



CHNA 20 Funding Report
Reporting Period: January 1, 2018 to December 31, 2019

Submitted January 27, 2020

Table of Contents

I.	CHNA 20 Overview	1
II.	Funds Allocation and Purpose	4
III.	CHNA 20 Activities and Program	5
	Collaborative Support	
	Learning and Networking Activities	
	Leveraging Resources	
IV.	Organizational Capacity	10
	Alignment with State and Regional Priorities	
	Development of Core Strategic Principles	
	Internal Restructuring	
V.	Future Planning & Activities	13
	Community Partner Engagement and Collaborative Efforts	
	Enhanced Communications	
	Ensuring Sustainability	

I. CHNA 20 Overview

Community Health Network Alliances

Community Health Network Alliances (CHNAs) are coalitions of public, nonprofit, and private sector organizations working together to build healthier communities through community-based prevention planning and health promotion. The Massachusetts Department of Public Health (DPH) established CHNAs in 1992. As one of the Community Health Network Areas across Massachusetts, the Blue Hills Community Health Alliance (CHNA 20) is a partnership of 13 communities working together to:

- Bring forward the voice of public health in our communities
- Engage key stakeholders in health improvement
- Identify local and regional health priorities
- Design community-based prevention plans to support sustainable change
- Track success in achieving healthier communities

Mission and Vision

The mission of CHNA 20 is to empower our communities to achieve their best quality of health and wellness through education and information while improving access to care and services. Our vision is optimal health and wellbeing for all. We address complex system problems in our 13 communities through convening and connecting multi-sector partners, providing backbone support for collective efforts and leveraging community resources.

Core Strategic Principles

We as a CHNA strive to:

1. Grow collaboration and sustainable impact;
2. Respond to the needs of our communities through diverse, multi-sector representation;
3. Solve problems through the collective strength of our membership and connect people and information/resources; and
4. Hold ourselves accountable for sustainable outcomes through consistent evaluation

Steering Committee

CHNA 20 is governed by a volunteer Steering Committee, which takes an active role in the direction and vision of the organization. Bay State Community Services is the fiscal agent for CHNA 20. As such, BSCS is responsible for receiving, depositing, and administering all CHNA 20 funds according to contract specifications. Contracts with our fiscal agent and annual review processes are overseen by the Steering Committee.

Steering Committee Members include:

- **Lisa Braude (Chairperson)** – Executive Director of Strategy and Planning, *Aspire Health Alliance* (formerly South Shore Mental Health)
- **Karen Peterson (Vice Chair)** - Community Benefits Coordinator, *South Shore Health*

- **Paul Williams (Treasurer)** - Substance Abuse Prevention Coordinator, *Town of Weymouth*
- **Kathleen M. Bambrick** - Director of Training and Application Support, *South Shore Mental Health*
- **Tina Dwyer** - Director of Care Coordination, Home & Community Division, *South Shore Health*
- **Rita MacKinnon** - Director of Outpatient Services, *Bay State Community Services*
- **Vinny Heart** – President and CEO, *Wellspring Social Services*
- **Robert McCrystal** - Director of Communications, *Beth Israel Deaconess Hospital-Milton*
- **Sandra McGunigle** - Marketing Manager, *Manet Community Health Center, Inc.*
- **Melissa Horr Pond** - Senior Planner, *Quincy Department of Planning & Community Development*
- **Jennifer Pompeo** – Patrolman, Community Outreach Services, *Weymouth Police Department*
- **Susan Sarni** – Executive Health Officer, *Town of Hingham*
- **Grace Su** - Family Connector, LCSW, *Boston Chinatown Neighborhood Center (BCNC) Quincy*
- **Katelyn Szafir** - Director of Medical Wellness, *South Shore YMCA*

CHNA 20 staff members include:

- **Dave Capozzi** – Community Engagement Specialist
- **Ashley Stockwell** – Program Manager
- **Kym Williams** – Program Director

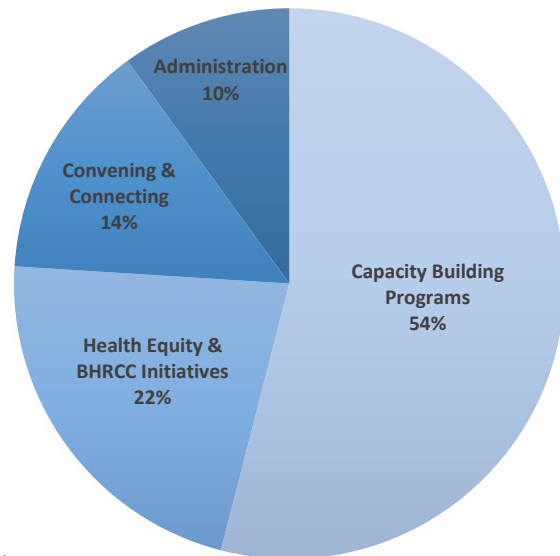
II. Funds Allocation and Purpose

For January 1, 2018 (FY 2018) to December 2019 (FY 2020), Determination of Need (DoN) funds of \$334,822 have been allocated to the following four areas.

1. **Capacity Building Programs (\$178,000 54%)**
Grants and TA were allocated to targeted prevention and health promotion projects with a focus on addressing root causes of health disparities, increasing collaboration between sectors, improving community linkages, and leveraging resources.

2. **Health Equity and BHRCC Initiatives (\$76,000, 22%)**
Funds were allocated for the development of a regional coordinating council, a voluntary group of stakeholders working on community transportation.

3. **Convening & Connecting Activities (\$46,822, 14%)**
Funds were allocated for community engagement activities targeted to members, community partners and other key stakeholders to facilitate participation and opportunities for cross-sector collaboration.



4. CHNA 20 Administration (\$34,000, 10%)

Funds were allocated to support staff, program and strategy development, organizational capacity, consultants, communication tools (website and newsletter), and related fiscal agent fees.

III. CHNA 20 Activities and Programs

At the core of CHNA 20's work is convening and connecting organizations to improve public health. We do that through the following activities:

Collaborative Support

One of CHNA 20's greatest strengths is our ability to serve as a neutral party in health-related efforts, engaging with a wide range of sectors to tackle public health problems. We not only provide intensive education around collective impact and collaborative models, but also aim to support these efforts on the ground level. We accomplish this through advisory committees and working groups dedicated to learning more about, and implementing multi-sector, solutions-based initiatives to address local and regional health priorities.

A. Blue Hills Regional Coordinating Council (BHRCC) *(additional details in Attachment B)*

As a regional hub for convening and connecting organizations working to improve public health, CHNA 20 is uniquely suited to lead a systemic project with broad implications for community health improvement. In Fall 2018, the CHNA 20 Health Equity subcommittee decided to pursue an action-oriented, solutions-based initiative to address transportation equity, considered one of the region's most pressing social determinants of health. While there is much work being done in transportation both locally and throughout the state, many report that efforts are inefficient due to lack of meaningful, cross-sector collaborations to help coordinate existing systems and services.

CHNA 20's primary goal for this new initiative is to convene, engage and lead an RCC (Regional Coordinating Council) for the Blue Hills region. RCCs are voluntary coalitions of stakeholders collaborating to address regional transportation needs; only the CHNA 20 catchment area - the Blue Hills region, lacked a dedicated RCC. The BHRCC supports the metro Quincy region's transition to a healthy community by addressing mobility and transportation access barriers for older adults and other vulnerable populations. Working with our regional partners and member organizations, in alignment with the MA Department of Transportation, the Governor's Council on Healthy Aging, the WHO/AARP Healthy Aging Designation criteria and the MA Gateway Cities initiative, we are first conducting a deeper community needs analysis exposing the root causes of access disparities, and will then design and implement a regional plan to close gaps, strengthen structural and systemic inadequacies and increase utilization of public and private systems.

B. CHNA 7 Collaboration

CHNA 7 MetroWest and CHNA 20 are working collaborative towards supporting innovating, multi-sector approaches to addressing behavioral health and chronic disease, made possible by DoN 4-3C16 funding from Norwood Hospital. Since 2017, a Joint Advisory Committee, the governing body

of the joint proposal, has met regularly to discuss and prioritize public health topic areas with a goal to support innovate and best-practice program.

The work for this collaborative spans six years (2017 – 2022), which includes two funding cycles: 2018 – 2020, and 2020 - 2022. The first round of grant awards was distributed in April 2018 to three organizations/agencies addressing mental health among youth, older adults, and members of the Asian community (project details are further discussed in the “grant programs” section on page 9).

The second round of funding, originally scheduled for April 2020, has been postponed due to scheduling challenges. Staff from CHNA 7, CHNA 20, and Norwood Hospital will be meeting in January 2020 to discuss how to proceed with remaining funding given these unexpected challenges.

C. Tri-CHNA

Developed by South Shore Health, the Tri-CHNA is an informal community collaborative made of up the three local CHNAs: CHNA 20 (Blue Hills), CHNA 22 (Brockton), and CHNA 23 (Plymouth). Chairperson Lisa Braude and Vice Chair Karen Peterson serve as the two representatives from CHNA 20 on this collaborative.

Throughout FY2019 the Tri-CHNA, later renamed the *South Shore Behavioral Health Initiative (SSBHI)*, developed a competitive RFP process to improve access to behavioral healthcare and services. In April 2019, the SSBHI awarded \$1.8 million in community grants to two local nonprofit agencies for their work to support behavioral health over a five-year program period. SSBHI members will be responsible for reviewing annual reporting data and other duties as assigned.

D. Greater South Shore Behavioral Health Collaborative

In response to the SSBHI RFP, Bay State Community Services developed a project proposal to better integrate behavioral health and social services through a multi-phase coordinated care model. CHNA 20 was asked to join as a collaborative partner in the project, alongside ten other organizations on the South Shore. The group was aptly named the Greater South Shore Behavioral Health Collaborative.

CHNA staff helped contribute to writing the grant application; specifically, they were responsible for completing the SMART goals and metrics sections. In April 2019 the Collaborative was announced as one of the two SSH grant recipients.

Learning and Networking Events

CHNA 20 frequently brings together members of the broader community to learn, share, and collaborate to improve public health in the 13 towns and cities we serve. We provide quarterly general meetings, workshops and trainings, and other learning opportunities around our priority areas throughout the year. Post event evaluations were given to attendees and used to measure educational value, usefulness, overall interest, and satisfaction for each event.

<i>Date</i>	<i>Activity</i>	<i>No.</i>
November 2019	<i>General Meeting on Age-Friendly Communities</i> – UMass Boston Center for Social and Demographic Research on aging presented on age-friendly communities, a	45

	<p>movement that has emerged in recent years to describe ways in which communities may create environments that support their aging populations. A panel of local stakeholders then shared how their organizations are promoting healthy aging in their communities. All three panelists emphasized the importance of multi-sector partnerships and a focus on a policy, systems, and environmental change approach.</p>	
June 2019	<p><i>Hospitals Investing in Community Health: Updates on the Determination of Need and Community Benefits Frameworks in MA</i> (35 attendees) – Hosted in collaboration with the MA Public Health Association (MPHA) and CHNA 7 MetroWest, this webinar presented an overview of hospital spending in Massachusetts and the role hospitals can play in addressing upstream social determinants of health. MPHA staff provided a high-level overview of the Massachusetts Community Benefits landscape, the Department of Public Health’s Determination of Need Community Health Initiative, and how community leaders can get involved.</p>	35
May 2019	<p><i>General Meeting on Community Transportation</i> – On May 30th, over 45 community partners from around the region came together to discuss transportation barriers in the region. The meeting began with a brief overview of CHNA 20's newest initiative, Blue Hills Regional Coordinating Council. Small groups then spent time discussing transportation barriers and gaps in existing services among our clients, what strategies could be implemented to address said barriers, and who else needs to be part of these conversations.</p>	48
February 2019	<p><i>Breakfast Forum on Opioids in the Workplace</i> – Hosted in collaboration with the Quincy Chamber of Commerce for their monthly leadership breakfast. Stakeholders from across the city gathered to hear from experts in the substance use prevention field about the issue of opioids in the workplace, including the impacts of the problem, innovative interventions, best practices, and recommendations for employers.</p>	76
January 2019	<p><i>Annual Winter General Meeting and Grants Showcase</i> – The annual showcase featured grant recipients discussing the benefits and challenges of multi-sector partnerships, addressing the social determinants of health, and implementing best practices. John Snow, Inc. Also provided a brief update on local hospital’s 2019 Community Health Needs Assessments.</p>	53
November 2018	<p><i>General Meeting on Harm Reduction</i> – Hosted in collaboration with the Quincy MA Opioid Abuse Prevention Collaborative (MOAPC), the Fall general meeting focused on harm reduction for substance use, including what it is and the value of implementing strategies across sectors.</p>	47
May 2018	<p><i>General Meeting on the Power of Data</i> – Local community partners presented on how using local level data informs their work. In facilitated breakout groups attendees discussed prevalent health issues in our communities and identified gaps in the data that exists.</p>	49
March 2018	<p><i>Youth Mental Health First Aid Training</i> – Youth MHFA aid is designed to adults who work with or care for youth how to help an adolescent (age 12-18) who is experiencing a mental health or addictions challenge or is in crisis. The course introduces common mental health challenges for you, reviews typical adolescent development, and teaches a 5-step action plan for how to help young people both in</p>	30

	crisis and non-crisis situations. Hosted in collaboration with the Plymouth Suicide Prevention Collaborative.	
January 2018	<i>Annual Winter General Meeting and Grants Showcase</i> – CHNA 20 staff and Steering Committee members reflected on 2017, highlighting activities and programs that align with MA DPH statewide focus on health equity and social determinants of health, and discussed priorities for 2018. Attendees then heard from nine Community Grant recipients, who answered questions related to the impact and sustainability of their grant funded programs, as well as the importance of cross-sector collaborations.	51

Leveraging Resources

CHNA 20’s role as a regional health coalition has included providing technical and financial support to deserving organizations whose efforts support our mission and vision in our communities. Historically, the coalition has offered grants to support programs, events, and sustainable change projects that lead to positive, enduring, and replicable outcomes on one or more CHNA 20 priority areas. While grant making efforts have been reduced due to changes in Determination of Need (DoN) funding, CHNA staff continues to provide ongoing education and technical assistance to community partners on a wide range of topics.

A. Grant Programs (further details in Attachment A)

Multi-Year Grant (\$20,000 distributed in FY18)

The MYG program encouraged grantees to design and implement large-scale, sustainable programs with clear and measurable impacts over the course of three years. In Year 1 grant funds were distributed to three organizations that identified key issues in their communities that could be addressed through improving resources and building sustainable links between agencies and services. In Year 2 funds were given to two of the three organizations to fully implement projects. In Year 3 funds were distributed to continue project implementation and planning for sustainability past the term of the three-year grant period. Each year approval and disbursement of funds were based on technical assistance and data collected bi-annually.

Partnership Grant (\$45,000 distributed in FY17)

Partnership Grants provided support to local projects aimed at improving health and wellness in our service area. The focus of the Partnership Grant program was to provide assistance to projects that addressed the social determinants of health (SDoH) and built sustainable agency partnerships.

Behavioral Health Grant (\$62,500 distributed in FY18)

Behavioral Health Grants supported local projects that addressed substance use and/or mental health in CHNA 20 communities and considered one or more risk factors associated with disparities in outcomes, including: 1) stigma, 2) trauma, and/or 3) cultural competency. In addition to addressing the root causes of disparities, the goals of the behavioral health program were to improve access to behavioral health care and services to those most vulnerable, support efforts to develop and foster cross-sector collaborations and partnerships, and invest in evidence-based programs.

CHNA 7/CHNA 20 Collaborative Grant (\$36,000 distributed in FY18 and \$34,000 FY19)

The Collaborative grant supports projects that address behavioral health and/or chronic disease in CHNA 7 and CHNA 20 catchment areas, with specific focus on: 1) health education and promotion; 2) environmental changes; and/or 3) risk and protective factors.

B. Shared Expertise through Staff Leadership Participation

CHNA 20 staff regularly participates in community meetings and serve as core members of local coalitions, offering a regional perspective on a variety of public health topics.

Randolph CHNA/CHIP Steering Committee

In Fall 2018 the Town of Randolph contracted with the Metropolitan Area Planning Council (MAPC) on a municipal needs assessment to develop a health profile for the town and identify priority health needs and strategies. In collaboration with MAPC, the Randolph Health Department Public Health Nurse commissioned a Steering Committee to advise on assessment activities, review and draft materials prepared by MAPC, support outreach and engagement for focus groups and community events, and otherwise support a successful CHNA process. The CHNA 20 Program Manager serves on this committee and has since continued as a member for the subsequent Community Health Improvement Plan (CHIP) process, which ran from January to December 2019.

Randolph's CHNA/CHIP process is the first municipal-led effort of this kind in the CHNA 20 region and can serve as a model for multi-sector collaboration to improve community health and wellness.

MSAPC Core Stakeholders Group

Milton Substance Abuse Prevention Coalition's Core Stakeholder group, comprised of representatives from each of the 14 SAMHSA SPF partnership sectors serving Milton, serves as the core membership of the coalition. Core Stakeholders meet quarterly to support coalition planning activities, workplan prioritization, youth engagement, and implementation of needs assessments. The CHNA 20 Program Director serves on this coalition. CHNA 20's Program Manager facilitated one of the four youth focus group for the 2019 needs assessment. Core Stakeholders also participate in general MSAPC coalition meetings.

Quincy MA Opioid Abuse Prevention Coalition (MOAPC)

An initiative within Bay State Community Services prevention department, MOAPC brings community members and concerned citizens together to address opioid abuse and opioid overdoses in collaboration with the towns of Braintree, Randolph, Stoughton, and Weymouth. In addition to regularly attending MOAPC meetings, CHNA 20's Program Manager sits on the harm reduction work group of the coalition and plays a central role in discussions with faith-based leaders to promote substance use prevention work in places of worship.

IV. CHNA 20 Organizational Capacity

Alignment with State and Regional Priorities

Given changes to hospital community benefits programs and DoN frameworks, CHNA 20 staff, aided by the Internal Capacity Subcommittee, updated our health focus areas to more closely align with regional and state priorities. Specifically, the social determinants of health, while always part of the work of CHNA 20, have become a central focus of our efforts moving forward. As of Spring 2019, CHNA 20's health priorities include: behavioral health (substance use and mental health), chronic disease, transportation, housing, and system navigation.

A. Hospital Community Needs Assessments

The CHNA 20 catchment area includes three local hospitals, including South Shore Health, Beth Israel Deaconess Hospital Milton, and Norwood Hospital. In 2018 all three hospitals began their community health needs assessment process, as required by the Attorney General's Office. CHNA 20 staff facilitated qualitative data collection for the hospitals by participating in a key-information interview with John Snow Inc., sharing the community survey link with CHNA 20 members, and promoting and joining community focus groups. Staff also contributed to the BID-Milton implementation plan by participating in a health issues prioritization session hosted by John Snow, Inc. Community health priorities outlined in the implementation plans include the following:

- Mental Health
- Substance Use Disorders
- Chronic and Complex Conditions
- Health System Strengthening (South Shore Health only)
- Social Determinants of Health
- Housing Stability/Homelessness (Norwood only)
- Healthy Aging (BID-Milton only)
- Transportation (BID-Milton only)

B. Massachusetts Department of Public Health (MA DPH)

In their February 2018 guidelines for community benefits programs, MA DPH emphasizes a focus on six social determinants of health (including sociocultural environment, built/physical environment, housing, violence and trauma, employment, and education.) and investment in their four current issues (substance use disorders, mental illness and mental health, housing stability/homelessness, chronic disease with a focus on cancer, heart disease, and diabetes). The guidelines also require hospitals to enhance community engagement efforts, focus on health equity, and promote regional collaboration.

In addition to continuing to focus on behavioral health and chronic disease, CHNA 20 has committed to directly addressing the social determinants of health and health equity through future activities and programming, as well as enhancing community engagement efforts and regional collaboration.

Development of Core Strategic Principles and Initiatives Strategy

A. Core Strategic Principles

In early 2018 CHNA 20 Consultant Brianne DeRosa developed a guidance document for future sustainability and stability, including a recommendation to draft and adopt a set of core strategic principles. These principles will be used to vet proposed CHNA activities and programs, thereby preventing mission drift and ensuring a streamlined and focused organizational work plan.

With the help of Brianne, the CHNA 20 Internal Capacity Subcommittee (additional details below) developed a set of principles, which were edited and approved by the full Steering Committee in Spring 2019. The principles can be found on page 3 of this report.

B. Initiatives Strategy (*additional details in Attachment C*)

In September 2019 the Steering Committee held their annual Strategic Planning retreat. Part of the retreat including identifying priority areas for the year 2020, considering both state and regional priorities (as noted on pages 9 and 10). The group decided that in a given year, CHNA 20 will focus on three different initiatives, all in different stages of development:

- *Operational*: topic area with an initiative currently being implemented, and a specific line item within the budget devoted to it.
- *Building*: topic area that has been discussed at some level within current activities, but a formal initiative has not yet been designed or implemented. Some funding may be designated to this topic, but it is not assigned its own budget line item.
- *Exploring*: topic area that is of interest but has not yet been explored beyond being suggested as a potential priority area. This topic area may change due to external priorities/needs or funding opportunities.

As projects are completed existing initiatives will move to the next phase while new projects will be explored. Through this cyclical strategy, there is an ongoing selection of topic areas being addressed by the CHNA, yet most of the staff time and funding will only focus on one initiative at a time.

The Steering Committee also agreed that the principles of health equity and systems change will be central to the work of the CHNA moving forward, and that all initiatives must have the following outcomes:

- Community engagement;
- Multi-sector collaboration;
- Improved access; and
- Alignment with state and regional priorities

Internal Restructuring

In Fall 2017 CHNA 20 leadership engaged in a formal strategic planning process, out of which came recommendations for how to enhance the CHNA governance structure. Effective May 2018, the Steering Committee meets on a bimonthly basis, with subcommittees meeting on “off” months, and the Executive Committee (comprised of the Chair, Vice Chair, Treasurer, and CHNA 20 staff) meeting as needed.

A. CHNA 20 Subcommittee Model

Internal Capacity Subcommittee: responsible for addressing topics related to the role and structure of CHNA 20 and the long-term sustainability of the organization. Specific tasks include: assessing finances, funding streams, and sustainability; aligning current efforts and programs with DPH priorities and community needs; determine the future of grant making and other activities; drafting and adopting a set of core strategic principles; clarifying the role of the Steering Committee; and discussing Steering Committee member recruitment and retention.

External Capacity Subcommittee: responsible for addressing topics related to the ways in which CHNA 20 engages with community partners and fosters collaborations, including, but not limited to: defining the “so what” of organizational members, including benefits, obligations, and opportunities; expanding membership to ensure that all 13 communities are engaged in the work of the CHNA; identifying communications systems that will help streamline data collection and analysis; developing a communications, marketing, and messaging plan that articulates CHNA 20 capabilities and impact; determining the role and brand image of the CHNA; developing and conducting a member survey; and establishing and enhancing partnerships and collaborations amongst community partners.

Health Equity Subcommittee: responsible for leading CHNA 20 through efforts related to healthy equity, community needs assessment, and regional alignment. Specific tasks include: defining researching questions to guide future assessment efforts; identify easy-to-use tool(s) that community organizations can use for data collection; recruit community partners to participate in a regional needs assessment; and identify consult(s) and/or student intern(s) to lead community needs assessment.

B. Executive Committee Changes

In January 2019 the CHNA 20 Steering Committee selected a new Chairperson and Vice Chair to replace Robert McCrystal (end of term limit) and Melissa Pond (stepped down due to enhanced role at work), respectively. A unanimous vote led to Lisa Braude filling the Chair role and Karen Peterson as Vice Chair. In June 2019 Paul Williams, the newest member of CHNA 20 (voted in early 2019), was nominated and selected for the Treasurer position, which had been vacant during 2018.

C. Staff Changes

In November 2019 the CHNA staff hired Dave Capozzi to serve as the first ever Community Engagement Specialist. This two-year position, funded by the Tufts Health Plan Foundation grant that the CHNA received to advance Blue Hills RCC efforts, was created to support community

member level engagement in the Blue Hills region. Dave's primary role will be to help implement the Blue Hills RCC, including initiating activities to engage priority populations in all phases of a needs assessment process and ensure community voices and perspectives are reflected in the regional action plan and pilot solutions.

V. Future Planning and Activities

Due to changes in DoN funding, the past 24 months have included a significant transition from grant making to community health programming. While other CHNAs have decided to ride out current DoN funds and either significantly reduce staff hours or dissolve entirely, CHNA 20 plans to maintain a staff model and identify alternative sources of funding to ensure sustainability. CHNA 20 staff remains committed to providing relevant, collaborative activities and programming that align with local and state health priorities.

Community Partner Engagement & Collaborative Efforts

To further focus on the social determinants of health and health equity, enhance community engagement efforts, and promote regional collaboration, one of CHNA 20's priorities for FY20 is to more frequently partner with local and state organizations and/or agencies on health-related activities and events. In addition to maintaining existing partnerships, CHNA 20 staff has begun conversations with municipal and state leaders on healthy aging efforts and have committed to participating in a regional behavioral health integrated care model.

A. Blue Hills RCC Alignment with Municipal and State Efforts

Through the Blue Hills RCC, CHNA staff have met with Quincy municipal officials to assess how the transportation project can align with the City's "age-friendly communities" efforts. CHNA 20 has contracted with *UMass Boston's Gerontology Institute* as part of this process, to identify the strengths and weaknesses of several communities as it relates to accessibility and mobility. We plan to work with UMass Boston to design follow-up events to these "community conversations", to ensure that the age-friendly discussion continues outside of Blue Hills RCC activities.

We have also been able to facilitate a collaboration between *WalkBoston* and the Quincy Dept. of Planning and Community Development, who plan to co-host a walk audit in Spring 2020. CHNA 20 staff will take part in this audit and hope to provide any assistance needed to ensure that this new partnership continues.

B. Greater South Shore Behavioral Health Collaborative

Funding for the first year of the South Shore Health grant was distributed in July 2019, and the Project Coordinator was hired in Fall 2019. To date, CHNA 20 staff have met with the Project Coordinator to learn more about the role they can play in the collaborative, including acting as a neutral party in quarterly governance meetings and contributing to evaluation as needed. The second governance meeting is scheduled for January 2020.

Enhanced Communications

With changes in activities and programming, it is imperative that CHNA 20 articulates to a variety of stakeholders (including members, funders, and the general community) its role in advancing community health in this region. Communication efforts have been added as a key activity for FY2020.

A. BUSPH Student Project

In Spring 2019 a group of students from the Boston University School of Public Health (BUSPH) developed a strategic proposal to support the development of a communications strategy for CHNA 20. Their project, which was completed as a semester-long class assignment, discussed how to best leverage existing and new communications channels and tactics to increase the visibility of CHNA 20 and enhance member engagement. Final recommendations included 1) launch a monthly campaign to support the alignment and focus of all CHNA 20 communications; 2) implement a process to connect with prospective partners; 3) develop and maintain a social media presence; and 4) continue to monitor stakeholder engagement.

The CHNA 20 External Capacity Subcommittee reviewed the students' final report and recommendations and agreed that the CHNA should develop and maintain a social media presence to further engage current and potential community partners.

B. Strategic Planning for Communications

Since September 2019 CHNA 20 staff have been meeting regularly with the CHNA 20 communications consultant to develop and implement a comprehensive communications strategy. Effective January 2020, CHNA 20 will have an updated website and a newly designed Blue Hills RCC website, both of which will include weekly posts that provide program updates, share news and events, and highlight community partners. We will also create Facebook and Twitter accounts, launching in February and March, respectively.

Ensuring Sustainability

Diversifying funding streams is vital to ensuring the sustainability of CHNA 20 moving forward given limited DoN resources. Under the Blue Hills RCC project, CHNA 20 has been able to secure over \$170,000 in grant funding (\$108,000 two-year grant from the Tufts Health Foundation, \$24,000 six-month grant from Data Across Sectors for Health, \$32,000 one-year grant from the Massachusetts Department of Transportation) and a \$10,000 donation from Beth Israel Deaconess Hospital Milton, to support efforts around a regional transportation needs assessment and action plan. In spring 2019 CHNA 20 received additional affirmation for the RCC in the form of TA support (\$25,000 value) from the Metropolitan Area Planning Council. This committed funding has highlighted the unique role the CHNA can play in improving population health.

In addition to seeking grant support to sustain CHNA 20 current operations, our Executive Committee has been in preliminary conversations with our long-time fiscal agent, Bay State Community Services, regarding an enhance relationship. The option of becoming a hosted program of Bay State will be discussed and voted on at the January 2020 Steering Committee meeting.

VI. Attachments

- A. Grant Recipient Details and Project Outcomes
- B. Blue Hills RCC Project Plan, Member List, and Activities to Date
- C. CHNA 20 Overview
- D. FY2019 Budget