

CASE STUDY

Building Resilient Inclusive Communities (BRIC)

Providing Technical Assistance to State Public Health Departments

PARTNERS



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

ADVISORY SERVICE

TECHNICAL ASSISTANCE

The Opportunity

Through the Building Resilient Inclusive Communities (BRIC) program, NACDD and CDC funded 20 state health departments to strengthen community resilience during the COVID-19 pandemic, with social connectedness as one of three core strategies. Unlike food security and physical activity, social connectedness was a new strategy for public health practitioners and program staff alike. After early training built a shared understanding of why social connection matters for health, states still needed to know how to act on it through lasting policy, systems, and environmental (PSE) change.

Our Approach

F4SC joined BRIC's National Technical Assistance Partnership to provide **technical assistance** that helped states move from understanding to implementation. Grounded in a population health approach and the social-ecological model, our support helped state and community teams identify cross-cutting PSE solutions they could embed across sectors. Through a technical assistance learning series and curbside consulting sessions, teams brought real-time challenges, problem-solved with peers, and received practical, evidence-informed guidance on building social connection into their existing work.

The Impact

20	State health departments supported
60+	Communities engaged across BRIC
4	States formed or strengthened coalitions to address social isolation

States shifted from treating social connection as a standalone program to weaving it into existing public health work. Partner communities layered social isolation screening into food and physical activity referral systems, and several states contributed to their State Plans on Aging. Others formalized agreements with libraries, senior centers, and schools to sustain connection programs beyond the grant. The result is a set of replicable approaches that position public health to address social connection in future emergencies and everyday practice.

"Social connectedness was new territory for many of our state partners. Foundation for Social Connection helped them move from understanding why it matters to knowing what to do about it, with practical guidance on policy, systems, and environmental strategies they could build into work already underway."

— Mara Galic, Senior Program Manager, NACDD

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