

MassForum 8

The Massachusetts Forum for Creating Healthier Communities

*Leading. Learning.
Communicating.*

September 2010 – June 2011

*An opportunity for
learning and positive change*

Trainings

Webinars & Online Tutorials

Technical Assistance & Coaching

Mentoring

Sponsored/Funded by:

Massachusetts Department of Public Health

The Massachusetts Regional Centers for Healthy Communities

Saint Anne's Hospital, a member of Caritas Christi Health Care

Lahey Clinic Medical Center, Burlington

Massachusetts General Hospital, Boston

Health Resources in Action, Inc.



MassForum 8

An Opportunity for Learning and Leading Positive Change

The MassForum offers community teams and individuals a unique, extended opportunity to enhance skills and learn new strategies to create healthier and safer communities.

MassForum Trainings:

Hone the Skills that Make a Difference

The MassForum training curriculum centers on eight core components. These components which are devoted to exploring ideas, enhancing skills, developing strategies, applying tools and accessing resources. They will lead to building safer and healthier communities. Trainings will be tailored to meet the needs of the participants and will be conducted by recognized national and local experts. Trainings will be conducted through face-to-face meetings, webinars, and online courses. The core training components include:

1. Understanding the Healthy Communities Approach
2. Diversity and Cultural Competency
3. Collaborative Leadership
4. Working Together for Change: Building a Sustainable Coalition
5. Community Visioning, Assessment, Action Planning, and Evaluation
6. Developing Effective Approaches to Environmental Strategies and Policy Development
7. Engaging Youth in Healthy Communities
8. Effective Communication Planning

A commitment to complete all 8 training sessions either in person or on-line and to complete assignments is required for acceptance. Complete details, including full training course descriptions and updates, are available on the web at:

www.masspartnership.org.

MassForum Webinars & Online Courses:

Learn and Improve

Readily accessible online learning opportunities for skills development and information sharing on best practices will be delivered to participating communities via webinars and online courses.

MassForum Technical Assistance & Coaching:

Support for Communities

Technical assistance and coaching will help community teams apply learned skills and strategies within their respective communities. Technical assistance and coaching will be available through the Regional Centers for Healthy Communities, the Massachusetts Partnership for Healthy Communities, and the Massachusetts Department of Public Health.

MassForum Mentoring:

Access Community Wisdom and Experience

In an effort to tap into the wisdom and experience of MassForum graduates and to help emerging healthy community groups with planning and implementation, participating communities will be matched with existing healthy community efforts through a mentoring network. This network facilitates the exchange of ideas through ongoing supportive community-to-community relationships.

MassForum 8

The goal of the MassForum is to create healthy communities throughout the Commonwealth. A healthy community is one that is continually creating and improving the physical and social environments and expanding community resources which enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential.

The Healthy Communities approach is based on a series of principles which include:

- A broad definition of health
- A broad definition of community
- Shared vision and values
- A quality of life for everyone
- Diverse resident participation and widespread community ownership
- An investment in youth leadership and development
- A focus on systems change
- Use of local assets and resources
- Benchmarks and outcomes to measure progress

These principles help guide each step of the planning process which includes the following elements:

Needs Assessment: profile population needs, resources, and readiness to address prevention needs and gaps

Capacity Development: develop community partnerships to mobilize and address needs

Planning: develop vision, mission, goals, and objectives to guide work

Implementation: select and implement evidence-based approaches to policies, strategies, programs, and practices.

Evaluation: develop, monitor, and reassess outcome measures

Cultural Competency: create strategies and services designed to meet the diversity of the broader community

Sustainability: maintain successful and effective health improvement efforts and infrastructure



MassForum 8

Who Should Apply?

Community teams of at least six to eight individuals such as an existing community partnership or collaboration.

Teams should reflect the diversity of the community they represent.

Teams should include diverse community sectors including municipal leaders, local public health officials, residents, race and ethnic groups, health care leaders, non-profit organizations, business, faith, cultural and neighborhood groups/organizations.

How Do We Apply?

Step 1. **Submit a Letter of Interest to the MassPartnership**

Submit a one page Letter of Interest with the following:

1. Name of your community
2. Names/organizations of potential team members
3. Explain why the team is interested in and ready for the MassForum
4. Name/address/phone number and email of contact person

Mail, fax or e-mail Letter of Interest to address provided.

Step 2. **Schedule a Meeting**

Upon receipt of the Letter of Interest, you will be contacted by the MassPartnership to schedule a meeting with your proposed team, MassPartnership staff, and your Regional Center for Healthy Communities to discuss the MassForum training opportunity. You will get the OK to apply and the application form at this meeting.

Step 3. **Submit Team Application**

Team applications are due to the MassPartnership office by **Wednesday, September 15, 2010**. Application forms are available at

What is the Cost?

Tuition (including training sessions, on-line courses, refreshments, supplies, handbooks, and educational materials): **\$2,000 per team**

For more information:

- Commonly asked questions:

www.masspartnership.org

Stefanie Valovic: 617-451-0049 x 534
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plee@hria.org

TTY: 617.451.0007

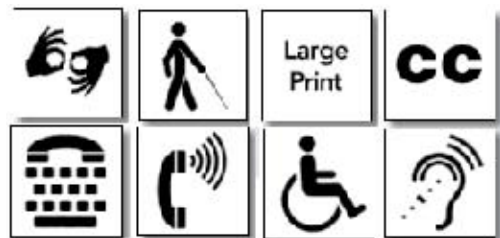
Send Letter of Interest and Application to:

Massachusetts Partnership for Healthy Communities

Health Resources in Action, Inc.
95 Berkeley Street
Boston, MA 02116

Fax: 617-451-0062

E-mail: svalovic@hria.org



Accommodations may be requested in the application.