



**Healthy Communities Delaware**

*alignment. investment. impact.*

Welcome to the  
**Thriving Together through  
Shared Stewardship Series**

October 29, 2021

Governor  
John  
Carney

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# Healthy Communities Delaware



**Rita Landgraf**

Director, Univ. of Delaware Partnership for Healthy Communities  
Managing Partner, Healthy Communities Delaware

# Vision

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Healthy, safe and vibrant communities where all people are thriving



Photo: WestSide, Wilmington. Latin American Community Center.

# Healthy Communities Delaware (HCD)

## Goal:

To improve *health, well-being and equity* in Delaware communities through *alignment, investment and impact*



Healthy Communities Delaware  
*alignment. investment. impact.*

# Our Guiding Principles

To create ***healthy, safe and vibrant communities*** where ***all people can thrive***, we...

- Collaborate with communities
- Embed equity
- Mobilize across sectors
- Increase prosperity to improve health & well-being
- Invest over the long-term



Healthy Communities Delaware  
*alignment. investment. impact.*

# Goals for Today

- Share success of Healthy Communities DE partners
- Share examples of shared stewardship outside of DE
- Share opportunities to work differently, together
- Invite ongoing participation and alignment for shared stewardship



Photo: Eastside, Wilmington. Urban Acres Produce healthy food access initiative.



# What is a Steward?

- Take responsibility for working with others to create conditions that all people need to thrive
- May be affiliated with organizations or act on their own
- Have an equity orientation in regard to purpose, power, and wealth.



Photo: Eastside, Wilmington. Habitat for Humanity of New Castle County: Rock the Block Initiative







# Opportunity

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- Alignment on the vital conditions/SDOH that all people need to thrive
- Increase funding and attention to the vital conditions
- Work on vital conditions takes time and sustained investment

Photo: Eastside, Wilmington. Central Baptist CDC Community Hub Restoration Project.

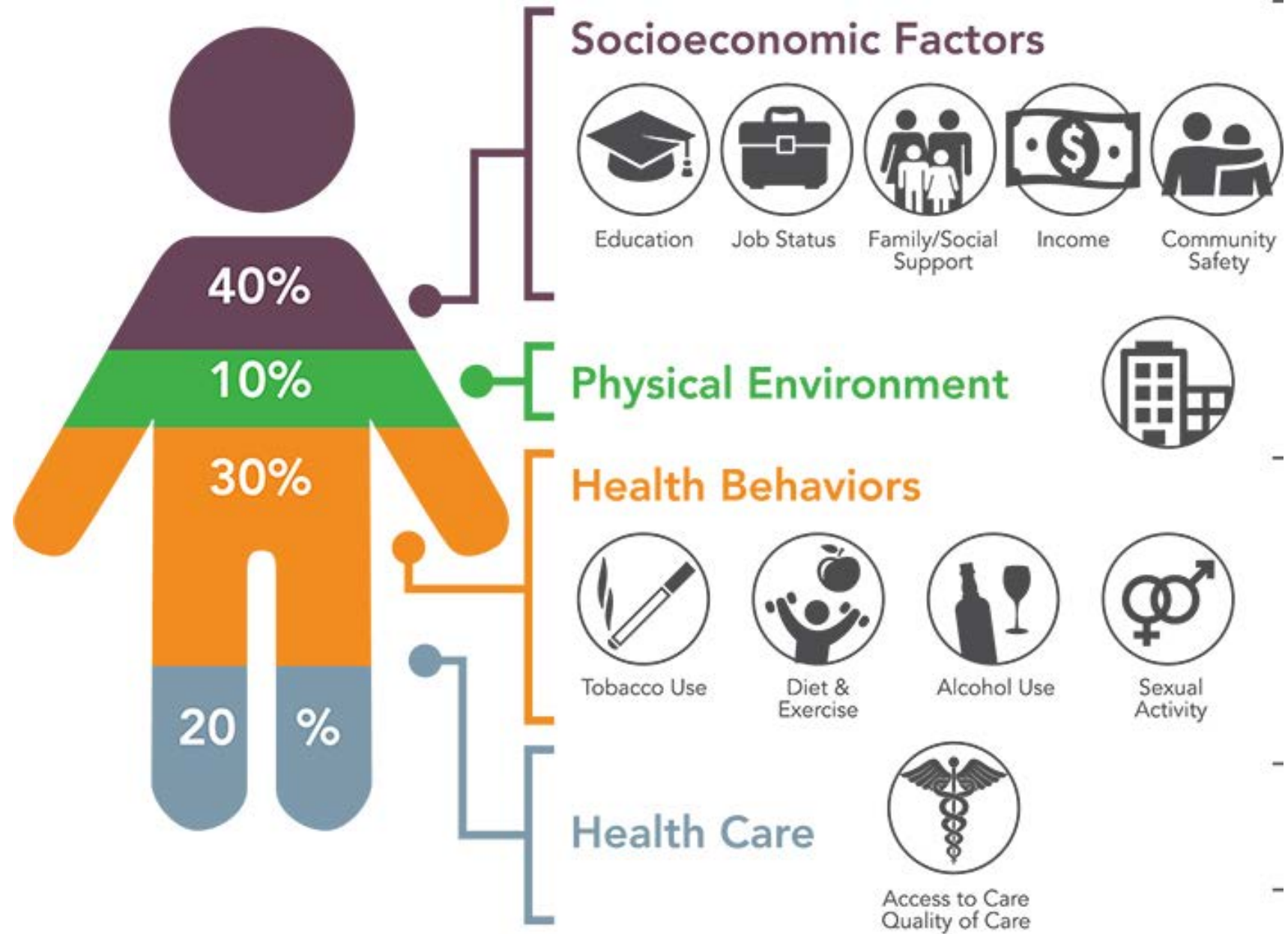
# Aligning on Place



**Dr. Karyl Rattay**

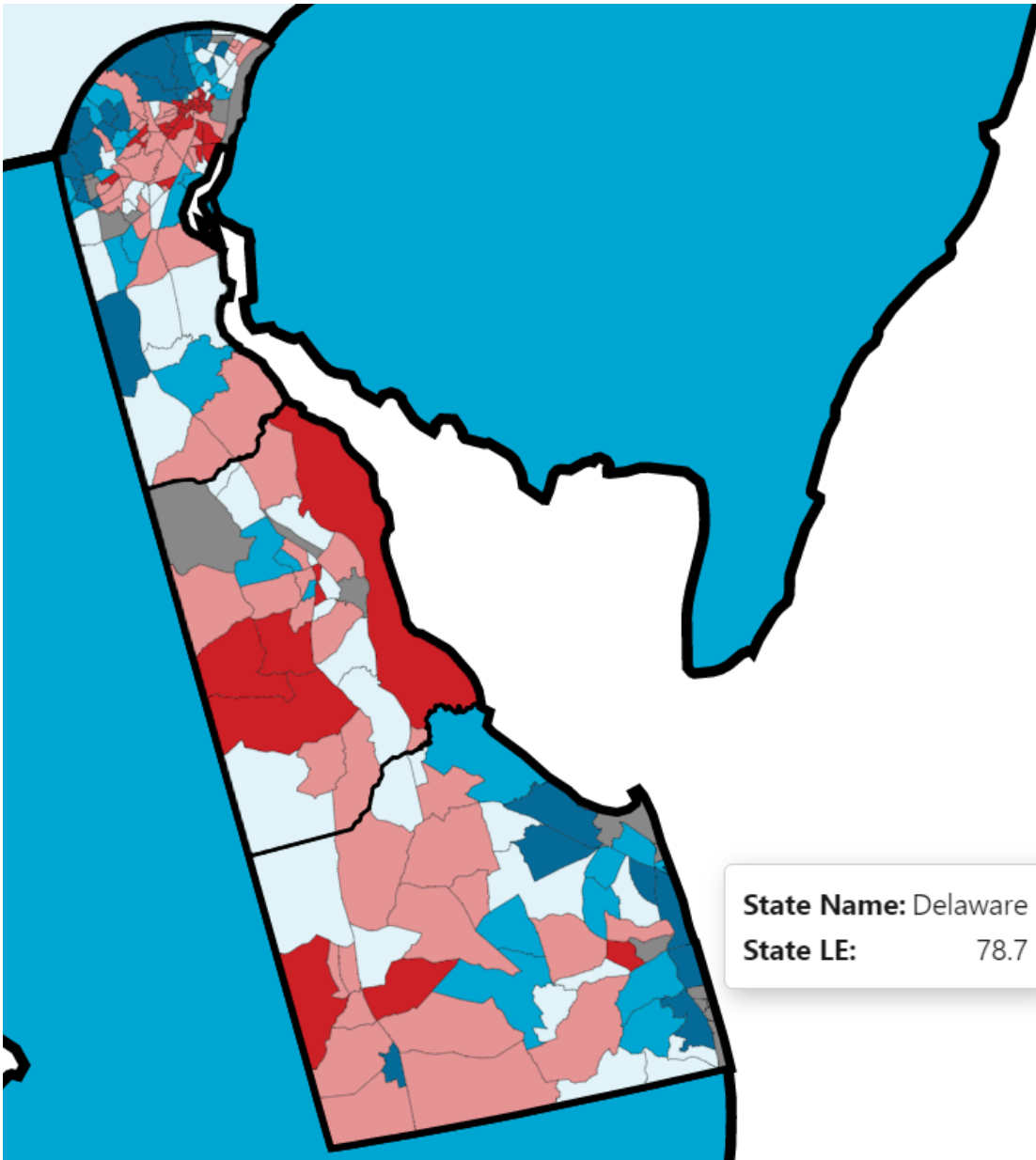
Director, Delaware Division of Public Health  
Managing Partner, Healthy Communities Delaware

# Place Matters for Our Well-Being

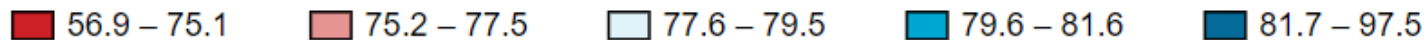


# Place Impacts Life Expectancy

- Delaware
  - High: 86.1
  - **Average: 78.7 years**
  - Low: 68.2 years
- 10 year difference between the lowest and the average
- 18 year difference between the lowest and highest



Life Expectancy at birth (Quintiles)



# Alignment: Focus on Place

## Place-based initiatives

- Cross-sector collaboration to address complex issues within a defined geographic area
- Use data to understand challenges and assets of neighborhoods
- Community-engaged planning defines priorities

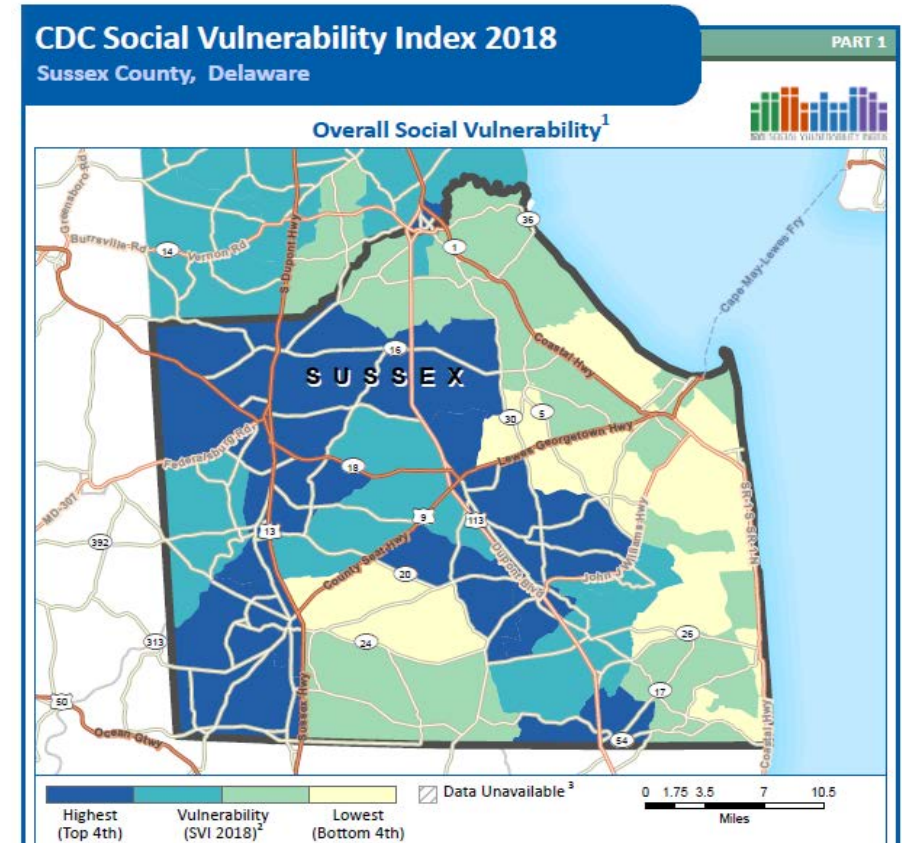


Photo: Southbridge, Wilmington. Neighborhood Plan Project.



# Defining Places of Opportunity Using CDC's Social Vulnerability Index

- There are many ways to define vulnerability and inequity
- SVI is a public health standard
- Combines 15 measures across
  - Household composition
  - Race/ethnicity/language
  - Socioeconomic status
  - Housing/transportation



Aligning on a  
Vital Conditions/  
Social Determinants of  
Health Framework

# Alignment: Vital Conditions/SDOH for Well-Being





# Poll Question

Which of these vital conditions/SDOH do you work to improve through funding or community-based work? **[pick top three]**

- Thriving natural world
- Humane housing
- Meaningful work and wealth
- Education and learning
- Reliable transportation
- Basic needs for health & safety
- Belonging & civic muscle



# Aligning Investment for Greater Impact

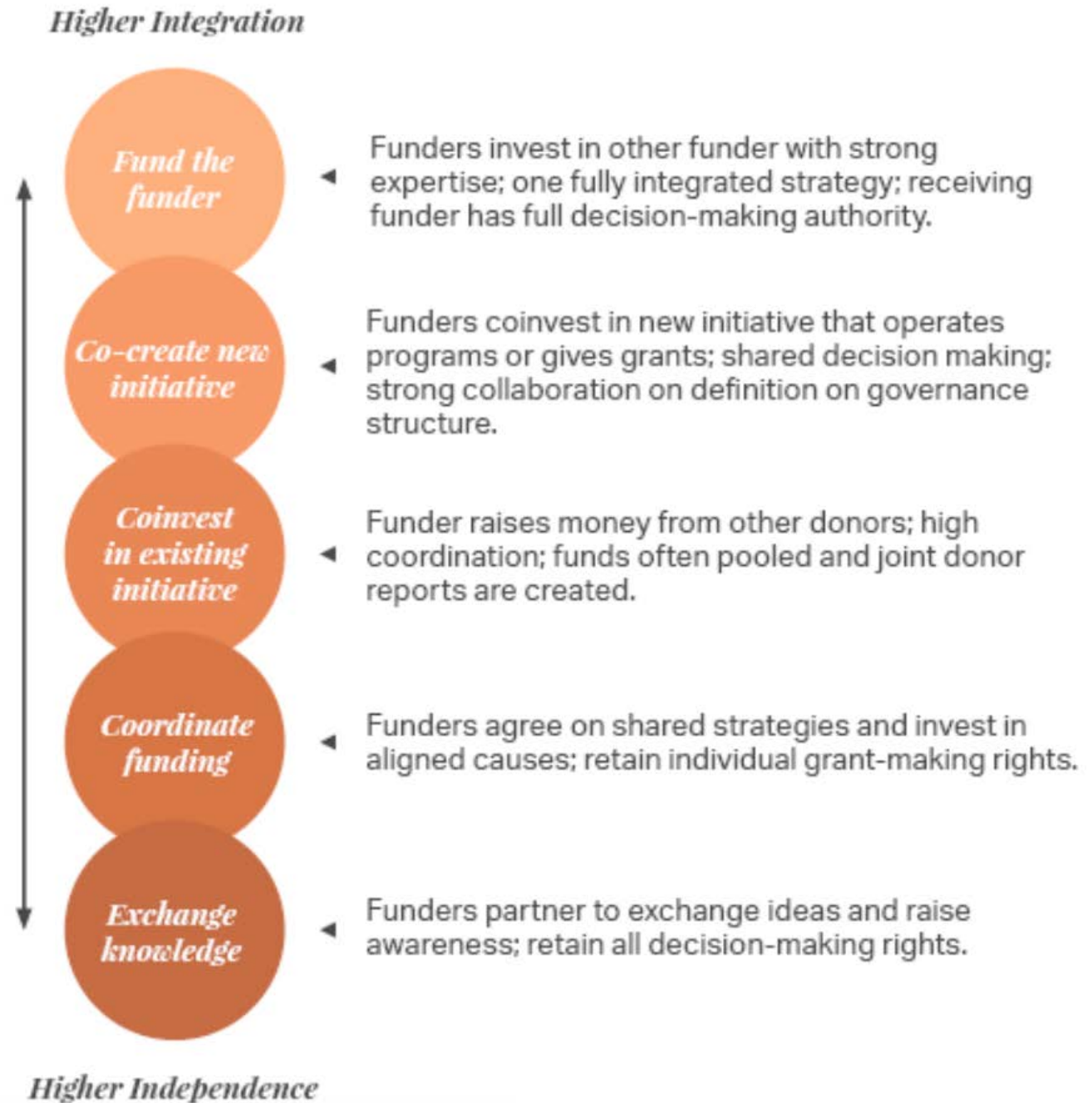


**Stuart Comstock-Gay**

President & CEO, Delaware Community Foundation  
Managing Partner, Healthy Communities Delaware

# Funder Collaboratives

- Transactional vs. transformational
- Pool or align funding against a shared set of criteria
  - Thriving communities for thriving people
  - Place (using CDC SVI)
  - Vital conditions/SDOH
- Continuum of engagement



# Benefits of Collaborative Funding

## To Grantees

- Funder endorsement
- Access to unrestricted capital
- Multi-year funding
- Larger grant sizes
- Access to more funder relationships
- Receiving more grants

## To Funders

- Learning more and forming relationships in the sector
- Funding more aligned with the scale of the problem
- Identifying grantees
- Lowering/sharing risk
- Giving more money to an issue than it's possible to do alone



# COVID-19 Strategic Response Fund

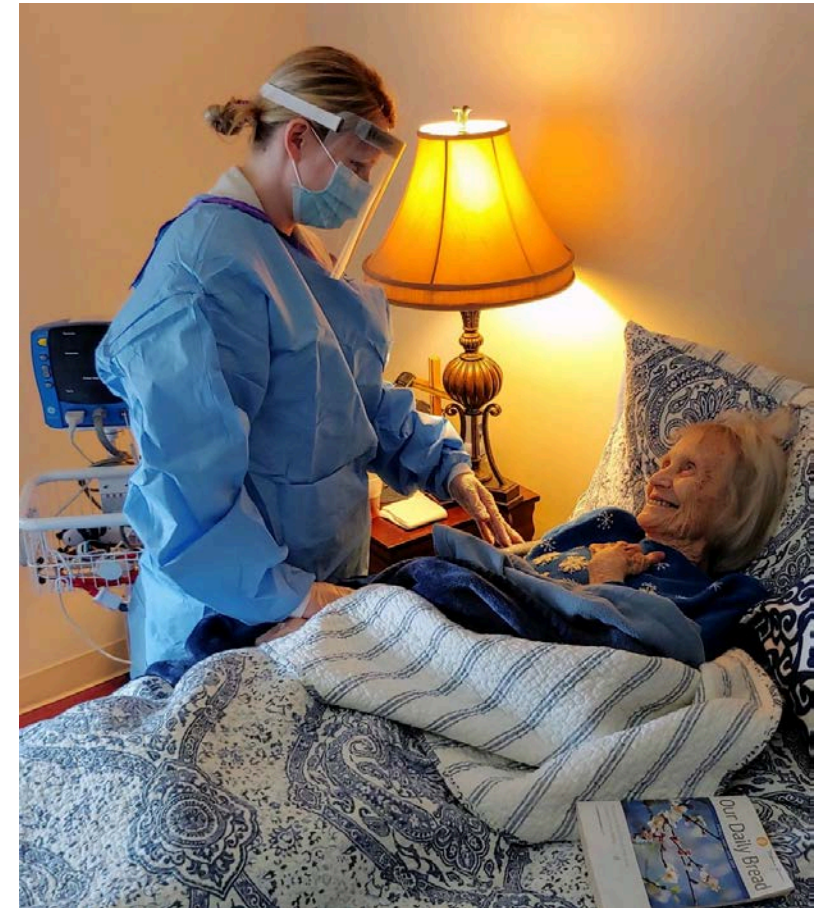
- **Collaborative Funding in Action**
  - More than 300 donors
  - Corporations, foundations, individuals, government
  - Range of gifts from \$2 to \$2 million
  - 100+ volunteers involved in review/selection process



**TOTAL RAISED: \$5+ MILLION**

# COVID-19 Strategic Response Fund

- **Community Needs Grants**
  - \$4.3M to 200+ nonprofits statewide
  - Telehealth, emergency food, housing, childcare and more
- **Vision Grants**
  - \$700K to 14 projects driving bold, systemic change
  - Leveraged additional \$2.5M+



# Celebrating Community Bright Spots



**Kate Dupont Phillips**

Executive Director, Healthy Communities Delaware

# \$1.4m Investment in Vital Conditions/SDOH



Humane Housing



Thriving Natural Environment



Basic Needs for Health & Safety



Reliable Transportation



Meaningful Work & Wealth

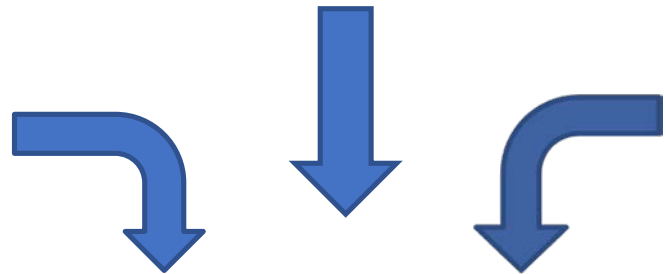


Belonging & Civic Muscle



Lifelong Learning

Aligned: \$3.3m

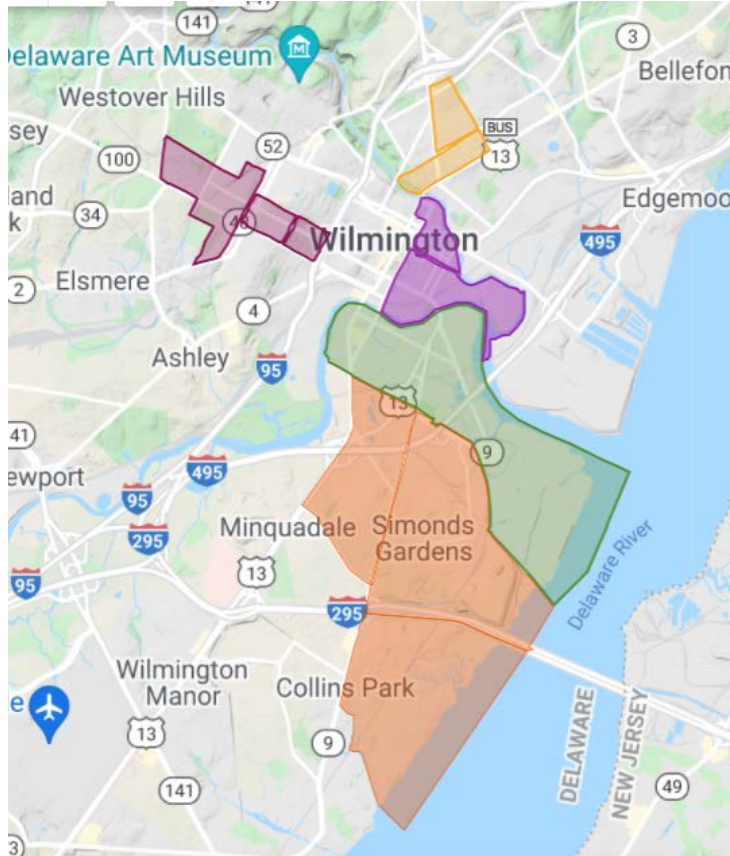


Leveraged: \$2m

Thriving People & Places



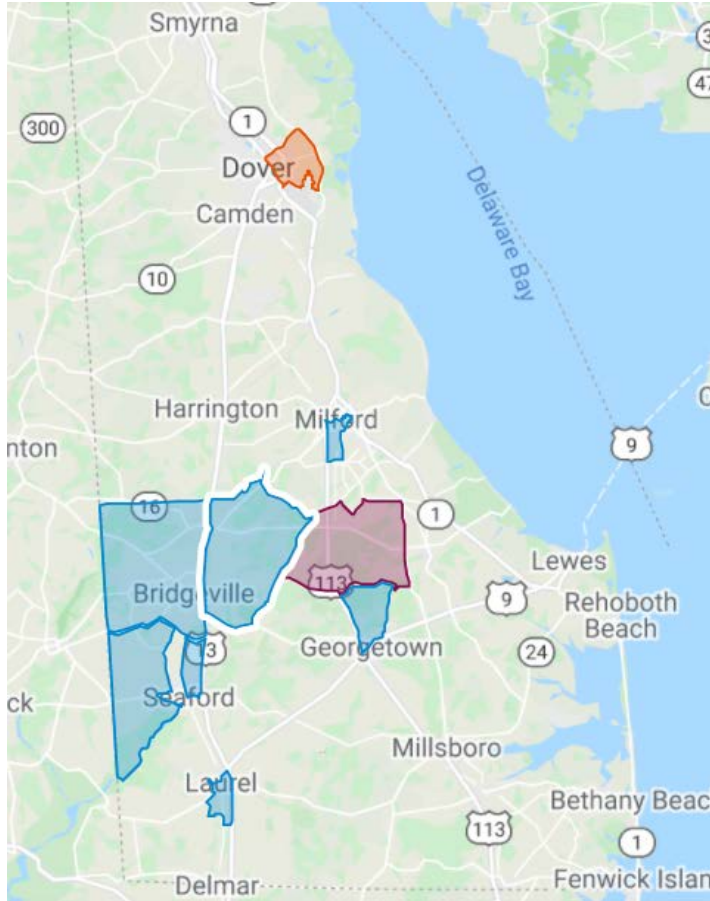
# Partner Communities



- **Eastside, Wilmington**
  - Central Baptist CDC
  - Habitat for Humanity of New Castle County
- **WestSide, Wilmington**
  - Cornerstone West CDC
  - Be Ready CDC
- **Northwest Wilmington**
  - Jefferson Street Center
- **Southbridge, Wilmington**
  - South Wilmington Planning Network
  - Southbridge CDC
- **Route 9 Corridor, New Castle County**
  - Rt. 9 Master Plan Monitoring Committee
  - New Castle Prevention Coalition
- **Spanish-speaking community**
  - Latin American Community Center



# Partner Communities: Kent & Sussex



- **Dover**
  - NCALL
- **Ellendale/New Hope Rd.**
  - Southeast Regional Community Assistance Program (SERCAP)
- **Georgetown, Seaford, Bridgeville, Laurel, Milford**
  - La Esperanza – Spanish-speaking
  - The Food Bank



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families provided internet access and computers

1 affordable housing development in progress

2 community gardens maintained

1 housing market analysis

>600 COVID-19 care kits distributed

>1400

families provided resource navigation

>300

revitalization services completed for community, homes and businesses

3 MPH students partnered with communities for practice-based learning

6 staff members employed to support community change

## 6 community needs assessments and action plans

>5000

families served healthy foods via mobile food pantries or home delivery

1 farmers market launched

1 early learning center outfitted with furniture and equipment

1 community hub gym revitalization

1 park revitalization landscape design

1 architectural plan for community center

# Leading to...thriving people and places

- Increased access to
  - Humane housing
  - Thriving natural environments
  - Basic needs for health and safety
  - Education
  - Reliable transportation
  - Meaningful work and wealth
  - Belonging and civic muscle



# Current Investment/Funding Opportunities

- Affordable housing development
- Healthy and safe homes - assessment and repair
- Restoration of landmark building as community hub
- Back office support for minority builders
- Beautification initiatives
- Park and playground revitalization
- Youth activities
- Community gardens and vacant lot maintenance
- Staff to steward implementation of community plans



# A Pathway to Working Together for Thriving People and Places

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- Collaborative funding is one step we can take now

**- AND -**

- How do we address the systems that hold BIG problems in place?
- How can we invest together over the long term?



Photo: Southbridge, Wilmington. Neighborhood Plan Project.