



Request for Proposals

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

Full Application: April 30, 2015, at 5 p.m.

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*.

I. 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 Commu-

nity Health Improvement Plan (CHIP) outlining their strategies to advance the State's *Prevention Agenda 2013–17*. Through this request for proposals (RFP), NYSDOH is providing funds to help local health departments implement their improvement plans.

The Foundation will provide grant awards of up to \$5,000,000 to 3 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, NYSDOH has invested in community-based programs to prevent diabetes and obesity. NYSDOH 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.

II. The Program

The purpose of this RFP is to provide grants of up to \$5,000,000 to 3 local health departments that present innovative and feasible projects in support of the *Prevention Agenda 2013–17*.

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, NYSDOH 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 NYSDOH. 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.

III. Task

Your group represents the NY State Health Department, Bureau of Health Behavior & Prevention. Your group applied for and has just been awarded this 5 million award to allocate across intervention options. Please use the simulation as a decision support tool plus the literature to recommend a specific intervention and outline action steps. More specific guidelines are outlined below.

Application Summary

Enter the Start and End Dates and Project Title (*120 characters maximum with spaces*) fields.

Application Narrative

The following outlines the required sections and lengths for each.

Executive Summary (*2,000 characters maximum with spaces*)

Provide a brief summary of your proposal, including activities and collaborators involved.

Background (*7,000 characters maximum with spaces*)

Provide a brief summary of the *Prevention Agenda 2013–17* priority areas that your CHIP targets and the rationale for selecting these priority areas.

Your Proposal (*10,500 characters maximum with spaces*).

Please describe in detail how you intend to use a grant from the New York State Health Foundation to support discrete, sustainable prevention initiatives that will be implemented as part of your county's CHIP. In the description of your work, please make sure that you include the following information:

- 1) Outline the goals and objectives you seek to accomplish with this grant;
- 2) Summarize the key activities you will focus on implementing in the next 18 months;
- 3) Estimate the potential reach of your proposed initiative (e.g., how many people will be impacted by your work);
- 4) Explain how you will monitor your progress and measure your impact at the end of the grant; and
- 5) Describe how your county plans to sustain the work after the grant period ends.

Sustainability (*3,500 characters maximum with spaces*)

Please describe in detail how you intend to sustain the work beyond the support provided by this award. For policies or initiatives involving systems change, explain how you will monitor implementation of the policy or of system change. For program activities or service delivery, explain the business plan or strategies to absorb cost. It is inadequate to simply state that you will seek additional grants from other funders.

Collaboration Efforts (*3,500 characters maximum with spaces*)

Please tell us about the organizations that you will collaborate with to implement the CHIP and describe their role in implementing your proposed activities. The most competitive applications will include partners from the following sectors: health care delivery system; employers, businesses, and unions; media; academia; community-based health and human service agencies; State and local government and non-governmental public health organizations; other government agencies; elected officials and other policymakers; communities; and philanthropy. If you have not engaged partners from any of these sectors yet, please describe how you plan to do so.

Project Management (*3,500 characters maximum with spaces*)

Please describe in detail the team that will carry out the project, including the relevant experience of each member.

Budget

The maximum overhead allowed is 15%. Ensure that your budget fits an 8.5 X 11 sheet of paper and full number/dollar amounts are visible in their cells.