



TRENTON HEALTH TEAM/BUILD HEALTH CHALLENGE FREQUENTLY ASKED QUESTIONS

1. WHAT IS THE BUILD HEALTH CHALLENGE?

- The BUILD Health Challenge strengthens partnerships—between community-based organizations, hospitals and health systems, and local health departments—with a shared commitment to moving resources, attention, and action upstream to create opportunities for improved community health.
- The BUILD Health Challenge is creating a new norm in the U.S., one that puts multi-sector community partnerships at the foundation of improving health for everyone.
- The BUILD Health Challenge combines the power of diverse philanthropic resources, innovative learning, and broad network-building to improve health and reduce health disparities.
- The BUILD Health Challenge believes that community stakeholders from across sectors have a shared responsibility to improve community health.
- Through its leadership and grantmaking, this effort empowers multi-sector collaborations to tackle their most pressing health problems.

2. WHAT DOES THE BUILD ACRONYM MEAN?

BUILD stands for Bold, Upstream, Integrated, Local, and Data-Driven.

- **BOLD:** Interventions that have long-term influences over policy, regulation, and systems-level change
- **UPSTREAM:** Solutions that focus on the social, environmental, and economic factors that have the greatest influence on the health of a community, rather than on access or care delivery
- **INTEGRATED:** Programs that align the practices and perspectives of communities, health systems, and public health under a shared vision, establishing new roles while continuing to draw upon the strengths of each partner
- **LOCAL:** Projects that engage with neighborhood residents and community leaders as key voices and thought leaders throughout all stages of planning and implementation
- **DATA-DRIVEN:** Communities that use data from both clinical and community sources as a tool to identify key needs, measure meaningful change, and facilitate transparency amongst stakeholders to generate actionable insights

3. WHY DOES BUILD MATTER?

- The United States dedicates more than 95 percent of health care spending to direct medical services. Medical care, however, accounts for only a fraction of the population health status in the nation. The interplay and influence of social, physical, and economic environments on health behaviors represents a far greater share of health outcomes—as much as 70 percent.
- BUILD and its communities apply bold, upstream, integrated, local, and data-driven (BUILD) approaches to improve health in communities that are adversely affected by upstream factors, such as transportation, food availability, and employment opportunities. These factors are commonly referred to as the social determinants of health.
- In every BUILD community, local stakeholders—including residents, businesses, nonprofits, hospitals, and policy officials—are cultivating a shared sense of responsibility when it comes to improving the health of their community.

4. WHO ARE THE FUNDERS?

A unique coalition of national and regional organizations fund the BUILD Health Challenge, including:

- The Advisory Board Company
- The Blue Cross Blue Shield of North Carolina Foundation
- The Colorado Health Foundation
- The de Beaumont Foundation
- The Episcopal Health Foundation
- Interact for Health
- The Kresge Foundation
- Mid-Iowa Health Foundation
- New Jersey Health Initiatives
- The Robert Wood Johnson Foundation
- Telligen Community Initiative
- The W.K. Kellogg Foundation

This set of funding partners—coming together across sectors and national geography—aims to inspire similar teamwork between diverse organizations at a community level, add to the knowledge base for community health, and discover new best practices for the field.

5. WHAT ARE THE ISSUES OF FOCUS FOR THE BUILD HEALTH CHALLENGE?

- BUILD focuses on addressing factors that influence health, including: early childhood development, employment opportunities, food insecurity, air and water quality, transportation, educational attainment, public safety, and housing.
- In total, BUILD supports 37 projects. Many have already yielded highly promising approaches that focused on issues such as home remediation to address childhood asthma; code enforcement at the local level to reduce housing hazards; and access to healthy foods in response to food insecurity and obesity.

6. WHO IS PART OF THE SECOND COHORT OF THE BUILD HEALTH CHALLENGE?

The 19 community projects located in 12 states identified a variety of projects that have the potential to affect the health and wellness of their communities, dramatically. They are:

- Avondale Children Thrive (Cincinnati, OH) – Children’s health
- Bridging Health and Safety in Near Northside (Houston, TX) – Safe communities
- BUILD Health Aurora (Aurora, CO) – Children’s health
- Building Uplifted Families (Charlotte, NC) – Safe communities
- Cleveland Healthy Home Data Collaborative (Cleveland, OH) – Healthy housing
- Collaborative Cottage Grove (Greensboro, NC) – Community revitalization
- Developing a Community-Driven Health Equity Data System to Enhance Resident Mobility (New Orleans, LA) – Transportation
- FLOURISH St. Louis: Improving Transportation Access to Help Mothers and Babies Thrive (St. Louis, MO) – Maternal and child health
- Forward, Franklin (Franklin Borough, NJ) – Safe communities
- Healthy Homes Des Moines (Des Moines, IA) – Healthy housing
- Healthy Together Medical-Legal Partnership for Improving Asthma in Southeast DC (Washington, DC) – Medical-legal
- Home Preservation Initiative for Healthy Living (Philadelphia, PA) – Healthy housing
- New Brunswick Healthy Housing Collaborative (New Brunswick, NJ) – Healthy housing
- One Northside Center for Lifting Up everybody (Pittsburgh, PA) – Safe communities
- Project Detour (Colorado Springs, CO) – Addiction
- Raising of America Partnership (Lafayette, CO) – Children’s health
- Reducing Tobacco Use Through Innovative Data Sharing and Creative Engagement Strategies (Covington and Gallatin Counties, KY) – Tobacco control
- Transforming Breastfeeding Culture in Mississippi (Jackson, MS) – Maternal and child health
- Trenton Transformation: A Safe & Healthy Corridor (Trenton, NJ) – Community revitalization

7. WHY WAS THE TRENTON HEALTH TEAM (THT) PARTNERSHIP CHOSEN?

The Trenton Health Team was selected based on the strong collaborative efforts between THT and a broad range of community-based, multi-sector organizations.

8. WHO ARE THE LOCAL PARTNERS?

Local partners include both Trenton hospitals (Capital Health and St. Francis Medical Center); the City of Trenton, including departments of health, housing and economic development, public works, and the division of planning; Trenton Housing Authority; schools and churches along the Brunswick Avenue corridor; and non-profit agencies that work to improve infrastructure, access to healthy food, and opportunities for physical activity.

9. HOW WILL RESIDENTS BENEFIT FROM THE BUILD AWARD?

Residents will have the opportunity to participate in decision making about priorities for the neighborhood, as well as during the implementation process. Also, they will have the long-term

benefit of enjoying the resulting improvements to streets, parks, and access to healthy food and lifestyle options.

10. HOW MUCH FUNDING WILL THE TRENTON COMMUNITY RECEIVE AS AN AWARDEE OF THE BUILD HEALTH CHALLENGE?

The Trenton community is receiving \$250,000 in direct funding, but that is being matched by contributions from both hospitals (Capital Health and St. Francis Medical Center). The BUILD Health funding is being used to leverage other funding sources that support the mitigation of abandoned buildings and vacant lots, abatement of lead in housing stock, and other infrastructure improvements. As part of Capital Health's commitment to the community, a new Primary Care Center has already been opened at 832 Brunswick Avenue, adjoining their Regional Medical Campus. The center accepts Medicaid Managed Care, is staffed by two (2) FTE providers, has 10 examination rooms and capacity for a minimum of 3,000 new patients.

11. WHEN WILL THE FUNDS BECOME AVAILABLE?

Trenton Health Team has already received the first installment of the two-year grant. Part of the St. Francis Medical Center match is coming from a grant through Trinity Health, which is beginning its second year. The Trinity Health grant supports a five-year project focused on improving population health through evidence-based strategies addressing social determinants at the policy, systems and environment level. Those resources are already being used to gather information about current conditions for the Complete Streets planning.

12. WHAT OTHER FUNDING WILL SUPPLEMENT THE PROJECT?

Matching funds from Capital Health and Trinity Health/St. Francis Medical Center, combined with BUILD's \$250,000 two-year grant will further extend the community's capacity in addressing physical dimensions of the Brunswick Avenue corridor. Also, funds from the City of Trenton are being directed to this corridor for various street improvements implemented by the Department of Public Works using the Complete Streets framework. Some of the other resources to be leveraged include a recently announced investment by the State to help address Trenton's vacant properties (http://www.nj.com/politics/index.ssf/2017/05/christie_will_demolish_a_sixth_of_trentons_abandon.html#incart_river_home).

13. WHAT ARE THE SPECIFIC DELIVERABLES FROM THE AWARD?

Specific deliverables include improvements to the streetscape and area parks (greening, improved lighting, clearly marked crosswalks and traffic lanes), the addition of school/community gardens coupled with recreational and nutritional programming, and the reduction in vacant and abandoned properties.

14. WHY WAS THIS SECTION OF THE NORTH WARD CHOSEN?

The section from the Trenton Battle Monument Park to Capital Health Regional Medical Center along Brunswick Avenue was chosen based on a number of key factors including its high visibility and the alignment of efforts already underway. The area was identified through data gathered in the Trenton250 planning process, as well as input from Isles and various community-based organizations and partners. Efforts already underway include:

- The Patriot Village II plans for a new housing complex received final Planning Board approval on May 25, and the private developers will be obtaining permits and beginning construction over the next few months.
- Capital Health's new Primary Care Center, which had its official opening on September 8. External improvements around the clinic may have been limited without the leverage and incentive the BUILD Health Challenge provides.
- A team of students from the Voorhees Transportation Center of Rutgers University have begun conducting a city-wide current conditions assessment for Complete Streets, funded through our grant from Trinity Health, and the Delaware Valley Regional Planning Association is working with the City Division of Planning to create the Complete Streets typology. But road work along the corridor has not been scheduled as of this date, and we believe the BUILD Health Challenge will create an important incentive for making the designated corridor a priority.

15. WHO WILL DECIDE HOW THE FUNDS ARE SPENT?

Major decisions regarding the funds will be determined by the Steering Committee, most of whom were also involved in the grant planning process. However, some funds will be used for managing the project (staff and partner support).

16. WILL COMMUNITY RESIDENTS HAVE A VOICE IN THE PROJECT?

Yes. Residents will have the ability to participate in community forums, surveys, and will be appointed as representatives on the Steering Committee.

17. WHAT ARE THE NEXT STEPS IN THE PROCESS?

A national kick-off meeting with all awardees is being held in Washington, DC, September 12-13. Shortly after that, regular steering committee meetings with community partners will be scheduled to develop a more detailed action plan and timeline.