

JUNE 2021

RACIAL JUSTICE IN HEALTH APPLICANT WEBINAR

Jacquie Anderson
Senior Director of Grantmaking

Sarah Merrefield
Senior Program Officer

ABOUT THE BCBSMA FOUNDATION

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION | CONFIDENTIAL – NOT FOR DISTRIBUTION

Blue Cross Blue Shield of Massachusetts Foundation is an Independent Licensee of the Blue Cross and Blue Shield Association.

HOW WE WORK

Our mission is to expand access to health care for low-income and vulnerable people in the Commonwealth

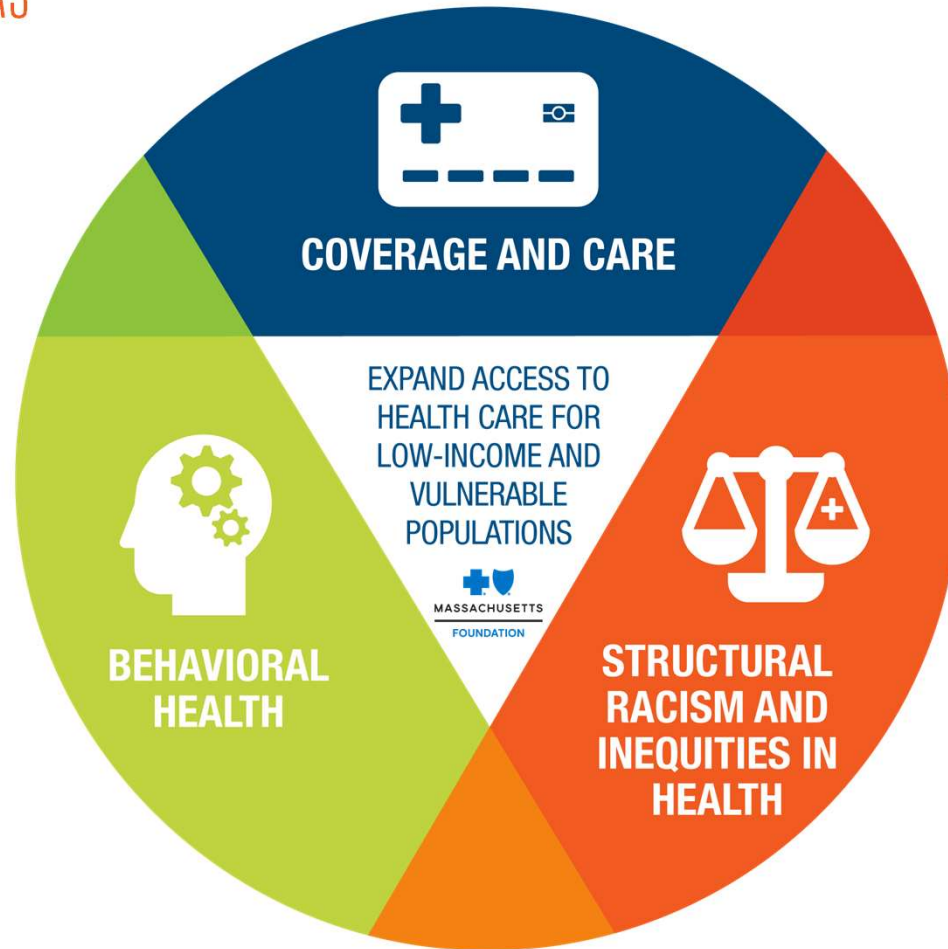
Community Partnership
Agenda

- Fund community programs
- Help launch/expand innovative models
- Build/strengthen community capacity
- Facilitate public-private partnerships

Policy/Research Agenda

- Conduct policy research & analyses
- Provide independent, objective data/voice
- Elevate & inform public discourse
- Convene stakeholders & build consensus

2020-2023 FOCUS AREAS



BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION | CONFIDENTIAL - NOT FOR DISTRIBUTION

Blue Cross Blue Shield of Massachusetts Foundation is an independent licensee of the Blue Cross and Blue Shield Association.

AGENDA

- Grant program overview
- Technical assistance & reciprocal learning model
- Eligibility
- Program timeline and selection criteria
- Question and answer session

RACIAL JUSTICE IN HEALTH - OVERVIEW

- Long-term goal: To support efforts to advance policies and practices that promote racial justice and equity in health and health care delivery in the Commonwealth. This goal will be achieved by ensuring more people of color-led organizations are influencing and participating in the process to establish and change health and health care policies.
- The grant program will work with people of color-led, grassroots organizations to strengthen the field by boosting community engagement, building grassroots power, and developing campaigns.
- We will select up to six people of color-led, grassroots organizations to receive up to \$50,000 in grant support to participate in the program.
- In addition to grant funding, the program will provide technical assistance to enhance organizational leadership in health care advocacy.

RACIAL JUSTICE IN HEALTH

Program overview

Phase One: Strengthening the Field – Technical Assistance

- Grant partners will participate in a year-long, reciprocal learning cohort, with up to 10 topical sessions and peer learning opportunities, in a mix of in-person and virtual formats. Representatives of the leadership team will be invited to participate in the sessions.

Phase Two: Campaign Development, Community Engagement, and Building Grassroots Power for Policy Change

- Interested grant partners, who demonstrate a strong commitment to the program, may apply for a second year of grant funding.
- Grant partners will work to set an agenda, build power, and launch or meaningfully participate in a policy advocacy initiative or community engagement effort to improve the health and health care experience for people of color in the state.

RACIAL JUSTICE IN HEALTH

Technical assistance and reciprocal learning session examples

ORGANIZATIONAL INFRASTRUCTURE

- Governance, internal operations, and management
- Sustainability and fundraising
- Communication and messaging
- Leadership development
- Data acquisition and analysis
- Evaluation

ADVANCING HEALTH AND HEALTH CARE POLICY

- Health policy 101
- Policy advocacy 101
- Community organizing 101
- Racial inequities in health
- Health advocacy leadership development
- Relationship and network development
- Coalition building/participation
- Other topics requested by the cohort

ELIGIBILITY

- Racial Justice in Health will support people of color-led, grassroots organizations to strengthen their capacity and expertise in health and health care advocacy.
- We define an organization as people of color-led as organizations where:
 1. 75 percent of the highest paid staff members identify as people of color; and
 2. At least 51 percent of the board are people of color; and
 3. Primarily serve people of color (75 percent of the population served)
- We define an organization as grassroots if they:
 - Are run by the people directly concerned with and impacted by the issues they seek to address, and therefore, have a deep understanding of the needs and experiences of their constituents
 - Use community-based and resident-driven approaches in identifying and solving critical local or statewide issues

TIMELINE AND SELECTION CRITERIA



- **Letters of Inquiry (brief initial applications) Due: July 20, 2021, 12:00PM**
- **Notification of next steps: August 17, 2021**
- **Full proposals due: September 14, 2021, 12:00PM**
- **Decision: December 2021**

TIMELINE AND SELECTION CRITERIA

Letters of Inquiry will be evaluated according to the applicant's ability to demonstrate:

- The impact the funding and technical assistance will have on the organization
- The organization's experience in applying a racial justice lens to its work
- The organization's role and engagement in the community(ies) it serves
- A demonstrated interest in impacting a practice, policy or structure in the health or health care delivery system, that if addressed, could make a positive impact on reducing or eliminating racial inequities in health for your community.
- The organization meets the BCBSMA Foundation's definition of a grassroots, people of color-led organization.

QUESTIONS

- For proposal questions, please contact Sarah Merrefield, Senior Program Officer; Sarah.Merrefield@bcbsma.com
- For technical and logistical questions related to our online grantmaking portal, please contact Evelyn Monteiro, Grants Management Administrator; Evelyn.Monteiro@bcbsma.com
- **Website:** <https://www.bluecrossmafoundation.org/grant/racial-justice-health>