Launching Solutions: Seizing New Opportunities in Health

Request for Proposals Announcement

July 24, 2012
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Healthcare is complex, requiring innovation to motivate its development as an integrated and adaptive system. To continue to be responsive to the evolving healthcare system in the Greater Cincinnati region, the Health Foundation is requesting letters of intent for planning, pilot or implementation projects within one or more of the Health Foundation’s four focus areas: Community Primary Care, Severe Mental Illness, Substance Use Disorders and School-aged Children’s Healthcare. The projects should also use one of the following strategies: prevention and healthcare reform.

A. Focus Areas
(choose one or more)
- Community Primary Care
- Severe Mental Illnesses
- School-Aged Children’s Healthcare
- Substance Use Disorders

B. Strategies
(choose one or more)
- Healthcare Reform Readiness
- Prevention

C. Type of grant
(choose one)
- Planning
- Pilot
- Implementation

This is the second of three rounds of this request for proposals. The third round of the request will be released in 2013.
A. Focus areas:

**Community Primary Care:** In 2010, about 1 in 7 (240,000) Greater Cincinnati adults said that someone in their household went without a doctor’s care (16%) or a prescription medication (14%) in the last year because the household needed the money to buy food or clothing or pay for housing. The Community Primary Care focus area’s grantmaking efforts concentrate on improving access to health and dental care for individuals who are uninsured, underinsured, or have low incomes. This includes the promotion of wellness, the coordination of care, and the treatment of disease.

**School-aged Children’s Healthcare:** Children face many barriers that affect their ability to learn and be healthy. Approximately 1 in 6 (12.5 million) children and adolescents aged 2-19 years old nationwide are obese. This translates to approximately 98,000 obese children and adolescents in the Health Foundation’s service area. Children with poor diet quality are at risk of poor academic performance and chronic health conditions. Another barrier to learning is a child’s mental and emotional health. Nationally, 1 in 5 children ages 9 to 17 have a mental health issue and many more experience episodic behavioral health problems. This translates to an estimated 26,000 children with mental health issues in the Health Foundation’s service area. Grantmaking efforts in the School-aged Children’s Healthcare focus area concentrate on improving access for children and their families to nutritional food, improving the emotional health of a child, and other efforts that promote children’s health.

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4 Funding for implementation of school-based health centers is not available under this request for proposals.
Severe Mental Illness: Approximately 1 in 17 (1.8 million) adults in the United States have a severe mental illness: Schizophrenia, Bipolar Disorder, Major Depressive Disorder, or Anxiety Disorders. This translates to more than 100,000 adults with a severe mental illness in the Health Foundation’s service area. Those with severe mental illnesses experience disproportionate rates of chronic physical disease, substance use, homelessness, unemployment, and incarceration. Grantmaking efforts in the Severe Mental Illness focus area concentrate on helping people with severe mental illnesses live full, healthy and functional lives in the community.

Substance Use Disorders: In the United States, approximately 9% (22.1 million) of the population aged 12 or older are dependent on or addicted to alcohol and other drugs. This means that approximately 170,000 individuals in the Greater Cincinnati area are dependent on alcohol or other drugs. Smoking rates in the greater Cincinnati region (29%) are higher than the national average (17%). Substance use disorders cost federal, state, and local governments at least $467.7 billion per year – almost $1,500 for every person in America. Substance use disorders are preventable and treatable. The Substance Use Disorders focus area’s grantmaking efforts concentrate on prevention, early intervention, and quality treatment for those with substance use disorders.

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B. Strategies:
The second round of Launching Solutions: Seizing New Opportunities in Health will emphasize the following work:

Creating primary care capacity for people who are newly insured under the Affordable Care Act (ACA).

The Health Foundation would like to assist nonprofit primary care providers to prepare for a substantial increase in newly covered patients associated with ACA coverage in 2014. We would like to prevent excessive waiting for appointments by both new and existing patients by increasing our local system’s capacity to treat new patients.

We would like to do this by leveraging existing facilities and resources. We will be looking for projects in the $20,000 to $60,000 range (upper limit $75,000) that create new treatment capacity. The Foundation will award approximately $1 million in early 2013 for nonprofit primary care capacity. We will evaluate proposals according to the amount of new capacity created relative to the cost, the match of new capacity to the access needed by new patients and the quality of care that can be expected of the new capacity.

Examples of projects that may meet this goal include:

- Opening more hours of treatment – for example, by adding evening and weekend hours at existing health centers
- Adding treatment for family members, other patients or the community at sites currently dedicated to special populations, such as school-based health centers, integrated care programs for special populations, etc.
- Converting Monday-Friday daytime school-based health centers to family care centers or full community health centers, adding evening, weekend and summer hours
- Converting operations to open scheduling, with or without additional treatment capacity, to accommodate more patients and prevent the build-up of urgent needs
- Converting, adding or associating new primary care medical homes with programs that historically provide urgent or episodic care
• Developing other interventions that responsibly increase the number of patients who can receive care with given resources. We want to see attention to both quality and efficiency in these projects.

• Applying for competitive governmental or foundation grants that expand primary care capacity. These grants will likely be much smaller than the average listed above.

Starting prevention projects that promote health and healthy lifestyles, save lives or prevent harm, such as disability and illness.

Emphasis will be on healthy eating and behavioral health strategies from the National Prevention Strategy.9

The Health Foundation is looking for pilot and exploratory projects that use evidence-based approaches and support community learning about prevention and health promotion. We will be looking for projects in the $15,000 to $25,000 range (upper limit $50,000). The Foundation will award approximately $500,000 to nonprofits in early 2013 for prevention.

Examples of projects that may meet this goal include:

• Distribution of healthy foods into stores located in areas that are food deserts

• Large-scale or very strategic nutrition education

• Local foods and gardens

• Implementation of nutritional standards in institutional, public and hunger reduction programs

• Advocacy for elimination of junk foods

• Establishment of new farmers’ markets

• Extension of growing season by local growers

• Smoking prevention, reduction and cessation programs

• Elimination of second-hand smoke exposure

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• Screening, Brief Intervention and Referral to Treatment (SBIRT) for substance use disorder prevention

• SBIRT-style identification of trauma issues as barriers to mental, physical, social and emotional well-being, including appropriate integration with treatment

• Prevention of overdose deaths through diffusion of Naloxone (which reverses serious overdoses)

C. Applying for Planning vs. Implementation Grants:

Because projects may be at different stages, the Foundation is accepting proposals for planning, pilot and implementation projects.

• **Planning grants** provide funding for the development of business and implementation plans for new programs.

• **Pilot grants** provide funding for the demonstration of the feasibility of the project related to finances, program, effectiveness, and processes. Pilot projects should have a good amount of the planning process completed.

• **Implementation grants** provide funding for the start up of a program after a business plan has been completed.

**Eligibility Criteria**

Applicants must:

• Provide services in at least one county of the Foundation’s 20-county service area (see map below)
• Be public or private nonprofit, governmental or faith-based organizations

• Serve low-income, uninsured or underinsured people

If two or more organizations will be collaborating on the project, either organization may take the lead and serve as fiscal agent, but representatives from each organization must participate in the application process.

Timeline

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<tr>
<th>Event</th>
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<tr>
<td>Letter of Intent Workshops</td>
<td>10:30 a.m.-noon and 2-3:30 p.m. Aug. 21, 2012</td>
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<tr>
<td>Letter of intent deadline</td>
<td>Noon, Sept. 12, 2012</td>
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<td>Notification of acceptance of letter of intent</td>
<td>Oct. 12, 2012</td>
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<tr>
<th>Event</th>
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<tr>
<td>Proposal Workshop</td>
<td>1-4 p.m., Oct. 22, 2012</td>
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<tr>
<td>RSVP deadline for Proposal Workshop</td>
<td>Oct. 15, 2012</td>
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<tr>
<td>Proposal deadline</td>
<td>Noon, Nov. 30, 2012</td>
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<td>Notification of grant award</td>
<td>Feb. 18, 2013</td>
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**Letter of Intent Workshop**

**Letter of intent workshops are scheduled for 10:30 a.m.-noon and 2-3:30 p.m. Aug. 21, 2012, at the Health Foundation Conference Facility.** If you plan to attend a letter of intent workshop, please RSVP to Vanessa James, Grants Associate, at vjames@healthfoundation.org by Aug. 14, 2012. (For directions, please visit [https://www.healthfoundation.org/location-directions](https://www.healthfoundation.org/location-directions).)

Attendance at the workshop is not required to receive a grant. However, it is highly recommended that organizations interested in applying for these grants attend the workshop.

If applicable, we also recommend that you bring a team comprised of representatives from the organizations with whom you will be collaborating to this workshop.
Letters of Intent Requirements and Format

A letter of intent must be submitted by the lead agency for the proposal. Complete the Foundation’s Letter of Intent Cover Sheet, which can be found at www.healthfoundation.org/upl/LOI_cover_sheet_071912.pdf. The form can be filled out electronically. This will serve as the cover page for the letter of intent. You may add no more than two single-spaced pages to the cover sheet.

Please use the format appropriate to the type of grant for which you are applying:

Planning

• Identify and describe the problem, opportunity or need.

• Describe the project (include what is being planned, the planning process, anticipated timeframe and expected work product).

• Identify existing resources or other funding to be leveraged.

Pilot

• Identify and describe the problem, opportunity or need.

• Describe the project (include a description of the project, the target population, the model or approach being used, and anticipated timeframe) and explain what needs to be demonstrated prior to full implementation of the project.

• Identify any collaborators.

• Identify in-kind contributions and other funding to be leveraged.

• Discuss what resources will be explored to sustain the project.
Implementation

- Identify and describe the problem, opportunity or need.
- Describe the project (include a description of the project, the target population, the model or approach being used, anticipated timeframe, and expected outcomes) and show evidence of a completed planning process.
- Identify any collaborators.
- Identify in-kind contributions and other funding to be leveraged.
- Discuss what resources will be explored to sustain the project.

Letters of intent must be submitted no later than noon on Sept. 12, 2012. Please submit your letter of intent via email to proposals@healthfoundation.org. Please put “Launching Solutions LOI – (organization name)” in the subject line to ensure delivery. For assistance, please contact Kristine Niergarth, Grants Manager, at kniergarth@healthfoundation.org.

Letters of Intent Selection Criteria

Proposal application materials will be distributed to those applicants whose letters of intent best demonstrate the ability to meet the following criteria:

- fall within the Foundation’s identified strategies
- fall within the Foundation’s identified focus areas
- have solid methods and outcomes (work products)
- have a realistic timeframe
- have collaborators
- address cultural, racial and gender issues
- have a realistic funding request
- have a realistic sustainability plan
- leverage existing resources
- leverage other funding
- include people in the target population in the project
Proposal Workshop

If your letter of intent is accepted, the Foundation will offer a proposal workshop during which the invited applicants can ask questions about the RFP concept and application process.

The workshop is scheduled for **1-4 p.m. Oct. 22, 2012**, at the Health Foundation Conference Facility.

If you plan to attend, RSVP to Vanessa James, Grants Associate, at vjames@healthfoundation.org by Oct. 15, 2012. Directions can be found at [https://www.healthfoundation.org/location-directions](https://www.healthfoundation.org/location-directions).

Updates

In the event that it is necessary to modify this RFP, you can find the modifications at [https://www.healthfoundation.org/requests-for-proposals](https://www.healthfoundation.org/requests-for-proposals)