Community Opportunity Grants Program 2016 Request for Partnerships
Funding for Implementation and Evaluation Components of Community Health Improvement Plans and Health Needs Assessment Implementation Plans

1. BACKGROUND
The Wisconsin Partnership Program promotes health research, education, innovation and policy development through its grant programs at the University of Wisconsin School of Medicine and Public Health. In collaboration with community-based organizations and UW System faculty, the Partnership Program supports health-improvement and disease-prevention initiatives seeking to reduce morbidity, mortality and improve health equity. The program is guided by its 2014-2019 Five-Year Plan, which describes its purpose and grant-making strategies.

2. GOAL AND DESCRIPTION
The Community Opportunity Grants Program seeks to enhance collaboration among public health departments, nonprofit organizations, hospitals, clinics, health care systems, schools, businesses and government leaders on community-identified health priorities.

The program has three objectives:
1. Support implementation and evaluation strategies that address health priorities identified in a Community Health Improvement Plan (CHIP) or a Community Health Needs Assessment (CHNA) implementation strategy.
2. Support sustainable interventions that will have an impact on the selected priority, with an emphasis on policy, systems or environmental change.
3. Increase the capacity and effectiveness of multi-sector collaborations.

3. FUNDING SCOPE AND DURATION
The Partnership Program’s Oversight and Advisory Committee anticipates awarding up to 12 Community Opportunity Grants during 2016. Grants are in the amount of $50,000 for a maximum of 24 months.

4. SUBMISSION AND REVIEW DATES

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Attend WPP Community Conversation</td>
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<tr>
<td>Request for Partnerships Released</td>
<td>February 22, 2016</td>
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<tr>
<td>Webcasts on application requirements available</td>
<td></td>
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<tr>
<td>Notice of Intent Due</td>
<td>Noon, March 23, 2016</td>
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<tr>
<td>Notice of Intent Review</td>
<td>March - April</td>
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<tr>
<td>Invitation to submit Full Proposal</td>
<td>April 22, 2016</td>
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<tr>
<td>Full Proposal Due</td>
<td>Noon, May 20, 2016</td>
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<tr>
<td>Full Proposals Reviewed</td>
<td>May - June</td>
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<tr>
<td>Notification of Award Decisions</td>
<td>July 1, 2016</td>
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Note: Project start dates will be negotiated and informed by submission of required documentation.

5. ELIGIBILITY
Proposals from networks and coalitions are encouraged but a lead organization must be identified as the applicant. The applicant assumes responsibility for the financial and programmatic management and oversight of the project. The Partnership Program will accept proposals from organizations that meet the following eligibility requirements:

- Be a Wisconsin-based, nonprofit, tax exempt, 501(c)(3) organization, or a tribal or government entity.
- Applicants must provide an electronic (PDF) copy of their CHIP, CHNA, or other local plan. While public health departments and hospitals develop CHIP or CHNA plans, community-based organizations are also eligible to apply for funds to carry forward strategies identified in local plans.

• Academic partner from the UW System is **optional** and will not be considered in the scoring or ranking of proposals during the review process. However, if a project has an academic partner, then he/she must be identified when submitting the Notice of Intent.
  o Please use the search function in the online application to search UW faculty. If your Academic Partner is not listed, the WPP will need to verify eligibility for that individual to serve as an Academic Partner prior to submission of your Notice of Intent.
  o If you require assistance with identifying an Academic Partner, please consult with a WPP program officer to discuss your needs prior to the Notice of Intent.

6. NOTICE OF INTENT SUBMISSION AND REVIEW CRITERIA (STAGE 1)
The NOI is competitive and mandatory. Each proposal will be assessed for merit to determine which proposals will move forward to the full proposal stage. The NOI is available at [wpp.med.wisc.edu/oacpreopp/index.php](http://wpp.med.wisc.edu/oacpreopp/index.php).

• Applicants are strongly encouraged to attend a WPP Community Conversation session and schedule a consult with a WPP program officer to discuss the proposed project.
• Applicants should prepare a project description, limited to two pages. Single line-spacing is acceptable.
• Applicants must provide a letter of support from the lead agency associated with the CHIP or CHNA, noting that the proposed project will advance the goals of the plan. The letter should be uploaded in the online system as part of the Notice of Intent.
  o If the applicant organization is the author of the plan, a letter should be provided from a key partner identifying how the project will advance goals of the local plan.
• The document must have a minimum of one-inch margins, 10-point or larger font for the narrative and 8-point or larger for tables.

Use the following prompts to guide writing of the project description.

A. What specific policy, system or environmental change strategy will you implement or evaluate during the project period?
B. What evidence-base informs this strategy?
C. How does this project align with the local plan?
D. Who is the target audience, including geographic area, e.g., rural or urban?
E. How will the project address health equity?
F. How will you evaluate the project? What short and long-term outcomes and process indicators will you measure?
G. Describe the capacity of the applicant organization as well as existing and new partnerships to successfully complete the project.

Evaluation of NOIs will be based on the following criteria.
• Fit with objectives of the Community Opportunity Grant Program.
• Alignment with local plan.
• Utilization of a multi-sector collaboration.
• Clear articulation of a policy, systems or environmental change strategies (intervention approach).
• Target population clearly defined.
• Evidence-base articulated.
• Clear evaluation plan with focus on utilization of data to improve program decision-making, measurement of process indicators and methods to measure outcomes.
• Addresses health equity.
• Addresses sustainability.
• Addresses capacity.

Oversight and Advisory Committee (OAC) members, along with WPP staff and content experts, will review the content of the Notice of Intent. Reviewers will make a recommendation to the OAC with an assessment on which
NOIs merit further development as a full proposal. The OAC will make a final determination of applicants who will be invited to the full proposal submission stage.

7. FULL PROPOSAL SUBMISSION AND REVIEW CRITERIA (STAGE 2)
All applicants invited by the OAC must submit an online full proposal to be considered for funding. The review process at this stage is highly competitive.

- Applicants must compose a proposal narrative, not exceeding four pages. Single line-spacing is acceptable. The proposal also includes a logic model and project budget.
- The document must have a minimum of one-inch margins, 10-point or larger font for the narrative and 8-point or larger font for tables.
- The document must be saved as a PDF and uploaded as part of the online full proposal.

Applicants should use the following outline to guide writing the various sections of their proposal. Reviewers will assess the proposal’s responsiveness to each prompt below and assign each section a score. The highest possible score is 100 points. Proposals will be ranked based on score.

<table>
<thead>
<tr>
<th>Community Context and Alignment with Local Plan (Scoring: 10 points)</th>
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<tr>
<td>Describe the community, target population, significance of the issue being addressed and alignment with the local CHIP, CHNA implementation plan or other local community health plan. Describe how your project addresses health equity.</td>
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<tr>
<th>Goals, Objectives, Outcomes and Impact (Scoring: 20 points)</th>
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<td>Describe the project’s goals, objectives and outcomes. Clearly state how the project will improve (impact) public health, the health care system and the social or environmental conditions among the target population.</td>
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<th>Policy, Systems or Environmental Change Strategy (Scoring: 20 points)</th>
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<td>Describe the intervention approach, including evidence base that informs the proposed project, methods, strategies and activities. Be sure that your project clearly identifies if your change strategy will be in a policy, system and/or environmental domain.</td>
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<th>Evaluation (Scoring: 20 points)</th>
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<td>Provide an evaluation plan based on stakeholder evaluation questions and grounded in evaluation theory. Include process and outcome evaluation questions and describe who will collect the data. Explain how this data will be used to inform decision-making throughout the program. A theory of change or logic model (PDF) should be included as the last page of the proposal narrative. It is not included in the page limit. A logic model template is provided in the online application but applicants are welcome to submit logic models in formats of their preference. Additionally, explain what percentage of the budget will be devoted to evaluation.</td>
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<th>Sustainability (Scoring: 5 points)</th>
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<td>Describe how changes in conditions will continue beyond the funded project period.</td>
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<th>Dissemination (Scoring: 5 points)</th>
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<td>Describe a plan for communicating project results to local stakeholders, including the target population. Discuss any other plans to share the results of your work.</td>
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<th>Capacity (Scoring: 5 points)</th>
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<td>Describe the capacity of the applicant organization as well as existing and new partnerships to successfully complete the project.</td>
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Work Plan (Scoring: 15 points)
Using the template in the online system (separate document from narrative), upload a work plan delineating the timeframe and activities associated with the stated goals, objectives and outcomes. The work plan does not have a page limit.

Partnership Program staff will conduct a technical review on each full proposal to ensure that it meets the requirements, including eligibility, for the Community Opportunity Grants Program.

If information is missing from the submitted proposal, the applicant will be notified immediately and asked to provide the appropriate documents. Proposals that do not comply with the requirements will not be considered for final review. Passing this technical review does not guarantee project funding.

Each full proposal will be reviewed individually by external reviewers and OAC members. Reviewers will provide OAC a ranked list along with a critique of each proposal. Proposal reviewers will assess and prioritize proposals based on qualitative and quantitative rankings as well as the priorities of the Partnership Program and its Oversight and Advisory Committee. The OAC will make a final determination of awards based on its interest in ensuring a balanced portfolio.

In addition to general information on your proposal, the online full proposal also includes the following:
- Biographical Sketches/Resumes
- Letters of Commitment
- Non-Supplanting Questionnaire
- Organizational Financial Information
- IRS Determination Letter
- Compliance
- Trade Secret and Proprietary Information

8. BUDGET

The project budget should clearly indicate how the grant funds will be spent. Requests should be made by expense type (salary, fringe benefits, travel, and supplies). Provide sufficient detail for individuals unfamiliar with the project so they can accurately review the proposal. Expenditures must:

- Be fully justified, reasonable and clearly related to project goal(s);
- Reflect the activities/tasks listed in the proposal; and
- Explain the sources and amounts of any cost-sharing/matching funds.

Funds may be used for project-related costs such as:

- Personnel expenses, such as salaries and benefits
- Salary support for academic partners
- Consultant and contract services
- Travel

Funds may not be used for:

- Clinical services related to treatment or follow-up for specific health conditions; however, clinical services that involve screening and education, or mobilizing resources to promote health care access may be funded.
- General overhead expenses
- Lobbying
• Capital expenditures costing $5,000 or more with a useful life of two (2) years or more; exceptions may be made for capital expenditures if such equipment is crucial to the primary objectives of the project; Wisconsin Partnership Program approval is required.
• Projects outside the state of Wisconsin
• Supplanting

For additional information please see Wisconsin Partnership Program Policy on Allowable and Non-Allowable Grant Expenses (http://www.med.wisc.edu/files/smph/docs/community_public_health/partnership/wpp-allowable-not-allowable-expenses.pdf)

Budget Justification: A budget justification narrative is required for purposes of describing in detail the major budget line items: salary, fringe benefits, travel, equipment, supplies, consultants/contracts and other costs. The narrative should provide the specifics of why an expense is necessary to achieve the goal(s) and objective(s) of the project.

9. PRE-AWARD OVERVIEW

By applying to the Wisconsin Partnership Program, applicants agree and consent, without reservation, substitution or limitation, to each of the following:
• Proposal submission requirements, rules, procedures and specifications identified in this announcement, including all appendices and application forms
• Review process, evaluation criteria, scoring and project budget described in this Request for Partnerships
• The Oversight and Advisory Committee’s sole, unrestricted right to reject any or all proposals submitted in response to this Request for Partnerships
• Supplanting prohibition as dictated by the Order of the Commissioner of Insurance and as identified on the Non-supplanting Questionnaire

10. POST-AWARD OVERVIEW

WPP will negotiate the terms of each grant with successful applicants, enter into contractual agreements, and confirm submission of required documents prior to distribution of funds. Successful applicants will participate in project and fiscal monitoring activities as defined and delineated in a Memorandum of Understanding.

The OAC reserves the right to establish award amounts and to authorize budget items, program goals, and other terms of the proposal prior to entering into an agreement. Award recipients may make justifiable modifications in the approved budget or work plan only through prior consultation with and written approval of Wisconsin Partnership Program staff.

This funding program requires unique post-award expectations of grantees, which include:
• Working closely with a WPP program officer throughout the duration of the grant period
• Responses to a limited number of WPP evaluation requests for project results and outcomes information up to five years after the grant period ends.

Contact Information
Quinton Cotton, Program Officer 608-263-7870
qcotton@wisc.edu
Main Office: 608-265-8215 Toll Free: 866-563-9810
Frequently Asked Questions

1. **Will training and technical assistance be offered?**
   Applicants are encouraged to schedule a consult with a program officer from the Wisconsin Partnership Program before submitting the Notice of Intent. WPP will be holding meetings in February and March 2016 in Eau Claire, Green Bay, Madison, Milwaukee, and Stevens Point to provide more information on the funding announcement. Prospective applicants can sign-up for consults with a WPP program officer at these meetings or separately. Dates and times will be posted online at med.wisc.edu/partnership along with a webcast and answers to frequently asked questions. In addition, applicants invited to submit a full proposal will have access to individual technical assistance offered through the Healthy Wisconsin Leadership Institute.

2. **What are Community Health Improvement Plans (CHIP) and Community Health Needs Assessment (CHNA) Implementation Plans?**
   Community health improvement planning is an important tool that assists public health systems to more effectively strategize and address local health challenges. Similarly, CHNA implementation strategies address the health needs of vulnerable people. When these efforts are leveraged and supported, community members can address pressing local issues requiring immediate strategic action.

   These efforts involve a rigorous assessment period with the goal of identifying factors that influence health outcomes and of implementing action steps that lead to improving the community’s health status. Both processes also include the critical elements of bringing together stakeholders to foster deeper collaboration to identify shared priorities and to infuse local ownership and accountability into community problem-solving.

   Examples of plans supported under this funding announcement:
   - Community Health Improvement Plans that fulfill the requirements outlined in Wisconsin Statute 251 (generally led by local health departments)
   - Community Health Needs Assessment implementation plans that fulfill nonprofit hospital requirements through the Affordable Care Act
   - Other local plans are developed through a comprehensive communitywide assessment led by tribal or governmental bodies or community agencies (such as federally qualified health centers, planning councils, community action agencies, or other entities)

3. **What are my options if I want to conduct a research project?**
   A UW-Madison Institutional Review Board (IRB) evaluates all projects involving human subjects research conducted under the auspices of the university. Regulations require that research projects be overseen by appropriate UW System faculty or scientists. Your project may be ineligible to move forward with implementation if this requirement cannot be met. If your project is deemed or thought to be a research project an academic partner will be required by the IRB.

4. **How do I access the online proposal for Stage 1 and Stage 2?**
   A link to the online proposal for Stage 1 is provided within the Request for Partnerships. A link to the online proposal for Stage 2 will be released by WPP to applicants who advance to the full proposal stage.

5. **What is the purpose of the letters of commitment from partners and what should be included in these letters?**
   Letters of commitment provide your partners with the opportunity to describe the role they will play in the overall initiative, in their own words, and reflect on the importance of the work for their constituents. These letters can be a crucial piece of an overall application.
6. How can I find out what health and well-being initiatives other organizations in my county are working on?

The UW Population Health Institute has created a website dedicated to sharing information about hospitals and local health departments shared priorities for health, along with snapshots for their planned implementation strategies. This is one mechanism for finding out what other organizations are doing in your community regarding health priorities: http://www.improvingwihealth.org/.

**Other resources that may be of interest to applicants:**

- What Works? Policies and Programs to Improve Wisconsin’s Health
  - [http://whatworksforhealth.wisc.edu](http://whatworksforhealth.wisc.edu)
- UW Population Health Institute: Making Wisconsin the Healthiest State
- Healthy Wisconsin Leadership Institute
- The Equity Imperative in Collective Impact
- The Collective Impact Forum
- UW Extension-Logic Model