

Mass in Motion/Healthy Hampshire Community Partnership Opportunity

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What is Mass in Motion?

The Massachusetts Department of Public Health (MDPH) Bureau of Community Health and Prevention’s Mass in Motion Municipal Wellness & Leadership Initiative (Mass in Motion) works with communities across the Massachusetts to implement municipal and regional practices to address root causes that impact opportunities for active living and access to healthy and affordable food. The goals of the Mass in Motion program include:

- Increasing and aligning local spending, specifically by municipal governments and community organizations, in ways that improve conditions and address issues such as housing, employment, safety/violence reduction, economic development, etc. – influences known as the Social Determinants of Health (SDOH) – that restrict or enable opportunities for active living and access to healthy and affordable food,
- Sustaining the day-to-day practices of municipal governments, organizations, and collaborative partners to address

- structural and systemic racism and other root cause barriers to good health, and
- Ensuring everyone has access to healthy foods, opportunities for safe, physical activity, and the things that keep us healthy.

What is Healthy Hampshire?

Healthy Hampshire is focused on improving people's health in Hampshire County and the Hilltowns by collaborating with municipal leaders, elected officials, public health departments, planners, businesses, community organizations, and residents. It is one of the 27 Mass in Motion Municipal Leadership and Wellness programs throughout the state supported by the Massachusetts Department of Public Health. It is currently administered by the City of Northampton in partnership with the Collaborative for Educational Services.

The mission of Healthy Hampshire is to reduce rates of chronic disease in its partner communities by effecting changes to policies and systems that encourage physical activity, healthy food access, improved patient care, and linkages between healthcare systems and community-level prevention activities.

What is the opportunity being presented to my community?

After several years of renewing contracts with the cities and towns that signed onto the Mass in Motion program in 2011, the MA Department of Public Health (DPH) released a new Request for Responses (RFR) on September 13, 2021 reopening the program for eligible entities to apply by December 13, 2021. Contracts for funded entities will begin in July of 2022 with the potential to renew the contract every 3 – 4 years for a 10-year period.

Initially, only cities and towns were able to apply to receive funding and other support from DPH through the Mass in Motion program, but nonprofit organizations are also eligible to respond to the new RFR. However, nonprofit organizations that apply must do so in partnership with at least one municipal partner.

Prior to 2014, the Mass in Motion grant was awarded to the Hampshire Council of Governments, which in turn subcontracted with the Collaborative for Educational Services (CES) to staff the project. Since 2014, DPH has awarded the Mass in Motion grant to the City of Northampton and the City has continued to subcontract the Collaborative for Educational Services to staff Healthy Hampshire. The role of Healthy Hampshire staff under the Mass in Motion grant has been to provide healthy community design support to the towns that have been signed on as Healthy Hampshire partners since 2011, which include Amherst, Belchertown, Northampton, and Williamsburg. More recently, Healthy Hampshire has also been exploring potential partnerships in Easthampton.

Communities that partner with Healthy Hampshire get access to many benefits, including dedicated staff time to support policy, systems, and environmental changes that improve community health. The Department of Public Health also provides technical expertise around these types of changes to Mass in Motion communities free of charge. Historically, DPH has also made certain grants exclusively available to Mass in Motion communities—these grants have ranged from \$4,000 to improve disability access in outdoor spaces, to \$1.5 million to support evidence-based strategies that reduce chronic disease rates.

We hope that by signing on as many of the communities in Hampshire County and the Southern Hilltowns of Hampden County as possible for the new RFR, Healthy Hampshire and the Collaborative for Educational Services will be a more competitive applicant, ensuring that we can continue to support our partners to foster healthy, livable communities in our region.

You can read more about the Mass in Motion grant opportunity for fiscal year 2023 by reviewing the [bid solicitation](#) on COMMBUYS.

Can my community apply independently for Mass in Motion funding?

In order for a town or neighborhood to apply on its own, it must have a population of at least 25,000, which means that Northampton and Amherst are the only two communities in our region that are able to apply on their own. We are inviting 24 cities and towns to join us for a regional application, the vast majority of which are too small to apply on their own.

For fiscal year 2023, DPH anticipates funding 6 – 12 Mass in Motion initiatives, each at \$80,000 - \$160,000 per year. By contrast, in fiscal year 2022, DPH funded 27 communities, each at \$40,000 - \$60,000 per year. In other words, the program will be much more competitive in this round. We believe that a regional application will give all of the communities in Hampshire County and the Southern Hilltowns the best chance at benefitting from Mass in Motion funding.

What can Mass in Motion funds be used for?

Historically, Healthy Hampshire has used Mass in Motion funds primarily for staff time to

provide additional capacity around healthy eating and active living strategies to our partner communities. However, with the opportunity to apply for greater amounts of funding, we plan to solicit more input from prospective partner communities around the best use of grant dollars. We will continue to advocate for the grant to fund a significant amount of staff time, as a Coordinator/Director is essential to the functioning of the program and much of the work expected of Mass in Motion initiatives requires significant human resources.

Eligible expenses include staff salaries, fringe, payroll taxes, facilities, utilities, travel, program supplies, contractual costs, food and childcare for meetings, translation, interpretation, and participation incentives in the form of travel vouchers, entertainment tickets, or meal/food vouchers that do not offer cash back options.

Ineligible expenses include cash stipends, gift cards that can be converted to cash, large equipment, paid media, development of materials or promotional items, or publication or dissemination of reports, white papers, manuals, and other technical documents produced with MDPH funds.

What communities has Healthy Hampshire worked with in the past?

Since 2011, Healthy Hampshire has worked with Amherst, Belchertown, Northampton, and Williamsburg, which were signed on as Mass in Motion communities, and therefore, were eligible to receive support directly from the Mass in Motion program. In addition, Healthy Hampshire has brought in other sources of funding since 2014 that have allowed us to partner with many Hilltown communities. These communities include Blandford, Chester, Chesterfield, Cummington, Goshen, Huntington, Middlefield, Montgomery, Plainfield, Russell,

Westhampton, and Worthington. While we have not actively supported projects in every one of these communities, we have partnered to support the development of mobile market sites, accessible walking maps, and/or planning projects that support active living in Blandford, Chester, Chesterfield, Cummington, Goshen, Huntington, Westhampton, and Worthington.

How can I learn more about how communities have benefitted from partnership with Healthy Hampshire in the past?

Aside from attending our [partner information session](#), you can explore our [website](#), our [Twitter account](#), our [YouTube Channel](#), and the websites of initiatives we have supported, including:

- [The Amherst Mobile Market](#)
- [The Hilltown Mobile Market](#)
- [HilltownWalks](#)

You can also review our two-pagers on [who we are](#) and [what we do](#), both of which are up-to-date, and for a more visual tour of our work, you can check out our [Canva Scrapbook](#).

Who will need to sign on as a Healthy Hampshire partner on behalf of my community?

The Chief Elected Official for your community will need to sign a “Participant Agreement Form” for the Collaborative for Educational Services to submit along with the application due December 13, 2021. Depending on your community’s form of government, this may be a mayor, town administrator, or town manager.

What will be required of my community if we sign on as a Healthy Hampshire partner?

Historically, signing on as a Healthy Hampshire partner has required a fairly low level of commitment. At a minimum, we meet with key representatives from each of our partner communities at least once per year. However, your community’s level of commitment is likely to be largely self-guided and based on your community’s level of interest in working on specific projects and initiatives with Healthy Hampshire.

Since we have limited staff hours to dedicate to our work relative to the number of communities we partner with, we typically do not have active projects in all of our partner communities at all times. If awarded Mass in Motion funding during the upcoming funding cycle, Healthy Hampshire would love to explore regional initiatives that touch as many of our partner communities as possible. However, what those regional initiatives will be and the level of commitment involved for each community remain to be seen. As always, we are committed to engaging partner community leaders and residents directly in project planning as we gain more information.

Why should I attend the Healthy Hampshire/Mass in Motion Partner Information Session and Planning Meeting?

The Healthy Hampshire/Mass in Motion Partner Information Session will be an opportunity to learn more about what you can expect from partnering with us. Now that the RFR has been released, we will extend another invitation to a Planning Meeting on a to-be-determined date that will serve as an opportunity for you to

share your own vision for partnership with Healthy Hampshire.

I thought my community was already a Healthy Hampshire community.

Why do we have to sign on again?

The existing Mass in Motion program grant will expire on June 30, 2022. Due to the restructuring of the program and Healthy Hampshire/the Collaborative for Educational Services' plan to apply as a lead applicant, we will need your community to officially sign on as a partner whether or not your community is currently partnering with Healthy Hampshire or has partnered with Healthy Hampshire in the past.

How can I help others understand the benefits of signing on as a Healthy Hampshire partner?

Healthy Hampshire staff would be more than happy to meet with any relevant committees or municipal staff to share more about this opportunity. We would very much appreciate your help with lining up these opportunities to meet with municipal decision-makers. To set up a meeting, email Caitlin Marquis at cmarquis@collaborative.org.

If you and/or your community has already worked with Healthy Hampshire we invite you to fill out this [brief 3-question survey](#) to help us better communicate the benefits of partnership with potential new partner communities.

What are social determinants of health and what do they have to do with this opportunity?

Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and

age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. SDOH have a major impact on people's health, well-being, and quality of life. Examples of SDOH include:

- Safe housing, transportation, and neighborhoods
- Racism, discrimination, and violence
- Education, job opportunities, and income
- Access to nutritious foods and physical activity opportunities
- Polluted air and water
- Language and literacy skills

SDOH also contribute to wide health disparities and inequities. For example, people who don't have access to grocery stores with healthy foods are less likely to have good nutrition. That raises their risk of health conditions like heart disease, diabetes, and obesity—and even lowers life expectancy relative to people who do have access to healthy foods.

Just promoting healthy choices won't eliminate these and other health disparities. That is why DPH asks Mass in Motion applicants to focus on interventions that affect the social determinants of health. These types of interventions have greater capacity for impact compared to traditional public health approaches that target individual behaviors.

What are policy, systems, and environmental (PSE) changes and what do they have to do with this opportunity?

According to the MA Department of Public Health:

- **Policy** change includes the passing of laws, ordinances, resolutions,

mandates, regulations, or rules. Government bodies (federal, state, or local), park districts, healthcare organizations, worksites, and other community institutions (schools, jails, daycare centers, etc.) all make policies.

- **Systems** change involves changes made to the policies, processes, power structures, and relationships within an organization that determine how resources and services get distributed. Systems change can also be implemented across organizations.
- **Environmental** change is an actual transformation of the physical environment, and creates the most lasting change that can impact our behavior when paired with sustainable systems and policy improvements. Environmental change can be as simple as installing bike signage on already established bike routes or as complex as sidewalk installation and pedestrian friendly intersections to promote walking and biking among all citizens.

The MA Department of Public Health asks Mass in Motion initiatives to focus on policy, systems, and environmental (PSE) changes because these types of changes make healthy choices practical and available to all residents in a sustainable way. Where we live affects how we live—we can't make healthy choices if those healthy choices aren't available to us. PSE changes shape the physical environments that impact our behavior. By making changes to laws and rules and shaping environments, communities can go beyond providing programs and services to create long-lasting conditions so people can eat better and move more where they live, learn, work, and play.

What is the Leading with Race and Racism framework?

Due to the role structural and systemic racism plays in determining people's health and shaping opportunities for health and wellbeing, Mass in Motion uses practices that are collectively known as "Mass in Motion's Leading with Race and Addressing Structural Racism Framework". These practices, based on racial equity principles, are how funded community grantees and their partners will identify and implement change strategies. Leading with Race practices include:

1. Identifying residents who experience inequities (those with lived experience) and engaging with them to determine how they are impacted and what solutions would work in their communities,
2. Prioritizing policy and practice solutions based on these lived experiences,
3. Collaborating with residents with lived experience and people working in a variety of sectors and across municipal government and community-based organizations, and
4. Implementing policy and practice change strategies with partners in ways that consider and address unintended consequences.

Mass in Motion leads explicitly but not exclusively with race and recognizes both that there are other identities that have led to marginalization and that racial inequities also exist in communities that are largely White. The Leading with Race and Addressing Structural Racism Framework is broadly applicable to identifying who experiences inequities in a community and why inequities exist, and ensuring these voices are part of

decisions that are made. This framework also encourages communities with mostly White populations to understand and question why this is the case. Mass in Motion helps funded community grantees and their partners build capacity to implement the Leading with Race and Addressing Structural Racism Framework and sustain use of the practices.

Are there other opportunities to get involved with the work of Healthy Hampshire?

Yes! Healthy Hampshire is working on multiple initiatives throughout Hampshire County and the Hilltowns. These include:

- **The Hampshire County Food Policy Council:** We are developing a countywide governance structure to work on improving the Hampshire County Food System. Council meetings will be open to all, and we expect there to be ample opportunity to get involved as a member. We aim to launch the council in late October of 2021. If you would like to stay up-to-date on the launch, please fill out our quick and easy [survey](#).
- **Redesigning Power Structures:** This countywide initiative has a goal of creating more inclusive public and private governance systems through organizing and training with cities, towns, organizations, and underrepresented residents. If you would like to learn more about how you and/or your community can get involved with this initiative, please email Talya Sogoba at tsogoba@collaborative.org.
- **Healthy Aging/Walkable Hilltowns:** Healthy Hampshire partners with Hilltown

Community Development and WalkBoston to provide guidance to Hilltown communities on how to promote walking in the Hilltowns through the creation of walking maps, policies, and infrastructure changes. If you would like more information about this program, please email Clarke Bankert at sbankert@collaborative.org.