



Health Policy 2015

Request For Proposals (RFP)

Issued: 9/22/2015

Application Deadline: 10/13/2015 by 3:00 p.m. EST (Online Application)

Healthcare Georgia Foundation is an independent, private foundation created in 1999. The mission of the Foundation is to advance the health of all Georgians and to expand access to affordable, quality health care for underserved individuals and communities. Our vision is to achieve greater health equity among Georgians through strategic grantmaking conducted in four priority areas: 1) Addressing Health Disparities; 2) Expanding Access to Affordable Quality Health Care Services; 3) Promoting Health and Preventing Disease; and 4) Strengthening and Sustaining Health Nonprofit Organizations, Programs and Workforce. Given our commitment to traditionally underserved populations, the Foundation encourages cultural diversity, representativeness, and inclusiveness in the boards, staff, and individuals served by the organizations we fund. This principle is shaped by the conviction that all segments of society benefit from pluralism and equal opportunity.

Rationale/Background:

Grantmakers in Health (GIH) estimates that over half of health philanthropies invest in health policy programs and activities that support their overall mission and goals. A 2009 GIH survey of 52 health funders engaged in policy work found that 82% viewed policy strategies as key to achieving their strategic vision. Why? *Because effective health policies yield the biggest benefit for the greatest number of people for the longest period of time at a feasible cost.*

Consistent with Healthcare Georgia Foundation's health equity vision, mission and goals, **health policy** is defined as: *a course of action designed to advance the health of all Georgians and expand access to affordable, quality health care that is based on science, social conditions, culture, economics and the political environment.* Policies include legislative and regulatory actions to improve health taken by the legislative, executive, and judicial branches of the state and federal government, as well as policies adopted and implemented locally by government, businesses, and private organizations. Healthcare Georgia Foundation's approach to health policy is to address the key health policy issues that are consistent with the Foundation's mission and funding priorities. During its first decade, the Foundation supported innovative non-partisan policy research, fiscal policy analysis, public opinion polling, public education, advocacy, and targeted dissemination of results through *HealthVoices* and other communication tools. The Foundation also chose to support both health policy organizations and the health-related work of organizations that dealt with other social and public policy issues, but also address important health issues as part of their

work. The Foundation's investments in policy projects have evolved to reflect changing times and to take advantage of windows of opportunity for policy change.

In 2015, the Foundation's grantmaking strategy for policy-related investments will be framed in the context of *Health in All Policies*. This emerging approach to public policymaking recognizes that important determinants of health are outside the reach of the formal health care system. A 2014 issue brief released by Grantmakers in Health summarized the significance of philanthropy incorporating this funding approach into their policy grantmaking strategies by stating that the policies which affect our social environments and living conditions, also affect health. *Health in All Policies* involves looking at prospective policies and programs in sectors such as education, environment, economic stability, agriculture, employment, and transportation through the lens of the likely health impact, and breaking down traditional silos to identify and develop policies that support and promote health. The approach is one of collaboration and partnerships to improve the health of all people within a community by incorporating health considerations into decision making across sectors and policy areas. Health equity, intersectoral collaboration, and stakeholder engagement is key to successfully implementing this approach. Public and private partnerships, especially at the local community level, are also a central component of executing a *Health in All Policies* strategy.

There are five key elements to the *Health in All Policies* approach:

1. **Promote Health, Health Equity, and Sustainability;**
2. **Support Intersectoral Collaboration;**
3. **Engage stakeholders;**
4. Benefit multiple partners and;
5. Create structural or process change.

Please use the below link to access a full description of the *Health in All Policies* five key elements.

https://www.apha.org/~media/files/pdf/factsheets/hiapguide_4pager_final.ashx

http://www.phi.org/uploads/files/Health_in_All_Policies-A_Guide_for_State_and_Local_Governments.pdf

Program Purpose/Goals

The purpose of this RFP is to provide support to eligible nonprofit organizations to conduct activities designed to promote the *Health in all Policies* approach to policy making by identifying opportunities to advance health policies that incorporate the key elements of this approach. For the purposes of this funding opportunity the focus will be on the first **three** elements: 1) **Promote Health, Health Equity and Sustainability;** 2) **Intersectoral Collaboration and;** 3) **Local Stakeholder Engagement.** Successful applicants will address all three elements in their applications and must clearly identify a partner organization(s). The Foundation encourages public/private partnerships and projects specifically focused on communities affected by health inequities.

The Foundation's goals for this grantmaking opportunity are to:

- 1) Support advancement of the *Health in All Policies* approach to health policy strategies at the local/community level and state level policy that impacts local communities.
- 2) Support policy-related activities that focus on engaging local communities in Georgia to implement the key elements of *Health in All Policies*.
- 3) Identify health policy opportunities that support the mission of Healthcare Georgia Foundation and build local policy leadership capacity in Georgia.

Scope of Work

The Foundation is interested in supporting health policy projects that will engage in activities to address the Foundation's goals for this RFP related to *Health in All Policies* within the context of addressing the Social Determinants of Health, advancing Health Equity and creating the conditions in local communities to cultivate new policy leadership.

Examples of health policy projects that may be addressed are (this is not an exhaustive list):

- Community Health Forums
- Workshops, Trainings, Capacity Building and or Technical Assistance-targeting health non-profit organizations, social service organizations, consumer advocacy organizations, public health, city/county or neighborhood associations, education, and business
- Education and Research (i.e. policy opportunities to implement *Health in All Policies*)
- Health Impact Assessments focused on health policy

This RFP will be limited to grant awards aligned with one of the Foundation's three priority areas of interest: 1) Addressing Health Disparities; 2) Expanding Access to Affordable Quality Health Care Services and; 3) Promoting Health and Preventing Disease. **Applicants must address how their proposed project is aligned with one of the priority areas.**

Addressing Health Disparities

- Identify and promote health policies to reduce disparities and advance health equity.
- Contribute to the identification, adoption, and dissemination of evidence-based policies that reduce health disparities.

Expanding Access to Affordable Quality Health Care Services

- Facilitate health policy development, research, analysis, and public engagement on expanding access to patient-centered primary health care.
- Develop policies to improve the effectiveness of health care systems, programs, and services within underserved communities.

Promoting Health and Preventing Disease

- Develop strategies to include health in all local policies, regulations, and decisions.
- Increase public awareness and understanding of the determinants of health, disease and disability and the opportunities for improving health equity in local communities.

Evaluation

For the past several years, the Foundation has increasingly pursued performance based grantmaking, in addition to evidence of need, to make funding decisions. Organizations who invest in evaluation are able to use results to improve strategies, demonstrate impact and communicate achievements to stakeholders. The Evaluation Resource Center is Foundation-directed and funded, and offers evaluation tools and services tailored to help nonprofit health organizations achieve better outcomes. Please utilize the ERC's free website and evaluation toolkit complete with policy/advocacy examples for assistance with your grant application at www.georgiaerc.org. In addition, Pre-award evaluation support is offered to all applicants via the Foundation's Evaluation Resource Center (ERC). Please contact the ERC for assistance with constructing your case statement, developing objectives, logic model or putting together your evaluation plan.

The Foundation believes the first step toward effective evaluation is describing your program, what you are doing and why. Accordingly, applicants must develop and submit a logic model for your proposed project or strategy. Applicants can use the logic model to describe how you intend to assess progress toward identified outcomes. Policy/advocacy goals often have a very long-term timeframe before results can be seen. In addition, there are many factors, beyond one organization's efforts, that contribute to whether or not a policy goal is achieved. The Foundation recognizes this, and does not expect health nonprofit organizations working on policy change to be able to attribute the policy outcomes to their efforts alone. However, the Foundation does expect applicants to provide a clear, compelling description of short- and intermediate-term outcomes, as well as the evidence and theories underlying your assumptions about how those short- and intermediate-term outcomes relate to the long-term outcomes.

A logic model template is provided within the online application for you to develop your own health policy logic model. Other evaluation related questions will also be asked on the online application. Applicants should also anticipate allocating a minimum of **10%** of their proposed budget towards evaluation for this project. The Foundation recognizes that some health nonprofit organizations may have high evaluation capacity and choose to conduct evaluation activities on their own, while others benefit from partnering with an external evaluator. This 10% can be used toward either allocating staff time for conducting evaluation activities or working with an external evaluator, or a combination of the two. If you choose to work with an external evaluator, please plan on working closely with the evaluator. If needed, the Foundation's Evaluation Resource Center can provide you with a referral to an evaluator in your geographic or topical area.

Applicants must develop a brief narrative **case statement** providing evidence of your organization's effectiveness. In your application, you will be asked to describe the clients, constituencies, consumers, and communities who have benefitted from your organization's services in quantifiable terms. This should also include information on why your organization is uniquely qualified to implement this project based on previous performance and specific accomplishments attributed to your individual organization. This should also address how your organization has leveraged strategic partnerships to accomplish policy "wins" that directly impact regions of Georgia beyond Metropolitan Atlanta.

Please Note: Post-award, all organizations selected to receive grants will be required to work with the ERC to develop evaluation indicators for their projects.

Application Process and Criteria

Applicants may apply for **up to \$75,000 for a grant period of 12 months**. The number and amount of grant awards will be based on the number and the quality of applications received, the geographic distribution of requests across Georgia, and the availability of Foundation funds. The Foundation anticipates that this funding opportunity will be very competitive and therefore, strongly encourages applicants to research costs associated with proposed activities and make an appropriate request based on need and ability to accomplish project goals.

Applicants must complete the Foundation's online grant application which can be located on Healthcare Georgia Foundation's website (www.healthcaregeorgia.org).

The completed online application and attachments are due by **Tuesday October 13, 2015 by 3:00 p.m. EST**. **Incomplete applications and applications not fully uploaded on the Foundation's online application by 3:00 p.m. will not be reviewed.**

Eligibility

- The Foundation will accept proposals from nonprofit health organizations, hospitals, and Governmental agencies with a 501c(3) designation.
- The Foundation does not make grants for activities that exclusively benefit the members of sectarian or religious organizations.
- The Foundation will not accept more than one application per organization. Organizations will be identified by its official tax identification number.
- **Organizations that have active grants with the Foundation (including active Health Policy, General Operating and Direct Services grants) are NOT Eligible to apply as the lead applicant.**

Allowable Costs

Direct program costs can include expenditures on activities related to the functions of the project, including:

- Salaries/benefits for existing or new staff for project-specific activities. If you are proposing to hire new staff, you must include how you plan to sustain the position after the Foundation's grant ends. Additionally, if you are creating a new position, please attach a copy of the job description(s).
- Other direct expenses (training materials, meetings/convening's, printing, etc.)
- Consulting fees
- Evaluation (**required minimum of 10% of total grant request**)
- Grant-related travel in state
- Indirect expenses (**maximum of 10% of total direct costs**)

Health Policy RFP (2015)

Timeline:

September 22, 2015	Online RFP and Application Launch for Health Policy
September 28-29, 2015	Pre-award Evaluation Technical Assistance Available
October 13, 2015	Applications Due by 3:00 p.m. EST
October/November 2015	Foundation Review
December 2015	Grant Awards Announced
January 2016	Grants Begin

Foundation Contact Information:

1. **Grant Application Questions:**
Katie Watson, Distance Learning Coordinator/Program Assistant, cwatson@healthcaregeorgia.org
Lisa Medellin, Senior Program Officer, lmmedellin@healthcaregeorgia.org
2. **Online Application Technical Questions:**
Javier Sanchez, Grants Manager, jsanchez@healthcaregeorgia.org
3. **Evaluation Questions and Pre-award Technical Assistance:**
Maddy Frey, Director of Evaluation, mfrey@healthcaregeorgia.org

**All staff can also be reached by phone at (404) 653-0990*