

Purpose Statement

Please provide a statement (max. 500 words) concerning the need for addressing the social determinants of health and advancing health equity in your community, the partnerships you intend to pursue, and the anticipated project outcomes. This should include clear goals and measurable objectives for your project.

Need

Minnesota ranks among the healthiest states in the nation. But the averages do not tell the whole story. Minnesota has persistent health disparities because the opportunity to be healthy is not equally available everywhere or for everyone in the state. The 2013 Minnesota Department of Health (MDH) legislative report, "Advancing Health Equity in Minnesota" (http://www.health.state.mn.us/divs/chs/healthequity/ahe_leg_report_020414.pdf) provides an overview of the state's health disparities/inequities and makes recommendations to advance health equity. There is also a Health Equity Implementation Guide that explains how to apply a health equity lens to Statewide Health Improvement Program (SHIP) strategies and provides action steps to reduce health disparities and attain health equity: http://www.health.state.mn.us/healthreform/ship/2013rfp/docs/HEq-implementation_SHIP3.pdf SHIP has made significant progress in helping communities make healthy living the norm (see attached fact sheet). Minnesota was also a recipient of Community Transformation Grant (CTG) funds that increased SHIP health improvement activities in local communities, building on strengths, minimizing duplication of efforts and maximizing impact. CTG also coordinated with other existing health improvement initiatives occurring within the state, including Tobacco Prevention and Control and Eliminating Health Disparities Initiative. However, CTG funds will end in June 2014 and there is a need to convene the many stakeholders who have been involved in community leadership teams throughout the state to do some strategic planning and develop a sustainability plan to support the successful momentum of significant health improvement efforts addressing health disparities and creating good health where Minnesotans live, work, learn and play.

Project Proposal

The Minnesota Public Health Association (MPHA), along with myriad partners involved in SHIP and CTG work noted above, propose organizing and implementing a strategic planning session with participation of a broad cross-section of stakeholders to develop a statewide sustainability plan for our Health in All Policies work (HiAP). Formulation of this sustainability plan will have a collective impact by identifying action steps to build on the successes we have already experienced in reducing chronic disease, improving health and decreasing costs for all communities in Minnesota. The project activities include:

- Organize and implement a strategic planning session of approximately 30 participants from across the state to formulate a sustainability plan. Participants will identify short-term and long-term action steps for carrying this health equity work into the future (what can be institutionalized through ongoing work of some existing organizations, where are additional resources needed, how can we coordinate among ourselves to ensure that limited resources are used to the maximum efficiency, etc.).
- Synthesize results of strategic planning and produce sustainability plan. Elements of the plan will include the current principles of HiAP/Health Equity work of SHIP and CTG partners such as:
 - Strong local focus regarding priority setting and addressing health disparities and other community needs
 - Continue active community engagement for building public awareness, collaboration and local investments toward mutual health improvement goals.
 - Use of evidence-based improvement strategies that are effective in a community-based

setting.

- Disseminate the plan among stakeholders to assist with implementing action steps to support health equity efforts into the future.

April 4, 2014

Dear Ms. Barclift:

I submit this Letter of Intent to notify the American Public Health Association of the Minnesota Public Health Association's intent to submit a proposal for the Advancement of Health Equity in Local Communities funding.

Minnesota Public Health Association (MPHA) proposes to request funding in the amount of \$9,954 to convene a strategic planning session with participation of a broad cross-section of stakeholders and develop a statewide sustainability plan for our Health in All Policies work. The funding would pay for a consultant/facilitator to work with partners to organize and implement the strategic planning session (including synthesis and summarizing the results) and for the cost of approximately 30 participants to come from across the state to participate in the sustainability plan development.

This grant would allow us to:

- Build on the significant momentum experienced from successes in implementing policies, systems and environmental changes through our State Health Improvement Program as well as Community Transformation Grant efforts.
- Formulate a strategic sustainability plan that identifies short-term and long-term action steps for carrying this health equity work into the future (what can be institutionalized through ongoing work of some existing organizations, where are additional resources needed, how can we coordinate among ourselves to ensure that limited resources are used to the maximum efficiency, etc.).
- Assure that the sustainability plan is shaped by the current active partners in these Health in All Policy initiatives such as local public health, state health department, representatives from local Community Leadership Teams such as those most impacted by health disparities (communities of color and the tribes), health care providers, systems and health plans, faith based communities, business community, and funders.

MPHA has a strong network of public health professionals, both in public and private settings, as well as relationships with colleagues across sectors and diverse communities who have contributed to previous grant-funded projects to provide solid support to achieve initiatives that we have taken on. MPHA has discussed this project proposal with multiple partners who stand ready to help implement this strategic planning work. We will draw on in-kind resources of our stakeholders to supplement the APHA grant to

ensure achieving our goals for this effort.

I will be the main point of contact for the purposes of the application process and can be reached at:

Email: cberg@ucare.org

Phone: 612-676-3635

Address: UCare, P. O. Box 52, Minneapolis, MN 55440-0052

We appreciate the opportunity to apply for this funding to provide complementary support to the significant community efforts occurring in Minnesota to sustain and institutionalize cross sector collaboration to achieve more equitable communities across the state.

Thank you for your consideration,

A handwritten signature in cursive script that reads "Carol Berg".

Carol Berg, President

Minnesota Public Health Association

www.mpha.net

Public Health Manager, UCare