

# Call for community partners

## PROMOTING HEART HEALTH AND DIABETES PREVENTION

6/21/2021

### Overview

The Minnesota Department of Health (MDH) seeks partners to help support the development of a communications campaign in the Twin Cities metro area. The campaign aims to promote well-being in cultural communities to help prevent diabetes and heart disease, and to prevent heart disease or diabetes-related complications.

### Background

This campaign aims to prepare and support people in their health journey, recognizing there are many steps between being aware and making changes. Most people understand diabetes or heart disease is a problem – and that they may be at risk – but making significant lifestyle changes can be challenging, confusing, frustrating, and defeating.

This work intends to promote lifestyle changes that are easier, affirming, and reflective of community needs and strengths for people who are at-risk for heart disease or diabetes. Messages will focus on connecting community members information and resources that can help them build skills, gain confidence, and access support. A healthy lifestyle can look different for different communities, and behaviors like healthy eating, physical activity, supporting mental health, and managing stress, can all help prevent and manage chronic diseases.

While lifestyle factors can help reduce the risk of developing diabetes or heart disease, MDH recognizes that other factors outside of an individual's control, such as intergenerational trauma, systemic racism and other barriers, harm diverse communities resulting in health inequities and disparities. COVID-19 has brought additional challenges to these communities and highlights the need for community-led approaches to support individuals in their lifestyle change journey.

**This campaign provides funding to community-based organizations to lead with their lived experience and uplift artists in the community to promote heart health and diabetes prevention in their communities. Community organizations that have broad representation and interest in pursuing a community-driven educational campaign may apply.**

## Responsibilities

Identifying a campaign focus.

Working with Russell Herder to identify talent from your community (artists, writers, etc.) to develop creative material (graphic design, music, video, etc.) that best work for your community.

Providing creative feedback to materials developed by community talent. Share developed information with partners including MDH, and through communications channels, as able. This could include media, social media, e-mail communication, newsletters, in-person or virtual events, etc.

Track communications metrics to capture impact of work (metric to be determined between MDH and partner).

Selected organizations will have full access to use content and materials developed through the process.

## Funding

Selected organizations will be awarded up to \$14,000 to cover community engagement strategies as well as meeting, collaboration, and message dissemination time.

Organizations will be asked to hold an informal discussion group with community members to provide feedback on draft creative materials. Participants within each community will be compensated for their time.

Additional funding will be available for artists, creators, and makers within your community to develop communications materials. More details will be provided to selected partners once work begins and will depend on the scope of the project.

## Timeline

Work is expected to begin July 2021 through July 2022, though timeline is flexible.

## Co-creation partnership process

Contracted community organizations and community members will play a key role in leading the vision for this work. MDH and Russell Herder recognize these organizations have lived experience and the trust of the community. Community talented identified by organizations can partner with MDH and Russell Herder in a number of ways. For example:

1. Russell Herder teaches skills and community members develop the work.
2. Russell Herder partners with individuals to determine the best methodology and creative direction, partners develop draft materials, and they work together to refine.

The Know the Dangers campaign (<https://knowthedangers.com/videos/set-you-free/>) about opioid misuse is a previous example that used a similar collaboration model.

## **Selection Process**

MDH will select interested organizations based on available funding and capacity to collaborate with Russell Herder. Communities most impacted by health equity issues and COVID-19 will be prioritized. Diversity in communities of focus and geography will also be taken into consideration.

## **How to apply**

Please fill out the application template. Interested organizations should send completed applications to Erica Chung, [erica.chung@state.mn.us](mailto:erica.chung@state.mn.us), by 11:59 p.m. on July 9, 2021. If organizations have questions or need any clarifications on the application, project, or selection process, please contact Erica Chung.

## **Optional Additional Opportunity**

MDH is currently working with community, health care, public health and other partners and advocates to develop and implement a 2030 Cardiovascular Disease and Diabetes Statewide Plan to guide future efforts to support Minnesotans in preventing and managing heart health and diabetes over the next ten years.

Please indicate in your application if you are interested in learning more about the 2030 Cardiovascular Disease and Diabetes Statewide Plan. There may be future opportunities for cultural communities and community organizations to provide feedback about the plan.