



AMERICAN PUBLIC HEALTH ASSOCIATION  
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## **REQUEST FOR PROPOSALS ADVANCEMENT OF HEALTH EQUITY IN LOCAL COMMUNITIES**

### **EXECUTIVE SUMMARY**

The American Public Health Association (APHA) is accepting applications from Affiliates for funding to support activities towards the advancement of health equity in local communities. According to the Centers for Disease Control and Prevention, health equity is achieved when every person has the opportunity to “attain their full health potential” and no one is “disadvantaged from achieving this potential because of their social position or other socially determined circumstance”. Health inequities often arise due to differences in social, economic and environmental conditions that can adversely impact the health of groups of individuals. Because the achievement of health equity may go beyond the scope of any one organization, partnerships and collaborations are essential to building organizational capacity and sustainability. Achieving health equity will require coordinated efforts across sectors and between local, state and national organizations; thus APHA enlists the assistance of Affiliates in addressing the social determinants of health and creating health equity in all communities.

Strategies for creating more equitable communities may include Health in all Policies (HiAPs) and Health Impact Assessments (HIAs). HiAPs is a framework that can address the social determinants of health by incorporating health considerations into decision-making across sectors and policy areas. HiAPs build upon successful collaboration among governmental partners and stakeholders to ensure that considerations of health, equity and sustainability become institutionalized.

Similarly, HIAs also address the social determinants of health by encouraging cross sector collaboration and ensuring health is considered in all policies, programs and plans. HIAs are conducted prior to the implementation of plans, policies and programs and use objective measures (e.g. screening, scoping, assessment, etc.) to elucidate health implications. Applicants are therefore encouraged to explore these and other policy, systems and environmental change activities that expand cross sector collaborations toward the achievement of more equitable communities.

This funding award is open to APHA’s 53 state and regional public health associations as they are uniquely positioned to provide complementary efforts to champion health across communities. To be considered for funding, Affiliates must be in good standing with APHA and meet the eligibility criteria outlined below. Multi-Affiliate applications will not be accepted, although collaboration among organizations is encouraged.

In addition to providing direct grants, APHA will offer technical assistance, trainings, and resources to all Affiliates, regardless of funding received through this grant initiative. Anticipated trainings will include opportunities for peer-to-peer sharing and to increase knowledge and dissemination of best practices. Anticipated resources will include a compilation of health equity materials from APHA and partner organizations, such as the Health in All Policies guide. Affiliates awarded grant funding will also receive technical assistance from consultants, who will assist Affiliates in moving individual initiatives forward.

### **BACKGROUND**

APHA champions the health of all people in all communities. The mission of the organization is to improve the health of the public and achieve equity in health status. These efforts could not be accomplished without the complementary efforts of APHA’s Affiliates, who work to advance health at the state and local levels. Affiliates share the same goal to



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promote and protect the public's health as the national organization, while coordinating grassroots leadership through individual policies, programs and staff.

Since 2006, APHA has partnered with the W. K. Kellogg Foundation to enhance Affiliates' capacity to deliver effective programs and to advocate for policy in the local communities. Although Affiliates showed measurable improvements in policy development as a result of this initiative, additional tools and trainings are necessary to sustain these efforts. To assist in developing tools and trainings to meet ongoing needs, APHA evaluates Affiliates' capacity and infrastructure through surveys and reports, conducted annually.

According to APHA's survey data, Affiliate leaders identified additional training and resources on health equity as beneficial. Affiliate leaders also rated educating policymakers and constituents about critical public health issues as an important resource or training to their association.

APHA remains committed to strengthening the Affiliate infrastructure as Affiliates are uniquely positioned to help move national priorities forward at the state and local levels. Recognizing the invaluable role Affiliates play in the achievement of health equity, APHA seeks to expand collaboration across sectors; provide technical assistance, trainings, and resources; and fund innovative, evidence-based projects through the issuance of RFP. APHA invites Affiliates to propose a range of policy, systems and environmental change activities on the basis of their organizational capacity and infrastructure and the needs of the target community.

## **PURPOSE**

The purpose of this RFP is to support Affiliates seeking to implement educational opportunities and/or undertake policy, systems and environmental change activities toward the achievement of health equity in local, state and/or regional jurisdictions.

## **AWARD INFORMATION**

Based upon the number and quality of applications received, APHA anticipates awarding grant funds as follows:

Funding Instrument Type: Grant

Total Funding Award: \$150,000

Funding Scale (per award): up to \$10,000

Minimum Number of Awards: 15

Length of Project Period: May 1, 2014 to February 27, 2015

## **Eligibility Criteria**

To qualify for funding, Affiliates must meet the following criteria:

1. Affiliate must have a signed Memorandum of Understanding on file with APHA by the application deadline (the template will be provided if needed).
2. Affiliate must agree to participate in all required trainings/webinars and meet evaluation and reporting requirements associated with health equity funding.
3. Affiliate must submit a Letter of Intent and completed proposal that clearly demonstrates activities that will lead to positive outcomes in achieving health equity for all.



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4. Affiliates must appoint a representative (ideally the primary contact for this grant) to attend the 2014 Affiliate Presidents-Elect Meeting and Technical Assistance Training in Washington, DC. Representatives are expected to comply with APHA guidelines in order to receive complimentary travel and reimbursement.
5. Proposals must explicitly address at least one of the following strategies/activities:
  - public or policymaker education
  - civic engagement and advocacy
  - population based assessment
  - policy development
  - programming at the local, state and/or regional level

## FUNDING LEVELS

All Affiliates who meet the eligibility criteria may apply for funding, which will be awarded on a competitive basis. See the Award Information section above for additional details.

## GRANT APPLICATION SUBMISSION

To apply for funding, Affiliates must submit an application using the interactive templates provided. Affiliate applications should address the following items:

1. **Contact Information:** Name of Affiliate, primary contact person, mailing address, phone number, fax number, email address, and website address.
2. **Purpose Statement:** Provide a statement concerning the need for addressing the social determinants of health and advancing health equity in your community, the partnerships you intend to pursue, and the anticipated outcomes. This should include clear goals and measurable objectives for your project.
3. **Proposal:** Clearly outline the activities that will be completed within the overall project timeline. Describe your proposed methods, organizational capacity, and timeline for completing each activity selected. Be sure to describe how your Affiliate will evaluate/measure your project's success.
4. **Budget:** Submit your Affiliate's proposed budget using the budget template provided and include a separate budget justification. The proposed budget may include in-kind support, if applicable. APHA does not allow for indirect costs or flat rates; however, administrative costs, such as phone expenses, printing, supplies, etc. may be allowable as direct costs if they directly support the planned activity or activities. Additionally, personnel costs (including fringe and other benefits) should not exceed 25% of the total amount requested.

## GRANT APPLICATION SUBMISSION INSTRUCTIONS

The deadline for eligible applicants to submit a Letter of Intent is April 4, 5 pm EST. The deadline for applicants to submit their completed application is April 14, 5 pm EST. Letters of Intent and applications must be submitted electronically to Mekia Barclift, Deputy Director of Affiliate Affairs, at [mekia.barclift@apha.org](mailto:mekia.barclift@apha.org).

## Application Review and Selection Process

Grant applications will be evaluated on the following merits:

- Demonstrates the need to address health equity at the local, state and/or regional levels
- Demonstrates a clear understanding of health equity and social determinants of health



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- States clear goals and measurable objectives
- Demonstrates a likelihood that the stated goals and activities can be achieved successfully
- Proposes a cost-effective budget and a well-articulated budget justification

APHA will establish a review committee, comprised of experts familiar with the affiliate network, who will assist in recommending applications for funding.

### **Award Notices**

Successful applicants will be notified through the issuance of an Award letter, which sets forth the amount of funding that will be awarded, the terms and conditions of the grant, and the funding period. Affiliates whose applications are not funded will be notified in writing.

### **Reporting Requirements**

All successful applicants must designate a primary contact that will oversee the grant and participate in all trainings, evaluations and reporting activities. All grant recipients will be required to submit an interim report during the fifth month (due October 15, 2014) of funding and a final report no later than 15 days after the end of the grant period (due March 14, 2015). Grant recipients must also submit copies of all materials developed in association with funding prior to the final report deadline. The final report must provide a comprehensive record of the activities conducted and demonstrate how these activities contributed to achieving the goal(s) set forth in the original proposal. Interim and final report templates will be provided by APHA. Affiliates that receive funding are required to participate in all evaluation activities. APHA will provide advance notification of all trainings for which participation is required.

### **Projected Timeline**

March 14, 2014: APHA announces funding and application  
March 24, 2014: APHA conference call with Affiliates  
March 28, 2014: APHA issues FAQ  
April 4, 2014: Electronic Letter of Intent due to APHA  
April 14, 2014: Deadline to submit applications via email  
April 30, 2014: APHA provides notification of awards  
May 1, 2014: Grant period begins  
June 9-11, 2014: Affiliate Presidents-Elect Meeting & Technical Assistance Training  
October 15, 2014: Interim Report due to APHA  
February 27, 2015: Grant period ends  
March 14, 2015: Final Report due to APHA

### **APHA Contact**

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