Healthy People 2020 Community Innovations Project
Request for Proposal

Timeline

Proposal Forms & Instructions Available	June 20, 2011
Bidder's Conference	June 27, 2011 (one hour in length; see time options below)

Eligible applicants in Eastern and Central time zones:
12:00 p.m. EDT/11:00 a.m. CDT
Please follow this link to register:
https://jsi.webex.com/jsi/j.php?ED=149637867&RG=1&UID=0&RT=MiMxMQ%3D%3D
Dial: 1.877.223.6135; Conference I.D.: 628.55.112

Eligible applicants in Mountain and Pacific time zones:
12:00 p.m. MDT/11:00 a.m. PDT
Please follow this link to register:
https://jsi.webex.com/jsi/j.php?ED=150472232&RG=1&UID=0&RT=MiM2
Dial: 1.877.223.6135; Conference I.D.: 705.32.378

Eligible applicants in Hawaii-Aleutian and Alaska time zones:
10:00 a.m. HAST/12:00 p.m. AKDT
Please follow this link to register:
https://jsi.webex.com/jsi/j.php?ED=150472417&RG=1&UID=0&RT=MiM2
Dial: 1.877.223.6135; Conference I.D.: 705.32.501

Proposals Due	**By 7:00 p.m. EDT, August 5, 2011** Postmarks will <u>not</u> be accepted
Notification of Intent to Fund or Decline	November 11, 2011
Project Timeline	December 1, 2011 – May 31, 2012
Evaluation Components Due	June 10, 2012

If you have any questions regarding this proposal, please contact John Snow, Inc. via email at communities@jsi.com or via phone at 1.800.839.0934.

What is Healthy People?

Healthy People is a set of topic areas and objectives with 10-year targets designed to guide national health promotion and disease prevention efforts to improve the health of people in the United States. Healthy People 2020 represents the fourth generation of this initiative, building on a foundation of three decades of work.

Healthy People 2020 Community Innovations Project Purpose

This Request for Proposal (RFP) recognizes the lead role that community-based organizations play in improving a community's health. The purpose of this RFP is to solicit community-level projects that use Healthy People 2020 overarching goals, topic areas and objectives to promote improved heath at a community level. Funding is intended to support activities above and beyond general operations. Using the projects funded through this RFP, the Office of Disease Prevention and Health Promotion (ODPHP) intends to evaluate how the Healthy People 2020 overarching goals, topic areas and objectives are being used to improve the health of communities.

Funding Information

♦ This is a one-time funding opportunity.
♦ Awards will range from $5,000 to $10,000.
♦ Up to 170 projects will be funded.
♦ Multiple submissions representing a single eligible entity will <u>not</u> be reviewed. (Please see "Who Can Apply" section for eligibility criteria).
♦ Awardees will be chosen to represent a variety of themes, activities and regions.

Who Can Apply?

Non-profit, community-based organizations with budgets less than $750,000 can apply for these funds.[1]

Types of Projects to be Funded

Healthy People 2020 has four overarching goals, covers 42 topics and has over 600 objectives, encompassing 1200 measures. In order to be eligible for consideration, proposed projects must address at least **one** of the Healthy People 2020 topics and incorporate at least **one** of the following priorities that are linked to the Healthy People 2020 overarching goals. Please click on the referenced links for more information about each priority:

♦ Environmental justice: *supporting the rights of all people to live in a healthy environment.* http://www.epa.gov/environmentaljustice/
♦ Health equity: *dealing with issues that cause some groups of people to have worse health than others.* http://minorityhealth.hhs.gov/npa
♦ Healthy behaviors across all life stages: *activities to improve the opportunities for people of all ages to make healthy choices.* http://www.cdc.gov/healthyliving

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[1] Proof of non-profit status must be available upon request.

Types of Projects to be Funded (continued)

Please note that ongoing operations of an organization will <u>not</u> be funded through this project. Funding is for new activities rather than usual operations. All funded activities must be completed by **May 31, 2012.**

Review Process

Eligible proposals will be reviewed by objective committees composed of public health experts. These committees will be led by the Association for Prevention Teaching and Research. Successful proposals will be selected based on their proposed plans and activities, and scored on the following qualities:

1. Applicant's capacity for carrying out the project (30 points total)
    a. Readiness for carrying out the project (10 points)
    b. Staff experience with similar projects (5 points)
    c. Experience working in the community (5 points)
    d. Involvement of the community in the project planning process (10 points)
2. Project description (50 points total)
    a. Need for the project (20 points)
    b. Project goal(s) (10 points)
    c. Integration of Healthy People 2020 topics, objectives and targets (10 points)
    d. Project activities to accomplish the goal(s) (10 points)
3. Budget (20 points total)
    a. Budget showing each item and its cost (10 points)
    b. Justification for each item listed in the budget (10 points)

Total points available: 100

Evaluation

As a condition of final funds disbursement, projects must participate in a national evaluation of the Healthy People 2020 Community Innovations Project. Projects must indicate their commitment to participating in the evaluation by signing the "Evaluation Agreement Form," included as Form G.

The purpose of the evaluation is to assess how the Healthy People 2020 overarching goals, topic areas and objectives are being used by community based organizations to improve the health of the populations they serve. Awardees will be asked to share applicable information related to the following evaluation objectives of the overall funding initiative:

♦   In considering future initiatives to address Healthy People at the community level, is providing small grants to community-based organizations a good model?

Evaluation (continued)

♦ What processes or strategies were used to integrate Healthy People 2020 overarching goals, topics and objectives into the organization's planning for a healthier community?

♦ What successful interventions were used to achieve Healthy People 2020 targets?

♦ What communication strategies were successfully applied to promote Healthy People 2020 in the community?

♦ What new partnerships, including non-traditional partnerships (business, non-health sector) were created because of this project?

The evaluation will consist of a brief questionnaire of less than 10 questions. The questionnaire will be available online and should take no more than 30 minutes to complete. Awardees will have two weeks to complete the questionnaire which will be administered near the end of the project period. If requested, the evaluation questions can also be mailed to awardees. Awardees will receive technical assistance throughout the evaluation process as needed.

Awardees must submit responses to the evaluation questions during the last month of the project period and no later than **June 10, 2012**. Ten percent of project funds will be withheld until all evaluation activities are completed.

Important Information about Funding Mechanism

The lead contractor for the administration and national evaluation of this project is John Snow, Inc. (JSI). Awardees will become subcontractors of JSI. Therefore, no CFDA number is associated with these funds. The approved proposal will serve as a contract for required deliverables from awardees and will include a signed agreement regarding the completion of required evaluation activities.

Data Disclaimer

The Department of Health and Human Services (HHS), ODPHP has contracted with JSI to administer the Healthy People 2020 Community Innovations Project. All material submitted regarding this project announcement becomes the property of HHS. HHS has the right to use any or all information/material presented in your proposal, subject to limitations for proprietary or confidential information. Disqualifications or denial of the proposal does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the proposal shall be clearly stated in the proposal itself. The privacy policy for JSI is available at http://www.jsi.com/JSIInternet/privacy.cfm. The HHS privacy policy is available at http://www.hhs.gov/privacy.html. The contents of the proposal will become contractual obligations if the project is funded. HHS, ODPHP reserves the right to request revisions to the budget and/or scope of work of any applicant.

Reference Materials

Prior to developing a proposal, please visit the Healthy People 2020 website at http://www.healthypeople.gov to review Healthy People 2020 overarching goals, topic areas, objectives and key background information.

How to Submit a Proposal

To apply, please make one submission including Forms A through H to JSI via email at communities@jsi.com by **7:00 p.m. EDT on August, 5, 2011.**

Form A – Cover Page
Form B – Applicant Description (5 page limit)
Form C – Project Description (5 page limit)
Form D – Project Work Plan
Form E – Budget Form
Form F – Budget Information
Form G – Evaluation Agreement Form
Form H – References & Attachments (if applicable)

When submitting a proposal, please include the applicant's name and state/territory in the subject line of the email (e.g. Communities, Inc., OH).

Hard copies are strongly discouraged, but if email is not an option, please mail one copy of the proposal by **7:00 p.m. EDT August 5, 2011** (postmarks will not be accepted) to:

> John Snow, Inc.
> ATTN: Kim Nguyen
> 1725 Blake Street, Suite 400
> Denver, CO 80202

Please do not mail the proposal if you have already emailed it. A confirmation email or letter will be sent out once the proposal is received.

Proposal Format Requirements

Proposals that are illegible, that use a font size less than 12 points, have margins that are less than 1 inch, or are inconsistent with the format provided will not be reviewed.

Healthy People 2020 Community Innovations Project
FORM A – COVER PAGE

Organization/Group Name:

Organization/Group Tax ID #:

Organization/Group Total Annual Budget:

Mailing Address (Street address, Ste/Unit #, City, State/US Territory, Zip Code):

Proposal Contact Name:

Proposal Contact Title (if applicable):

Email:

Phone:

Fax:

Total Amount Requested ($5,000 to $10,000):

Please select which of the following RFP priority areas your proposed project will address:

    Environmental Justice   ___ Health Equity   _   Healthy Behaviors across the Lifespan

Briefly describe your project (150 word limit):

Organization/Group Name:

Please use the following as subheadings to outline your response to the applicant description section:

1. Describe your organization/group and its purpose.

2. Describe the background and experience of your staff with similar projects.

3. Describe your organization/group's experience working in the community.

4. Describe how the community was involved in planning the proposed project.

5. If you are partnering with other groups, please list and describe them below.

Responses (5 page limit):

1.

2.

3.

4.

5.

Healthy People 2020 Community Innovations Project
FORM C – PROJECT DESCRIPTION PAGE

Organization/Group Name:

Please use the following as subheadings to outline your response to the project description section:

1. Describe the community's need for this project and which members of the community will be served by the project.

2. Please list which Healthy People 2020 topic area(s) and objective(s) your project will address.

3. Describe what you want to accomplish with this project. Please list your goal(s) for this project.

4. How will this project guide efforts to achieve Healthy People 2020 targets?

Responses (5 page limit):

1.

2.

3.

4.

Healthy People 2020 Community Innovations Project
FORM D – PROJECT WORK PLAN PAGE

Organization/Group Name:

Please describe your planned activities in the table below.

Project Activities	Start Date	End Date	Person Responsible

Healthy People 2020 Community Innovations Project
FORM E – BUDGET FORM

Organization/Group Name:

List each of your expected costs associated with your proposed work plan in the table below.

Please note that:
♦ Food and beverage costs may not be included as a line item in your budget.
♦ Indirect costs are not allowable as a percent of total costs. To include these costs, please list them individually and justify them.
♦ For any equipment purchases, applicants must explain how the equipment directly relates to the project goals.
♦ If your project is relying on funds in addition to this award, please also include them in this form.

Budget forms that contain general operating costs, indirect costs, and/or food and beverages will not be eligible for review.

Item Description	Cost ($)	Justification	Funding Source
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Total:			

Healthy People 2020 Community Innovations Project
FORM F – BUDGET INFORMATION

Organization/Group Name:

Name of Person Responsible for Managing Project Funds:

Position at Organization/Group:

Mailing Address (Street address, Ste/Unit #, City, State/US Territory, Zip Code):

Email:

Phone:

Fax:

Healthy People 2020 Community Innovations Project
FORM G – EVALUATION AGREEMENT FORM

Organization/Group Name:

I agree to participate in an evaluation of this project and submit all required evaluation materials by June 10, 2012.

_____

Name of Responsible Party   Date

_____

Responsible Party's Phone Number   Responsible Party's Email Address

Organization/Group Name:

Please include any applicable references or attachments here.