



THE OFFICE OF GOVERNOR
WES MOORE
GOVERNOR'S OFFICE FOR CHILDREN

ENOUGH Grant Program

Health Leads: Community-Driven Strategies for Health Equity

July 29, 2024



Webinar Agenda

- 1 ENOUGH Grant Program Overview**
- 2 Health Leads**
- 3 Q&A and Applicant Resources**

ENOUGH Grant Program Overview



ENOUGH Initiative

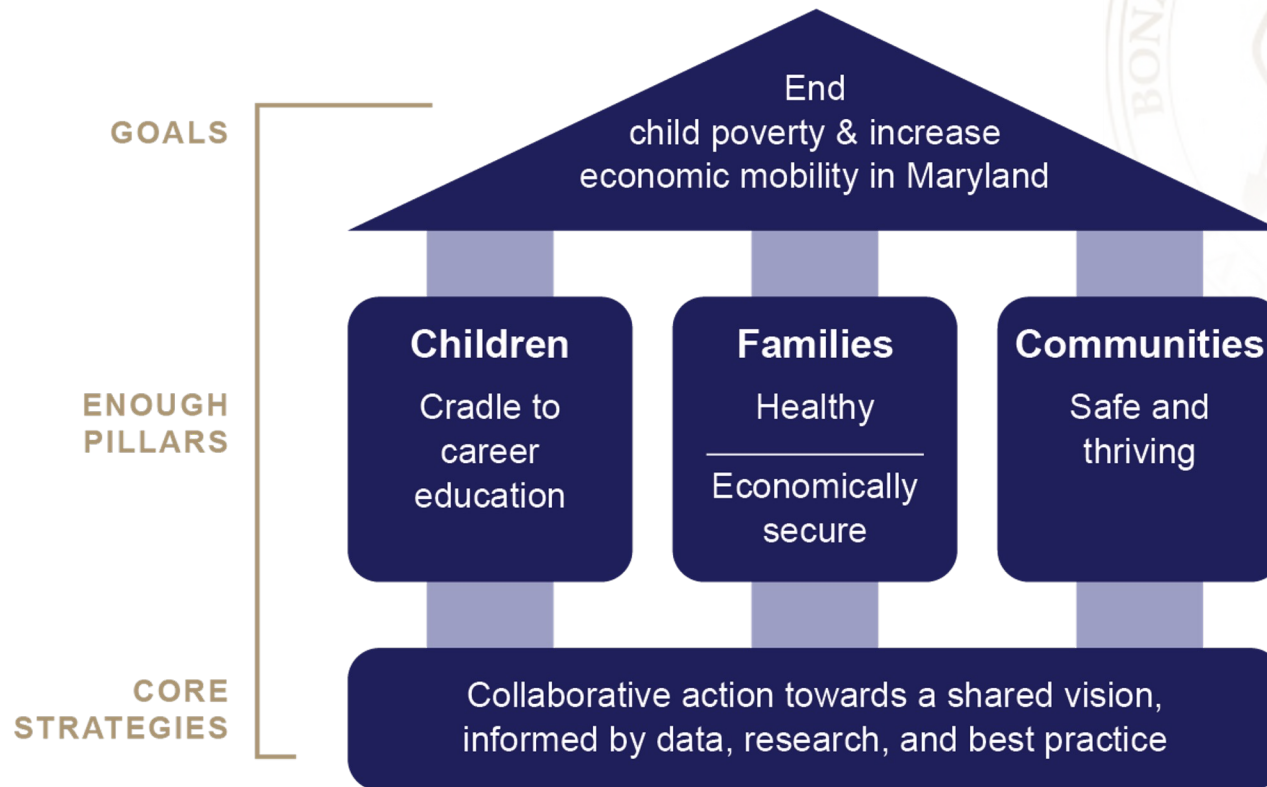
The Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH) Initiative is a first-of-its-kind state-led, place-based investment strategy designed to create poverty-fighting opportunities driven by communities, data and cross-sector partnerships.

- ENOUGH Act signed into law May 9, 2024
- Administered by the Maryland Governor's Office for Children
- Whole of government approach to ending child poverty

"Communities across Maryland will provide the vision, and the state will provide the support."

- Governor Wes Moore

ENOUGH Theory of Action



ENOUGH Result Areas



Cradle to Career Education: Unlocking children’s potential through early care and education from birth until working in a career, specifically ensuring smooth transitions through kindergarten, middle school, and high school graduation with a pathway to college and/or career



Healthy Families: Ensuring community member and family access to high quality healthcare with goals of decreasing infant mortality, increasing life expectancy, and improving mental health



Economically Secure Families: Ensuring higher employment and entrepreneurship resulting in livable and family-sustaining wages, and stable, thriving households where families can provide for necessities, weather hard times, and build wealth



Safe and Thriving Communities: Creating communities where residents feel safe and where the built environment supports their ability to thrive, including through high-quality, affordable housing, a thriving commercial core, and access to recreational spaces, nutritious food, and transportation



FY25 ENOUGH Grant Program

Purpose: Funding to eligible communities to create community-driven, cross-sector partnerships to plan and advance place-based strategies that reduce child poverty and increase economic mobility.

Basic Eligibility Requirements:

- ✓ Lead Applicant
- ✓ Core Partners
- ✓ Community

Lead Applicant Eligibility Requirements



Lead Applicant is called the **Community Quarterback Organization**

Community Quarterback organization may be any of the following:

- community-based organization
- non-profit organization
- local government entity
- Local Management Board
- Community Action Agency

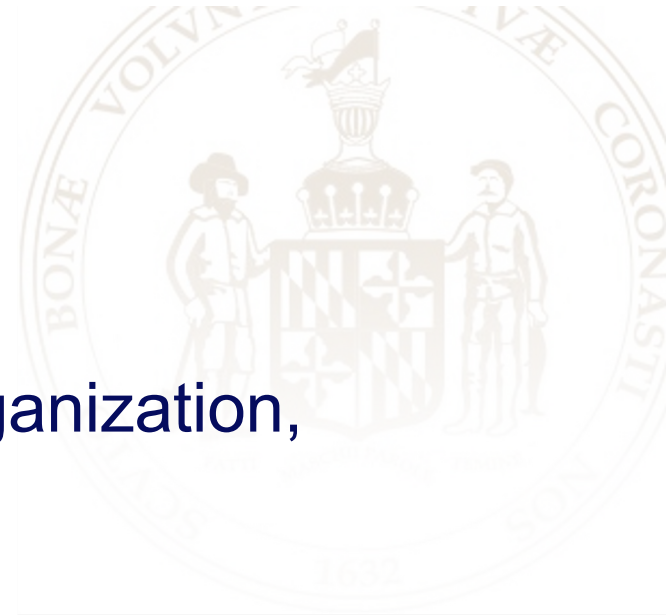


Core Partners Eligibility Requirements

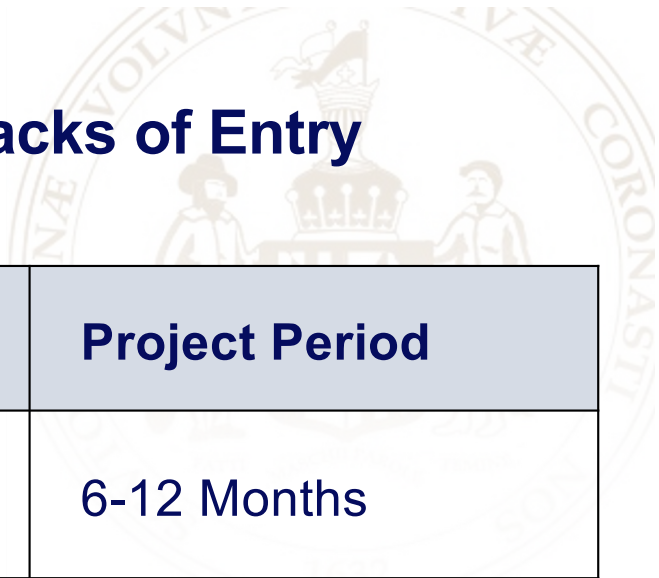


Minimum* required partners include:

- a community-based non-profit organization,
- a local government entity, and
- a public school



Expectation is that applicants will engage a **broad coalition of partners across sectors.*



ENOUGH Grant Program Pathway – Three Tracks of Entry

Grant Program Track	Award Amount	Project Period
Track 1: Partnership Development	\$65,000	6-12 Months
Track 2: Plan Development	\$300,000	12-24 Months
Track 3: Implementation	Up to \$5M* (FY25)	Up to 4 Fiscal Years

**Track 3: Implementation award is based on the number of children contributing to eligibility criteria in the proposed service geography. Proposed budget for Track 3 should include three additional years of ENOUGH funding. The Governor's Office for Children will help Track 3 applicants identify their multi-year budget limit.*

Qualifying Criteria to Apply for Each Grant Program Track



MEETS COMMUNITY ELIGIBILITY CRITERIA

Communities that have at least one U.S. Census tract where more than 30% of children are living in poverty AND (2) is served by a community school with a concentration of poverty level of at least 80%



COMMUNITY QUARTERBACK

Community-led organization with resources and capacity to lead ENOUGH activities and manage ENOUGH funds, in coordination with community partners



PARTNERSHIP COLLABORATIVE

A robust partnership of community-led organizations representing each of the ENOUGH results areas

An established partnership governance structure to ensure alignment, information sharing, and resource deployment



COMMUNITY NEEDS ASSESSMENT

Completed needs assessment identifying assets and gaps, informed by community data and residents' input



NEIGHBORHOOD ACTION PLAN

An action plan that leverages various funding streams to address gaps identified in the needs assessment and provide a continuum of services for the community across ENOUGH results areas

TRACK 1: PARTNERSHIP DEVELOPMENT

TRACK 2: PLAN DEVELOPMENT

TRACK 3: IMPLEMENTATION

Tip: Use the Track Selector Tool to help identify the track to which you should apply:
<https://bit.ly/ENOUGHTrack>.

Health Leads

Community-Driven Strategies for Health Equity



ENOUGH Grant Program
Applicant Webinar

Jacquelyn Dalton, Ric
Henry and Sarah Primeau

July 29, 2024





Overview

- About Health Leads
- How We Approach Health Equity Efforts
- Engaging Community Members for Health Equity
- Examples from Health Leads
- Deep Dive: Neighborhood Food Action Collaborative
- Time for Questions



Health Leads

Who we are

Founded in 1996, we are a non-profit organization working locally and nationally to remove deep-rooted, systemic barriers to health, center power and resources within communities, and build a world where racial health equity is the standard.

Our vision

Health, well-being and dignity for every person, in every community.

Our mission

We partner with communities and health systems to address systemic causes of inequity and disease. We do this by removing barriers that keep people from identifying, accessing and choosing the resources everyone needs to be healthy.





Our Approach

We leverage our expertise working collaboratively at the **intersection of community, health care, and public health** to make meaningful progress.



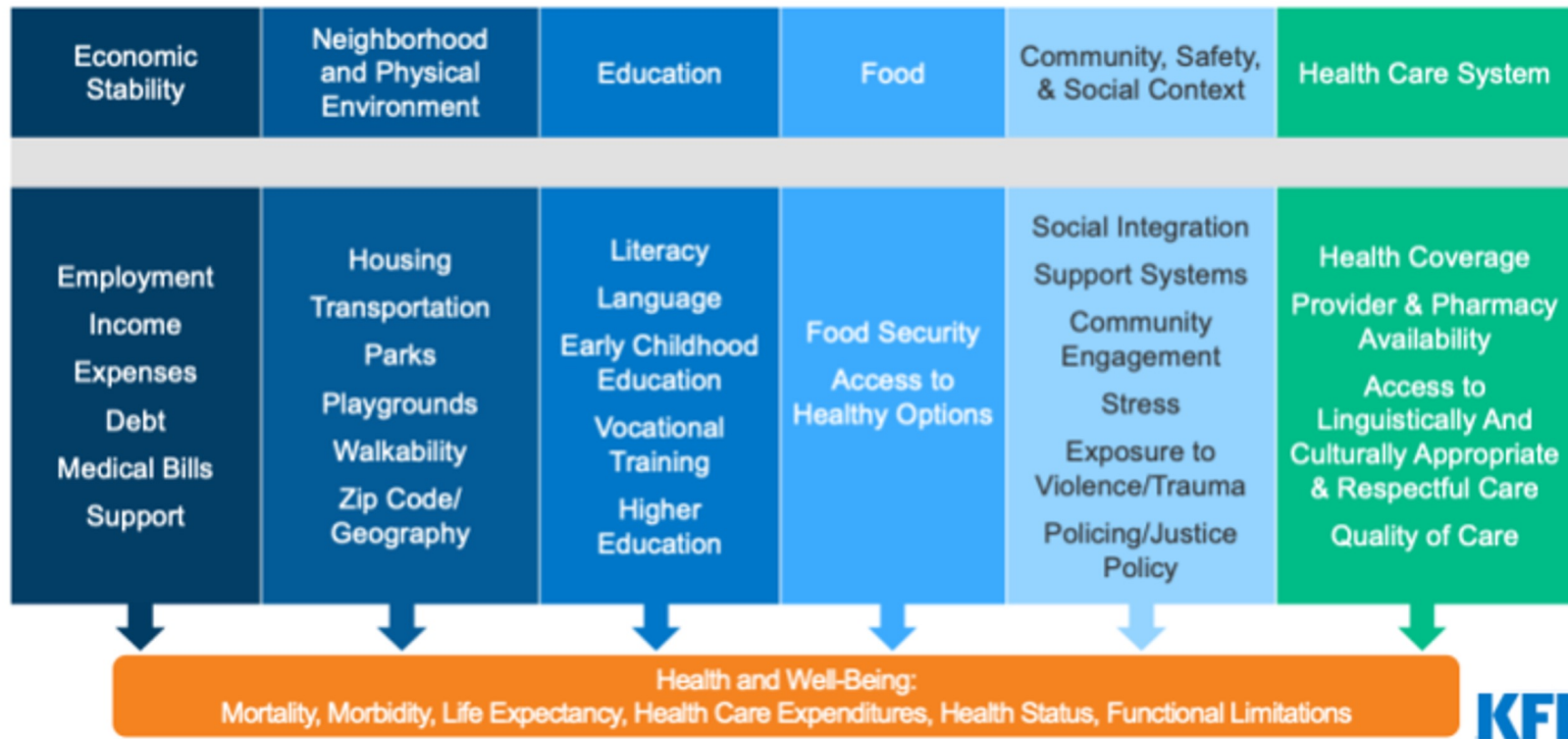
Bay Area Regional Health Inequities Initiative Framework



Addressing Social Determinants of Health

Figure 1

Social Determinants of Health





Engaging Community Members for Health Equity

	COMMUNITY-LED	SHARED LEADERSHIP	COLLABORATE	INVOLVE	CONSULT	INFORM
Purpose	Support and follow the community's lead	Relationship with general agreement decision-making	Partner and share decision-making power	Ensure needs and interests and considered	Gather and incorporate feedback	Provide information
	Two-way communication	Two-way communication	Two-way communication	One-way or Two-way communication possible	One-way communication	One-way communication
	Problems and solutions are developed and addressed by the community	Problems and solutions are defined by the community	Advance solutions to complex problems	Advance solutions to complex problems	To inform the development of the client's project	Address immediate needs or issues

* Health Leads & Adapted from the Washington State Department of Health's Community Engagement Guide and the Levels of Engagement Adapted from Leading Inside Out, Collective impact Forum and FSG - Community Engagement Toolkit



Examples of Our Work

Community Referral Networks



Neighborhood Food Action Collaborative



Equity-Oriented Primary Care



NY Coalition for Doula Access





The Solution: Community-centered Response

**neighborhood
food
action
collaborative**

The Neighborhood Food Action Collaborative (NFAC) is a community-centered, cross-sector collaborative with **a mission to create solutions for a more robust, accessible, and equitable food ecosystem in Boston.**





The Neighborhood Food Action Collaborative (NFAC)

- 30+ community-based organizations, health systems, mutual aid groups, government
- 50+ community members
- Bi-weekly meetings





NFAC Goals



**Center
community
voice in
decision making
& solution
design**



**Improve cross-
sector
coordination,
communication,
& collaboration**



**Develop a
pipeline of
Community
Leaders**

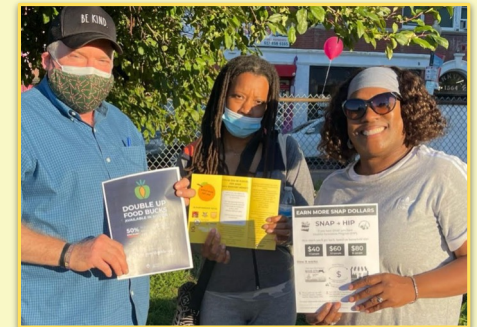
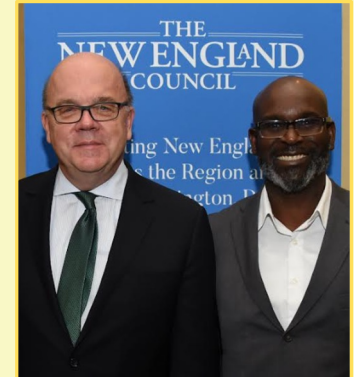


**Inform
Advocacy &
Policy
solutions**

BIPOC & low-income community
members in NFAC service area have
access to healthy food with
dignity

NFAC Impact

- Created a **platform anchored in community voice** with a deeply engaged community body that is sought out by organizations and stakeholders for community input.
- **Community Leadership Development:**
 - 3 community members hired to lead the collaborative
 - 6 NFAC members complete CHW training & certification program
- **Food Distribution & Food Rescue:** 3 weekly food distribution events that serve over 500 families weekly
 - Rescued and distributed nearly **300,000 lbs** of food in 2023
- **Food Resource Guide** developed to serve as a reliable resource to local food. Available in 5 languages, downloaded 3,500 times in 2023.
- **SNAP Education & Outreach Program:**
 - Pilot: 13 community members hired to provide SNAP education and enrollment support > **completed 330 applications** for community members to enroll in SNAP benefits
 - Current Project: Hired and trained 12 community members.
- **Policy/Advocacy:** Lived experience to inform advocacy efforts in partnership with the Boston Food Access Council.
- **Capacity Building:** NFAC community members provided with grant & event training and support - hosted 3rd Annual Empty Bowls Fundraiser.





NFAC Model: a replicable approach

- ***Community Anchored & Investment***
- ***Cross-Sector Membership & Coalition Building***
- ***Participatory Governance***
- ***Backbone Organizational Support***



NFAC Model: a replicable approach

Community-Anchored & Investment

- The power of lived experience
 - Solutions designed by those who understand the challenges and barriers firsthand creates more meaningful, impactful, and sustainable systemic change
- Centering community voice
 - Transform power by shifting the relationships between those who hold power to design and those impacted by these designs
- Investment in community residents
 - Capacity building & skills development with paid leadership opportunities





NFAC: a replicable approach

Cross-Sector Membership & Coalition Building

- Engagement and buy-in from cross-sector organizations and institutions
 - Diversified membership while keeping community at the center
- Mutually beneficial relationships
- Consistent convenings
- Open and collaborative agenda setting



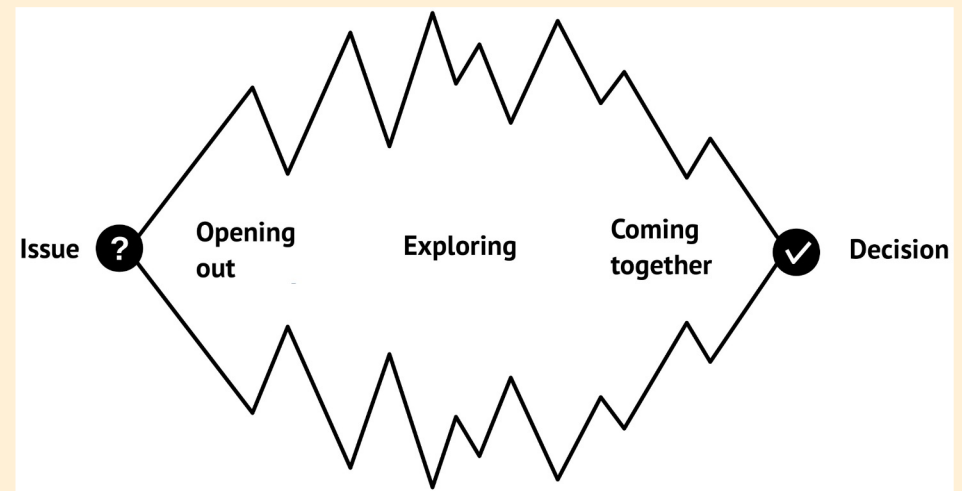


NFAC: a replicable approach

Participatory Governance

- Establishing shared power
 - Setting up governance as an opportunity to examine assumptions and make the implicit explicit
- Community members and stakeholders need to determine:
 - Why are we here?
 - Who is here and what are our roles?
 - How are decisions made?
 - Principles of working together
- Community Leaders
 - Ensures community ownership, buy-in and sustainability

Consensus Decision Making





NFAC Model: a replicable approach

Backbone Organizational Support

- Seeding & Ceding Power
 - Requires a commitment by backbone organization/partners
 - Backbone organization has to cede some control and invest in community
- Meeting facilitation & coordination
- Funding, budgeting & sustainability
- Project management & support
- Supervision and training of community leaders
- Partnership building



Thank you!

Learn more at healthleadsusa.org



Q&A and Applicant Resources

Applicant Support: Training Hub and Resource Library

Prospective applicants have access to a curated training hub and resource library focused on the ENOUGH qualifying criteria and result areas.



ENOUGH Grant Program Competition Timeline

Notice of Intent to Apply Due for All Tracks

July 19, 2024

Full Application Deadline for Track 2 and Track 3

September 20, 2024

Full Application Deadline for Track 1

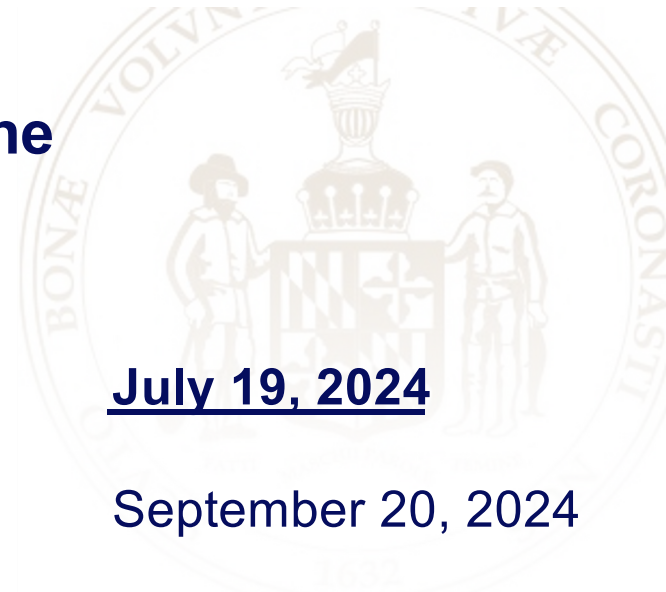
November 1, 2024

Award Notifications

Winter 2024

Estimated Project Start

January 2025



NEXT STEPS: Action Items for Interested Communities



1. Sign up for the [ENOUGH Grant Program Listserv](#) to be notified of technical assistance offerings, Grant Program FAQs, and other applicant resources. You can also send an email to ENOUGH@Maryland.gov to receive updates.



2. Visit the ENOUGH Community Eligibility Map at <https://bit.ly/ENOUGHMap> to identify eligible geographies for ENOUGH Grant Program funds.



3. Use the ENOUGH Track Selector Tool at <https://bit.ly/ENOUGHTrack> to identify the right ENOUGH Grant Program Track for your partnership based on readiness and capacity criteria.



4. Read the **Notice of Funding Opportunity (NOFO)** for detailed grant program requirements, application templates, review criteria, budget limitations, allowable costs, application formatting, and submission process.



Follow Us



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Contact Us

For additional questions or to request access to the ENOUGH listserv, please email us at ENOUGH@Maryland.gov.

Visit the Governor's Office for Children website for updates on the ENOUGH Grant Program Community Support offerings!

GOC.Maryland.gov

We look forward to hearing from you.



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