



MICHIGAN HEALTH
ENDOWMENT FUND

**Health Fund Transportation Report
Findings and Opportunities**

Who is Tayo Moss, Ph.D.?

- Tayo (Tie-O)
- Grow up in SE Michigan
- Played football at Ferris State
- Background in Kinesiology
- Worked for the Legislature
- Health Fund





How Many Different Types of Nonprofits?

27 Different Types of Nonprofit Designations

1. Social Advocacy Groups
2. Charitable Organizations
3. Foundations
4. Civil League, Social Welfare Organization or Local Employee Association
5. Trade or Professional Association
6. Social or Recreation Club
7. Fraternal Societies
8. Employee Beneficiary Association
9. Teacher's Retirement Fund Associations
10. Veterans Organizations

Overweight and Obesity

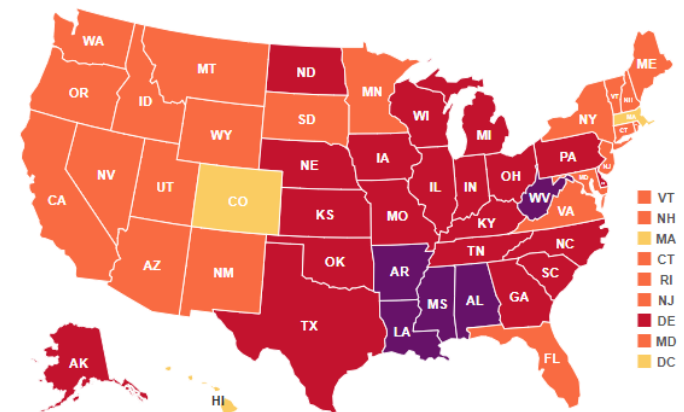
- Obesity in older adults and children
 - Michigan's adult obesity rate is currently 32.5 percent, up from 22.1 percent in 2000 and from 13.2 percent in 1990 – putting us at #10 in the country (as of 2016). (stateofobesity.org)
 - For 65+ age group, 32.2% are obese
 - Black and Latino obesity rates are higher than in whites
 - The combined overweight and obesity rate for ages 10-17 is 32%, ranking 19th in the country
 - Currently, Michigan spends \$3 billion annually on obesity-related medical costs. (healthyfoodmi.org)

Adult Obesity Rate by State, 2016

Select years with the slider to see historical data. Hover over states for more information. Click a state to lock the selection. Click again to unlock.

Percent of obese adults (Body Mass Index of 30+)

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+



Organizational History

- **2013**
 - PA 4 of 2013 authorized changes to BCBS organizational structure
 - Required BCBSM to contribute \$1.56B to a health endowment fund benefitting Michigan citizens with a focus on children and seniors in 8 areas
 - 9-member board appointed by Governor
- **2014 -2015**
 - Board embarks on “listening tour”
 - Health fund issues \$38M in grants in first round
 - Board reorganizes, hires first staff members
- **2017-2018**
 - First year Health Fund has a full cycle of grantmaking
 - Applications for grants dramatically increase
 - Largest health foundation in Michigan.



**MICHIGAN HEALTH
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OUR MISSION: To improve the health of Michigan residents, with special emphasis on the health and wellness of children and seniors, while reducing the cost of health care.

ANNUAL GIVING Over \$35 million

FOCUS AREAS

- Access to healthy food
- Behavioral health services
- Foodborne illness prevention
- Health-related transportation services
- Health services for foster and adopted children
- Infant mortality
- Technology enhancements
- Wellness and fitness

BEYOND GRANTMAKING

- Capacity building
- Convenings
- Learning and evaluation
- Policy and practice strategies



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OUR FIVE-YEAR GOALS

1 Increase access to services

2 Bridge health equity gaps

3 Advance integrated care

4 Expand role as a thought leader

5 Increase efficacy and cost-effectiveness

6 Strengthen health workforce and nonprofit community



Grantmaking Programs

	GRANT RANGE
COMMUNITY HEALTH IMPACT	Up to \$100,000
BEHAVIORAL HEALTH	Up to \$500,000
NUTRITION & HEALTHY LIFESTYLES	Up to \$500,000
HEALTHY AGING	Up to \$500,000
SPECIAL PROJECTS & EMERGING IDEAS	Up to \$500,000

Nutrition & Healthy Lifestyles

- Program Priorities
 - Improving food systems
 - Eliminating barriers to healthy eating
 - Promoting opportunities for access to physical activity/wellness interventions
- Successful projects focus on:
 - Obesity reduction and health management interventions
 - Increased access to healthy food





Physical Activity and Wellness

- While you can't outrun your fork, physical activity is an important tool for improving and maintaining your health.
- In Michigan:
 - 53.1% of adults achieved the equivalent of at least 150 minutes of moderate intensity physical activity per week.
 - 26.7% of adolescents were physically active at least 60 minutes per day on all 7 days in the past week.





Where we've been....

- School-based, healthy lifestyle and nutrition interventions
- Fresh Prescription programs
- Evidence-based physical activity interventions
- Programs that address chronic disease in older adults
- Healthy Corner Stores and other Urban Food Access programs
- Clinical partnerships to address food insecurity
- School Garden programs
- Early childhood nutrition programming



Pop Quiz

1. What is the dollar amount of our annual giving?
2. Please name one of the Health Funds five-year goals.
3. Please name two out of our five grantmaking areas.





Shifting Focus

- Since 2017, our work has been focused on supporting individual-level interventions, including behavior change.
- We can do more to sustain these healthy behaviors by addressing:
 - Environmental structures
 - Societal structures
- Addressing nutrition and lifestyle challenges through prioritizing built environment projects.



What is the Built Environment?



The Built Environment

- Includes the physical makeup of where we live, learn, work, and play, which includes our schools, streets, sidewalks, and open spaces.
 - Promoting walkable neighborhoods and improve land use patterns as a means of combating obesity.
 - Supporting parks and recreation departments in integrating active design strategies (creating active play places).
 - Developing non-motorized transportation plans.
 - Implementing engagement strategies to increase community input into walkability plans.
- Research on the connections between the built environment and health has shown that the burden of illness is worse for:
 - People living in poverty
 - Minority populations
 - Those with physical disabilities





The Built Environment

Healthy places to learn, grow, play and age



SUPPORTING COMMUNITY
ENGAGEMENT



PLANNING



PROMOTING SAFE AND
WALKABLE COMMUNITIES



City of Detroit (\$500,000)

Improving Detroit Parks through Community-Centered Planning

- Fund community engagement and a community-centered planning process to create long-term, implementation plans for four unique regional parks in Detroit:
 - Rouge Park, a 1,181-acre park on the Rouge River in Northwest Detroit.
 - Eliza Howell Park, a 251-acre park in Northwest Detroit.
 - Farwell Park, 90 acres of parkland provide active recreational uses for all ages, and the adjacent City Recreation Center.
 - O'Hair Park, a 78-acre park in northwest Detroit.
- Implementation plans prioritize:
 - Improving access to quality parks and recreational amenities for most vulnerable populations.
 - Ensuring improvements to the built environment over time to positively impact most vulnerable residents.





Grandmont Rosedale Development Corporation (\$175,000) Grandmont Rosedale Master Plan for Equitable Health

- Educate community members on the social determinants of health and how the built environment plays a large role in health outcomes.
 - Provides a platform for community members to voice their concerns about environmental factors that impact their QOL.
- This project supported the following activities:
 - **Communications**
 - Launch a neighborhood awareness campaign to create more awareness of healthy food options and outdoor activities throughout the neighborhood.
 - **Data Mapping**
 - Incorporate the ArcGIS data mapping tool to map the Grandmont Rosedale community.
 - ArcGIS is a platform that makes street-level images and map data available to help find areas of need within the community (e.g., sidewalk infrastructure).
- Finalized recommendations will be presented to the City of Detroit to codifying city ordinances within the City of Detroit Master Plan.





Crim Fitness Foundation (\$468,799)

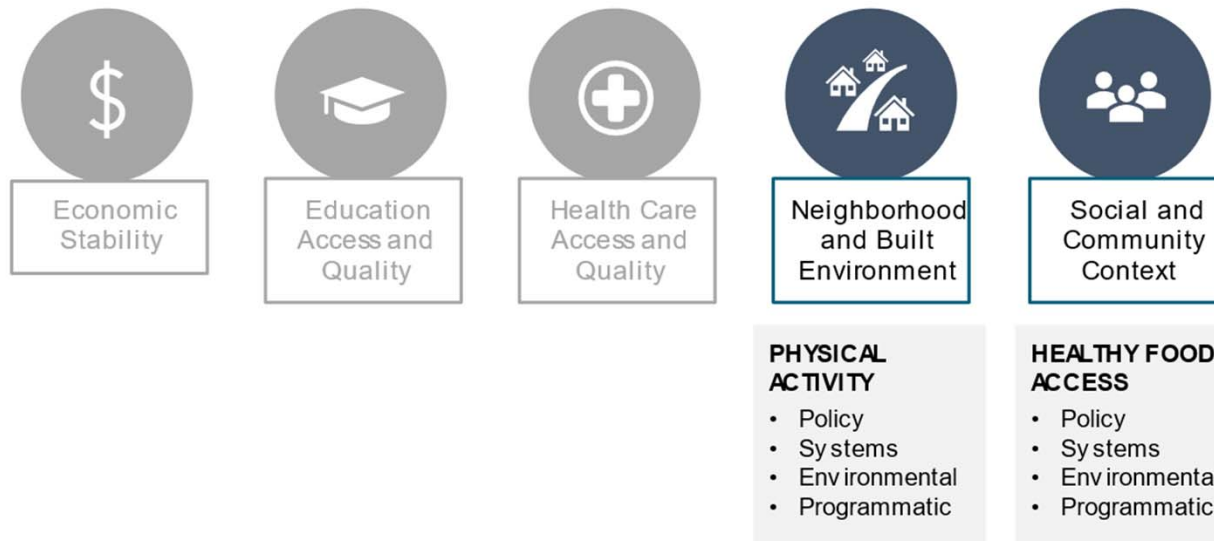
Community Building for a Healthier Flint and Genesee County

- The lack of pedestrian-friendly infrastructure in Flint impedes PA and limits access to healthy foods.
- For this project, Crim Fitness Foundation supported the following activities:
 - Community engagement
 - Zoning code education
 - Research on dangerous traffic conditions
- “Project helped residents and city leaders to learn how to advocate for zoning changes and provide the opportunity to increase access to all parts of our city regardless of a resident’s access to an automobile.”
- Grant helped the community realign infrastructure in support of Flint residents’ physical, social, and economic health.



NUTRITION & HEALTHY LIFESTYLE

SOCIAL DETERMINANTS OF HEALTH FRAMEWORK



THREEPRONGED STRATEGY

- 1 Strengthen community capacity**
 - Support food policy councils
 - Support state and schoolcommunity coalitions to increase healthy food access and physical activity opportunities
- 2 Inform policy through analysis, collaboration, and education**
 - Support policy education
 - Develop and share reliable data
- 3 Spark innovation and build sustainability**
 - Replicate interventions that effectively engage those most affected by lack of healthy food access and physical activity opportunities



Group Activity

- **Activity Title:** Walkable Neighborhoods and Active Design Workshop
- **Objective:** To engage stakeholders in promoting walkable neighborhoods, improving land use patterns, supporting active design strategies, developing non-motorized transportation plans, and increasing community input into walkability plans.
- In groups of 3-4 please develop your own active design strategy for the communities you serve.
- We'll come back in ten minutes to discuss!



NUTRITION

& HEALTHY LIFESTYLES

GRANT RANGE UP TO \$500,000

APPLICATIONS OPEN SPRING

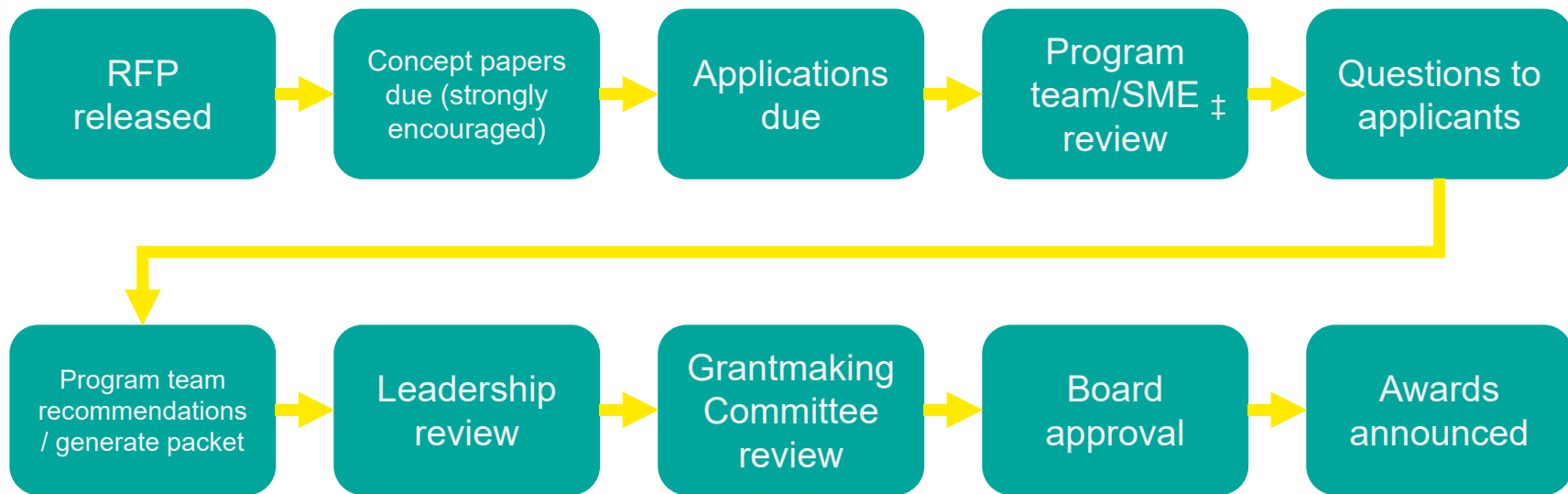
Improving food systems, eliminating barriers to healthy eating, and promoting opportunities for access to physical activity and wellness interventions, with an emphasis on children.



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Grantmaking Workflow





Grant Restrictions

- Three key restrictions:
 - Three-year limit (set by the enabling legislation)
 - Measured by project start date and end date, not the final report due date.
 - \$500,000 limit (set by the board)
 - Unable to support brick/mortar type funding
- Accommodations
 - Pilot / planning phase → Implementation → Replication
 - Grant pauses
 - Bridge funding
 - We're able to fund departments, municipalities, townships, etc.



Tips!

- Keep in mind that we are motivated to partner with you and support your mission.
- Most funders are looking to support new initiatives or ideas and are less inclined to support the same work that an organization has been doing for years. Attractive projects generally include those that:
 - Address a defined need in the community, service area or with a specific population;
 - Align with our mission, goals and strategy;



More Tips!!

- Are innovative and new (maybe even a little risky);
- Have clearly identified outcomes and established partners;
- Have measurable outcomes and results that demonstrate impact;
- Demonstrate collaboration with other non-profit organizations or community partners;
- Leverage resources, either existing within your organization or from other funding partners;
- Include expansion of a pilot project that has demonstrated success



Remember...

- The most successful projects:
 - Come out of an iterative process between the grant seeker and the funder
 - Make clear sense and have a clearly defined need
 - Have impact, measurable outcomes and the evaluation to prove it
- We will do everything from our side to help you be successful!!!

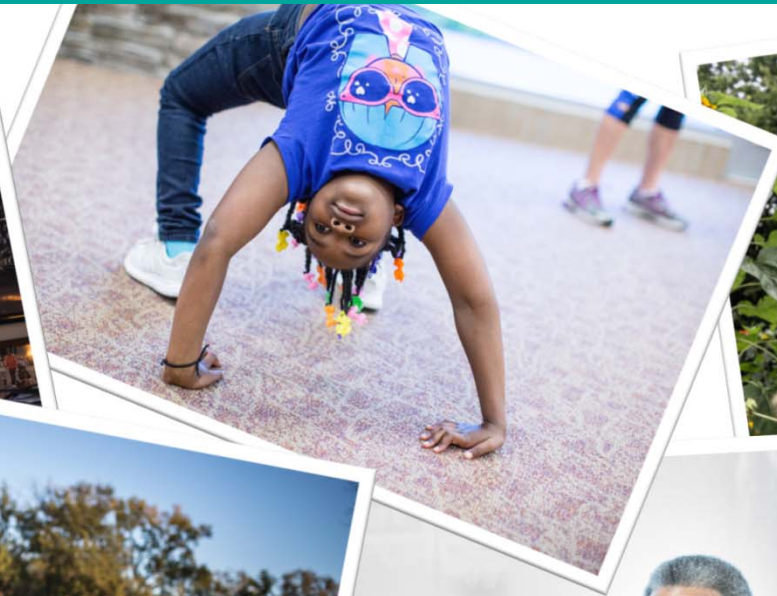


Conclusion

- The Health Fund is focused on:
 - Community-driven, systemic approaches to improving built environments.
 - Funding projects that emphasize partnerships with communities to create lasting change.
 - Prioritize populations impacted by historical inequities, including communities of color and rural communities in Michigan.
- The Health Fund is unable to make grants for physical assets (e.g., playgrounds, parks, trails).
- We are here to connect and engage with you to discuss your ideas before applying for funding. Contact me by email at tayo@mihealthfund.org.



QUESTIONS & ANSWERS



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