

# **Emerson Health Community Benefits Grant**

## **Appendices**

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## APPENDIX B

### HEALTHY COMMUNITY FOCUS AND HEALTHY COMMUNITY PRINCIPLES

#### Healthy Community Principles

Source: Darvin Ayre, Gruffie Clough, Tyler Norris Principals, Community Initiatives, LLC.

Communities across the nation are using a variety of change models and planning processes to work together to achieve their vision of improved health. Regardless of approaches taken to meet their challenges, the following principles are guiding the most successful initiatives.

**A broad definition of "health."** Health is not just the absence of disease. Health is defined broadly to include the full range of quality of life issues. It recognizes that most of what creates health is lifestyle- and behavior-related. Other major factors are genetic endowment and the socio-economic, cultural and physical environment. Health is a by-product of a wide array of choices and factors, not the simply the result of a medical care intervention.

**A broad definition of "community."** By using as broad a definition as possible of what makes up a community, individuals and partnerships can address their shared issues in the most fruitful way possible. Communities are inclusive and can be based on faith, perspective, land and profession, as well as being determined by geographic lines.

**Shared vision from community values.** A community's vision is the story of its desired future. To be powerful and inspiring, a community's vision should reflect the core values of its diverse members. A vision is not just a statement on the wall - it is a living expression of shared accountability to priorities.

**Address quality of life for everyone.** Healthy communities strive to ensure that the basic emotional, physical and spiritual needs of everyone in the community are attended to.

**Diverse citizen participation and widespread community ownership.** All people take active and ongoing responsibility for themselves, their families, their property and their community. A leader's work is to find common ground among participants, so that everyone is empowered to take direct action for health and influence community directions.

**Focus on "systems change".** This is about changing the way people live and work together. It is about how community services are delivered, how information is shared, how local government operates, and how business is conducted. It's about resource allocation and decision making, not just "nice" projects.

**Build capacity using local assets and resources.** This means starting from existing community strengths and successes and then investing in the enhancement of a community's "civic infrastructure." By developing an infrastructure that encourages health, fewer resources need to be spent on "back end" services that attempt to fix the problems resulting from a weak infrastructure.

**Benchmark and measure progress and outcomes.** Healthy communities use performance measures and community indicators to help expand the flow of information and accountability to all citizens, as well as to reveal whether residents are heading toward or away from their stated goals. Timely, accurate information is vital to sustaining long-term community improvement.

## Appendix D

### Goal Writing Tips

A **goal** describes in broad, strategic terms the desired result you are trying to achieve in the priority area.

#### Examples

- Serve and be recognized as the community resource for preventative medicine.
- Enhance access to Primary Care Services for the elderly, non-English speaking residents, economically challenged, and those living with disabilities.
- Community members who are experiencing a mental health crisis have access to appropriate psychiatric specialists at the time of their crisis regardless of their ability to pay.

A **strategy** states **HOW** you will meet or address a specific objective. Strategies often begin with the words such as “Implement”, “Train”, “Outreach to”, “Develop”, etc.

#### Examples

- Continue to participate in the ER Navigation program in which participants are screened for food insecurity and referred to food pantries if necessary.
- Provide mental health assessment, care, and linkage to services in an acute care setting, 24x7.
- Partner with Acute Care of the Elderly (ACE) unit and the Emergency Department to increase awareness of Health Center Services.
- Train staff to become Certified Application Counselors for the Health Insurance Exchange so they can assist vulnerable populations in selecting healthcare insurance now available through the ACA.

**Outcome Indicators** define the measures that indicate progress/success/impact of the strategies for each objective.

#### Example:

- Percent of participants in Program A (Health Education Program in Spanish) who self-report receiving screening mammograms. Baseline 51%, Target 60%.
- Number of ER patients screened for food insecurity via the ER Navigation program. Baseline 805, Target

## APPENDIX C

### SAMPLE BUDGET FORM AND JUSTIFICATION

#### Budget Form SAMPLE

Itemize all expenses and summarize all revenue and in-kind support for the project.

Line Item	Amount requested in application	IN-KIND and OTHER SOURCES of funding (Source and Amount)  <small>In-kind designates donated goods or services.</small>	TOTAL PROJECT COSTS
<b>Staff</b> (Indicate number of hours to be applied to this project and hourly rate.)	Activity coordinator: \$37/hr x 50 hours= \$1850  Executive Director= \$50/hr x 25 hours=\$1250		\$3,100
<b>Contract Services</b> (hourly rate, number of hours.)	Exercise teacher: \$20/hr x 25 hours=\$500		\$500
<b>Supplies/Equipment</b>	Books for students: \$450  Marketing costs: \$250		\$700
<b>Other Expenses</b>	Music subscription for exercise classes: \$90		\$100
<b><u>TOTAL</u></b>	\$4,390		\$4,400

## JUSTIFICATION SAMPLE

The budget justification must explain the relevant details of each line item.

**Justification should not include program details that are not identified elsewhere in your proposal.**

If needed, the budget justification may use **up to two (2)** additional pages.

The activity coordinator will be the primary staff overseeing the program spending 50 hours planning, conducting outreach and follow-up. The executive director will provide oversight and manage the budget and supplies with 25 hours. The program will hire an exercise teacher to conduct the classes, the hourly rate is \$20, and will cover the 10-week program; the additional 5 hours are for preparation time. The Center will be covering the music costs for the class with a 6 month premium Spotify subscription. The class will provide books to 30 participants at \$15 per book. Marketing costs to promote the program will include printing flyers and mailing them, as well as online promotion.