

## VT Community Health Equity Partnership Community Project Funding to Address Health Inequities: Funding Application

Deadline: Midnight on September 9, 2022

Funding is intended to assist **Vibrant ONE (Orleans & Northern Essex) Accountable Health Community** to address health inequity(s) experienced in the Newport District which were exacerbated during COVID-19, and which are described in a Data Driven Problem Statement as: *We are not providing the right mental health/substance misuse care, at the right place, at the right time, every time; and too many in our community are getting stuck at the wrong level of care/wrong care location. This is frustrating, costly, and ineffective.*

**Vibrant ONE** is interested in supporting projects which help us achieve our Vision for a vibrant, thriving, safe and inclusive Orleans and Northern Essex and our Aspiration that everyone living in Orleans/No. Essex will have easy access to person-centered and coordinated mental health and substance misuse services that are timely, close to home, at the appropriate level and with the appropriate transition supports for continued success in a person's home community.

Type of Applicant:

1.  Non-profit Organization     Group/Association^     Individual\*     Other (please describe):

2. Name of Applicant (organization, group, individual): Powered Magazine

^If you operate under the umbrella of a larger organization (for example, the Wellness Center operates under North Country Hospital), please provide the name of the organization:

\*If an individual, please provide the name of your fiscal sponsor organization:

3. Applicant's (organization or fiscal sponsor as applicable) Street Address (Street/Road, City, State, Zip Code): 107 South Craftsbury Road, Craftsbury, VT 05426

4. Primary Contact Person (for project) Name: Sung-Hee Chung

5. Primary Contact Person (for project) Email Address: Sung-Hee@PoweredMagazine.com

6. Primary Contact Person (for project) Preferred Phone Number: 802.586.2858

7. Tax Identification Number (organization or fiscal sponsor as applicable): 47-4361462

8. Amount Requested (no less than \$2,500 or more than \$50,000): \$49,982.

9. Schedule of Work:

- Start Date: As soon as possible
- End Date: May 31, 2023

10. Project Name – Provide a one-line name for your project:

Black, Indigenous, and People of Color (BIPOC) mental, physical, and social health benefits of engaging in outdoor activities.

11. Project Purpose Summary – Provide a short three to four sentence summary of the purpose of your project:

Powered believes healthcare is to promote mental, physical, and social wellness as they are interrelated, and that begins with preventive measures by incorporating an active lifestyle in the outdoors. Vermont continues to invest in building infrastructure in the outdoors because many of us know the time spent outdoors engaged in outdoor activities is a mitigator of poor mental, physical, and social health. However, the system of oppression governing the outdoors – access to infrastructure, funding, education, and lack of visual representation creates the perception that BIPOC does not belong. The COVID-19 pandemic revealed disparities in healthcare in BIPOC communities that were no longer possible to ignore, compounded by COVID-19-related racism and racism itself.

In response, Powered Magazine was founded in October of 2020 to be part of a solution to promote the health of BIPOC, and launched our pilot program to provide opportunities for BIPOC to actively engage in the outdoors as Vermont was entering its first winter of shelter in place (isolation) due to the pandemic. Because BIPOC continues to be under-represented, under-resourced, and under-acknowledged in the outdoors due to a long history of racism, exclusion, and oppression in the white-dominated outdoors, Powered is partnering with established organizations and businesses to remove barriers to education, economic, and social structure for BIPOC so that BIPOC can actively engage in outdoor activities, learn and feel the health benefits and the joy in reconnecting with the outdoors.

12. What Vermont town(s) will be directly served by your project?

Powered Magazine is located in a bucolic NEK in the town of Craftsbury. Our programs are held in NEK and throughout Vermont inviting BIPOC community members to explore, enjoy, and engage in areas otherwise would not have visited.

13. Describe the Project – the work you'll do, the overall timeline and how you'll use the requested funds (will also need to attach a Project Budget – see example below on Page 3) (funded portion must be complete by May 31, 2023) (no more than 1,500 characters):

“To build a healthier America for all, we must confront the systems and policies that have resulted in the generational injustice that has given rise to racial and ethnic health inequities. “ CDC Racism and Health

CDC found that physical activity is associated with a decrease in COVID-19 hospitalizations and deaths, while inactivity increases that risk.

Everyone has a role to play to increase physical activity and Powered defined its role and strategically designed programs to support the goal of equitable and inclusive access to opportunities in outdoors for physical activity for BIPOC. Our programs are designed with the Kohler Effect in mind partnered with BIPOC experts; provide support and relatable educational opportunities; create a safe and supportive environment to learn in and a comfortable space to experience and find joy in the activity; build and strengthen a community of BIPOC outdoor enthusiasts throughout the year.

The funds will remove financial barriers, identify safe roads\*, and promote and provide education and skill development through workshops/clinics and programs for BIPOC so that one can enter the outdoors with knowledge, and skills that build confidence to find joy in the outdoor activity. That means BIPOC only needs to show up to learn and experience low-impact programs like a bike, birdwatch, learn to swim, fly fish, hunt, cross-country ski/snowshoe, climb, and row in community, a BIPOC affinity space, with no added burden so one can begin a process towards healing.

\*Tyeastia Green, former Director of Racial Equity, Inclusion and Belonging for the City of Burlington stated on VPR “There was some really scary moments, you know, going to Northeast Kingdom and seeing all the Confederate flags and all the Trump signs. You just feel like you're in danger...That is the scariest feeling. I will never go outside to the Northeast Kingdom again. I would never make that trek to Craftsbury...because of the lack of cell service and the fear that I felt in my entire body...”

14. Describe the Focus Population (who will benefit?) (no more than 500 characters):

During COVID-19 isolation lives of BIPOC in the U.S. were under constant threat, not only by the COVID-19 virus itself but with COVID-19 virus-related racism and heightened racism, further assaulting already oppressed BIPOC, adversely affecting the mental, physical, and social health every second of their lives. Burlington declared racism a public health emergency on 7/16/20, and VT followed on 5/20/22. Studies showed BIPOC are at higher risk of severe outcomes from COVID-19 due to disparities in healthcare and inactivity. These adverse conditions do not contribute to a healthy life, but BIPOC are resilient. Powered believes a way to a healthier life begins with healing. With that in mind, we designed programs for BIPOC to reimagine healthier life by actively engaging in outdoor activity.

15. Describe how this project was identified or designed by the intended beneficiaries (no more than 500 characters):

The project was identified in Q.#14. Designing our program required months of listening and interviewing BIPOC in VT to assess the needs of BIPOC to feel a sense of joy in life, what feeling healthy looks like, how to safely find joy while engaging in outdoor activity, and how that affects their health, what activities are of interest in exploring, learning, and experiencing. We revise our programs based on our attendee's feedback. Our collaborating partners, city officials, BIPOC in our neighboring states, and BIPOC who visited Vermont expressed our program is critical in improving

the health of BIPOC and building a BIPOC community of outdoor enthusiasts to foster a healthier lifestyle.

**16. Describe the Project Goals and Desired Results (what will success look like?) (no more than 500 characters):**

We envision the success of this project would mean that Vermont has become an equitable state where BIPOC are mentally, physically, and socially healthy to live, work in, and enjoy life. We are far from achieving this vision, but progress is made every day giving hope. With the support of this grant, we can continue to make that progress by thoughtfully building and strengthening our network of BIPOC experts and professionals who can provide added support and resources for BIPOC making small changes to lead a healthier lifestyle for themselves so that they can share their learned knowledge and experience to encourage and support their family and friends to adapt to a healthier lifestyle.

**17. Identifying milestones provides a way to monitor the progress of your project and make course corrections, if needed. When and how will you identify milestones for this project? (no more than 1,500 characters):**

The pilot program was a triage for BIPOC living and working in the second whitest state in the nation on the onset of COVID-19, COVID-19 virus-related racism, and heightened racism that became detrimental to the health and well-being of BIPOC communities. The pilot programs, Inclusive activities, were designed specifically for BIPOC, historically been oppressed and excluded from the outdoors, to understand the mental, physical, and social health benefits of actively engaging in outdoor activities. As such, empirical data to identify milestones is not available nor is there a model to follow or predict outcomes or milestones so soon after its initiative. With the support of the grant fund, we can build data and assess our progress by lifestyle changes that were made since attending one of the programs/events, and a sense of joy one finds in being engaged in the outdoors. Because the grant period is solidly a full year after the pilot program was launched, we now have a baseline to build that data. That data would begin to identify activity-specific participation and its effects. What activity did one repeat? What activity did anyone continue to practice on their own? Did one invest in equipment? How often does one participate in the new activity? Why? What health benefits (mental, physical, social) can one identify? Did this bring joy? As we aggregate data it will assist in associating how engaging in outdoor activity improves the mental, physical, and social health in BIPOC communities, and help shape the program as it evolves.

The funding would remove education, social and economic barriers for BIPOC to enter outdoor recreation that exists and thrives in Vermont. With this support, we can begin reimagining the health and well-being of BIPOC communities as BIPOC begins making a small lifestyle change and actively engaging in outdoor activities.

**18. Describe your team (the project champions and any community partners you are working with / intend to work with to achieve these results). If not yet working with these partners, please also describe your plan to outreach and engage these partners (no more than 1,500 characters):**

Currently, there are four core volunteers, all BIPOC women, who discuss and make all decisions based on facts and feedback from BIPOC communities and partners, and are instructors as they are experts in the activity they teach and/or guide. The project coordinator is experienced in managing federal and state grants. Powered in all its operations and decisions are made to promote mental, physical, and social health that benefits BIPOC. We also acknowledge one of the purposes of this project is to build an inclusive environment which means building relationships based on mutual respect and trust and collaborating to achieve shared objectives. We are appreciative and grateful for the support of our collaborating partners who contribute in ways we didn't imagine -- Audubon Vermont, Local Motion, Greater Burlington YMCA, Craftsbury Outdoor Center, Jay Peak, Height of Land, Row Brattleboro Outing Club, City of Winooski, VOBA, Vermont Dept. of Tourism and Marketing, VT Fish and Wildlife, Petra Cliff, Darn Tough, Turtle Fur, and our newest collaborating partner, Orvis. Currently, Concept 2 believes our project is important and we are exploring ways to collaborate. As we move forward, we hope to partner with public health institutions.

19. Please explain how the intended work may positively impact the data driven problem statement and/or help Vibrant ONE achieve our Vision and Aspiration described above (no more than 1,500 characters):

As stated in Q#17, there's no empirical data in NEK or Vermont associating BIPOC engaged in outdoor activity to measure the impact on mental, physical, and social health. The assumption based on the CDC data on the health benefits of engaging in physical activity in the general public, assuming that human beings are created equal, is the same and holds true for BIPOC communities. However, the question we need to ask ourselves is what is the time frame for the change to take effect collecting current trauma on top of carrying generations of trauma that BIPOC endures every day forward? However resilient BIPOC are, how do we measure that outcome thoughtfully and intentionally, meaning, is it possible to quantify that without BIPOC having to relive their trauma?

On the surface, this project is positioned to help build data using the pilot year as a baseline that can assist in building equitable healthcare as the assumed data may highlight the important correlation between physical activity and its health benefit but our data can help identify benefits of activities in mental, physical, and social health in BIPOC communities. This we believe is a step forward in a process of healing, reimagining the outdoors with BIPOC in it, sharing the joy, and building a sense of belonging in a community of BIPOC outdoor enthusiasts actively engaging in the outdoors.

20. (Optional) Feel free to provide additional information you think may be useful to the reviewers in evaluating this application. What else should we know about the project that we didn't ask? (no more than 1,500 characters):

Powered does not pretend to have the solution to inequities in healthcare but we experienced social and systemic racism, economic inequality, and inadequate public outreach and we learned how these factors drive the disparities. With those factors in mind, we began the work to help improve the health of BIPOC by offering ways to make a small change in lifestyle.

The program Powered designed removed barriers that exist in entering outdoor activities such as costs associated with learning, use of the facility, and equipment needed so that BIPOC community members can enter the program without added burden. By removing these known barriers, we are creating a comfortable and safe space in which learning and building confidence has a higher chance for the attendees to experience the joy of the activity. Powered believes that it is more likely the activity will be added to one lifestyle to practice as a lifelong activity if they find confidence and joy in the activity. With this small change, we can reimagine healthcare in more ways than the conventional way of healthcare.

Our independent instructors and Core organizers have full-time jobs and the families they care for have been volunteering their services. This funding would provide a reasonable and fair stipend and increase the number of instructors which will help reduce the workload to prevent “burnout”, providing a way to create a healthier culture in our organization that will enable us to provide added support and resources for BIPOC.

We understand that requests for funds may be more than the funds available, with that understanding although proposed activities are ideal we are open to reducing the number of activities to meet the available funds. Thank you for your valuable time and efforts in learning about our project.

**Organization/Group/Grantee Name:** Powered Magazine

**Title of Project:** BIPOC mental, physical, and social health benefits of engaging in outdoor activities.

| <u>Expense Category</u>   | <u>Description</u>  | <u>Request</u> | <u>Events</u>   |
|---|---|----------------|---|
| <b>Staffing - Program, Education/Clinics stipend</b>                            |   |                |   |
| Project Coordinator 75/hr   | Coordinate all programs with partners and instructors, manage registrations, est. 215 hrs value \$16,125.00               | In-kind        | 4, X-Country ski/snowshoes events, winter 22-23                                     |
| Facilitator stipends supports mental health                                     | 20 events at \$50 an event  | \$ 1,000.00    | 4, Bike events autumn '22 and spring '23  |
| Instructor stipend supports activity specific education                         | 43 events at \$100 an event   | \$ 4,300.00    | IWT(Inclusive Water Time aka Learn to Swim) 4, 6-week session_ total of 24 sessions |
| Instructor's Assistant stipend supports the instructor                          | 43 events at \$50 an event  | \$ 2,150.00    | Bird Watching spring '23  |
| Social Media - peer support stipend supports promote activities in the outdoors | 30/hr for 59 hours  | \$ 1,770.00    | Learn to row at Row BOC 6 sessions - 3 double session days May '23                  |
| Fly Fish weekend clinic   | \$225 pp for 15 people  | \$ 3,375.00    | 2, Climb sessions in '22  |
| Hunting clinic  |   | \$ 500.00      | Fly fish clinic in '22 or spring '23  |
| Grant admin stipend   | \$50/hr, 2.5 hrs a month x 9 months   | \$ 1,125.00    | Hunt ed '22 or spring '23   |
| <b>Facility/Insurance/Logistics</b>   |   |                |   |
| Base camp 500 a month   | rent to hold meetings, gatherings, workshops/clinics, equipment lending library   | \$ 4,500.00    |   |
| Insurance   |   | \$ 2,000.00    |   |
| Safe route to and from Craftsbury   | identify areas without cell service from eastbound and northbound to Craftsbury, est. 10 hours two people. Stipend 200 pp | \$ 400.00      |   |



|   |   |                     |                                    |
|---|---|---------------------|------------------------------------|
| RowBOC  | Facility and sculling equipment and safety support est. 600 a day   | \$ 1,800.00         |                                    |
| <b>Subscriptions/Membership/Access</b>  |   |                     |                                    |
| Climbing  | \$275, 10-punch card (including equipment rental) for 10 people to incorporate into a healthier lifestyle | \$ 2,750.00         |                                    |
| Trail access  | a year of four-season trail access at Craftsbury Outdoor Center for 20 people                             | \$ 3,000.00         |                                    |
|   | 10 people Sleepy Hollow   | \$ 1,550.00         |                                    |
| Bike rental   | 4 events,\$40 a day is \$160 pp limit to 25 people is \$1000 an event                                     | \$ 4,000.00         |                                    |
| Swimming Pool access to continue engaging in swimming                                       | 3, 2 adult family \$86/month for 9 months   | \$ 2,322.00         |                                    |
|   | 10 adults at 56/month for 9 months  | \$ 5,040.00         |                                    |
| X-country ski equipment rental  | complete x-country ski equipment \$35/day for 25 people, 4 events   | \$ 3,000.00         |                                    |
| Fishing license   | \$28/pp for 25 people   | \$ 700.00           |                                    |
| Hunting license   | \$28/pp for 25 people   | \$ 700.00           |                                    |
| <b>Social Health</b>  |   |                     |                                    |
| Social health w/culturally appropriate food building community of BIPOC outdoor enthusiasts | \$200 and event, 20 events  | \$ 4,000.00         |                                    |
|   | <b>Total Request</b>  | <b>\$ 49,982.00</b> | <b>Total In-Kind = \$16,125.00</b> |