



Community Health
Improvement Plan (CHIP)
Application

CHIP Program Description & Requirements

Program Overview

Umpqua Health Alliance (UHA) will distribute funding in Community Health Improvement Plan (CHIP) program payments to the UHA Community Advisory Council (CAC) with its program partners to improve the health of our community. These payments are available to the CAC with its program partners to complete projects, programs, or for operational expenses that achieve the goals as described in the Community Health Improvement Plan. Funds must be used in accordance with Health-Related Services Guidelines as defined in OAR 410-141-3845.

Program Application (attached)

Applicants must complete the application for consideration under the CHIP program. Applications should include: the CHIP priority, funding requested, organization to receive funds, project description, budget, collaborating organizations, explanation of how the project supports the CHIP priorities, how the project impacts social determinants of health, how the project addresses health equity, demonstrate community benefit, expected outcomes, expected outputs, a summary of expectations, and a budget. The expectation is that a completed application will fully address the CAC's questions. In addition, applicants are welcome (but not expected) to submit a short video in addition to this application. Videos may not exceed three minutes in length.

Please submit completed applications for consideration by the CAC to CHIP@umpquahealth.com.

For more information on CHIP Program funding, contact the Community Impact and Engagement Team at uhreports@umpquahealth.com.

Application Submission Timeline

Applications will be accepted beginning September 1st and must be submitted prior to October 31st.

Approval Process

Applications will be reviewed by the CAC for approval. If approved, UHA personnel will provide a Master Funding Agreement (MFA) defining the following: contracted parties, how the program addresses the goal(s) of the CHIP, expected outcomes, summary of expectations and associated CHIP Priorities, if and how the project addresses social determinants of health, project timeline, program partners and others who will either be involved or benefit from the program, program reporting, and program funding. The MFA will be reviewed and revised as necessary during a meeting between parties and will become the executed agreement.

Program Funding

Projects should have specific, measurable outcomes, and the outcome criteria, which will determine what funding will be received, must be defined. The outcome criteria will be different for every project but should include a specific way to measure the level of performance or achievement that occurred because of the activity or services your organization provided. Successful programs will demonstrate member-specific and community-wide benefits. In this program, awards will be paid per the MFA and dependent upon the outcomes achieved.

Reporting

Approved programs will be required to provide the CAC reports on the program as specified within each program's MFA. Reporting content is dependent on the program design and will be defined in the executed MFA for each program.

CHIP Program Application

Please limit your responses to 150 words or fewer per question.

Project Overview**Date of application:**

9/1/2023

Project name:

Community Beautification

Amount of funds requested:

\$10,000

What is the minimum amount of funds that could be received that would permit the project to still move forward?

\$2,500

Organization to receive funds:

Growing Gratitude

Contact information (*Name, mailing address, phone, email*):

Sally Smith
123 Main Street
Sutherlin, OR 97479
ssmith@growinggratitude.org
(541) 555-5555

Other community partners supporting the project and how (*Committed resources, funding, or collaborative effort*):

Love's Lavender Farm, Poppy's Peony Emporium, Randy's Roses

CHIP priority. If multiple, list in order of impact. (*Priority areas include social determinants of health, behavioral health & addictions, healthy lifestyles, families & children*):

Healthy Lifestyles

How does the project support CHIP priorities?

The Community Beautification project supports CHIP priorities by promoting healthy lifestyles through gardening by providing seeds, starts, and other gardening-related items to interested Sutherlin residents

free of charge. The residents are encouraged to then plant the free items in their personal yards, therefore increasing the town's overall livability and sense of wellbeing.

How will CHIP funds be used? *(Please include specific project details)*

Growing Gratitude will use CHIP funds to purchase 5,000 plants at a discounted rate from several area farmers. Growing Gratitude volunteers will then offer the plants to interested Sutherlin residents free of charge and encourage recipients to plant the seeds and starts in their respective yards. Each recipient will receive two plants in the initial wave of distribution but will be offered the chance for a third plant if all seeds and starts are not given out by May 31st. Growing Gratitude will create materials that explain proper plant maintenance and care that will be given to every plant recipient, and volunteers will be available for more hands-on education as requested by plant recipients. If a recipient would prefer to garden in a flowerpot, Growing Gratitude will also provide one free 10-inch pot per person.

Project timeline:

March 2024: Receive seeds and starts from partner farms, begin communicating program parameters to Sutherlin residents.

April 2024: Begin giving out seeds and starts.

June 1st, 2024: If seeds and starts still remain, offer an additional plant to all previous participants.

Ongoing: Help with plant maintenance and care.

How the project addresses community need:

The Community Beautification project will encourage healthy activities that participants can do at their own pace. As stated in the most recent Community Health Assessment, the percentage of the population in Douglas County that is considered obese has been on an increase for decades. The light physical activity of gardening is proven to help encourage movement, while allowing people participating in gardening to move at their own pace. Additionally, the increased number of flowers will increase wellbeing for all residents.

Project Details

How is your project grounded in evidence-based medicine, widely accepted best clinical practice, or criteria issued by accreditation bodies, recognized professional medical associations, government agencies or other national health care quality organizations?

According to [this cited research](#), while tending a garden, you perform functional movement that mimics whole body exercise. You perform squats and lunges while weeding. Carrying bags of mulch and other supplies works large muscle groups. Digging, raking, and using a push mower can be physically intense activities. Gardening also can improve your balance, strength, and flexibility. Gardening activities can be modified if movement is a challenge. Spending time outdoors has been shown to reduce heart rate and muscle tension. Sunlight lowers blood pressure and increases vitamin D levels. Nearly all forms of exercise can reduce stress including gardening. It's been shown to lighten mood and lower levels of stress and anxiety. Routines provide structure to our day and are linked to improved mental health. Gardening routines, like watering and weeding, can create a soothing rhythm to ease stress.

How does this project address social determinants of health? (Indicators including economic, education, food, housing, safety & violence, trauma & resiliency, incarceration, language, social cohesion and discrimination, and stress):

This project reduces stress by encouraging physical activity, which is proven to reduce stress. According to research by Charles Hall, Ph.D., professor and Ellison Chair in International Floriculture in the Department of Horticultural Sciences of the College of Agriculture and Life Sciences, Bryan-College Station, gardening has the following effects on mental health:

- Anxiety and stress reduction.
- Attention deficit recovery.
- Decreased depression.
- Enhanced memory retention.
- Improved happiness and life satisfaction.
- Mitigation of PTSD.
- Increased creativity, productivity, and attention.
- Reduced effects of dementia.
- Enhanced self-esteem.

How does this project deliver services in an inclusive way? (Inclusion refers to: "the act or practice of including and accommodating people who have historically been excluded because of their race, gender, sexuality, or ability):

This project delivers services in an inclusive way by providing plants free of charge to any interested person living in Sutherlin city limits. These seeds and starts can be planted in the ground or in a pot, so those without a traditional yard can still enjoy the benefits of the project. Additionally, Growing

Gratitude volunteers will work with recipients to design a yard maintenance plan that will work for their living situation. The planned garden can be altered depending on the recipient's ability.

Is there anything else you would like to share about how this project impacts health equity, diversity, or inclusion? (Optional):

Gardening can increase physical activity in a functional way. According to the study "Income and Physical Activity Among Adults," higher income is associated with higher self-reported physical activity for both genders. This project encourages physical fitness for individuals of all income levels.

Growing Gratitude seeks to make gardening more accessible to all people, regardless of their race, ethnicity, gender, sexuality, or other identity. We make cultural competency training available to our volunteers who would like to learn more about DEI.

Which priority population would your project serve? Please check all that apply:

- | | |
|---|---|
| <input type="checkbox"/> People of color and tribes (Black, Indigenous, People of Color or BIPOC) | <input checked="" type="checkbox"/> People with low incomes |
| <input type="checkbox"/> People who identify as LGBTQIA2S+ | <input type="checkbox"/> People with disabilities |
| | <input type="checkbox"/> Other (please explain): |

Expected outcomes (overall impact or value):

The Community Beautification project will improve community wellbeing, physical fitness, and provide a beautiful vista for our community.

Expected outputs (SMART Goals):

Specific – Your goal should be well defined, detailed, and clear.

Measurable – You should be able to tell when you reach your goal.

Attainable – Can you reach your goal, considering your available time, skills, and financial status?

Realistic – Is your goal achievable within the given time frame and with available resources?

Timely – Set a start and finish date for your goal.

By the end of Q2 2024, Growing Gratitude will have distributed 5,000 plants, starts, pre-program surveys, and educational materials to 2,500 Sutherlin residents.

By the end of Q4 2024, Growing Gratitude will have given a post-program survey to all program participants. 60% of surveys will be returned by participants. Participants will report, at minimum, a 10% average reduction in stress and a 10% average increase in physical activity.

How will you measure project success?

A successful project will result in reported increase in physical activity, reduced stress levels, and an overall increase in plants in Sutherlin.

Financial Considerations
Estimated program costs *(this includes CHIP funding and other funds):*

Item	Budget Source	Amount
Seeds and Starts	UHA CHIP Funds	\$8,000
Flower Pots	50% UHA CHIP Funds, 50% Garden Grant	\$2,000
Communication Materials	50% UHA CHIP Funds, 50% Garden Grant	\$2,000

Project Total **\$12,000**

CHIP Funding Budget *(this breaks down your plan for spending CHIP funds):*

Item	Amount
4,000 Seed Packets	\$3,000
1,000 Starts	\$5,000
1,000 Flower Pots	\$1,000
5 Boosted Social Media Posts	\$250
5,000 Flyers	\$750

Total CHIP Request **\$10,000**

If this project is intended to continue past this calendar year, what is the sustainability plan?
(Include specific details of your future funding plans):

This project is not intended to continue past this calendar year.

Health Related Services Classification

HRS Classification (check all that apply):

Community Benefit Initiative

- Improve health outcomes and reduce health disparities among specified populations.
- Prevent avoidable hospital readmissions through a program for hospital discharge.
- Improve patient safety, reduce medical errors, and lower infection and mortality rates.
- Implement, promote, and increase wellness and health activities.
- Support expenditures related to health information technology and meaningful use requirements.

Explain how the program meets the selection above:

The Community Beautification project will increase wellness and health activities by offering all individuals living in Sutherlin the opportunity to participate in a hobby that is proven to increase physical activity and decrease stress.

State Health Improvement Plan Implementation Area (check all that apply):

Equity and Justice

- Disaggregated Data
- Cultural Responsiveness
- Community Driven Decision Making
- Policy, Procedure, and Investment

- Preventive & Primary Care
- Access to Insurance Coverage
- Prenatal & Postnatal Care
- Sexual & Reproductive Health
- Physical Activity

Healthy Youth

- Behavioral Health
- Youth Health Education
- Youth Oral Health
- Preventive Care

Behavioral Health

- Awareness & Education
- Alcohol & Substance Use
- Crisis Intervention
- Mental Health Treatment
- Prevention & Screening
- Suicide Prevention
- Treatment Integration

Healthy Communities

- Built Environment
- Economic Development
- Education Attainment
- Transportation
- Community Resilience
- Workforce & Job Training
- Social Service Integration

Healthy Families

- Early Childhood
- Care Coordination
- Health Education
- Health Literacy
- Oral Health
- Family Resilience
- Trauma & Toxic Stress
- Trauma Informed Care
- Chronic Conditions

Housing and Food

- Housing Stability
- Food Security
- Nutrition Policy & Ed
- Traditional Health Workers

Workforce Development

- Provider Recruitment
- Trauma Informed Care Training
- Provider Education & Training

Technology & Health

- Telehealth
- Electronic Health Records
- Community Information Exchange