Community Opportunity Grants Program
2015 Request for Partnerships

Funding for Implementation and Evaluation Components of Community Health Improvement Plans and Hospital Community Health Needs Assessment Implementation Plans

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 health disparities. The Partnership Program was created from an endowment provided by Blue Cross & Blue Shield United of Wisconsin to improve the health of Wisconsin residents. The program is guided by its 2014-2019 Five-Year Plan, which describes its purpose and grant-making strategies.

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/or evaluation strategies that address health priorities identified in a Community Health Improvement Plan (CHIP) or a Community Health Needs Assessment (CHNA) implementation plan.

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.

Eligibility
Wisconsin-based organizations that are tax-exempt under the Internal Revenue Code Section 501(c)(3) and state, tribal and local government agencies may apply. Potential applicants include, but are not limited to, public health departments, nonprofit organizations, hospitals, clinics, health care systems, and schools.

The Partnership Program will accept proposals from a single organization that meets eligibility requirements, and that organization may apply as the project lead on behalf of a coalition. The applicant assumes responsibility for the financial and programmatic management and oversight of the project.

Applicants must provide an electronic copy of their Community Health Improvement Plan, CHNA implementation plan or other approved plan. Working with an academic partner from the UW System is optional and will not be considered in the scoring or ranking of proposals during the review process.

Funding Scope and Duration
The Partnership Program’s Oversight and Advisory Committee anticipates awarding 10 to 12 Community Opportunity Grants during 2015. Each grant will be funded up to $50,000 and will be awarded for a maximum of 24 months. Proposal resubmissions are not allowed in the same calendar year.

Use of Funds: Guidelines for allowable/unallowable expenses are available online at med.wisc.edu/partnership. The Wisconsin Partnership Program will NOT consider funding for:

- Administrative or indirect expenses
- Proposal development expenses
- Clinical services
- Debt reduction
- Entertainment
- Lobbying efforts
Community Health Improvement Plans and Community Health Needs Assessment 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, hospital Community Health Needs Assessment implementation plans address the health needs of vulnerable people.

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

When these efforts are leveraged and supported, community members can address pressing local issues that require immediate action.

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 implementation plans developed through a comprehensive communitywide assessment led by tribal or governmental bodies or community agencies (such as federally qualified health centers, planning councils or other entities)

Notice of Intent Submission

All applicants must submit an online Notice of Intent (NOI) to apply, which includes organizational contact information and anticipated funding amount. Each applicant submitting a completed NOI will meet with a program officer from the Wisconsin Partnership Program to discuss the proposed project and identify technical assistance needs. The program officer will offer advice on whether the proposed project fits the guidelines and priorities of the Partnership Program and its Oversight and Advisory Committee.

During the meeting (in person or via telephone or video conference), the applicant also will have the opportunity to ask questions about the Community Opportunity Grants Program and the Wisconsin Partnership Program, and the program officer will provide a link for accessing the full proposal submission. The NOI, which is non-competitive and will not be scored, is available at wpp.med.wisc.edu/oacpreopp/index.php.

Applicants are encouraged to use the following outline to guide writing the various sections of their project description.

A. Indicate how the project aligns with the Community Opportunity Grants Program’s three objectives.
B. Describe what the project is proposing to do, including the need for the project as identified in the local implementation plan, intervention approach/strategies based on evidence, expected outcomes and how the project will measure success.
C. Define the target audience, including geographic area, rural/urban, etc.
D. Describe the level of readiness, expertise and ability of the applicant organization and partnerships to successfully complete the project.

Full proposals will not be accepted from applicants who did not complete an online Notice of Intent.

NOI SUBMISSION GUIDELINES

➢ Applicants should prepare a project description that is no more than one page. Single line-spacing is acceptable.
➢ The document must have a minimum of one-inch margins, 11-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 NOI.
Full Proposal Submission and Review Criteria
All applicants must submit an online full proposal. The review process at this stage is highly competitive. Partnership Program 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.

Applicants are encouraged to use the following outline to guide writing the various sections of their proposal.

A. Community Context and Alignment with Local Plan
   Describe the community, target population, significance of the issue being addressed and alignment with the local CHIP, CHNA implementation plan or other approved community plan.

B. Goals, Objectives, Outcomes and Strategy
   Describe the project’s goals, objectives and outcomes. Identify the anticipated impact/health improvements on the target population. Describe the intervention approach, including methods, strategies and activities.

C. System-Level Change
   Explain how the project will improve public health, the health care system and social or environmental conditions that address the identified health priority and target population.

D. Evaluation
   Describe details of the evaluation plan (including plans to measure success, what will be measured and evaluation tools). A logic model (PDF) must immediately follow the proposal narrative. It is not included in the page limit.

E. Dissemination
   Describe a plan for communicating project results to the public health community, other organizations and policymakers.

F. Sustainability
   Explain how the project will continue beyond the funded period, including how the project can impact policy, systems and environmental change.

G. Work Plan
   Using the template in the online system and as a separate document, submit 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.
Mandatory Proposal Components

Budget
The project budget should clearly indicate how grant funds will be spent. Expenditures must:

- Be justified, reasonable and clearly related to the project’s goals
- Reflect the activities/tasks in the proposal
- Explain the sources and amounts of matching cash funds
- Adhere to Wisconsin Partnership Program’s policy on allowable costs

Requests should be made by expense type (salary, fringe benefits, travel, supplies, etc.) and should provide sufficient detail for people unfamiliar with the project to accurately review the proposal in the budget narrative. The narrative should provide the specifics of why an expense is necessary to achieve the project’s goal(s) and objective(s).

Biographical Sketches/Resumes
Upload biographical sketches or resumes for lead staff as a single PDF.

Letters of Commitment
Letters of commitment are expected from key partners and organizations that will work on the project and are referenced in the section on capacity. Letters should include the value of cash contributions and provide evidence of collaboration, with specific details about how the organizations will be involved or support the project. Upload letters of commitment as a single PDF.

Non-Supplanting Questionnaire
Supplanting means to replace, take the place of, or supersede. The Wisconsin Partnership Program prohibits any funds from being awarded that will supplant other funds or resources available to applicants for the proposed project. All applicants will be required to answer a Non-supplanting Questionnaire as part of the application process. Grantees also must recertify annually that other funds for the proposed project have not become available or been declined. No grant can be awarded if a determination of supplanting is made.

Financial Information
Upload as a PDF, a copy of the applicant’s prior year financial statement or current annual revenue and expense budget.

IRS Determination Letter
Upload as a PDF, the applicant’s IRS determination letter of tax-exempt status.

Compliance
Answer the compliance questions in the online application. A UW-Madison Institutional Review Board (IRB) evaluates all projects involving human subjects research conducted under the auspices of the university.

Trade Secret and Proprietary Information
Identify and request confidentiality of any trade secrets and/or proprietary information in the proposal.

Optional Materials
Submit letters of support or relevant and appropriate materials (PDF only) such as survey forms, training materials, evaluation instruments and draft tools.

Review and Award Process
Partnership Program staff will conduct a technical review on each full proposal to ensure that it meets the requirements, including eligibility, of the Community Opportunity Grants Program. Proposals that do not comply with the requirements will not be considered for final review. If changes are needed, the applicant will be notified. Passing this technical review does not guarantee project funding.

A review sub-committee (including Oversight and Advisory Committee members and external content experts) will evaluate full proposals, provide a critique of each and make funding recommendations to the full committee. The OAC will make a final determination of awards. The committee’s decisions are final and cannot be appealed.

The Oversight and Advisory Committee (OAC) will negotiate the terms of each grant, including start date, 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 the contract terms and conditions. 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.
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

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REVIEW CRITERIA
➢ Alignment with the objectives and intent of the Community Opportunity Grants Program and the Wisconsin Partnership Program.
➢ Clarity of purpose, including a clearly defined intervention plan.
➢ Clearly defined goals, outcomes, objectives and outcome measures (evaluation plan).
➢ Use of multi-sectoral partnerships to address community-identified health priorities.
➢ Capacity and expertise of applicant and key partners to carry out work.
➢ Potential to leverage local and emerging funding opportunities.
➢ Use of evidence-informed strategies.
➢ Ability to document learning and replicate the project in other communities.
➢ Innovation.
➢ Potential for long-term sustainability.
➢ Extent to which the project addresses racial and health disparities and improves health outcomes.