

Healthcare Georgia Foundation
grantmaking for health



Georgia Childhood Asthma Management Program

Request for Proposals: Evaluation of Georgia Childhood Asthma Management Program

Bidder's Conference Call - February 18, 2009

Proposal Deadline - March 24, 2009 (5:00 pm)
1 Original

Grant Award - June 2009

Grant Period Begins – July 2009

The Hurt Building ▪ 50 Hurt Plaza, Suite 1100 ▪ Atlanta, GA 30303
404-653-0990 ph ▪ 404-577-8386 fax ▪ www.healthcaregeorgia.org

**Georgia Childhood Asthma Management Program
Evaluation Request for Proposals**

TABLE OF CONTENTS

TOPICS	PAGE
Request for Proposals	
Background	3
Scope of Work for Evaluation	6
Application Guidelines	
Eligible Applicants	8
Availability of Funds	8
Application Process	8
Grant Proposal Narrative Questions	9
Review Criteria	10
RFP Deadlines	11
Submission of Proposals	11
Evaluation RFP Checklist	12
Attachment A – Sample Memorandum of Understanding	14

Healthcare Georgia Foundation Georgia Childhood Asthma Management Program

Evaluation Request for Proposals

Healthcare Georgia Foundation is seeking proposals to design and implement a comprehensive evaluation of the Georgia Childhood Asthma Management Program. It is expected that the grantee will manage the cross-site evaluation, assist Foundation grantees in evaluating their site-specific programs and provide evaluation and support throughout the grant period. This Request for Proposals (RFP) provides background on the grant program, the scope of work for the evaluation for grantees, and the format and deadlines for applications under this Evaluation RFP.

I. Background

The mission of Healthcare Georgia Foundation is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities. As a part of its mission, Healthcare Georgia Foundation is committed to protecting the health and well-being of Georgia's children. The Foundation has supported programs and policies designed to meet the health needs of the 2.5 million children and youth living in Georgia.

Asthma is a chronic inflammatory disorder of the lungs and airways that causes recurrent episodes of wheezing, breathlessness, chest tightness, and coughing.¹ Asthma is one of the leading chronic diseases in children. Nationally, from 1980 to 1996, asthma prevalence among children increased by an average of 4.3% per year, from 3.6% to 6.2%.² In the United States, asthma is the third-ranking cause of hospitalization among those younger than 15 years of age. In 2005, more than 12,000 hospitalizations for asthma occurred in Georgia, with the highest among young children and older adults, resulting in hospital charges totaling more than \$126 million.³ Additionally, in 2005, more than 50,000 emergency room department (ED) visits for asthma occurred, resulting in approximately \$46 million in ED charges.³

In Georgia, approximately 10% (250,000) of children younger than 17 years old have asthma.^{2,4} Further, it is estimated that 15% (56,000) of Georgia's middle school students and 16% (70,000) of high school students have asthma.^{3,4} Asthma is one of the most common health-related causes of school absenteeism. Children with asthma will miss a significant number of school days than those without asthma. In Georgia, about 45% of children with asthma aged 5 -17 missed 470,000 school days due to their condition.⁵ Further, parents and caregivers living with children with asthma will miss more days of work than those without children with asthma.

¹ Blackwell, AD, Wu M, Mertz KJ, Powell KE, Williams, CP, Chowdhury P. *The Burden of Asthma in Georgia 2003*, Georgia Department of Human Resources, Division of Public Health; Chronic Disease, Injury, and Environmental Epidemiology Section, December 2003. Publication number DPH03/127HW

² Centers for Disease Control and Prevention, Asthma's Impact on Children and Adolescents. (<http://www.cdc.gov/asthma/children.htm>)

³ 2007 Georgia Data Summary: Asthma. Georgia Department of Human Resources, Division of Public Health. Publication Number DPH07/114HW

⁴ 2006 Georgia Program and Data Summary: Asthma, Georgia Department of Human Resources, Division of Public Health.

⁵ 2007 Georgia Program and Data Summary: Asthma. Georgia Department of Human Resources, Division of Public Health. Publication Number DPH07/093HW

Asthma also disproportionately affects subgroups of the population defined by race, ethnicity, income, and place. Low-income populations, minorities, and children living in remote, rural communities and inner cities experience disproportionately higher morbidity and mortality due to asthma. According to the 2007 Georgia Asthma Surveillance Report, Blacks are three times more likely to visit the ER with asthma than Whites.⁴ Blacks are also twice as likely to be hospitalized due to asthma-related illnesses compared with Whites. In Georgia, Blacks are two times more likely to die from asthma than Whites.⁴

The causes of asthma are not well understood, and there is no cure. However, it can be managed by controlling exposure to both indoor and outdoor allergens as well as with effective medical treatment and adherence to prescribed medications. Effective asthma management includes learning how to manage and cope with both indoor and outdoor environmental triggers as well as having access to quality treatment. In Georgia, 30% of children with asthma do not have regular asthma check-ups and 65% do not have a written action plan to help them manage their asthma.⁵

A. Georgia Childhood Asthma Management Program

In September 2008, Healthcare Georgia Foundation announced the availability of funds for the Georgia Childhood Asthma Management Program to support school and community-based programs that improve health outcomes for children with asthma. Reducing the burden of asthma among Georgia's children and adolescents requires a coordinated and integrated approach that includes: comprehensive education to children with asthma, their parents/caregivers, providers, and the communities in which they live; and improved access to affordable, high quality health care. The purpose of the program is to improve asthma management among children and adolescent populations by establishing and supporting coordinated, comprehensive evidence-based programs that foster linkages among those responsible for asthma care in children (medical providers, schools, community organizations, and families). The program provides a strategic approach to improving asthma outcomes among Georgia's children and adolescent populations.

The Foundation goals are to support organizations that:

- Improve asthma self-management among children.
- Improve access and quality of health services for children with asthma.
- Increase asthma awareness and knowledge among children with asthma, their parents/caregivers, and the general public.
- Support new or existing community partnerships and/or coalitions which implement and sustain comprehensive, integrated, and community-wide strategies.
- Reduce the prevalence of environmental triggers associated with the effective management of asthma.
- Reduce disparities in childhood asthma outcomes.

Examples of program components that will be funded:

- Community partnerships that provide leadership and enhance program coordination and service integration between home, school/child-care, and healthcare providers.
- Education and training programs for school staff (e.g. school nurses, teachers, and coaches).
- Educational and training programs for both children with asthma and their caregivers.
- Training primary care providers on National Asthma Standards set forth by the National Asthma Education and Prevention Program.

- Environmental trigger reduction, including strategies for reducing indoor and outdoor allergens as a component of an asthma disease management program.
- Hospital-based programs, such as emergency room department programs that focus on decreasing emergency room visits for children with asthma and ensuring that children have a medical home.
- Innovative policy, surveillance, and public education programs.

Beginning in 2009, the Foundation will provide a total of approximately \$2.25 million over three years to support this program. Applicants for this intervention program are applying for up to \$150,000 per year for up to three years. Applicants will initially receive funding for the first year of the program with potential continuation funding for years two and three contingent upon the grantee's accomplishments in achieving their stated objectives. Approximately 4-6 grants will be awarded in April 2009.

For more information on Healthcare Georgia Foundation's Georgia Childhood Asthma Management Program, refer to the Request for Proposals on the Healthcare Georgia Foundation website at (www.healthcaregeorgia.org).

B. Program Evaluation and Anticipated Results

In the Georgia Childhood Asthma Management Program RFP, Healthcare Georgia Foundation identified two objectives that each organization is expected to measure at a minimum, for the population it serves:

- Number of children and youth receiving evidence-based asthma disease management services.
- Improvements in the organization, structure, delivery and financing of childhood asthma management at the community level – service integration, coordination, and policy development, as measured by the changes in adverse asthma events (e.g., symptoms, frequency of attacks, rates of hospitalizations, emergency room visits, and costs).

In addition, applicant organizations were required to include 1-3 grant objectives that were customized or specific to their target population.

Applicants were informed that Healthcare Georgia Foundation would select an external evaluator to conduct a cross-site evaluation to determine the overall impact of the Georgia Childhood Asthma Management Program and assist with the site-specific evaluation efforts carried out by grantees. **Applicants were allotted 10% of total direct costs to support their site-specific evaluation activities.**

II. Scope of Work for Evaluation

This scope of work outlines the essential elements to be addressed by applicants under this Evaluation RFP. The organization selected will receive a **one-year planning grant not to exceed \$100,000 to develop the overall evaluation plan**. After the first year of the grant award (June, 2009), a continuation grant ranging from \$200,000 - \$300,000 will be awarded in June, 2010 to implement the evaluation plan.

In Year 1 of the planning grant, the Evaluation grantee will be expected to: 1) conduct 1-2 site visits to approximately 4-6 funded grantees in order to develop the evaluation methodology; and 2) develop the overall evaluation methodology plan that incorporates both site-specific and cross-site evaluations for the Georgia Childhood Asthma Management Program that is consistent with the goals and objectives outlined in Sections I. A and B.

The Foundation expects that: 1) the evaluation design will include both site-specific and cross-site evaluations; 2) the Evaluation grantee will be responsible for conducting the cross-site evaluation; 3) the Evaluation grantee will assist the grantees in planning and conducting site-specific evaluations; and 4) by using a participatory process, the Evaluation grantee will enhance the capacity of grantees to conduct program evaluation.

A. In Year 1, develop the overall evaluation plan for the Georgia Childhood Asthma Management Program, incorporating site-specific and cross-site evaluations, and provide the final evaluation plan to Healthcare Georgia Foundation by June 2010.

- Conduct site visits to approximately 4-6 grantees to review their individual projects and internal evaluation plans and develop evaluation methodology for site-specific and cross-site evaluation.
- Work with Healthcare Georgia Foundation staff to identify priority evaluation questions and data sets and justify why these are the priority issues to be evaluated.
- Develop indicators/metrics for measuring each of the two required objectives and any additional process and outcome objectives that are common to the Georgia Childhood Asthma Management Program grantees. Identify all indicators that will be measured by each grantee and for the overall program.
- Develop plans for data collection, including delineation of the roles of the Evaluation grantee and the potential responsibilities of Georgia Childhood Asthma Management Program grantees for data collection, analysis, and reporting.
- Develop data analysis plans for the overall program and make recommendations for types of comparisons that can be made within and across sites.
- Identify any Institutional Review Board (IRB) requirements and develop and implement strategies for meeting them.
- Develop plans for reporting results annually to Georgia Childhood Asthma Management Program grantees and the Foundation.
- Develop plans for documenting and publishing results of the evaluation in partnership with Healthcare Georgia Foundation and grantees.
- Submit draft evaluation plan for approval to the Foundation by April 2010.
- Submit final evaluation plan to the Foundation by June 2010.

In Year 2 of the implementation grant, based on the approved evaluation plan, the Evaluation grantee will be expected to: 1) conduct the Georgia Childhood Asthma Management Program evaluation and report evaluation results to the Foundation; and 2) provide assistance to the Georgia Childhood Asthma Management Program grantees to enhance both program evaluation and implementation.

The following will be the expectations of the funded Evaluation grantee in Years 2-4.

B. Conduct the Georgia Childhood Asthma Management Plan Evaluation

- Submit annual work plans to the Foundation.
- Assist grantees in revising their evaluation plans to reflect both the overall evaluation plan and the normal shifts that emerge during initial program implementation.
- Assist Georgia Childhood Asthma Management Program grantees in data collection methods, analysis, and reporting, consistent with the roles and responsibilities identified in the overall evaluation plan.
- Provide regular feedback to Georgia Childhood Asthma Management Program grantees about progress, at least semiannually.
- Coordinate annual grantee convenings for education, peer learning, planning, and implementation of evaluation methodology.
- Conduct data analysis annually and prepare annual reports of the findings to the Foundation. The Evaluation grantee will be responsible for analysis and reporting of the cross-site evaluation findings and for summarizing by site, the site-specific evaluation findings.
- Provide semiannual reports to the Foundation on progress in implementing the evaluation, evaluation technical assistance needs of grantees, assessment of sustainability of grantees and evaluation results.
- Prepare and present a report of the Georgia Childhood Asthma Management Program evaluation findings for the first three years.
- Prepare a publication of Georgia Childhood Asthma Management Program evaluation findings in partnership with grantees and Healthcare Georgia Foundation.

III. Eligible Applicants

Healthcare Georgia Foundation accepts proposals from organizations located in Georgia for projects that directly benefit Georgia residents. National organizations may apply; however, the proposal must address services being provided in Georgia and the availability of Georgia-based staff, and meet the following eligibility requirements for this RFP.

- Under most circumstances, the applicant organization must be tax exempt under section 501(c) (3) of the Internal Revenue Code and defined as “not a private foundation” under Section 509(a). For this RFP, the Foundation will also entertain proposals from organizations that are not a 501(c)(3).
- The Foundation will accept proposals from schools, universities, and government agencies.
- Organizations that are not a 501(c) (3) entity can apply through a tax-exempt organization acting as fiscal sponsor.
- The Foundation does not generally make grants for activities that exclusively benefit the members of sectarian or religious organizations.
- If your organization is not a 501(c) (3) entity and plans to use a fiscal sponsor, that sponsor must send a cover letter with the proposal indicating it has approved this project for funding. Pre-approval of the fiscal sponsor is necessary for the Foundation to proceed with the funding request. If the organization has no separate legal existence and is a direct project of the entity holding the 501(c) (3), this should be stated in your proposal.

IV. Availability of Funds

Healthcare Georgia Foundation plans to award a one-year planning grant for up to \$100,000 in June 2009. Subject to the availability of funds and grantee performance, the Foundation anticipates awarding an implementation grant in June 2010, ranging from an estimated \$200,000-\$300,000. Grant funds will be awarded on an annual basis with an opportunity for continuation funding based on performance.

V. Application Process

Carefully review the following instructions for completing the narrative grant proposal. Your completed narrative proposal, excluding attachments and budget forms, should be no more than 12 single-spaced pages (excludes samples of evaluation materials such as surveys, etc.) with one-inch margins. Please do not staple or bind the application materials. Please mail the original narrative, budget form, and attachments to the Foundation for review.

Proposals – Evaluation grant applicants should submit completed proposals, and all required documentation to Healthcare Georgia Foundation no later than **March 24, 2009 by 5:00 pm**. Faxed and emailed copies will not be accepted. A review of proposals will be conducted by an external review committee and may include telephone interviews and a presentation to the Foundation review committee. Grant awards will be announced in June 2009.

VI. Grant Proposal Narrative Questions

- A. Organizational Background** – Briefly describe your organization, including the following:
- Mission Statement and/or Guiding Principles
 - Brief summary of organization (include year established, target and service area population, current programs, activities and accomplishments)
 - Provide a complete listing of staff for this project; this should include number of full time and part time staff.
 - Provide a complete list of the Board of Directors; this should include current contact information.
 - Provide a summary of previous work relevant to the Scope of Work described in Section II of this RFP.
- B. Scope of Work** – Provide a clear and succinct description of how you will address the essential elements of the Scope of Work outlined in Section II of this RFP.
- Provide a detailed program work plan and a timeline; including start and end dates, a clear description of program deliverables and who will be responsible for completing the work.
 - Describe the relationship between your approach and best practices related to evaluation.
 - List any current and potential partners you will work with to implement this project, including their roles and responsibilities.
 - Identify and describe key staff roles who will be responsible for implementing the program (attach resumes of all key program staff).
- C. Grant Objectives** – Identify 3 to 4 grant objectives consistent with the scope of work in Section II.
- D. Management Plan**
- Describe your plans for managing the project, including identification of a program/project director who will be responsible for management of the project and expected roles and responsibilities of project staff. If the proposed project will be delivered at a separate location from host organization offices, please identify who will be the on-site project manager.
 - Describe any potential or known conflict of interest the applicant organization, partner organizations, or consultants have regarding this RFP and/or the initiative. This would include other activities that could be in conflict with the goals of the RFP.

E. Financial Request

- Clearly state your request for funding for Year 1; this should include a total dollar amount, including indirect costs.
- Describe how Foundation funds will be used.
- List other existing funding sources for this program, if any.
- Complete a line item budget utilizing the Foundation's attached budget form.
- Include a detailed narrative budget justification for each category listed on the budget form and indicate the percentage of time devoted to this project, salary, and benefits for *each of the key project staff*, during each project year.

Special Note: Indirect Cost Policy – *It is the policy of Healthcare Georgia Foundation that administrative overhead or indirect costs are not to exceed 10 percent of total direct costs. Subcontracting arrangements and equipment purchases must be omitted from the total direct costs on which the indirect cost calculation is based. Indirect costs must be listed separately in the budget as one line item and identified as administrative overhead or indirect costs. Narrative justifications of all budget line items are required, and the calculations for indirect costs and other overhead expenses will be thoroughly reviewed by Foundation staff for accuracy and applicability to the project.*

VII. Review Criteria

Priority will be given to proposals that meet the following criteria:

- The proposed project design is technically sound, reflects an understanding of evaluation requirements for evidence-based asthma management programs.
- The evaluation strategy is feasible and will measure the expected program outcomes and objectives.
- The applicant organization can demonstrate a track record in implementing program evaluations involving evidence-based asthma management programs.
- Project deliverables will be completed in a timely and efficient manner.
- The organization's capacity to implement and oversee the proposed project.
- The proposed budget is reasonable, cost-efficient and consistent with the Scope of Work.

VIII. RFP Deadlines

February 18, 2009:	Bidder's Conference Call for Prospective Applicants
Time:	10:00 a.m. -11:00 a.m.
AT&T Call in Number:	(866) 578-6579
Conference code:	2861010610
March 24, 2009	Proposal Due by 5:00 pm
June 2009	Grant awards announced
July 2009	Grant period begins

IX. Submission of Proposals

If you have questions regarding this RFP, please call or email Andrea Young Kellum, Program Officer, at 404-653-0990 or akellum@healthcaregeorgia.org. Please address your proposal to:

**GEORGIA CHILDHOOD ASTHMA MANAGEMENT PROGRAM
REQUEST FOR PROPOSALS: EVALUATION**

Director of Grants Management
Healthcare Georgia Foundation
50 Hurt Plaza, Suite 1100
Atlanta, GA 30303

Georgia Childhood Asthma Management Program Evaluation RFP Proposal Checklist

Prior to submitting your proposal, please review the following checklist to ensure that you have completed all of the requirements for submitting your proposal to Healthcare Georgia Foundation.

Grant Proposal Narrative:

- Organizational Background
- Scope of Work
- Grant Objectives
- Management Plan
- Financial Request on Foundation budget form with narrative justification

Attachments:

- Proposal Cover Sheet** – complete the two-page Foundation cover sheet
- Project Budget:** A line-item budget using the attached format and the following categories: personnel (salary and fringe benefits); operating expenses (rent, utilities, supplies, travel, etc.); and other costs (equipment, subcontracts/consultants, capital improvements). Provide a justification for each item. If you are requesting funding for only a portion of the project, a budget for the entire project that details all funding sources should be included separately, as well as the line-item budget for the request to the Foundation, rounded to the nearest thousand.

Special Note--Indirect Cost Policy: It is the policy of The Healthcare Georgia Foundation that administrative overhead or indirect costs are not to exceed 10 percent of total direct costs. The following items must be omitted from the total direct costs on which the indirect cost calculation is based: subcontracting arrangements, capital improvements (including renovation and purchases) and equipment purchase. The indirect costs must be listed separately in the budget as one line item and identified as administrative overhead or indirect costs. Narrative justifications of all budget line items are required, and the calculations for indirect costs and other overhead expenses will be thoroughly reviewed by Foundation staff for accuracy and applicability to the project.

- Tax Documents:** A copy of the applicant organizations (or fiscal sponsor's) valid documentation of exemption from federal taxes under Section 501(c)(3) of the Internal Revenue Code and classification as “not a private foundation” under Section 509(a) or currently valid advance ruling letter from the IRS. The applicant organization's name should be identical to that noted on Internal Revenue Code documentation. If the

organization has had an official name change, appropriate IRS documentation of this change should be included.

- **Fiscal Sponsor Agreement:** Where applicable, include a letter indicating the fiscal sponsor's willingness to serve in this capacity.
- **Financial Documents:** The organization or fiscal sponsors most recent audited financial statements and the current fiscal year's operating budget including revenue projections. If the date of the proposal is 12 or more months past the date of the audited financial statements, please include unaudited financial statements for the intervening period(s). The unaudited statements may be copies of financial documents used for internal or management purposes but should be formatted similarly to, and include, all items found on the Statement of Financial Position (Balance Sheet) and the State of Activities and Changes in Net Assets (Income Statement).

The Foundation may, from time to time, also request a copy of the organization's most recent Form 990. Please be prepared to submit this item upon request.

If the applicant organization is an affiliate of a larger organization and does not have an independent audit, you may submit the audited financial statements of the umbrella organization; however, any requested budget information should cover only the applicant organization.

Government entities, universities, churches and hospitals are not required to submit any financial statements or documents.

- **List of Board of Directors** (name, affiliation, address, racial/ethnic demographics, and number of years on Board)
- **Letters of Agreement:** Provide Letters of agreement or memoranda-of-understanding for any agency, organization, consultant, or community member to be involved in the execution of the grant.

SAMPLE MEMORANDUM OF UNDERSTANDING

MEMORANDUM OF UNDERSTANDING

Between

(Insert name of Applicant Organization)
("Hereinafter referred to as Applicant Organization")

And

(Insert name of Partner Organization)
("Hereinafter referred to as Partner Organization")

Applicant Organization agrees to:

- A.
- B.

Partner Organization agrees to:

- A.
- B.

(Insert Authorized Signature Name)
(Applicant Organization)

(Insert Authorized Signature Name)
(Partner Organization)

Date

Date