

East Effort

Community COVID Response Project



East Toronto
Health Partners

Funding for ETHP from
January –March 2021
High Priority Communities
COVID Initiative

Land Acknowledgment



Flemingdon Health Centre honours the land that we are on, which has been the site of human activity since time immemorial. It is the traditional territory of the Huron-Wendat, Anishinabek, the Chippewa, the Haudenosaunee Confederacy and most recently, the Mississaugas of the Credit River First Nations. These nations and this land were subject to the Dish with One Spoon Wampum Belt Covenant, an agreement to peaceably share and care for the land and its resources. Other Indigenous Nations, and all settlers, including us, are invited into this covenant in the spirit of respect, peace and friendship.

Today, Tkaronto, now known as Toronto, is under Treaty #13 and is home to many Indigenous Nations from across Turtle Island, including the Inuit and the Metis.

We are mindful of broken covenants and strive to make this right with the land and with each other.

We are all treaty people. Many of us have come here as settlers, immigrants or newcomers in this generation or generations past. We also acknowledge those of us who came here involuntarily, particularly as a result of the transatlantic slave trade. And so, we honour and pay tribute to the ancestors of African origin and descent.

East Effort - Senior Leadership Partner Meeting



Meeting Agenda

Time	Topic	Outcome
11:00am	Welcome and Introductions Introduce Project Team	Orientation to Team
11:05am	Funding Objectives	Understand funding parameters
11:10am	Outcome of Consultations with ETHP Partners	Report back what we have heard from partners
11:20am	Funding roll-out How can organizations apply for funding? What are the criteria for decision making? What are the expected timelines and accountabilities?	Understand how organizations can access funding and begin offering enhanced services
11:45am	Next Steps, Request for Support and Q & A	Understand action plan

East Effort Project Team



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FUNDING OBJECTIVES



- The funding, \$500k until March 31st, is to be used to support East York/Don Valley communities with a focus on Oakridge, Warden Woods, Taylor Massey and Crescent Town, Flemington Park and Thorncliffe Park.
- The funding model is to enhance work in three pillars:



1. Community Outreach and Education

Goal: Increase awareness of COVID to reduce transmission

- Ensure community members, formal and informal leaders have the information needed to combat misinformation and myths
- Community outreach including a Community Ambassador program to promote access to services
- Develop targeted communication tools (e.g., key messages, language, cultural lens, consultation patterns)



2. Access to Testing

Goal: Increase access to testing in high priority communities

- Offer flexible testing in culturally safe settings (e.g., testing offered by trusted primary care providers, expanded hours of operation, non-appointment-based testing) within high priority communities



3. Wraparound Supports

Goal: Remove barriers to COVID-19 prevention incl. isolation

- Case management and referral to / support access to services for high-risk contacts and people being tested
- Activate network of local service providers offer case management services and material supports to facilitate isolation

BASED ON CONSULTATIONS - PROPOSED SUPPORTS



Individual and Family Supports

Learn from Woodgreen's Community NICE Fund to get resources into the hands of frontline staff and communities

- COVID Isolation Supports - PPE, meal supports, income supports
- School Supports - IT resources to help children learn from home
- Instrumental Supports - one time payments of expenses

Community Health Ambassadors

Leverage and expand CHAs, peers, volunteers that are community based and can assist with outreach and education in the communities

- Reinforce Public Health Messaging
- Promote testing and support in accessing testing
- Address vaccine myths and address vaccine hesitancy

Wrap Around Supports

Enhancing Clinical Case Management, Primary Health Care and Mental Health supports

- Community Hotline
- Clear pathways for COVID positive individuals and families
- Food distribution

FUNDING PROPOSALS NEEDED



Based on the consultations the following proposals will be important to meet ETHP needs:

- Community Health Ambassadors - on the ground outreach
- Fresh and pantry food distribution - infrastructure to distribute quickly
- Clinical Case Management and Primary Health Care - may need to enhance, realign to areas that are experiencing gaps
- Wrap around supports including MH supports - enhancing and connecting existing supports to hotline and clinical case management

Community Health Ambassadors



As part of East Effort: Community Covid Response Project, we are committed to providing support for the mobilization of Community Health Ambassadors in the key neighbourhoods.

Role: Community Health Ambassadors will support with providing culture and language-specific community outreach, health education, awareness and safety regarding the COVID-19 pandemic. This may be achieved through in-person and/or virtual engagement.

Resources we can provide:

- CHA Job Description
- CHA Virtual Onboarding Session
- CHA Essential Letter

Individual and Family Support Fund



One-time or time limited supports including:

- Instrumental Support: one-time bill payment, medication and other necessities, as stand alone or in combination with any of the below:
- Stay at Home when Sick: up to 3 days of meals, technical support and PPE.
- COVID isolation: up to 21 days of meals, technical support and PPE
- Childcare Support: technical support, age appropriate activities and supplies.

FUNDING ROLL-OUT TO ETHP PARTNERS



Recommended Funding Roll-Out Process

- We will use a modified ETHP Surge Project Template for funding requests
- We have developed a decision making framework for funding proposals and will ask for a small group to assist us with this decision making
- We will have simple accountability agreements, financial and activity monitoring expectations from partners
- The Funding Decision Making Committee will begin reviewing proposals on a rolling basis starting the week of **February 1st**

We will now spend time reviewing these documents and processes and answering any questions.



EAST EFFORT COMMUNITY COVID RESPONSE PROJECT



Initiative Proposal Template: Please use one form per project and submit as PPT or PDF to ehermolin@fhc-chc.com or use the [on-line form](#).

Initiative Name	Community Health Ambassadors	
Pillars (select)	(X) Community Outreach and Education, () Access to Testing, () Wraparound Supports	
Neighbourhood (select)	() Oakridge, () Warden Woods, (X) Taylor Massey/Crescent Town, () Flemingdon Park, () Thorncliffe Park, Other:	
Initiative Description		Outcomes and Measures
<p>Increase on the ground presence of Community Health Ambassadors to promote language-specific health education with residents of 20 buildings in the Taylor/Massey Crescent Town neighbourhood. CHAs to engage creatively around C-19 topics of testing, vaccination, resources, support and combat misinformation. CHAs to engage with youth, families and seniors through a blend of in-person outreach and virtual sessions.</p>		<p>Outcomes: Enhanced awareness of public health guidelines, testing site locations and available community resources during Covid-19. Mitigate social isolation.</p> <p>Measures: Number of interactions and engagements facilitated by CHAs.</p> <p>Metrics:</p> <ul style="list-style-type: none"> Will use MGH data to increase CE in 3 buildings with higher positivity rates. Will distribute 300 PPE kits per building per week
Existing Synergies/ Services	Budget Needed (until March 31, 2021)	
<p>Active network of community voices and peers.</p> <p>Good relationship with building managers and superintendents.</p>	<p>CHA Lead: $1 \times \\$25 \times 8 \times 10 = \\$2,000$ Number of CHAs – 10 Number of hours per week – 10 Pay: \$20 per hour Total: \$11,200</p> <p>Materials: PPE, Tech/Phone support = x amount</p> <p>Outreach Supplies = y amount</p> <p>Total: $\\$13,200 + x + y$</p>	
		Human Resources
		<p>1 Secondment of CHA Lead 10 Community Health Ambassadors</p>





DRAFT - Reporting Template for High Priority Communities Strategy

Pillar	Performance Indicator	Current reporting period	Cumulative Total (including current reporting period)	Cumulative Target	Measure against target (on track, not on track or target met)
Community Outreach and Education	Number of health and social service organizations engaged and partnered with by lead agencies				
Community Outreach and Education	Number of individuals contacted through community engagement/outreach activities				
Community Outreach and Education	Number of Community Ambassadors engaged and deployed to conduct outreach activities				
Community Outreach and Education	Number of PPE kits distributed				
Wraparound Supports	Number of individuals receiving case management support				
Wraparound Supports	Number of referrals to voluntary self-isolation facilities				
Access to Testing	Are testing services more available (e.g. increased hours of service)?				
Access to Testing	Have partners implemented initiatives to reduce barriers to testing (e.g. partnerships with paramedic services to deliver testing, new testing sites such as mobile/pop-up, provision of transportation supports, use of rapid testing as screening tool)?				



East Effort - Decision Making Criteria for Funding

Please Note:

- Your agreement with FHC will limit ability to use this funding for admin or non direct client supports
- If you are already being funded for a COVID initiative you cannot also request this funding. This funding is for expansion of services which could include secondment of staff.
- Organizations will need to sign off on an anti-racist anti-oppressive statement and action plan to receive the funds
- Organizations will be expected to engage with community members in their respective projects

The following criteria must be met by the organization to qualify for the funding:

- Provide service in EHP catchment with a focus on priority communities
- Be a not for profit, a grassroots group affiliated with a not for profit or a primary health care organization. Please note organization may not charge for services offered as part of this funding.
- Funding request must:
 - Prioritize those most negatively impacted by COVID-19 and specifically target either Oakridge, Taylor Massey/Crescent Town, Flemingdon Park, Thorncliffe Park or Warden Woods.
 - Focus on one of the three priority areas

 1. Community Outreach and Education Goal: Increase awareness of COVID to reduce transmission <ul style="list-style-type: none">• Ensure community members, formal and informal leaders have the information needed to combat misinformation and myths• Community outreach including a Community Ambassador program to promote access to services• Develop targeted communication tools (e.g., key messages, language, cultural lens, consultation patterns)	 2. Access to Testing Goal: Increase access to testing in high priority communities <ul style="list-style-type: none">• Offer flexible testing in culturally safe settings (e.g., testing offered by trusted primary care providers, expanded hours of operation, non-appointment-based testing) within high priority communities	 3. Wraparound Supports Goal: Remove barriers to COVID-19 prevention incl. isolation <ul style="list-style-type: none">• Case management and referral to / support access to services for high-risk contacts and people being tested• Activate network of local service providers offer case management services and material supports to facilitate isolation
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- Demonstrate success and expertise in the area of work requesting funding
- Agree to all partnership requirements including:
 - Tracking and reporting metrics to FHC including socio-demographic and specifically race based data
 - Maintaining financial records and reporting to FHC
 - Working in partnership with other ETHP partners to avoid duplication and ensure coordinated efforts - Enhancing an *existing project or what is already working*
 - Sharing best practices, lessons learned and escalating risks with other partners
- Able to scale up program/service with minimal lead time (ideally a week)

- Able to execute programs/services by March 31*

TIMELINES AND MILESTONES



January 27th

- East Effort funding proposal template circulated widely

January 29th

- Steering Committee and Funding Decision Making Committee struck
- Q & A Session for those who want to submit Funding Proposals on January 29th at 11am (invitation in attachment to meeting invite today)

February 1st

- Begin receiving funding proposals

February 3rd – 5th

- Approve first round of funding proposals by Feb 3rd

Note - rolling approval of funding proposals continue throughout February

ANYTHING ELSE?



- Any additional comments or feedback?
- Thank you for your help and advice!

East Effort Landing Page:

[East Effort: Community COVID Response Project](#)

Visit for resources, tools and information. Updated Regularly.