



Connecticut Health
FOUNDATION
Changing Systems, Improving Lives.

Trusted Messengers
to Support Health
Care Coverage

**FUNDING
OPPORTUNITY**



Tech Info for Today's Call



Spanish **interpretation** available



Recording and **slides available** after this session



Please remain **muted** when not speaking



Q&A Session – Use '**Raise Hand**' feature or **type** questions in chat



Agenda

- Welcome
- Brief overview of CT Health
- About the funding opportunity
- Timeline and logistics
- Q & A
- Next steps



About CT Health

- Connecticut's largest independent health philanthropy.
- Since 1999, the foundation has supported innovative grant-making, public policy research, strategic communications, and leadership development to achieve its mission — to improve the health of the people of Connecticut.
- We have awarded grants totaling more than \$75,000,000 to nonprofit organizations and public entities.
- Our theory is that by investing in systems change, we will make lasting changes that impact more lives.
- We focus on improving health outcomes for people of color.
- Our work is supported by the Board, our Community Advisory Committee and a dedicated staff committed to health equity.



Messaging Topics

Two major changes to health care coverage are expected to occur this year

- 1) Children up to age 12 who are undocumented are eligible to receive coverage through Medicaid (HUSKY) (effective Jan. 1st)
- 2) Over 400,000 people covered by HUSKY will need to verify income or other information to maintain eligibility over the coming year (starting March 31st)
 - This will be the first time in three years that people will need to provide information
 - Many people will need support to understand the process and may need to be connected to other health coverage



Who are trusted messengers?

- Those who you turn to for real and unbiased information
- Trusted messengers do not need to have formal authority
- They may be a faith or community leader/group
- They often have a shared lived experience with the intended audience
- They provide information in a way that is accessible, memorable and tailored to their audiences



What activities will be funded?

- Outreach to community members to provide information and assistance
- One-on-one conversations with community members
- Marketing in areas people visit, such as grocery stores, bus stops, or pharmacies
- Conducting a social media campaign to reach the target audience
- Hosting town hall events and conversations
- Posting messages, flyers or graphics on social media or websites of organizations that might reach the community
- Talking about the issues and addressing questions at community events



How will we prioritize funding?

- Focus on applicants that have deep relationships with the communities that are most affected by these policy changes
- Size of reach, who you have relationships with
- Support for groups that have limited or no funding from other sources
- Support for applicants with relationships in regions/cities/communities that will be most affected
- For organizations planning a collaborative approach, we will look for the lead applicant to be the group that is closest to community





1/9: Applications open

2/10: Applications due

3/1: Award Notification

TIMELINE

Grant Details

- Funding – \$15,000 grants
- Time period – up to one 1 year
- Application information – questions available on the full RFP or on the grant portal
 - Note: Registering for Fluxx can take time; make sure to sign up now so that you can access the grant application when you are ready



Other Support

- Connection to messaging information from state agencies
 - DSS PHE resources for community partners
 - DSS “Update Us” Campaign
- Opportunity to attend trainings
- Informal convenings of trusted messengers
- Communications and marketing support



Questions?



Contact us

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