a new initiative/program/activity or is it supplemental to an ongoing effort?

The taskforce determined up to 5 awardees would be chosen with anticipated award amounts ranging from \$1,000 - \$3,000.

Award recipients were determined by a panel of PHMDC staff and 2 community partners. Applications were scored on a 20-point scale. Scores were based on the following criteria (0-4 per question):

- Does the proposal align with the goal areas and priorities of the PHMDC strategic plan?
- Does the proposal give a full description of how the project or event would advance the following goal: *Health outcomes in our community will not be determined by race, class, gender, income, or other group status?*
- Does the proposal aim to advance health outcomes in one or more priority populations (communities of color, low-income populations, or another marginalized population?)
- Is the proposal feasible, considering capacity, time, budget, and collaboration needed?
- Does the proposal incorporate an efficient use of funds?

Outcome

PHMDC received 27 applicants requesting over \$70,000. The following awardees received \$1400 in funding:

- **Centro Hispano** – to increase access to healthy food through a community garden, related workshops, and children’s activities.
- **Center for Community Healing, LLC** – to increase access to mental health services designed for LGBTQ+ individuals, especially those with multiple marginalized identities.
- **Bayview Foundation, Inc** – to increase Bayview resident awareness and education around reducing unwanted pests and ensuring a healthy living environment.
- **Harambee Village** – to increase access to culturally responsive maternal, infant, and breastfeeding care for African American women and babies.
- **More Smiles Wisconsin** - to increase education and access to oral health care for low-income communities.

Recommendations

Based upon our experiences in year one, the taskforce recommends the following:

1. Involve the Board of Health in the creation of a distribution list for potential grant applicants, as well as the scoring and selection of awardees.
2. The Board of Health will create a three member review panel including two Madison based Board of Health members and one community partner.
3. PHMDC staff will provide technical assistance in the creation of a transparent review and selection process.
4. PHMDC staff will provide logistical support for the application process.

5. Board of Health and PHMDC staff will be involved in ongoing discussion of the future parameters, goals, and desired impact of the grant program.

Proposed Timeline

- Monday, October 22, 2018 RFP open
- Friday, November 16, 2018 Applications due
- Friday, December 7, 2018 Applicants informed
- December, 2018 Grant funds dispersed