

TUFTS HEALTH PLAN FOUNDATION AWARDS \$55,000 TO HONORING CHOICES MASSACHUSETTS

Initiative promotes a pilot program to inform about health care options, focus on older adults

WATERTOWN, MA – Tufts Health Plan Foundation announced a grant of \$55,000 to Honoring Choices Massachusetts for a pilot program to launch the statewide “Who’s Your Agent?” Ambassador Program. The initiative, which will focus on older adults, seeks to empower, inform and engage with people across age, language and cultural backgrounds to explain their health care options and choices. The grant reflects the Foundation’s commitment to building healthier communities by promoting collaboration and improving systems and best practices.

“Our investments focus on improving community livability and addressing inequities to help older adults live healthier, fulfilling lives,” said Nora Moreno Cargie, president of the Tufts Health Plan Foundation and vice president, corporate citizenship for Tufts Health Plan. “Every community has different needs and opportunities. We want to honor communities where they are and catalyze health improvements for older adults and the entire community.”

The ‘Who’s Your Agent?’ Ambassador Program will recruit older adult volunteers and provide training on content and facilitation to prepare them to run peer-to-peer programs across the state. The goal is to train 150 Ambassadors to offer 350 workshops reaching up to 6,000. Honoring Choices will collaborate with partners to serve different cultural and linguistic groups and ensure health care planning materials are translated and accessible. The program will include a web page and materials in over twenty languages.

“We are thrilled to take part in Tufts Health Plan Foundation’s shared mission to elevate the knowledge and voices of older adults,” says Ellen M. DiPaola, President & CEO, Honoring Choices Massachusetts. “Ambassadors will actively engage multi-cultural and multi-generational adults & families in peer-to-peer health care planning discussions to promote wellness where they live, work and gather.”

In all, Tufts Health Plan Foundation announced 21 new grants totaling more than \$1.7 million and representing collaborations with more than 200 community organizations in Massachusetts, New Hampshire, and Rhode Island.

About our grant program

Tufts Health Plan Foundation awards grants twice a year. Interested organizations should submit a letter of intent (LOI) through the online system accessible via www.tuftshealthplanfoundation.org. Letters of intent for the Policy and Advocacy grant cycle are due on July 20, 2017.

About the Tufts Health Plan Foundation

Established in 2008, Tufts Health Plan Foundation supports the health and wellness of the diverse communities we serve. The Foundation has given nearly \$26 million to Massachusetts, New Hampshire, and Rhode Island nonprofits that promote healthy living with an emphasis on

older adults. The Foundation began funding in New Hampshire in 2016. The Tufts Health Plan Foundation funds programs that move communities toward achieving age-friendly policies and practices that are relevant, focus on older adults, and include them in community solutions. Visit www.tuftshealthplanfoundation.org or follow us on [Twitter](#), [Facebook](#), and [YouTube](#).

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