



Health and Housing Fundings' Forum

Attachment 3 – Blueprint for Action

<i>What innovative and substantial actions will deal with the obstacles and move toward our vision?</i>	
Develop a Coherent Message and Compelling Brand	<ul style="list-style-type: none"> • Create a common accessible campaign (create a story). • Identify <u>all</u> key/essential audiences (including community not affected). • Well-organized communications strategy. • Support ad PSA campaign. • Hire Frameworks to tell the new story of Housing 2.0 - <i>The Kresge Foundation, Saint Luke's Foundation, and the National Center for Healthy Housing</i> • What's our story? – <i>The McGregor Foundation to develop our story</i> • Distill current literature to fund diverse frames and messages that work. • Philanthropy needs to improve a well designed message. • Brand "Healthy Housing" and attach to national pilots. - <i>The McGregor Foundation to attach to National Pilots</i> • Develop a variety of ways to get the word out (fact sheets, videos, etc.). • Campaign focuses on news media, local, state and national.
Provide Convincing Evidence for Investing in Healthy Housing (ROI)	<ul style="list-style-type: none"> • Investment in ROI evaluation, documentation, and dissemination - <i>The Kresge Foundation, the Pew Health Impact Project</i> • Build business case with evidence and ROI metrics. • Acquaint health + housing funders with research on how best to talk about social determinants of health. • Research on existing policies and practices that work – to show ROI.
Aggregate/Manage and Make Available in User-Friendly Format Housing/Health/Etc. Data & Information	<ul style="list-style-type: none"> • One-stop info highway for all audiences - <i>Community Foundation of Greater Buffalo, Newark's Strong Healthy Communities Initiative</i> • Mapping of healthy housing investments. • Searchable database of healthy housing investment examples (by sector, geography, population, \$ amount, etc.). • Collect all information (scientific, ROI, etc.). • Develop H.H. funder database and facilitate connections - <i>The Funders Network for Smart Growth and Livable Communities</i>
Develop Engagement Strategies to Expand the Breadth and Depth of Stakeholders	<ul style="list-style-type: none"> • Engage local Community foundations and place-based philanthropy - <i>Community Foundation of Greater Buffalo, Grantmakers in Health, The Funders Network for Smart Growth and Livable Communities</i> • Expand the table (e.g., Hilton, RWJF, Macarthur). • Syndicate funding forum concept. • Recruit additional national, state, and local funders to this work - <i>Newark's Strong Healthy Communities Initiative, The Kresge Foundatio, The Funders Network for Smart Growth and Livable Communities</i>

<i>What innovative and substantial actions will deal with the obstacles and move toward our vision?</i>	
	<ul style="list-style-type: none"> • Convene national conversation – Phil and NFP’s.
Identify, Document and Disseminate Best Practices	<ul style="list-style-type: none"> • Draw from success and replicate to scale (How?) - <i>Pew Health Impact Project, Newark’s Strong Healthy Communities Initiative, National Center for Healthy Housing</i> • Pull in academia. • Develop case studies and examples of successful local implementation • Research on policies that work - <i>The Funders Network for Smart Growth and Livable Communities</i> • Public/Private Partnerships with Real Money Behind Them: <i>Pew Health Impact Project</i> • Develop H.H. Funder toolkit.
Establish a Common Fund to Capitalize Housing 2.0	<ul style="list-style-type: none"> • Public/private partnerships with real \$\$ behind them! • Create HH Social Innovation Fund. • Member commitment to co-fund join initiative - <i>Community Foundation of Greater Buffalo, Pew Health Impact Project, Saint Luke’s Foundation</i> • Promote integration as deliverable for public \$.
Implement Targeted Policy Agenda	<ul style="list-style-type: none"> • Target a few high impact policy targets (e.g., regional planning grants) - <i>Pew Health Impact Project, Policy Agenda – Pamela Shaheen, National Center for Healthy Housing</i> • Identify, recruit, and develop national political champion - <i>The McGregor Foundation, Create an Advocacy Guidebook (Healthy Housing for Dummies): National Center for Health Housing</i> • Create an advocacy guide book (healthy housing for dummies). • Identify “quick wins” on a HH pathway - <i>Newark’s Strong Healthy Communities Initiative</i> • Create a “what works” agenda for policy makers.