



June 16, 2010

Dear Colleague:

I am very pleased to share with you some significant improvements at CHFWCNY that are intended to enhance our ability to achieve positive health outcomes for Western and Central NY's people and communities. These refinements fall into three categories:

1. Sharpened focus within our programmatic priorities of frail elders and children in communities of poverty and an added priority on growing community health capacity;
2. Increased effort to spread our programmatic learnings, including stronger emphasis on policy change and replication of effective programs; our revamped website is one example of this strategic change; and
3. Program staff reorganization intended to more effectively address our priorities and increase our effectiveness across both regions.

### **Programmatic Priorities**

When the Foundation began funding in 2004, we chose frail elders and children living in communities of poverty as our populations of focus for improving health outcomes. Through the ensuing five years, we worked with many of you to highlight areas for exploration, to better understand the factors affecting their care, and to make strategic investments in initiatives and projects designed to achieve positive results.

In 2009, the CHFWCNY Board of Trustees began a process to evaluate what we'd accomplished, identify the likely challenges ahead for the next five years and design a philanthropic portfolio with the greatest likelihood of having enhanced impact. The reflective look at our first five years is summarized in a report entitled [A Review of CHFWCNY Funding Activities](#), on our newly revamped website.

The result of that process is a refined recommitment to frail elders and children in communities of poverty and the addition of a third area of focus: growing community health capacity. However, as you can see below, we have sharpened the focus of our work to intensify its impact and potential for positive change. We have also highlighted the importance of evaluation, diffusion and replication of successful efforts in order to broaden the impact of our programmatic investments.

Henceforth, our programmatic priorities are as follows. More detail on each of these, including the Foundation's current projects in each of the areas, can be found on our website. In each area, we have set out a **vision** and also identified **results** which we are pursuing to achieve that vision. These guide both our programmatic investments and our measurement activities.

### **Building Blocks for Healthier Kids**

Moving forward, the Foundation's priority will be children birth to five, their families and their caregivers. Based on demographics and health indicators, our emphasis will continue to be on those young children in communities of poverty. Our hopes for these children and the results toward which we will be working are outlined below.

**Vision:** Every young child is healthy and ready to succeed in school.

**Results:**

- Children benefit from preventive health practices.
- Common childhood problems and chronic conditions are controlled.
- Children have families that support their success.
- Children live in communities that build their strengths

### **Creating Options for Dignified Aging**

Our emphasis will now be on reducing the need/demand for residential long-term care by building an "elder-competent" health system; blunting the triggers of frailty (e.g. falls, poor care transitions, medication mismanagement); strengthening community supports; and aligning policy and research with community priorities. Through these efforts, we will be pursuing the vision and results below:

**Vision:** Frailty is deferred and elders function successfully within the community with effective health care and supports.

**Results:**

- Elders secure high quality health care.
- Chronic diseases among elders are well-managed.
- Caregivers are able to address the needs of elders.
- More options for community-based care for elders are available and utilized.

## **Growing Community Health Capacity**

CHFWCNY has always invested in improving the systems that care for our priority populations, but that work was never articulated as a specific focus area. This new area provides the structure and framework for our future funding in community initiatives.

**Vision:** People and communities have what they need to make good health decisions and are supported by high quality, appropriate health care.

### **Results:**

- People have the necessary information and skills to effectively participate in their own and their family's health care.
- Communities plan for their future health and health care.
- The health care safety net, particularly clinics and school-based health centers, is strong and sustainable.
- Advocacy for the poor and underserved is effective and focused on improving quality and promoting equity.

## **Sharing and leveraging what we learn**

Through our Strategic Sharpening process, our Board of Trustees asked itself: Is it sufficient success if we, along with our community partners, provide improved health outcomes for only those individuals and communities touched through our direct funding? With no hesitation, their resounding NO led to intensified efforts to achieve broader impact from our work by sharing and leveraging what we learn and impacting systems and policies to reach even more people.

Several activities are under development to support this goal, including educational sessions, policy analysis and social marketing campaigns. One of the key tools we are using to advance this effort is a revamped website designed to foster easier dissemination and sharing of research findings, environmental scans, grantee successes and learnings, and opportunities for replication.

Effective June 5<sup>th</sup>, we have totally rebuilt our website, [www.chfwcny.org](http://www.chfwcny.org). We hope that this new site will make it easier for you to learn about funding opportunities and events, find relevant publications and remain current on the work of our foundation. The design is intended to link related activities and track the evolution of initiatives as milestones are achieved and lessons are learned.

**Current Topics**

- › Community-based Care
- › Falls Prevention
- › Health Care Decision-making
- › Health Care Safety-net
- › Oral Health
- › Quality Improvement
- › Social, Emotional and Behavioral Well-being
- › Transitions of Care
- › Workforce and Caregivers



Creating Options for Dignified Aging

Growing Community Health Capacity

Building Blocks for Healthier Kids

**Stay In Touch!**

Register [here](#) to join our email list, and receive information on funding, RFPs, grants, projects, news, bulletins and more.

If you are a registered user [login below](#) to see information posted for you.

Email:

Password:

[LOG IN](#)

[Lost password?](#)

New users: [Register Here](#)

**Welcome**

The Community Health Foundation of Western and Central New York is committed to improving the health and health care of the people and communities in our regions. We collaborate with community partners to strengthen the health care system, bolster community supports, promote education and advocacy, and encourage individual behavior change.

Concentrating our resources on [16 counties](#) maximizes our involvement and impact in those communities. At the same time, our successes and learnings are strengthened by, and contribute to national best practices.

› [Learn more about our priorities and approach to funding](#)

**What's new at CHFWCNY?**



**CHOMPERS Bringing dental care to kids!**

Cavity Free Kids curriculum, portable dental equipment, and fluoride varnish treatment: the three proven strategies CHF is using in Western and Central New York to bring dental prevention, education and treatment to places young children already go. By partnering with community organizations, we can improve the dental health of young children in poverty.

› [read more](#)

**Contact Us**

**Main Office**  
Larkin at Exchange  
726 Exchange Street,  
Suite 518  
Buffalo, NY 14210-1485

ph: (716) 852-3030  
fx: (716) 852-3131

**Syracuse Office**  
500 South Salina Street  
Suite 428  
Syracuse, NY 13202

ph: (315) 671-0057  
fx: (315) 471-6031

**Opportunities**

[FUNDING OPPORTUNITY: STEP UP TO STOP FALLS: Falls Prevention Collaborative Program Announcement](#)  
› [read more](#)

[FUNDING OPPORTUNITY: CHOMPERS: Bringing Dental Care to Kids Program Announcement & FAQs](#)  
› [read more](#)

**Publications and Announcements**

[Foundations offer loans as a way to help nonprofits](#)  
› [read more](#)

[Promising Practices in the Care of Elders: Innovative Ideas Grown in Central New York](#)  
› [read more](#)

[NEW REPORT: Project Home Evaluation Final Report](#)  
› [read more](#)

[Community Health Foundation of Western and Central New York Announces New Trustees](#)  
› [read more](#)

[Central New York Health Care Professionals Participate in Conference on Promising Practices](#)  
› [read more](#)

The site will also allow us to support groups of grantees and other interested parties who share a common focus or are participating in one or more of our initiatives. In the future, we may include a blog or other interactive tools to encourage conversation on topics of interest to our constituencies. Please let us know if there are features you would like to see added to the site or if you think any of the changes could be further improved, by sending your comments through the "Contact Us" page of the site. We also hope that

each of you register at our site to be sure you are receiving the latest funding opportunities, program updates and event announcements.

## **Program Staff Reorganization**

In this intensive review, we looked not only at WHAT we should be funding, but also HOW we could best organize our staff and advisors to implement this refined direction.

Historically, we have had a Program Officer located in each of our regional offices (Buffalo and Syracuse) with the work of each region relatively separate from that of the other. While the strengths and challenges are different in each of our geographies and must be reflected in our initiatives, we were less than maximally effective by thinking of the staff as regionally focused.

Thus, we reorganized our programmatic staff to create a program team which can understand and organize relevant work in each region and also utilize each member's individual skills and talents across the two regions.

**Amber Slichta**, as Director of Programs, will lead that team which includes program staff from both foundation offices and program advisors as well. Current members of that team include **Denise Levy** and **Kara Williams**, Program Managers and **Christine Klotz**, Program Advisor. Short bios and contact information for each of these individuals are on our website. An additional position is under development and will be advertised on our website when available.

## **Conclusion**

We remain fully committed to the people and communities of Western and Central New York. We hope that these changes help maximize our contribution to improved health and health care and that they encourage others to work with us in a coordinated way to achieve our mutual vision.

As always, I welcome your comments, thoughts and suggestions. You can reach me at 716-852-3030 x101 or at [amonroe@chfwcny.org](mailto:amonroe@chfwcny.org). All of us affiliated with CHFWCNY look forward to the next five years with gratitude for your support of our work so far and with anticipation of the impact we can make together moving forward.

Very truly yours,



Ann F. Monroe  
President