

Moving Massachusetts Upstream (MassUP)

MassUP Vision:

Better health, lower costs and reduced health inequities — across communities and populations in Massachusetts — through effective partnerships between government, health care systems, and communities to address the social determinants of health (SDOH).

- **A partnership across state agencies: DPH, MassHealth, AGO, EOE, and HPC**
- Goal: to engage in **policy alignment activities** and make **investments to support health care system–community collaborations** to more effectively address the “upstream” causes of poor health outcomes and health inequity



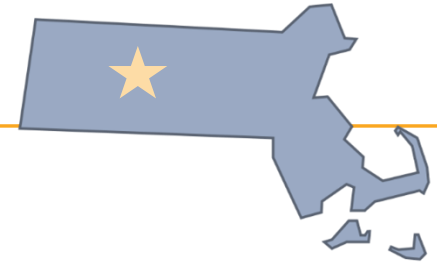
MassUP Investment Program Overview

Solicited proposals from applicants (provider orgs) on behalf of themselves and partners seeking support to form a **partnership** that will work to address upstream challenges to and enable sustainable improvements in **community health and health equity**



MassUP Investment Award Recommendations

Applicant	Community	SDOH of Focus	Requested Funding
Cooley Dickinson Health Care	Hampshire County	Food Systems and Security	\$555,555
Heywood Hospital	Winchendon	Economic Stability and Mobility	\$649,547
Massachusetts General Hospital	Chelsea, Revere	Economic Stability and Mobility	\$649,499
Mercy Medical Center	Springfield	Food Systems and Security	\$650,000
			Total: \$2,504,601



Partners

- Collaborative for Educational Services
- Hilltown Community Health Center
- Hilltown Community Development Corp.



Requested Funding

\$555,555



SDOH and Community of Focus

Food Systems and Security in Hampshire County

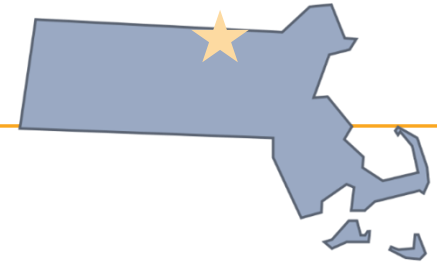


Proposed Program

Establish a **Hampshire County Food Policy Council** to strategically align organizations working to improve regional food security and address a systemic lack of access to healthy food.

Partnership activities will be informed by a 2017 **Food Access Action Plan** and may include **collective advocacy** for policy change, developing farmers' markets in underserved areas; establishing **resident-governed community-gardening** infrastructure in food insecure communities; and **community organizing** in affordable housing complexes to improve connections to food access interventions

Heywood Hospital



Partners

- Community Health Network for North Central MA
- GFA Federal Credit Union
- Growing Places
- The Winchendon School
- Three Pyramids
- Town of Winchendon
- Winchendon Community Action Council



Requested Funding

\$649,546



SDOH and Community of Focus

Economic Stability and Mobility in Winchendon

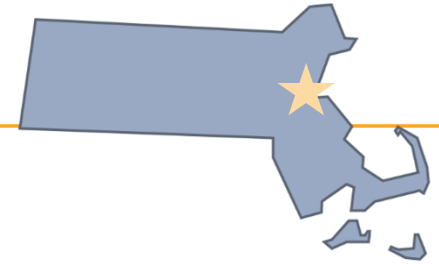


Proposed Program

HEAL Winchendon Economic Empowerment will improve health and wellbeing through **economic empowerment**, focusing on building social, financial, and community assets.

Partnership activities will include **resident leadership and civic engagement** programming; updating Winchendon's Master Plan to promote economic mobility; providing **personal finance education** opportunities; assisting residents in **building credit**; and updating local policy to allow for **mixed use developments**.

Massachusetts General Hospital



Partners

- The Neighborhood Developers
- CONNECT
- The Chelsea Collaborative
- The City of Revere
- The City of Chelsea
- MassHire Metro North Workforce Board



Requested Funding

\$649,498



SDOH and Community of Focus

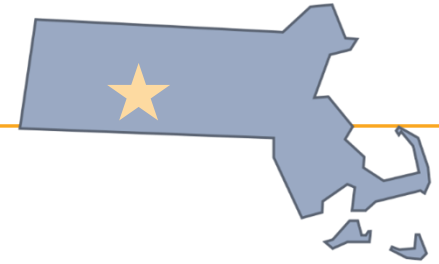
Economic Stability and Mobility in Chelsea and Revere



Proposed Program

Establish a **Cross-City Coalition** to coordinate municipal workforce development efforts to **increase skilled, benefitted jobs** for residents.

Partnership activities will include reviewing and aligning the two cities' workforce development plans; **aligning job training programs** to identified growth sectors; advocating for **municipal policies** that support economic opportunity; and bolstering ongoing programs that provide technical assistance and **promote access to capital for women and minority businesses.**



Partners

- Springfield Food Policy Council
- Open Pantry Community Services
- Fertile Ground
- Gardening the Community
- Square One



Requested Funding

\$650,000



SDOH and Community of Focus

Food Systems and Security in Springfield
(North End, South End, Mason Square neighborhoods)



Proposed Program

Establish a **Springfield MassUP Food Justice Steering Committee** that will work to create a more effective food system to help residents lead healthier lives.

Partnership activities will include **policy advocacy** to address the “SNAP/HIP Gap” and other issues; **modifying public transit routes** to facilitate food access for seniors; engagement with food retailers and residents, including **creating a Food Retail Committee** to expand locations of affordable, healthy food; and offering **resident leadership development** activities.

Next Steps

June '20



DETERMINE AWARDS

- HPC Board considers recommended awards

June-Sept '20



CONTRACTING

- HPC and awardees finalize contracting documents

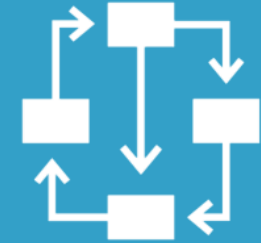
Sept '20-Mar '21



PLANNING PERIOD

- Up to 6 months
- Awardees develop and submit Implementation and Measurement Plans
- Technical assistance begins

Mar '21-Aug '23



IMPLEMENTATION PERIOD

- 30 months
- Regular reporting to HPC and DPH
- TA continues, including bi-annual Learning Community