Advocating for the Consumer in Health Coverage: Funding Opportunity Webinar

August 13, 2014
ALL COLORADO KIDS ARE FIT AND HEALTHY
- Childhood obesity rate will decrease to 10%
- Children’s fitness levels will meet appropriate standards

ALL COLORADANS ACHIEVE STABLE, AFFORDABLE AND ADEQUATE HEALTH COVERAGE
- 95% of Coloradans will have health coverage
- Underinsured Coloradans reduced to 4%

ALL COLORADANS ACHIEVE HEALTH WITH SUPPORT FROM A NETWORK OF PRIMARY HEALTH CARE AND COMMUNITY SERVICES
- Reduce the number of days Coloradans are kept from doing usual activities due to poor physical or mental health to 2 days per month

STRATEGIES
- CREATE HEALTHY EARLY CHILDHOOD SETTINGS AND SCHOOLS
- CREATE HEALTHY COMMUNITIES
- CHOOSE, USE AND MAINTAIN ADEQUATE COVERAGE
- ADDRESS COST AND AFFORDABILITY
- SUPPORT COMMUNITY HEALTH
- STRENGTHEN PRIMARY CARE DELIVERY
- EMPOWER INDIVIDUAL HEALTH ENGAGEMENT

Refined TCHF Goals and Strategies
## Health Coverage: Goals and Strategies

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<tr>
<th>Goal</th>
<th>Strategies</th>
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<tr>
<td>All Coloradans achieve stable, affordable and adequate health coverage</td>
<td>• Support Coloradans in choosing, using and maintaining adequate health coverage</td>
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<td>• Address health care costs and affordability to ensure coverage expansions are sustained over time</td>
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Why Change Our Approach

- Transitioning to private foundation status
  - Can no longer earmark lobbying funds
- Created a 501(c)(4) advocacy organization
- Implementation of federal and state health reforms
  - Affordable Care Act
Strategy Development Stages

Research
- Engaged Spark Policy Institute, Tanya Beer and Pilar Stella
- Literature review
- Engaged key stakeholders and TCHF staff in interview

Plan
- Convened cross-functional workgroup
- Engaged Colorado policy funders
- Conducted six scenario planning focus groups with key stakeholders

Execute
- Philanthropy Committee in June
- Board in July
- Open October 2014 deadline
What We Aim to Achieve

• Goal: Public policy adequately addresses consumers’ needs regarding health insurance, access and affordability.

• Network Target: Colorado has an effective field of consumer advocates and consumers proactively influencing public policy decisions regarding health coverage and cost of care.
Policy Targets

- Building health care literacy
- Cost containment
- Convergence around delivery reform and payment models
- Protection of policy successes
Advocacy Strategy & Learning Convenings

- Biannually – November and May
- Grantees and other advocates
- Evaluation findings
- Goal: Identify current policy scenario and implications for:
  - Effective advocacy
  - Priority advocacy strategies
  - Policy targets
Grantmaking

**General Operating Grants**
- Two-year grants
- Consumer health advocacy organizations
- Targets and advocacy tactics relevant in any setting

**Program Grants**
- One- to two-year grants
- Current grantees and new partners
- Longer-term priorities emerging from convenings
- Available to grantees or non-grantees

**Rapid Response Grants**
- No deadline, off-cycle
- Existing grantees
- Shorter-term priorities emerging from convenings
- Rapid review process
General Operating Grants

- Application deadline October 15, 2014, and October 15, 2016
- Two-year grant requests
- General application with attachment
- Twenty-five percent cap on funding based on overall operating costs
- Participation in evaluation activities and convenings
General Operating Grant Criteria

• Represent consumer interests and actively engage consumer voice

• Priorities focus on one or more of the following:
  – Reducing health care costs while maintaining quality and increasing transparency
  – Building public health care and health insurance literacy
  – Supporting a healthy and competitive health insurance marketplace
  – Supporting effective models for payment and delivery reform
General Operating Grant Criteria

• Established strengths in messaging, public-will building, coalition building and advocacy skill building, including deepening the bench of advocates

• Experience engaging new and a diversity of voices in advocating for policy priorities

• Focus on equitable implementation of reform and coverage improvements that are in consumers’ interests

• Strong track record of success
Program Grants

- Application deadline June 15, 2015
  - Annually in June through 2018
- One- to two-year grant requests
- Cap on funding per grant at $100,000 (project dependent)
- Up to four program grants annually
- Criteria determined following November convening
- Open to existing grantees and non-grantees
- Call for applications/announcement on website April 2015
Rapid Response Grants

• Rolling deadline
• Criteria determined in November and May convenings
• Open to existing grantees
  – General operating and program
• Applicants encouraged to contact Erica Snow, senior program officer: ESnow@ColoradoHealth.org
• Solicited applications
Evaluation Approach
What will evaluation look like?

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<th>Grantee Progress</th>
<th>Policy Progress &amp; Policy Environment</th>
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| • Customized yearly reporting | • Data twice per year  
|                      | • Basis of Learning Convenings  
|                      | • Inform strategy and tactics  
|                      | • Rapid feedback data |
Together

Questions?