



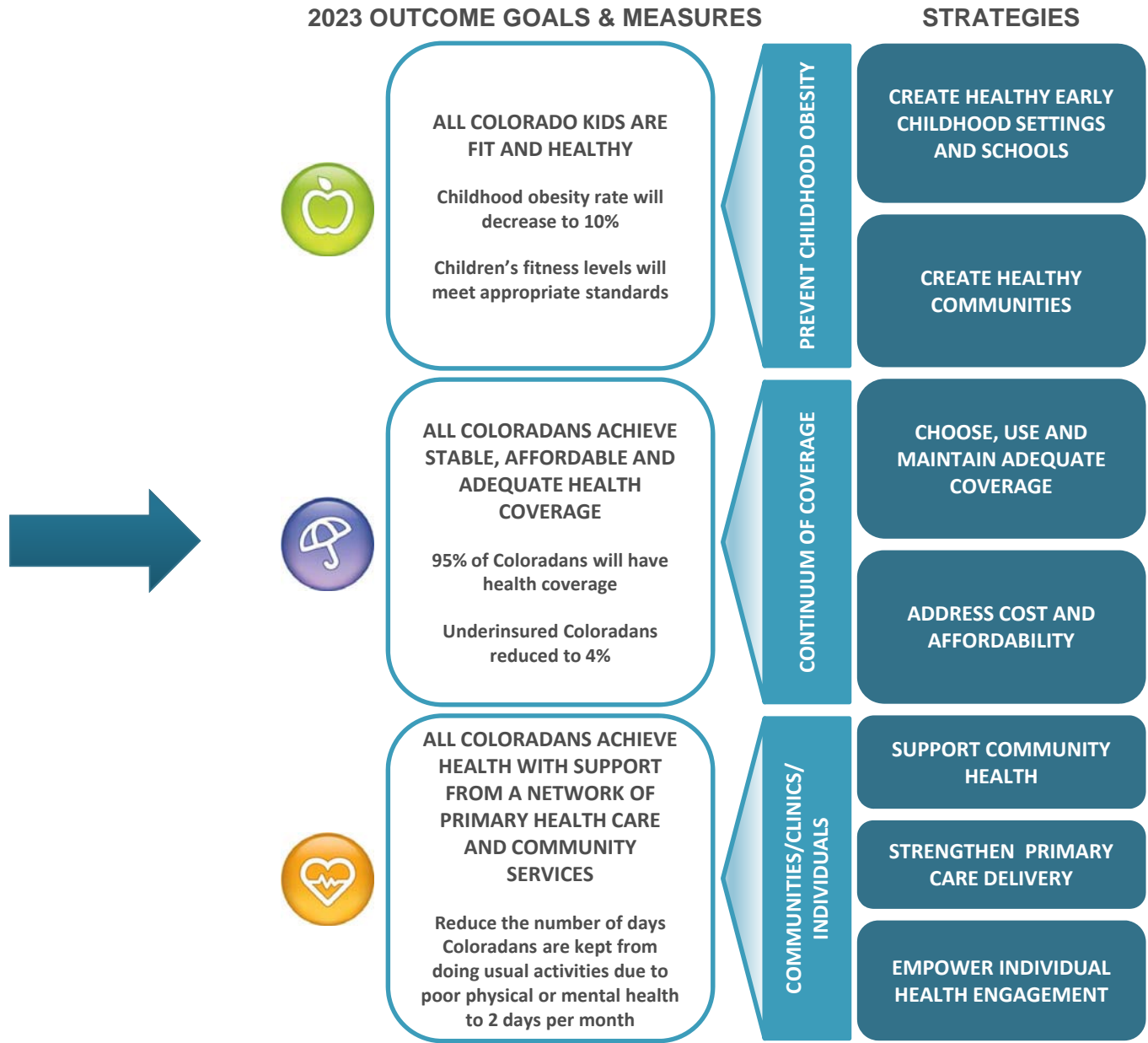
The Colorado Health Foundation™

Together

Advocating for the Consumer in Health Coverage: Funding Opportunity Webinar

August 13, 2014

Refined TCHF Goals and Strategies





Health Coverage: Goals and Strategies

Goal	Strategies
All Coloradans achieve stable, affordable and adequate health coverage	<ul style="list-style-type: none">• Support Coloradans in choosing, using and maintaining adequate health coverage• Address health care costs and affordability to ensure coverage expansions are sustained over time





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



Initiative Design



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



- Two-year grants
- Consumer health advocacy organizations
- Targets and advocacy tactics relevant in any setting



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



- 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?

Grantee Progress	Policy Progress & Policy Environment
<ul style="list-style-type: none">• Customized yearly reporting	<ul style="list-style-type: none">• Data twice per year• Basis of Learning Convenings• Inform strategy and tactics• Rapid feedback data





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Questions?