

CA4Health: California Community Transformation Initiative Request for Applications

****Applications due Friday, November 15, 2013 by 12:00pm (noon)PST****

About CA4Health and Public Health Institute

Chronic disease is responsible for 7 out of 10 American deaths each year and 75% of U.S. health care costs. The places where we live, work, study, play, and shop affect our health. We all benefit when these places offer better drink choices, enable us to be more active, provide us with air that is free of secondhand smoke, and health services that fit our needs.

Created by the Affordable Care Act and launched in 2011, the [Community Transformation Grants \(CTG\)](#) program combats health disparities and chronic illness by empowering local communities to address social determinants of health through the implementation of policy, systems, and environmental (PSE) change strategies. California has received more than \$35 million in CTG funding across 14 awards. The award granted to Oakland-based [Public Health Institute \(PHI\)](#) covers CTG implementation in 42 California counties with populations of 500,000 or less through a project called CA4Health. CA4Health currently provides direct funding through sub-awards to 12 California counties: Calaveras, Humboldt, Imperial, Madera, Mendocino, Merced, Monterey, Shasta, Siskiyou, Solano, Tulare, and Tuolumne. By developing and implementing evidence-based systemic and environmental changes in smaller communities, we will help improve the quality of life and reduce chronic disease for all Californians.

PHI is an independent, nonprofit organization dedicated to promoting health, well-being, and quality of life for people throughout California, across the nation, and around the world. As one of the largest and most comprehensive public health organizations in the nation, we are at the forefront of research and innovations to improve the efficacy of public health statewide, nationally, and internationally.

Who Can Apply

The purpose of this application is to support and expand PSE work in CA4Health counties not currently receiving funding. Those counties are:

- Alpine, Amador, Butte, Colusa, Del Norte, El Dorado, Glenn, Inyo, Kings, Lake, Lassen, Marin, Mariposa, Modoc, Mono, Napa, Nevada, Placer, Plumas, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Sierra, Sonoma, Sutter, Tehama, Trinity, Yolo, or Yuba.

Applicants should be located in or near the communities they will serve through proposed work.

Eligible organizations for application include county health departments and other local government entities, community-based organizations, faith-based institutions, and other non-profit organizations. Applicants should demonstrate their organization's commitment to the proposed work, including how the project will involve and engage local community partners and what PSE change will occur.

- If the applicant is a county health department, it should secure at least one letter of support from a community organization.
- If the applicant is another type of organization (not a county health department), it should secure a letter of support from the appropriate local county health department.

CA4Health Sub-Awards 2013-2014

CA4Health will award funding to up to six additional organizations to work towards a goal in at least one of the following strategic directions:

1. **Tobacco-Free Living:** Smoke-Free Multi-Unit Housing
2. **Healthy Eating Active Living:** Decrease Consumption of Sugary Beverages/Increase Access to Water
3. **Clinical-Community Preventive Services:** Chronic Disease Self-Management Program/Integrate Community Health Workers in Team-Based Care
4. **Healthy & Safe Physical Environment:** Safe Routes to School/Walkable & Bikeable Communities

Each awardee will receive a one-time award of \$20,000-30,000 to be used for implementation of activities related to the selected goal(s). Access to technical assistance, participation in CA4Health calls and webinars, and other resources will be available during the funding cycle and beyond. The end date for the funding cycle is September 29, 2014.

Funds cannot be used for the following: infrastructure, promotional items or giveaways, educational campaigns (unless the applicant can prove the campaign would be an integral step in achieving a tangible PSE goal by the end of the project period), clinical services, equipment, or lobbying.

How to Apply

*An optional call for interested applicants to ask questions will be held **Tuesday, November 5, at 2:30pm.** To participate, dial 1-866-551-1530 participant code: 23896877#.*

Include the following items when submitting your application:

- A completed application form (Appendix A). The application form should not exceed 6 pages, 11pt font.
- A budget (Appendix B) and budget narrative (Appendix C) not to exceed 3 pages (these pages are not included in the 6-page application form count).
- A completed subrecipient worksheet (Appendix D).
- One letter of support from a proposed community partner and/or the appropriate local county health department (see "Who Can Apply") describing their commitment and willingness to work with the applicant organization.

Send your application package via email to katie.miller@phi.org and christina.ruano@phi.org with "CA4Health Proposal [Your Organization's Name Here]" as the subject heading. Applications not emailed to both Katie Miller and Christina Ruano may not be processed. Mailed or faxed applications will not be accepted. The deadline to apply is Friday, November 15, 2013 at 12:00pm (noon) PST.

Criteria for Selection

CA4Health will use the following criteria to review all applications. Criteria will be weighed according to the percentages indicated below.

- **Rationale/Community Background:** Explain the community's need to address chronic disease through policy, systems, and environmental change strategies and how proposed work will

address this need. Include information on health inequity as appropriate. See attached slides from ChangeLab Solutions for broad definitions of PSE strategies. (25%)

- **Description of Proposed Strategic Direction Work:** Describe which strategic direction(s) the applicant organization will address through funds received from CA4Health, including a goal and key steps/ proposed activities that will contribute to achieving that goal. See attached examples for guidance. (40%)
- **Potential for Community Collaboration:** Describe potential community partners who will help support this initiative and what assets or strengths they will lend to the project vision and activities. (25%)
- **Specification of Resources:** Describe what resources are available to conduct this project, such as staff, what further resources might be needed, such as training and/or technical assistance, and how the project can be sustained beyond the funding cycle. (10%)

All applications will be reviewed for the extent to which they meet the criteria designated above, as well as completeness of the application and other required documents. Additionally, the proposed budget should be appropriately allocated to achieve goal(s) and activities. There will not be an appeals process for this opportunity.

Expectations of Funded Organizations

Awardees will be responsible for completing the following activities, in addition to the proposed work:

1. Participate in an orientation call on Wednesday, December 4, 2013.
2. Identify a community coalition that will participate in activities related to the indicated goal(s).
3. By January 17, 2014, finalize a goal and related activities based on the designated strategic direction(s).
4. Participate in evaluation and data collection, including submission of progress reports and invoices at three dates throughout the year (dates TBD).
5. Attend the CA4Health Action Institute in Sacramento (tentatively early May 2013—date TBD). Travel for up to two people will be paid for by Public Health Institute to attend this meeting.
6. Submit at least one community success story based on work completed.
7. Participate in technical assistance activities and educational opportunities, including phone-based communication (one-on-one calls with CA4Health and calls with all counties); e-mail support (individual questions, information, and blast e-mails); Web-based support (webinars, Public Health Data Solutions, CA4Health's online sharing platform); training and educational documents; and referrals to professionals and other experts, including other CA4Health and CTG communities.

Additional Information

For more information about this RFA, contact Katie Miller at 510-285-5584 or katie.miller@phi.org.