



MAY 2021 ARTS FOR HEALTH: NOTICE OF A GRANT OPPORTUNITY

Creative, Safe, Accessible and Culturally Inclusive Opportunities to Engage Cambridge Residents

Release Date: Tuesday, May 18, 2021

Deadline for Responses: Tuesday, June 8, 5:00 pm EST

I. OVERVIEW

The Cambridge Public Health Department (CPHD) oversees the City of Cambridge's public health agenda, codified in a five-year Community Health Improvement Plan (CHIP). The CPHD is seeking artists, designers, and creatives to propose creative, safe, accessible and culturally inclusive opportunities to engage residents around one or more of the CHIP priority areas - Mental Health, Healthy Eating and Active Living, and Community and Social Resilience – emphasizing racial and health equity, the CHIP's cross-cutting theme.

II. CONTEXT

Being a healthy city is about more than delivering quality health care to residents. Where you live, learn, work, and play all have an enormous impact on your health. The Cambridge Public Health Department works to better understand the health needs of the community and develop programs and policies to address these needs.

The Cambridge Public Health Department (CPHD) oversees the City of Cambridge's public health agenda, codified in a five-year Community Health Improvement Plan (CHIP), supported by the Massachusetts Community Health and Healthy Aging fund. The Metropolitan Area Planning Council (MAPC) is helping CPHD expand community engagement through the CHIP's five-year life cycle. The CHIP emphasizes three priority areas: Mental Health, Healthy Eating and Active Living, and Community and Social Resilience.

The Cambridge Public Health Department recognizes the impact of racism on health equity and achieving its goals for improved community health. In this project, artists are invited to engage residents in dialogue about health and connect residents' lived experiences to the CHIP. Applicants are encouraged to promote participation in the CHIP that reflects the racial and ethnic diversity of the Port Neighborhood. The Port is home to the Public Health Department and is one of the City's most diverse neighborhoods.

Arts-infused engagement approaches are especially useful during the COVID19 pandemic when traditional community engagement techniques are not possible. The health department is eager to support the local arts community during this challenging time.

III. ARTWORKS

Each applicant can submit up to two (2) unique concepts in one or more categories of media. A maximum of one concept per artist will be funded.

Artists are invited to propose creative frameworks for community engagement around public health in the media of their choice. Projects should command attention and convey clear messages around the CHIP priorities in formats that are suitable for implementation during the COVID19 pandemic.

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The ideal artworks/deliverables will be understandable and interesting to diverse communities across the City of Cambridge, with consideration given to engaging residents of the Port Neighborhood. CPHD strongly encourages that artworks/deliverables be designed to engage speakers of languages other than English and to be accessible to people with disabilities.

Artworks with audio and video and/or text that are created in languages other than English may be subtitled or translated into English, and vice versa; one version of the original artwork and final deliverable will be understandable to English speakers. CPHD will provide grantees with access to translation assistance; the production and redesign of the artworks/deliverables to create additional versions in other languages will be the responsibility of the artist or artist team and should be factored into the funding request.

Eligible projects are not required to include a physical installation or engagement site. Whether the selected project will include a physical site will depend on the proposals submitted for consideration and the preferences of the selection committee. Any in-person, site-based engagement strategy must include protocols to maintain health and safety during COVID19. Consideration for the challenges of outreach during social distancing and the disproportionate health impacts of COVID-19 among Black, Latinx, and older residents will be an important element of this Call.

IV. AWARDS

Total available funding for this grant program is \$9,000. CPHD anticipates that grants amounts will range from \$1,000 - \$4,000 per grantee. CPHD will enter into grant agreements with individual artists and/or artist teams. Awards will be made for works falling into any category of media including but not limited to those identified under section VI.1.b. below.

V. WHO CAN APPLY

Current or former residents of Cambridge, Massachusetts, and Massachusetts artists familiar with Cambridge are strongly encouraged to apply. The call is open to any resident of the United States of America aged 18 years or older. Artists and teams with experience in community arts, creative engagement, sculpture, mixed-media, video/film, animation, storytelling, illustration, graphic design, communications, or social media, are encouraged to apply. Preference will be given to applicants who demonstrate experience working with community-based organizations, BIPOC communities, and other segments of the population that have been treated unjustly by medical systems. Artists at all levels of experience – including individuals who are currently enrolled in school – are encouraged to apply.

VI. HOW TO APPLY

Apply by submitting the following materials, not to exceed three pages total per submitted concept, via email to [contact]:

1. A one-page cover letter including:
 - a. Lead applicant name, mailing address, email address, and phone number. If applying on behalf of a team, please list the full names of all team members.
 - b. A 1-2 paragraph explanation of the approximate scope of work this grant would enable the grantee to produce in the medium(s) of their choice. For example, a video-maker might indicate the length of video(s) they would be able to produce; a visual artist or designer might indicate the number of graphic images they might produce for social media and/or print; and a comic artist might indicate the number of panels or pages they could produce. If the applicant is pitching more than one concept (for a maximum of two), each proposed concept should be submitted separately and should indicate the distinct artistic/creative media that will be used.

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- c. An explanation of the artist or artist team's availability to commence work starting the week of 9/1/2021 and general availability between 9/1/2021 and 11/1/2021.
2. A one-page overview of the Estimated Project Timeline and Funding Request:
 - a. A timeline of activities to develop and complete the artwork(s) over an eight-week period
 - b. A requested funding amount
 - c. If proposing the creation of artworks/developments in more than one media, please submit a one-page overview of the Estimated Project Timeline and Funding Request for each concept.
3. A one-page overview of background and experience:
 - a. Brief biography or simplified resume.
 - b. Names, phone numbers, and email addresses for two (2) references who will vouch for the applicant's ability to meet deadlines, to understand complex information, to work within editorial constraints, and to modify artwork according to feedback.
 - c. Link/s to a portfolio that is exemplary of the artistic media (pdf or website); sharing examples of artworks informed by and/or geared towards diverse ethnic, cultural, and BIPOC communities is strongly encouraged.

VII. KEY DATES

1. Call for Artists Application Release Date: 5/18/2021
2. Call for Artists Virtual Information Session: 5/25/2021 at 3:00 pm EST
Register here: https://zoom.us/meeting/register/tJEude-oqzMiEtYSM3gFhFkQI2_cBWgoXXmg
3. Question Submission Deadline: 6/1/2021 at 5:00 pm
 - Send questions to artsforhealth@mapc.org.
4. Responses to all questions received via email and during info sessions will be posted online by 6/2/2021 at 5:00 pm.
5. Application Deadline: 6/8/2021 at 5:00 pm
 - Please send all application materials in one email to artsforhealth@mapc.org with the lead applicant's full name or team name in subject line of the email.
6. Awards announced on or before 6/30/2021 at 5:00 pm
7. Creative engagement period starts 9/1/2021.
8. Creative engagement period ends 11/1/2021.

VIII. SELECTION PROCESS & CRITERIA

CPHD expects to notify artists of preliminary acceptance by June 30, 2021. Selected artists or artist teams will enter into a Contract Agreement with the Cambridge Public Health Department. Final selection will be based on CPHD's determination of the appropriateness and effectiveness of the proposal.

A review committee consisting of MAPC staff in the Public Health and Arts & Culture Departments and local public health, public art, and community representatives, including co-chairs of CHIP working groups, will evaluate the proposals received. Committee members will review submissions in accordance with the criteria listed below. The review committee may seek outside expertise, including, but not limited to, input from technical and subject matter advisors to assist in evaluating proposals.

Selection Criteria: Artistic merit of body of work; demonstrated experience in working with multidisciplinary teams (including but not limited to public health professionals, municipal staff, community leaders, etc.); strong conceptual skills with innovative, effective approaches as demonstrated in portfolio; ability to create artwork that is sensitive to social, cultural, environmental, and/or historical contexts; ability to translate artistic concepts into materials that are appropriate for virtual settings and public space

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interventions; completeness of application; and demonstrated experience in meeting project deadlines and managing grant funding.

IX. COPYRIGHT

CPHD and grantee each reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, and otherwise use, and authorize others to use any artworks/deliverables developed under this agreement with attribution. Grantee retains all ownership and copyright of any ancillary materials developed under the Grant Agreement and will grant MAPC a royalty-free, nonexclusive, limited right to reproduce, publish, and otherwise use any such ancillary materials on a case-by-case basis with the written permission of Grantee.

LEARN MORE: Visit <https://www.mapc.org/resource-library/cambridge-health-art/> for more information including an overview of the project and links for further reading about the Cambridge CHIP.