

**PLACE MATTERS:
2009 Goals, Roles and
Responsibilities**

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Where We Are:

- PM Teams are making progress and persevering despite a difficult fiscal climate
- Many teams are building momentum and are affecting change, BUT
- We must better document our progress
- Our funders will require accountability—from all of us—for progress

HPI is Accountable to YOU

We Will:

- Brand PLACE MATTERS and implement a national brand strategy that results in measureable improvements in awareness of the brand among key stakeholders
- Provide on-going management, support, and feedback to PM teams
- Coordinate and provide technical assistance to all teams as needed and based on resources
- Make sure you're aware of and have opportunities to help inform what we're doing!

PM Teams Must Start and Show Progress in Addressing These Benchmarks in 2009:

- Improve teams' **leadership skills** and ability to identify and respond to SDOH in their communities
- Refine **logic models** that focus upstream on SDOH
- Develop **strategic plans** consistent with logic model
- Create a **development plan** and research support for identifying potential sources of funding

PM Teams Must Start and Show Progress in Addressing These Benchmarks in 2009:

- Create a **communications plan** and strategy for implementation
- Establish **partnerships** with other community leaders, particularly in non-health sectors (e.g., business, civic, faith communities)
- Establish mechanisms for **transfer of institutional knowledge**

The Good News – We Can Help!

- WKKF has provided JC HPI with supplemental funding to go out to teams in the form of grants and additional technical assistance
- Up to \$20,000 available per team – size of grant will depend upon demand and needs.
- An RFP will be issued next week – proposals will be due May 29

PM Supplemental Grants (cont'd)

- All teams that apply will receive a grant – amount depends on resources needed to help achieve 2009 benchmarks, the quality of the proposal, and equity issues
- CARTA, HPI and the PM team will establish metrics to evaluate progress

Thank you for your outstanding work
and commitment to improving health
opportunities in your communities!