

Request for Proposals

Advancing New York State's Prevention Agenda: A Matching Funds Program to Implement Community Health Improvement Plans

Deadlines:

Letter of Intent: December 4, 2013, at
1 p.m.

Full Application: January 31, 2014, at
1 p.m.

Applicants must first complete an online letter of intent to determine whether a proposed project fits the funding criteria. The online letter of intent form and instructions are posted in the Grant Seekers/Open RFPs section of the NYSHealth website at <http://www.nyshealthfoundation.org/grant-seekers/rfps/advancing-new-york-state-prevention-agenda>.

The deadline for the online letter of intent is **Wednesday, December 4, 2013, by 1 p.m.** Selected organizations will be invited to submit full applications, which will be due on **Friday, January 31, 2014, by 1 p.m.**

I. About the Foundation

The New York State Health Foundation (NYSHealth) is a private foundation dedicated to improving the health of all New Yorkers, especially the most vulnerable. To achieve meaningful impact, the Foundation makes grants, informs health care policy and practice, and spreads effective programs that work to improve New York's health system. Most of the Foundation's grantmaking is focused on three priority areas: expanding health care coverage, improving diabetes prevention, and advancing primary care.

This particular funding opportunity is related, more broadly, to prevention activities that would address health inequities in New York as outlined in the New York State Department of Health's (NYSDOH) *Prevention Agenda 2013-17*.

II. Background

According to the Centers for Medicare & Medicaid Services, approximately 95% of the dollars spent on health expenses goes to medical care, while just 5% goes to population health strategies. Yet 40% of deaths are caused by modifiable behavior patterns, while shortfalls in medical care account for only about 10% of early deaths. The opportunity is ripe to rebalance communities' investment in health and to focus on strategies to promote health and prevent disease.

The *New York State Prevention Agenda 2013-2017: New York State's Health Improvement Plan* at http://www.health.ny.gov/prevention/prevention_agenda/2013-2017/ provides a framework and roadmap to foster statewide implementation of prevention activities. The agenda aims to align the work of organizations from a wide variety of sectors—including, but not limited to, the health care delivery system, academia, community-based health and human services, businesses, employers, media, and philanthropy—to improve the health and wellbeing of the communities they serve.

By November 2013, all 58 local health departments in New York State will have to submit a Community Health Improvement Plan (CHIP) outlining their strategies to advance the State's *Prevention Agenda 2013–17*. Through this request for proposals (RFP), NYSHHealth is providing funds to help local health departments implement their improvement plans.

The Foundation will provide grant awards of up to \$50,000 to 10 local health departments that submit the most innovative and feasible CHIPs, engage a diverse group of partners from several of the sectors mentioned above, and are able to secure matching grants to implement their proposed plans. In-kind support is encouraged, but not required, and will not count toward the matching funds required for this initiative.

For more than five years, NYSHHealth has invested in community-based programs to prevent diabetes and obesity. NYSHHealth seeks to leverage the *Prevention Agenda 2013–17* to further promote investment in the areas of disease prevention and population health, catalyze support from the philanthropic community, and advance the work of organizations throughout the State focused on improving community health.

III. The Program

The purpose of this RFP is to provide grants of up to \$50,000 to 10 local health departments that present innovative and feasible projects in support of the *Prevention Agenda 2013–17*. The final grant awards are contingent upon the applicant's ability to raise matching financial support for the \$50,000 grants.

The CHIPs are extensive documents used in guiding the work of local health departments and their partner hospitals. To apply for a grant, local health departments must have developed and submitted their CHIPs to NYSDOH.

For the purpose of this funding opportunity, proposed initiatives may be part of broader set of coordinated activities included in the CHIPs. However, NYSHHealth funding must be used to support discrete and sustainable prevention initiatives that can be implemented during an 18-month period. The proposed projects must **(1)** be evidence-based; **(2)** address at least one of the five priority areas of the *Prevention Agenda 2013–17*; and **(3)** have explicit measurable outcomes that are agreed upon among key stakeholders in a county.

Competitive applications will:

1. Be immediate or time-sensitive opportunities for Foundation funds to make a difference;
2. Be sustainable after one-time matched grant support from NYSHHealth. It is important to explain the business plan for sustaining the project;
3. Articulate a clear set of measurable goals for the initiative and establish a feasible timeline for implementation;
4. Have an effective plan for evaluating the measurable impact of the project and the funding received. The RE-AIM framework at <http://www.re-aim.org/> may be used for evaluation purposes;
5. Demonstrate the commitment of partners from other sectors targeted by the *Prevention Agenda 2013–17*. Partners must agree upon a set of clearly articulated goals for the initiative; and

6. Have strong potential for replication elsewhere in New York State, in the form of lessons learned or by expanded collaboration with other local health departments.

Counties' health rankings, available at <http://www.countyhealthrankings.org/app/new-york/2013/rankings/outcomes/overall/by-rank>, and geographic location also will be considered to ensure a balanced, diverse set of grantees.

IV. Who May Apply

This RFP places emphasis on initiatives that have a countywide or communitywide impact, as defined in the needs section of the CHIPs. NYSHealth will consider proposals from local health departments or their fiduciary agents with nonprofit (501[c](3)) or for-profit status. Applicant organizations must show that proposed projects further at least one goal within the five priority areas of the *Prevention Agenda 2013–17*.

This RFP requires applicants to leverage additional funds by seeking agreements with other organizations in the form of matching funds.

V. Selection Process

Letters of intent from local health departments or their fiduciary agents must be submitted to NYSHealth by Wednesday, December 4, 2013, at 1 p.m.

The letter of intent will need to include a brief summary of the local health department's CHIP and describe in detail how NYSHealth funds will be used to implement elements of the plan.

Letters of intent will be reviewed and scored by NYSHealth and NYSDOH. In addition, NYSHealth and NYSDOH will review the corresponding CHIPs of the counties that score among the top 20 letters of intent to ensure that proposed activities align with core elements of the CHIP. Up to 20 counties will be invited to submit full proposals to NYSHealth by Friday, January 31, 2014, at 1 p.m. NYSHealth, in collaboration with NYSDOH and an external review panel of other public health experts, will review and select 10 finalists for the grant award.

Local health departments that are selected as finalists will need to raise matching grants from local funders or other private investors (e.g., local businesses, hospitals, academia). NYSHealth funding disbursement will be contingent on securing the matching funds. Selected applicants that cannot identify matching grants within three months of award notification will forfeit the award.

VI. Selection Criteria

NYSHealth is committed to a fair and transparent proposal review process. Project applications will be assessed by a panel of reviewers from across the State with an expertise in public health and prevention. NYSHealth's review panel will consider the following factors:

1. **Clarity:** Clear articulation of the goals of the project and how it will advance the local health department's CHIP and the *Prevention Agenda 2013–17*;
2. **Experience:** The experience, potential, and readiness of the local health department and its partners to complete the project successfully;

3. **Feasibility:** Likelihood that a project will accomplish its goals and have a measurable impact;
4. **Evidence base:** Inclusion of a set of evidence-based strategies and interventions to address health inequities;
5. **Collaboration:** Representation from various sectors (e.g., businesses, media, academia, schools, local government) working toward a set of shared, measurable goals;
6. **Reach:** Measurable and significant reach to the population with poor health indicators (e.g., how many people will be impacted by the proposed effort); and
7. **Sustainability:** Sustainability of the project activities after NYSHealth funds expire.

VII. Budget

Projects will be assessed for the appropriateness of budget as it relates to the proposed scope of work and timeline. Funding requests can be made for up to \$50,000 with a match by another foundation, corporate giving group, business, hospital, or other entity.

VIII. Application Timeline and Process

NYSHealth invites submissions of online letters of intent from local health departments by Wednesday, December 4, 2013, at 1 p.m. From the submitted letters of intent, staff members from NYSHealth and NYSDOH who are knowledgeable about the CHIPs will select up to 20 projects and will invite those departments to submit a full application. The letter of intent form and instructions, along with answers to frequently asked questions, are available in the Grant Seekers/Open RFP section of the NYSHealth website at <http://www.nyshealthfoundation.org/grant-seekers/rfps/advancing-new-york-state-prevention-agenda>. Selected applicants then will be asked to submit full proposals by Friday, January 31, 2014, at 1 p.m. Guidelines for submission are below.

Timeline:

1. Please complete an online letter of intent form by 1 p.m. on Wednesday, December 4, 2013.
2. All applicants will be notified about the outcome of their online letters of intent via e-mail no later than December 18, 2013. Invited applicants will be furnished with application guidelines for full proposals at that time.
3. Full proposals from invited applicants will be due by 1 p.m. on Friday, January 31, 2014.

IX. Inquiries

Inquiries about the RFP should be addressed to Lourdes Rodríguez, program officer, at rodriguez@nyshealth.org. Questions regarding the submission process should be e-mailed to grantsmanagement@nyshealth.org.