FPN Report to Florida Health Funders for 2019

Florida Philanthropic Network is once again pleased to provide an annual recap to the FPN Health Funders that have invested in their collective work for 2018 that was extended through 2019. The report consists of the following items in reverse chronological order:

- FL Philanthropic Network Report to Florida Health Funders
  - Annual Evaluation Report, March 2020
  - Attachments
    - FHF Presentation: “How will Census 2020 Impact Florida’s Health Funders?”
    - Shared Learning Document: Census 2020
    - Shared Learning Document: Behavioral Health
    - Share and Learn Summary
    - 2020 FHF Meeting at the FPN Summit, Speaker Bios

On behalf of Eileen Coogan, FHF Chair; Randy Schied, Vice Chair; and, Shelley Robertson, FPN Health Funders Consultant and Evaluator, it is FPN’s pleasure to submit this report for FPN Health Funders.

Robert (Bob) McFalls, President & CEO
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Introduction

Florida Health Funders was formed in 2013 as a member affinity group within Florida Philanthropic Network (FPN) to offer FPN members an opportunity to interact and connect with others who share an interest in supporting health-related issues, organizations, and needs throughout Florida. Members include private independent foundations, private family foundations, community foundations, and corporate grantmakers.

The Florida Health Funders member affinity group has developed a new strategic action plan to engage health grantmakers throughout Florida in more intentional and impactful ways. The Florida Health Funders’ ad hoc Strategic Directions Work Group spent considerable time planning in 2017 and decided to focus on two efforts: promoting shared learning and conversation among its members and developing a leadership voice with the vision of becoming a trusted credible voice that informs public policy at the local, regional, and state level. In December 2017, FPN received grant dollars from eight funders to implement the work of the Florida Health Funders in these two areas.

This document summarizes the progress of the group from January 2019 to February 2020 (post-summit); please see the prior report for work completed between fall 2017 and December 2018. This is the final annual evaluation report. Because this report is intended for members of the Florida Health Funders’ ad hoc Strategic Directions Work Group and the funders supporting the work, no additional background is provided.

Timeline

Figure 1 on the next page provides the activities completed to move forward on each of the two goals. As shown, each goal was addressed during the last year. “Shared learning” activities are in blue while “Developing a leadership voice” activities are in green. In addition, the ad hoc Strategic Direction Work Group continued to meet to share information and plan the work of the affinity group. In 2019-2020, key stakeholders identified two highlights:

1. Consistent shared learning. This year, there was a shared learning schedule, combining webinars with written materials.
2. Endorsement of the dental access bill. On the recommendation of the Florida Heath Funders, the Florida Philanthropic Network board endorsed the dental access bill. Board endorsement of legislation had not occurred in the prior few years.

Following the graphic is a description of the activities.
Figure 1: Activities by strategic goal for January 2019 through February 2020

Description of Activities

Webinar – Grantmaking to improve health outcomes: How to assess evidence and find programs that work
The session began with a discussion of funders’ goals for using evidence and how this influenced strategies (such as to obtain or award funding or ensure effectiveness), followed by a panel discussion of how three funders use evidence (Allegany Franciscan Ministries, Children’s Services Council of Palm Beach, and the Patterson Foundation). The webinar concluded with a presentation of the technical issues around assessing evidence such as validity and levels of evidence. The webinar also provided resources such as evaluation guides, clearinghouse names, and sites to find research summaries.

State Health Improvement Committee (SHIP)
FPN’s President secured a seat on the State Health Improvement Committee (SHIP) for Florida Health Funders. The FHF Chair, in consultation with the FPN President, will consult and appoint the individual to represent FPN/FHF on a biennial basis. The SHIP sets out goals for Florida’s public health system, which includes a range of stakeholders, such as state and local government agencies, health care providers, employers, community groups, universities and schools, nonprofit organizations, and advocacy groups. The Department of Health used a collaborative planning process to foster shared ownership and responsibility for the plan’s
implementation, with the goal of efficient and targeted collective action to improve the health of Floridians. There are eight priority areas: health equity; maternal and child health; immunizations; injury, safety and violence; healthy weight, nutrition, and physical activity; behavioral health, which includes mental illness and substance abuse; sexually transmitted diseases (STDs), which includes other infectious diseases; and chronic diseases and conditions, which includes tobacco-related illnesses and cancer.

**Pre-summit affinity meeting, 2019**

The pre-summit affinity meeting began with a presentation on the 2018 accomplishments of the Florida Health Funders and updates, followed by a presentation on Breathe Free Florida, a tobacco initiative that focuses in changing local policy. Chair Johnette Gindling gave a presentation on the potential for a Medicaid block grant waiver and possible actions, and invited funders to participate in pooled funding. Randy Scheid presented the Florida Dental Therapy Bill; members asked for more information before making a recommendation that FPN endorse the bill. Finally, Scott Darius from Florida Voices for Health and Angie Nixon from SEUI Florida gave a presentation on the collaborative effort to put Medicaid expansion on the ballot in 2020.

**Webinar – How will Census 2020 impact Florida’s Health Funders?**

The session began with a presentation from Sabeen Peraiz, Executive Director of Florida Nonprofit Alliance, on the potential impacts of Census 2020 on health in Florida, followed by two staff members sharing how their foundations are working to improve an accurate count. Joni James, Chief Impact Officer at the Foundation for a Healthy St. Petersburg, presented why the foundation chose to engage in the issue and how the foundation is participating in the local complete count committee; she also shared their strategies around awareness and access. Natalie Castellanos, Director, Policy and Public Affairs for Health Foundation of South Florida, described why and how the foundation is participating in pooled funding, sitting on complete count committees in their service area, and promoting participation by nonprofit partners. Finally, attendees discussed other ways that funders are involved in promoting an accurate count and ideas for getting involved.

**Shared learning document - Census 2020**

Although the Census 2020 webinar was for FHF members, the information shared was relevant to all of Florida’s funders. Therefore, the FHF disseminated a brief that summarized the key points of the webinar, provided examples of how foundations can make a difference in ensuring an accurate count, and included helpful resources. The document was distributed at a Census 2020 convening and made available to all FPN members through the newsletter and on the FPN website.
Support for the dental therapy bill
The Florida Health Funders have been following this issue since a presentation at our affinity group meeting at the 2019 FPN Summit. Following substantial research, the Health Funders brought this issue to the FPN board and the board supported FPN and the Health Funders in joining the Floridians for Dental Access coalition, which is the vehicle for support of dental therapy legislation.

What’s on the agenda for the 2020 Legislative Session?
On December 11, speakers from the Florida Nonprofit Alliance, Florida Blue, and Health Foundation of South Florida provided a preview of the upcoming legislative session and presented on how funders incorporate policy into their work.

Shared learning document – Behavioral Health
This document has shared the behavioral health efforts of some Florida Health Funders members. The goal is to provide examples of tangible actions funders can take to address behavioral health issues. Florida Blue Foundation, Gulf Coast Community Foundation, and Space Coast Health Foundation all agreed to share examples of their work. A link to the document was shared in a newsletter and also posted on the Florida Health Funders portion of the Florida Philanthropic Network website.

Pre-summit affinity meeting, 2020
The 2020 pre-summit affinity meeting had two parts. In the first section, participants shared what was on their reading list. (A common theme was equity.) Participants also completed a brief sheet of something they had to share with their colleagues and something they would like to learn from their colleagues. See the Appendix for the list. In the second part, speakers from the Florida Blue Center for Health Policy, AARP, and BayCare Health System responded to three moderator questions as well as participants’ questions. Moderator questions included “What are the driving forces in Tallahassee and DC? (e.g., what has lawmakers’ attention and what is the current environment);” “Given a broad definition of health, what are the top two to three health issues in the legislature this year?” and “What are the top two to three issues your work is focused on this year?” Participants and panelists discussed the outlook for Medicaid expansion as well as the potential for engagement in behavioral health. For next steps, attendees wished to opt into in-person and/or virtual discussions around specific issues (e.g., Medicaid expansion, health equity) hosted by Florida Health Funders members.

In addition, the ad hoc Steering Direction Work Group met five times
Planning Grant Deliverable Status

Figure 3 provides a snapshot of the planning grant deliverable and status as of February 29, 2020. As shown, FPN has achieved four of the five planning grant deliverables and has achieved half of the final deliverable; the only step remaining is to hire staff, but for now the committee is being staffed consistently by the same consultant.

Figure 3: Planning grant summary

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Status as of February 29, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Complete an environmental scan</td>
<td>Completed and submitted with the December 2018 report.</td>
</tr>
<tr>
<td>2. Develop the three-year logic model</td>
<td>Completed and submitted with the December 2018 report.</td>
</tr>
<tr>
<td>3. Begin to implement the model: promoting shared learning and developing a leadership voice</td>
<td>Activities occurred to implement both areas of focus, including webinars, white papers, in-person shared learning, endorsement of the dental access bill, and legislative updates.</td>
</tr>
<tr>
<td>4. Conduct in-person and virtual meetings to begin next steps identified at the pre-summit meeting</td>
<td>Two in-person and ten virtual meetings have been conducted to complete the next steps.</td>
</tr>
<tr>
<td>5. Secure funding commitments for the implementation phase and hire staff</td>
<td>Staff was not hired; instead, a consultant supported the ad hoc strategic work group.</td>
</tr>
</tbody>
</table>

What Worked and What Didn’t

Key stakeholders identified what worked and what didn’t for the past 12 months. As noted earlier, having a structured learning agenda and the learning process of endorsing legislation worked well this year. In addition, key stakeholders mentioned the consistent engagement of the planning group members and having staff to support the work. As to what did not work as well this year, key stakeholders mentioned the low attendance at shared learning webinars and finding the right way to engage on policy (the initial effort to collaborate around a tobacco prevention effort did not garner any support). As to what the group learned this year, stakeholders noted the desire of members to build relationships, learn from one another, and share resources. Prior year evaluations also documented the importance of having the affinity group staffed and the difficulty of finding the right approach to developing a leadership voice.
Figure 4: What worked, what didn’t, and what we learned

<table>
<thead>
<tr>
<th>What worked</th>
<th>What didn’t</th>
<th>What we learned</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Structured learning agenda</td>
<td>- Low attendance at webinars</td>
<td>- Desire to build relationships, share, and learn</td>
</tr>
<tr>
<td>- Endorsing legislation</td>
<td>- Policy effort (breathe free)</td>
<td></td>
</tr>
<tr>
<td>- Consistent engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Staff support</td>
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</tbody>
</table>

Conclusions and Recommendations

In 2017, Florida Health Funders underwent a strategic planning process and decided to focus on two efforts: promoting shared learning and conversation among its members and developing a leadership voice with the vision of becoming a trusted credible voice that informs public policy at the local, regional, and state level. Implementation began in January 2018 and the planning grant deliverables were met. Frequent activities occurred throughout 2018, 2019, and into 2020, including shared learning through webinars and products and legislative updates and discussions.

Recommendations:

1. Continue to staff Florida Health Funders to keep work moving forward.

2. Develop a series of shared learnings in 2020, focusing on written materials and opt-in sessions hosted by members on topics of interest (e.g., Medicaid expansion, behavioral health, and health equity).

3. Support any policy efforts that evolve from opt-in sessions.

4. Continue to promote relationship building among members.

5. Discuss how to best use the research fund as a method to develop a leadership voice.
Attachments

- Webinar slides – *Grantmaking to improve health outcomes: How to assess evidence and find programs that work*
- Webinar slides – *How will Census 2020 impact Florida’s Health Funders?*
- Shared learning document - Census 2020
- Shared learning document – Behavioral health
- Share and learn summary
- 2020 pre-summit Affinity meeting speaker bios
Grantmaking to improve health outcomes:
How to assess evidence and find programs that work

Florida Health Funders
Shared Learning Session
January 16, 2019
Agenda

Welcome, Johnette Gindling, Chair, Florida Health Funders

I. Strategy first: what is your goal for using evidence?

II. Panel discussion: goals and approaches

III. Technical issues

IV. Resources

Adjourn
A word about definitions
STRATEGY FIRST: WHAT IS YOUR GOAL FOR USING EVIDENCE?
If your goal is....

• To obtain federal funding
  – Confirm the definition being used
  – Use registries and literature reviews

• To ensure program effectiveness (what works)
  – Find prior evaluations
  – Registries, clearinghouses, literature review, grey literature
Goals (continued)

• To ensure overall approach effectiveness (what works)
  – Research what strategies work
  – Then find programs that use those strategies
  – Find evidence for programs, if it exists

• Others?
PANEL DISCUSSION: GOALS AND APPROACHES
Panelists

• Eileen Coogan, Allegany Franciscan Ministries
• Beth Duda, The Patterson Foundation
• Randy Palo, Children’s Services Council of Palm Beach County
Panel Question #1

• What is your organization’s goal for using evidence?
TECHNICAL ISSUES
How to assess evidence quality
or
My Cousin Vinny

• Internal and external validity are the basis of evidence quality
  – How well did we rule out other explanations?
  – Will this work elsewhere? With other populations?

• Internal validity: randomized controlled trials, quasi-experimental, AND other approaches

• External validity: multi-site studies, studies with multiple populations
Levels of Evidence from the Social Innovation Fund

• Preliminary: one study, pre and post tests
• Moderate: multiple studies, balance internal and external validity
• Strong: multiple studies, high internal and external validity
Shortcuts

• Meta reviews
• Body of research / accepted theory
• Clearinghouses
Panel Question #2

• How has your organization approached gathering and assessing evidence?
Consider

• Effectiveness: Were the outcomes the outcomes that we want?
• Transferability: Will the program work with our population and in our context?
• Feasibility: Can we implement it as designed?
• Sustainability: What are the funding streams?
Panel Question #3

• What worked and what would you do/are you doing differently?
RESOURCES
Guides and Reference Material

• Social Innovation Fund Quick Guide

• Social Innovation Fund Guidance
  https://www.nationalservice.gov/sites/default/files/documents/SIF%20Evaluation%20guidance%208%205%202014.pdf

• CDC Seeking best practices: A conceptual framework for planning and improving evidence-based practices
  https://www.cdc.gov/pcd/issues/2013/13_0186.htm
Program Clearinghouses

- Washington State Institute of Public Policy
  – Includes cost benefit data
  https://www.wsipp.wa.gov/BenefitCost

- Results First Clearinghouse Database
Research Summaries

• The Cochrane Review
  https://www.cochranelibrary.com/
  https://www.cochrane.org/evidence

• US Preventive Services Task Force
  https://www.uspreventiveservicestaskforce.org/Page/Name/home
How will Census 2020 impact Florida’s Health Funders?

Hosted by Florida Health Funders

June 17, 2019
Agenda

I. Welcome and Introductions, Eileen Coogan, Chair, Florida Health Funders

II. Potential health impacts of Census 2020, Sabeen Perwaiz, Executive Director, Florida Nonprofit Alliance

III. What are Foundation’s doing?
   I. Joni James, Chief Impact Officer, Foundation for a Healthy St. Pete
   II. Natalie Castellanos, Director, Policy and Public Affairs, Health Foundation for South Florida

IV. How can funders support Census 2020?

V. Follow up & next steps

Building Philanthropy to Build a Better Florida
fpnetwork.org
CENSUS
FACTS, FICTION & FUNDING

JOIN FLORIDA NONPROFIT ALLIANCE & FLORIDA PHILANTHROPIC NETWORK TO LEARN ABOUT ALL THINGS CENSUS 2020
Our Vision
Building Philanthropy to Build a Better Florida.

Our Mission
To Promote, Develop and Advance Philanthropy in Florida through our Values of Leadership, Inclusion, Collaboration, Learning and Integrity.
Decennial Census results are essential to the equitable and prudent distribution of federal program dollars to states and local areas.

300 federal programs geographically allocate over $800 billion a year based on census derived statistics.

Florida is slated to gain 2 seats.
Why do we need to care?

- Equal political representation
- Rural/Urban
- State budget
Why local governments have a vested interest in the Census

**Political Power**
- Census is constitutionally mandated for re-apportionment of Congress
- Census results are used for Redistricting at national, state, and local levels.

**Money/Economic Impact**
- In 2016 alone, alone received 44 Billion through 55 federal programs guided from the 2010 Census
- A third of Florida’s state budget comes from Federal aid and Census data
Why do we need to care?

- Florida is home to large numbers of traditionally hard-to-count groups, including Hispanics.
- Nearly 30 percent of Floridians who speak a language other than English at home.
Why do we need to care?

Five grant programs administered by the U.S. Department of Health and Human Services (HHS) use the Federal Medical Assistance Percentage (FMAP), based on the 2010 Decennial Census population count.

The five FMAP-guided programs are:

- Medicaid
- Children’s Health Insurance Program
- Title IV-E Foster Care
- Title IV-E Adoption Assistance
- Child Care and Development Fund
Why do we need to care?

- SNAP
- Highway planning and construction
- Federal Pell Grant
- National School Lunch
- Temporary Assistance for Needy Families
- Section 8 Housing Voucher
- Special Education Grants to States
- Head Start
Why do we need to care?

- Policy & Advocacy research, along with every other major data set is calibrated from the Census baseline number. This includes research done by the commercial sector.
- 2010 Census- 10% of children were not counted, over 2 million, mostly children of color.
- School Boards, City Councils, Irrigation Committees all drawn from Census results.
- Grantmakers will not be able to make up the funding lost due to an inaccurate count.
This translates to dollars

- Florida missed $946 per person in FMAP programs in 2010
- Just an additional 1% undercount in 2010 would result in $178 million loss in funding
- Florida received more than $29.3 billion (FY 2015) in federally allocated dollars based on the state’s Census 2010 count
In previous censuses, the **primary method** of responding to the census was to receive a questionnaire in the mail...complete it and mail it back.

**HOWEVER, for the 2020 Census, the INTERNET is the primary method** for households to self respond.
Internet Access at Home

• During 2013-17, **17.3% of Florida’s households had either no home internet subscription or dial up-only**, according to the latest American Community Survey estimates.

• **6.4% of the state’s households had a cellular data plan only** (which may be costly to use for non-essential services).
Secondary ways of responding to the 2020 Census

- **Toll-free number**
  - At any time, people can call our Census Questionnaire Assistance centers and get help completing their Census on the Internet...OR
  - Households can complete their Census with over the telephone

- **Traditional questionnaire** (can be requested via the toll-free number)

- Non Response Follow Up operation
  - Enumerators visit the household to conduct the interview
Based on the latest census estimates, approx. 15% of Florida's current population (or 2,957,657 people) in hard-to-count neighborhoods
Some HTC Indicators

- Persons at or below poverty
- Persons receiving public assistance, disability, or SSI
- Concentrations of minority groups, immigrants, linguistically isolated communities, migrant workers
- Areas with high concentrations of low educational attainment (no high school diploma)
- 5% or more who speak a language other than English at home
- Single parents
Some Additional HTC Indicators

- Young children
- Concentrations of renters
- 40% or more households did not participate in previous decennials
- Seasonal or campground areas used for permanent residences
- Scattered mobile homes
- High crime areas
- Neighborhoods with hidden housing units
- Grandparents raising grandchildren
Key Dates

- 2018: Regional Census Centers Opening
- 2019: Opening field offices
- 2019: Complete Count Committees established
- 2020: Census Day April 1, 2020
Complete Count Committees

- Identify target market segments and bring in community leaders to create and distribute locally tailored messages.
- Bring together experts from diverse sectors who are willing to bring their network and assets to the table and who can execute.
- Include local voices!
- Leverage existing message delivery methods that meet audiences where they are.
What next?

- How is your organization raising awareness?
- Have you connected with your local count committee?
- Are you interested in holding Census workshops in your community?
Resources

Hard To Count Map
https://www.censushardtocountmaps2020.us/

For Grantmakers:
The Funders Census Initiative, part of Funder’s Committee for Civic Participation:

Join the FCI Working Group:
https://funderscommittee.org/join-group/?group=Fund+Initiative+2020&groupid=4

For All:
How Philanthropy is working with States & Cities for the GOTC campaign:

Every Person Counts: Why the Census Must be Rescued: by Gary D. Bass, Antonia Hernández, Barbara Picower and Darren Walker

Letter to the U.S. Department of Commerce: signed by over 300 philanthropic leaders opposing the addition of a citizenship question to the decennial census
Questions

Geula Ferguson
geula@fpnetwork.org

Sabeen Perwaiz
sperwaiz@flnonprofits.org
WHY WE’VE ENGAGED

- Conversion foundation created when Bayfront Medical Hospital was sold in 2013.
- Mission: To end differences in health due to social or structural disadvantages to improve population health.
- Our work focuses on improving Social Determinants of Health through systems change.
- Multiple systems depend on Census for funding and data.
- Accurate Census will mean healthier community.
HOW WE’VE ENGAGED

• We believe multi-sector, collaboration is the ideal agent for social change.

• Complete Count Committees, by design, are multi-sector collaborations.

• Starting in 2018, we began encouraging local officials to initiate a county CCC and shared that we would support its work through our philanthropy.

• Educated others in community about Census structure.

• Established relationship with the Census staff assigned to our region.

• Agreed to lead the Pinellas County CCC’s “Undercount Committee,” a rebranding of Census’ hard-to-count language.
STRATEGIES

• Awareness building + planning through end of 2019.

• Pledged matching funds for local coalition seeking national foundation dollars.

• Ideas for funding in 2020:
  • Mobile computer tablet units that can be deployed in communities with low Internet penetration.
  • Communications campaign that informs individuals they can request a paper survey.
  • Augmenting traditional public access spots (i.e. libraries, schools or government buildings) with other locations to provide residents a place to complete Census.
  • Incentive events (giftcards) provided to residents in lower-count communities.
How Census 2020 will impact health funders—Florida Philanthropic Network webinar
June 17, 2019
OBJECTIVES

- Explain why Census 2020 is a priority for Health Foundation of South Florida
- Describe our efforts to support Census 2020 in Miami-Dade and Broward Counties
- Support statewide collaboration
  - Offer support to any partners interested in getting involved and
  - Connect with partners already working on census outreach
Our mission is to invest in and be a catalyst for collaborations, policy and systems change that improves the health of South Florida communities, with a focus on vulnerable, low to moderate-income populations.

Established in 1993, Health Foundation of South Florida has awarded over $125 million to nonprofits providing programs and services in Broward, Miami-Dade and Monroe Counties.
Census is “upstream”
- Accurate data
- Funding
- Representation

Census is mission-aligned
- Low-income and vulnerable populations have been historically undercounted
- Hard-to-Count populations in Florida
  - Foreign-born residents
  - Low-income households
  - Households with children under 5

**WHY CENSUS 2020?**
### Comparing Florida & California In-State Census 2020 Outreach Funding

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Florida</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>State funding</strong></td>
<td>0</td>
<td>State Census office with <strong>$100.3 million</strong>, plus an additional <strong>$54 million</strong> from the governor’s office.</td>
</tr>
<tr>
<td><strong>Statewide philanthropic funder pool</strong></td>
<td>0</td>
<td><strong>$30 million</strong> to date for gaps in hard-to-count areas</td>
</tr>
<tr>
<td><strong>Regional philanthropic funder pools</strong></td>
<td>Miami-Dade Counts Funder Collaborative <strong>$380,000</strong> committed for re-granting</td>
<td>San Diego/Imperial Counties raising <strong>$3 million</strong> pooled fund supporting small CBOs with less restrictive reporting requirements</td>
</tr>
<tr>
<td><strong>County/municipal funding</strong></td>
<td>Yes, but unconfirmed amounts at this time</td>
<td>Allocated from state; may be some county funding allocations</td>
</tr>
<tr>
<td><strong>Total in-state funding supporting Census 2020</strong></td>
<td>To be determined...</td>
<td>At least <strong>$187.3 million</strong></td>
</tr>
</tbody>
</table>

**WHY CENSUS 2020?**

Source: census.ca.gov/
TIMELINE

- Present-September 2019: Outreach and coordinating with Counties, philanthropic organizations, and community-based organizations
- April 1, 2019: Census Bureau press conference and local events (Miami-Dade & Broward), coordinated social media campaign with philanthropic partners
- June 2019-June 2020: Leading and participating in outreach effort, including mostly grantmaking, education, communications, coalitions
- March 2020: Census cards mailed to all households
- April 1, 2020: Census Day
- June 2020: End of Census 2020
Our Role in Broward County

- **Broward County** Census 2020 Complete Count Committee
  - Co-chairing Hard-to-Enumerate Subcommittee
  - Coordinating meetings
  - Setting agenda
  - Supporting communications and outreach efforts of County Complete Count Committee
    - E.g., $20,000 committed from Health Foundation of South Florida and Broward Community Foundation for messaging for hard-to-enumerate
  - Engaging philanthropic and nonprofit partners
    - Participate in County effort
    - Support census outreach and communications
Miami-Dade Counts funders collaborative

- Grantmaking
  - $380,000 committed so far to regranting pool
  - RFPs go out later this summer
  - Grant period Oct. 2019-June 2020
- Collaborating on communications
- Supporting outreach
- Advocacy
- Engaging County Census Task Force as needed

OUR ROLE IN MIAMI-DADE COUNTY

Source: Miami Foundation
WHAT CAN YOUR ORGANIZATION DO?

**EDUCATE**
Share tools and resources with your grantees to encourage nonprofit get-out-the-count efforts in your community.

**FUND**
Provide support to existing and new grantees for get-out-the-count efforts and/or invest in local, statewide pooled funding efforts.

**ADVOCATE**
Encourage local/regional government leaders to form complete count committees to raise awareness about the census and increase participation. Recommend nonprofit representatives engaged with hard-to-count communities to serve on the committees.

**CHAMPION**
Communicate the importance of the census and participation. Report any potential disinformation campaigns seeking to reduce participation in the census to the platform involved.

**PROMOTE**
Provide information about census bureau job opportunities on your website and to your grantees and other networks to encourage hiring from within hard-to-count populations.

**PARTNER**
Collaborate with nonprofits that represent hard-to-count populations to ensure that their voices are heard, and if available, join a funder learning community.

**CENSUS 2020 WHAT FUNDERS CAN DO**

Source: Michigan Council on Foundations
HOW WILL CENSUS 2020 IMPACT FLORIDA’S HEALTH FUNDERS?

On June 17, 2019, the Florida Health Funders (FHF), an affinity group of Florida Philanthropic Network hosted a webinar titled, How will Census 2020 impact Florida’s health funders? Although the webinar was for FHF members, the information shared is relevant to all of Florida’s funders. Therefore, we are pleased to offer this brief summarizing the key points of the webinar, sharing how foundations can make a difference in ensuring an accurate count, and providing helpful resources.

Key Points

• **THE CENSUS DRIVES POLITICAL POWER**
  The Census is constitutionally mandated for re-apportionment of Congress; Census results are also used for redistricting at the national, state, and local levels. For example, school boards, city councils, and event irrigation committees are all drawn from Census results.

• **THE CENSUS DRIVES FEDERAL, STATE, AND LOCAL FUNDS AND RESOURCES**
  In 2016 alone, Florida received $44,000,000,000 through 55 federal programs, funding determined by the 2010 Census count. Programs include highway planning and construction, the national school lunch program, Head Start, Federal Pell grants, Medicaid, and the childcare development fund. Any undercount has a federal funding reduction to Florida for the next ten years. A third of Florida’s state budget comes from Federal aid based on Census data. Government and businesses use census numbers to locate schools, plan transportation, and site other infrastructure.

• **AN ACCURATE COUNT REALLY COUNTS**
  Florida is home to large numbers of traditionally hard-to-count groups, and a change in the way the census is administered (from just mail and over the phone to primarily online) will likely exacerbate the undercount. Florida’s grantmakers will not be able to make up the funding lost due to an inaccurate count. If the data are wrong, there will be inequitable distribution of resources for basic community needs, such as education, food and income security, health care, housing, transportation, and much more until the next census – in 2030.

Getting Involved is as easy as 1, 2, 3

1. **Is your foundation raising awareness?**
2. **Have you connected with your local complete count committee?**
3. **Are you interested in holding Census workshops in your community?**

Resources

We’ve listed two great places to start below, however, reach out to Geula Ferguson (geula@fpnetwork.org) or Sabeen Perwaiz (sperwaiz@fnonprofits.org) to learn more and get involved.

- Florida Health Funders Census 2020 webinar slide decks: https://www.fpnetwork.org/resources/how-will-census-2020-impact-florida-s-health-funders
- Florida Philanthropic Network’s Census 2020 resource page: https://www.fpnetwork.org/census-2020

FOUNDATIONS CAN MAKE A DIFFERENCE

The good news is that Foundations can make a difference. The Health Foundation of South Florida and the Foundation for a Healthy St. Petersburg are two funders working to ensure an accurate count.

Health Foundation of South Florida: Coordination, Awareness, and a Funder’s Collaborative

The Health Foundation of South Florida decided to make a difference for two reasons: (1) the Census is an “upstream” public health effort, driving issues such as funding, representation, and providing accurate data used by businesses, government and foundations to make decisions and determine community needs and (2) the Census is mission-aligned with the Foundation’s desire to impact health of, and serve, residents who have low-incomes. The Foundation’s strategies include:

- Coordinating with Counties (including participating on Complete Count Committees), philanthropic organizations, and community-based organizations to ensure a complete count.
- Promoting press and local events, as well as implementing a coordinated social media campaign with philanthropic partners.
- Leading and participating in grantmaking.

For example, in Broward County the Foundation is a member of the Census 2020 Complete Count Committee and leads the Hard-to-Enumerate Subcommittee. The Foundation is also engaging philanthropic and nonprofit partners to fund research, lead communications, and support local complete count efforts being led by municipalities and grassroots organizations. In Miami-Dade, the foundation is participating in a funders collaborative led by The Miami Foundation that will be distributing nearly $500,000 to support census outreach targeting Miami-Dade’s historically undercounted communities and census tracts.

The Foundation for a Healthy St. Petersburg: Advocacy, Awareness, and Grantmaking

At the Foundation for a Healthy St Petersburg, work focuses on improving Social Determinants of Health through systems change. Since multiple systems depend on the Census for funding and data, starting in 2018, the foundation began encouraging local officials to initiate a county complete count committee and offered to support the committee’s work. Other strategies include:

- Educating others in the community about how the Census works and helping partners – nonprofit, government and other funders – understand what role they can play locally.
- Establishing relationship with the Census staff assigned to the region.
- Agreeing to lead the Pinellas County CCC’s “Undercount Committee” (a rebranding of Census’ hard-to-count language).
- Awareness building and planning.
- Pledging matching funds for local coalition seeking national foundation dollars.
Florida Health Funders, an affinity group of Florida Philanthropic Network, has prepared this document to share the behavioral health efforts of some of its members. The goal is to provide examples of tangible actions funders can take to address behavioral health issues. Behavioral health is a term that encompasses both mental illness and substance use disorders and that includes promoting well-being through prevention or intervention. Many foundations use definitions that reference emotional, psychological, and social well-being. In short, much like physical health, the topic is broad.

Florida Blue Foundation, Gulf Coast Community Foundation, and Space Coast Health Foundation all agreed to share examples of their work. Notable is that all three funders focus on partnerships—often with non-traditional partners—as a key strategy, as well as innovative approaches.

**Florida Blue Foundation:** Investing in Innovation

Florida Blue Foundation has invested—and will continue to invest—in a wide range of behavioral health efforts with two goals. First, to create synergy with Florida Blue by developing complementary programming and second, to identify innovative solutions at the community level. Examples include:

- **SPECIAL INITIATIVE ON OPIODS & SUBSTANCE ABUSE**
  This project provides services to overdose survivors, including peer recovery services, rehabilitative yoga, outpatient treatment, and residential treatment. The project has built system capacity by developing Peer Recovery Specialists, training yoga instructors, and training practitioners in SBIRT (a screening tool). At six months, readmission rates among those served were 31%, compared to an estimated 70-80% for those not served.

- **EARLY LEARNING COALITION OF ORANGE COUNTY GRANT**
  This grant will enhance mental health supports in early childhood programs. The project will provide early childhood teachers and childcare providers evidence-based mental health supports to improve workplace wellness, leading to better outcomes for the early childhood staff and the children and families they serve.

- **FLAGLER HEALTH CARE FOUNDATION, INC. GRANT**
  This grant will provide text-based counseling services to almost 3,000 youth in partnership with Crisis Text Line. Texters are connected to live, trained Crisis Counselors who deescalate the situation, link the texter to Flagler Health+ Care Connect, connect them to school resources and community providers, and schedule follow-up care.

**Gulf Coast Community Foundation: A Systems Approach**

Gulf Coast Community Foundation approached behavioral health by posing the question: what is the most impactful way to intervene? In order to answer that question, in partnership with Charles & Margery Barancik Foundation, Gulf Coast commissioned a research scan of mental health services in Sarasota County for young people up to age 24. After reviewing the findings with key community stakeholders, recommendations were made to effectively transform the system of care, resulting in Here4Youth (www.here4youth.com/).

Charles & Margery Barancik Foundation and Gulf Coast Community Foundation convened the process and are providing technical resources and support while the Sarasota County Department of Health and Central Florida Behavioral Health Network are partners in oversight and planning. The Behavioral Health Stakeholders Consortium provides input into plans and products. A core planning group of service users and service providers meets to establish direction, coordinate activities, and review progress. Six work teams, including members from the core planning group and additional stakeholders, make specific recommendations for systems change. The work continues to evolve as the Foundation continues to convene and research.

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**How common is heavy or binge drinking among Florida adults?**

<table>
<thead>
<tr>
<th>All adults</th>
<th>Non-Hispanic whites</th>
<th>Hispanics</th>
<th>Non-Hispanic blacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>19%</td>
<td>16%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Florida children who have experienced a major depressive episode*

**11%**

**30%**

**Florida children who have received treatment**
The Foundation's approach is to promote wellness and mental health not by focusing on funding a list of programs but by ensuring that people's needs are met early, often, and holistically. Jennifer Johnston, Senior Community Investment Officer, notes that behavioral health is a thread that runs through many conversations staff of the Foundation have, whether those conversations are with law enforcement, schools, or providers. For foundations wishing to get started in this area, she has two recommendations 1) convene non-traditional partners and 2) harness the capacity of existing experts and leaders in your region.

### Space Coast Health Foundation: Convening and Partnering

Space Coast Health Foundation is known for its innovative behavioral health programming and for its wide range of partners in these efforts, including the school system, government, outpatient and inpatient providers, 2-1-1, higher education, law enforcement, and criminal justice. Three examples that highlight partners, innovation, or both:

- **THE MEET AND GREET**
  
  For the last four years, the Behavioral Health Task Force met monthly. However, the group recognized that there were more stakeholders to bring to the table and more collaboration that could occur. One strategy? The Meet and Greet. The Task Force created a list of behavioral health stakeholders and the Foundation extended an invitation; attendance almost doubled between the first and second event. The goal is simple: provide a place to build relationships as a first step in collaboration. The effort has already sparked conversations, new collaboration, and brought new people to the table.

- **MULTI-SECTOR PLANNING GRANT**
  
  The Foundation is a partner on a multi-sector planning grant to develop strategies to improve the accessibility and effectiveness of treatment services for adults who have a mental illness, substance use disorders, or co-occurring disorders, and who are in, or at risk of entering, the criminal justice system.

### TRANSPORTATION ASSISTANCE

The Foundation invested in a transportation pilot which is just ending its first year. By listening to partners, the Foundation found that extra-long bus rides, missed buses, and automobile breakdowns were keeping clients from keeping appointments. The Foundation contracted with Circulation which uses Uber or Lyft to provide rides to appointments. If clients are having trouble making appointments, they are offered the service at registration. Since implementation of the pilot, there has been a reduction in missed appointments. Now that the pilot is ending its first year, the Foundation will be analyzing outcomes such as course of treatment and recidivism.

### Among those with a serious mental illness, who receives treatment?

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<tr>
<th></th>
<th>Non-Hispanic Whites</th>
<th>Hispanics</th>
<th>Blacks</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>73%</td>
<td>62%</td>
<td>54%</td>
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Johnette Gindling, President/CEO of Space Coast Health Foundation, suggests as a first step that foundations convene behavioral health providers, consumers, and/or advocacy groups to learn what is happening in their community and where there are gaps. Funders should build from that starting point as each community has very different resources and assets. Michael Corley, consultant to the Foundation, notes that creating a collaborative must be an intentional process where the organizers don’t arrive “with the answer” and truly desire to create trust and input over a period of time from those participating. This is usually a slower but deeper process. Throughout, however, there should be specific actions taken to keep the participants engaged and allow them to recognize that their participation has resulted in a tangible accomplishment.

### Next Steps

Funders interested in learning more should plan to attend the in-person affinity group meeting at FPN's 2020 Statewide Summit on Philanthropy. One agenda item will focus on shared learning around behavioral health. The meeting will take place from 3:15 to 4:45 pm ET on February 12, 2020, the first day of the three-day summit.

Introduction

Florida Health Funders (FHF) was formed in 2013 as a member affinity group within Florida Philanthropic Network (FPN) to offer FPN members an opportunity to interact and connect with others who share an interest in supporting health-related issues, organizations and needs throughout Florida. On February 13, 2020, FPN’s Florida Health Funders met for a pre-Summit meeting where participants shared what was on their reading list, what they had to share with other funders, and what they would like to learn from other funders. This document summarizes those three items. Feel free to reach out to your colleagues!

I. On my reading list

A Gentleman in Moscow
Charlemagne the God-Black Privilege
Doce Cuentos Peregrinos
Falling Upward (Richard Rohr)
Healing the Nation (Wellbeing Trust)
Just Mercy
Leaders Eat Last
Lost Children’s Archive
Never Split the Difference (Chris Voss)
Originals
Simon Sinek
Talking to Strangers
The Energy Bus
The Power of a Positive Team
The Water Dancer (Coates)
Unleash Different
Zora & Langston.
II. Something to share, something to learn

<table>
<thead>
<tr>
<th>Name</th>
<th>Like to learn</th>
<th>Have to share</th>
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</thead>
<tbody>
<tr>
<td>Natalie Castellanos</td>
<td>Whether they are supporting any policy issues. If yes, which ones and how (grantmaking? Advocacy? Communications? Etc.). I'd like to connect with funders interested in Medicaid expansion</td>
<td>Our new strategic goals—looking forward to sharing in-person!</td>
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<tr>
<td>Health Foundation of South Florida</td>
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<tr>
<td><a href="mailto:ncasteallnos@hfsf.org">ncasteallnos@hfsf.org</a></td>
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<tr>
<td>Kimberly Allen</td>
<td>How others are measure, tracking and sharing their impact.</td>
<td>We are transitioning to a new, more focused strategy.</td>
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<tr>
<td>Florida Blue Foundation</td>
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<td><a href="mailto:kimberly.allern@floridablue.com">kimberly.allern@floridablue.com</a></td>
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<tr>
<td>Randall Russell</td>
<td>What context data are funders using to understand their impact in improving health? Who are focused on healthcare or healthcare access and why? Who are focused on Social Determinants of Health and why?</td>
<td>The five-year journey of the Foundation for a Healthy St. Petersburg and how we got to Race Equity as our only focus to improve population health.</td>
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<td>Foundation for a Healthy St. Petersburg</td>
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<td><a href="mailto:randy@healthystpete.foundation">randy@healthystpete.foundation</a></td>
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<tr>
<td>Melodie Griffin</td>
<td>What other funders are using for CRM and cloud-based grants management. Is it Salesforce? What process did they utilize to implement it organization wide?</td>
<td>We’re nearing the launch of our Wellbeing Network - an online, go-to resource for education, motivation, and real-life stories featuring the seven dimensions of wellbeing. The Wellbeing Network is a way for the community at large to access resources, education and information offered at the Center for Health &amp; Wellbeing.</td>
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<tr>
<td>Winter Park Health Foundation</td>
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<td><a href="mailto:mgriffin@wphf.org">mgriffin@wphf.org</a></td>
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<tr>
<td>Name</td>
<td>Like to learn</td>
<td>Have to share</td>
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<tr>
<td>Patrick McNamara</td>
<td>How you are approaching behavioral health given your local context and that of state/nation?</td>
<td>We will soon have a white paper finalized on lessons learned thus far from our place-based initiative called Healthier Together. This is a five year look back as well as preparation for the next five years.</td>
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<tr>
<td>Tony Caravajal</td>
<td>How their work intersects with persons with disabilities.</td>
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<td>Upendo Shabazz</td>
<td>Proven programs to address infant mortality in the African-American community; interest in doula's for pre-natal care.</td>
<td>Working with local government in place-based initiatives</td>
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<tr>
<td>Daniel Gibson</td>
<td>Building supportive partnerships with local and national foundations. Engaging other foundations in co-investing in successful projects.</td>
<td>Advocacy models and economic development programs for black entrepreneurs.</td>
</tr>
<tr>
<td>Angelika Schlanger</td>
<td>How to evaluate health education program. How do you teach behavioral changes, not just perception?</td>
<td>We worked with a CRA-funded community garden and farm to bring fresh produce to food deserts across Broward County. The collaboration involved city, county, and non-profits.</td>
</tr>
<tr>
<td>Johnette Gindling</td>
<td>Behavioral health funding</td>
<td>Dental care, behavioral health</td>
</tr>
<tr>
<td>Agnes Farris</td>
<td>Any focus on behavioral health and particularly on the wellbeing of healthcare professionals in behavioral health</td>
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<tr>
<td>Name</td>
<td>Like to learn</td>
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<td>Delquanda Turner Smith</td>
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<td>Foundation for a Healthy St Petersburg</td>
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<td><a href="mailto:elquanda@healthystepete.foundaition">elquanda@healthystepete.foundaition</a></td>
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</table>
Presenter Bios

**Keri Eisenbeis**

Keri is the vice president of Government and Community Relations at BayCare Health System, a leading not-for-profit organization comprised of 15 hospitals and hundreds of other locations throughout Tampa Bay and central Florida regions. Keri leads government relations, community benefit, research, grants, and communications. Prior to her current position, Eisenbeis was the director of government relations, ambulatory care and advocacy at St. Joseph’s Children’s Hospital. Before joining BayCare, Eisenbeis served as the deputy director for Congresswoman Kathy Castor (D-FL) working on health policy, federal appropriations and grants. Eisenbeis completed a bachelor’s degree in international relations at Emory University and a master of law at Washington University in St. Louis, School of Law. She sits on several local boards, including the Tampa YMCA Governance Board, the Homeless Leadership Board of Pinellas, the Athena Society, and the Family Healthcare Foundation.

**Jeff Johnson**

As AARP Florida State Director, Jeff Johnson leads a team of staff, volunteers, allies, and members across the state to fight for and equip Floridians to choose how they live as they age. Jeff has worked with AARP Florida since 2000 and has served as state director since 2010. Florida is the second-largest state for AARP members and is a key launching pad and testing ground for new projects because of its diversity and importance as a national bellwether. Whether working on policy at the local, state or federal level or testing new models of engaging members of the public on issues that matter to the 50+ population and their families, if there’s something interesting happening in the field of aging, it’s likely happening in Florida, and AARP Florida is probably involved. Jeff is a proud lifelong Floridian. He was raised in Jacksonville, graduated Phi Beta Kappa from Wake Forest University, and holds a Master of Divinity degree from Emory University’s Candler School of Theology.
Kelly James

In his role as Director of the Florida Blue Center for Health Policy, Kelly leads the review and analysis of health care topics and regulations to identify policy and operational impacts. He has been engaged in Florida Blue’s efforts to implement the Affordable Care Act (ACA) since the law was passed in March 2010. He participates in industry workgroups to provide input on the impacts of health care reform provisions to regulatory agencies. He represents Florida Blue at external events to provide relevant information on health policy topics to various audiences. Kelly holds Bachelor and Master of Business Administration degrees from the University of North Florida, and is certified as a Project Management Professional (PMP) by the Project Management Institute (PMI).