

Mini Grants

The following organizations were awarded Mini Grants in the amount of \$3,500:

Charter Oak Health Center, Hartford: To Your Health! Project

Charter Oak Health Center will hire a consultant to provide branding and materials for community outreach workers and other employees to build awareness of the health center. Some examples include: how to access services; how to manage chronic diseases; information about the Healthy Start program for pre-natal and post-partum women; and more. Charter Oak hopes to make its brand more recognizable so to attract new clients.

Cornell Scott-Hill Health Corporation, New Haven: Engaging Our Kids In Care

The center will engage poor, distressed and underprivileged children and families living in the greater New Haven area in care. The multilingual and multicultural health center staff will utilize a continuum of engagement methodologies with children and families from the greater New Haven area so they have access to appropriate, timely and ongoing care. Engagement methodologies will include education and outreach provide by staff in one-on-one group interaction. Multi-media approaches, such as text messages, videos, brochures, posters, public service announcements, and telephone applications may be utilized to connect with children and families. By engaging children in care now and by building partnerships with them, the center is teaching and empowering them to be proactive and involved in all aspects of their health care.

Fair Haven Community Health Center, New Haven: Creating a Marketing and Communications Plan on a Shoestring Budget

Fair Haven Community Health Center has set a goal for the upcoming year to increase the number of patients it serves in the community. This grant will allow the health center to obtain the consulting services of "Catchafire," a non-profit organization that matches non-profits with various experts who donate their time on a pro bono basis. These consultant services will help the center create a marketing and communications plan on a shoestring budget. The grant will enable the health center to improve its communications and outreach efforts with the dual goals of: 1) reaching out to existing and potential patients to increase access to care and increase our numbers; and 2) introducing the health center to a larger pool of potential supporters, employees, and policy makers who will come to understand and appreciate the role of the Fair Haven Community Health Center.

Generations Family Health Center, Willimantic: Outreach Utilizing Social Media

Generations Family Health Center seeks to embrace social media and other new technology, and utilize it as a marketing/outreach tool with its patients, funders, referral sources and potential donors. This grant will allow Generations to hire a social media expert, who will help the center understand, develop, launch and maintain an effective social media communications plan.

Optimus Health Care Inc., Bridgeport: The Tdap Immunization Program

The goal of the proposed program is to protect vulnerable newborns from Pertussis “Whooping Cough” by offering a Tdap immunization program to caregivers of newborns. The Tdap Immunization Program consists of an immunization program to be implemented at the Main Street Health Center – Pediatric Department and at the East Main Pediatrics, both in Bridgeport. Optimus Health Care, Inc. will use the grant to purchase Tentus, diphtheria, and acellular Pertussis (Tdap), a booster version of Dtap, targeted to adults. By vaccinating caregivers with Tdap vaccine, Optimus will prevent pertussis (whooping cough) among its newborns and adults.

Southwest Community Health Center, Bridgeport: Improvement of UDS Measures in Internal Medicine

This grant will fund eight in-service programs, four on diabetes and four on hypertension, presented by a committed clinical team, on a quarterly basis over the next year. Patients who fall below the expected clinical measures or would benefit from additional education, are eligible for participation in these group sessions. Since many patients do not acknowledge the consequences of non compliance, the focus of the educational sessions will be to reinforce the importance of taking medication, proper nutrition and healthy life habits, including regular follow up with their provider. The sessions will target a different group of patients identified with uncontrolled diabetes and hypertension each quarter.

StayWell Health Care, Inc., Waterbury: Prenatal Program

StayWell Health Care, Inc. will use the grant to assist in funding prenatal ultrasound testing and lab work for uninsured and low-income pregnant patients who are unable to afford the out-of-pocket expense for this vital testing. StayWell is currently the primary prenatal care provider for uninsured pregnant patients in the greater Waterbury area. They provide these services for patients on a sliding fee scale based on their income, which must be proven with a pay stub or other valid document. However, most patients are unable to pay even the lowest amount on the fee schedule. Despite this, these patients are provided all of their prenatal care regardless of their ability to pay or payment history. These funds will serve a minimum of 25 patients.