



***Please submit a Proposal for Live Well Allegheny: Lifting Wellness in African American/Black Populations in Allegheny County (LWA<sup>2</sup>) Community Ambassador Health Fund, as per the Scope of Work (SOW) specified herein.***

***Proposals will be accepted electronically up until 5:00pm EST on: July 22, 2019 via email only to: [aja.wilkerson@alleghenycounty.us](mailto:aja.wilkerson@alleghenycounty.us)***

***No Proposals shall be accepted in person, by US Mail, by private courier, via oral or email communication, telephone or fax transmission, or beyond the due date stated above.***

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***THIS IS AN INVITATION FOR PROPOSALS ONLY AND SHOULD NOT BE CONSTRUED AS AN ORDER***  
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**BACKGROUND**

***Live Well Allegheny***

Formed in 1957, Allegheny County Health Department (ACHD) strives daily to assure quality public health services by promoting individual and community wellness, preventing injury, illness and premature death or disability, and protecting the population from harmful effects of chemical, biological, and physical hazards within the environment. Today, we serve more than 1.2 million county residents in southwestern Pennsylvania. The mission of the Allegheny County Health Department is to protect, promote, and preserve the health and well-being of all Allegheny County residents, particularly the most vulnerable.

In January 2014, ACHD’s Director, Dr. Hacker, along with the Allegheny County Chief Executive Rich Fitzgerald, launched *Live Well Allegheny* (LWA). This campaign seeks to engage municipalities, schools, and businesses in combating physical inactivity, poor nutrition, and tobacco use by using evidence-informed strategies that surround residents with healthy options and encourage healthy lifestyles.

Currently, there are over 180 partner organizations, 59 communities, 14 school districts, 46 food establishments, and twenty-three workplaces that have joined the campaign. The goals of LWA evolve in response to trends, data and statistics about the health of Allegheny County residents.

Also, in 2014, ACHD began a comprehensive community health planning effort to improve the health of Allegheny County residents. Following the completion of a community health assessment in 2015, a community health improvement plan— Plan for a Healthier Allegheny (PHA) was developed and released later in 2015. This plan was the product of months of collaborative work with an Advisory Coalition of more than 80 stakeholder organizations.

**Racial and Ethnic Approaches to Community Health (REACH)** is a large grant from the Centers for Disease Control (CDC) that was awarded to the Allegheny County Health Department in September 2018. REACH involves several community partners that intend to improve capacity and use of resources available by working with grassroot organizations in six priority neighborhoods (**Table 1**). The community partners are: **The Food Bank, Just Harvest, The Food Trust, Pittsburgh Food Policy Council, YMCA, Duquesne School of Pharmacy, Black Breast-Feeding Circle, Healthy Start Inc., Children’s Hospital/United Way of SW Pennsylvania, and University of Pittsburgh.**

Each organization will focus on one of the following: **Improving access to healthy foods, improving options for physical activity, or Improving connections to clinical care. The priority communities are listed in Table 1.**

Through the REACH grant, ACHD has developed a co-brand, “Lifting Wellness for African-Americans (LWA2),” to help expand the REACH campaign in the priority neighborhoods. The Highmark Foundation is providing matching funding to the CDC grant to support the work of the Community Ambassador Health Fund.

***Live Well Allegheny: Lifting Wellness for African Americans (LWA<sup>2</sup>) Mini-Grants***

## **GRANT OVERVIEW:**

### **LWA<sup>2</sup> Community Health Ambassador Fund Mini-Grant Program Overview and Criteria for Eligibility**

The Allegheny County Health Department (ACHD), in collaboration with Highmark Foundation, is issuing this request for mini-grant proposals as part of its effort to build capacity of African American grassroot organizations while promoting the REACH grant strategies.

Competitive grants of up to \$9,999 to fund up to twelve organizations (2 per priority area), will be awarded to grassroot organizations in the six priority areas for activities that will increase engagement with community residents to **improve nutrition and lower obesity, promote breastfeeding, increase physical activity and improve linkages to clinical care for chronic diseases like high blood pressure, diabetes and heart disease.** The fund is designed to support predominantly African-American organizations as community ambassadors to promote healthy behaviors and to amplify the communications strategy for LWA<sup>2</sup> in priority communities that have extensive ties to the African-American population.

Small grants (up to \$9,999) will support community ambassador activities that amplify the reach of the communications strategies implemented by ACHD and should include: **Community champions to promote the nutrition, physical activity and community-clinical linkages strategies, community engagement in health promoting activities, and promotion of local and available services at community events.** We will fund up to 12 organizations (2 per priority area).

Funded by the Center for Disease Control (CDC) and administered by ACHD, these mini-grants will provide seed dollars to organizations uniquely positioned to engage community residents and provide resources that support the greater needs of the community.

## **SCOPE OF WORK:**

The successful proposer will select one of the allowable strategies below to actively engage community residents residing in the priority communities, potentially working with one of the community partners mentioned above.

### **Allowable Strategies**

1. **Nutrition**: Collaborate with partners to improve nutrition in Priority Population(s).

For example:

- a. Support Farmers Markets through outreach
- b. Educate residents on growing fresh food in priority communities

2. **Physical Activity**: Collaborate with partners to improve physical activity in priority population(s) to connect sidewalks, paths, bicycle routes, public transit with homes, early care and education, schools, worksites, parks, or recreation centers through implementing master plans and land use interventions.

For example:

- a. Assist in identifying potential community partner organizations that can participate in the active transportation planning process.
- b. Assist in advertising/promotion of public outreach opportunities

3. **Community-Clinical Linkage**: Collaborate with partners to increase referral and access to community-based health programs for the priority population(s).

For example:

- a. Hold health screenings at Beauty Salons/Barber Shops
- b. Train to become Diabetes Prevention Program Coaches

## **REQUIRED:**

ACHD and the Mini-grant Technical Review Panel will accept proposals **not exceeding \$9,999** which meet the following required criteria:

- Build capacity in local organizations to address health disparities in their communities.
- Support and promote healthy behaviors in the priority areas.
- Support and promote the *Live Well Allegheny: Lifting Wellness for African Americans (LWA<sup>2</sup>)* communications strategy.

- Develop increased community connections/engagement for the ACHD Community Health Needs Assessment and Community Health Improvement Plan.
- Target priority populations.
- Align proposed activities with one of the three allowable strategies.

All award recipients must:

- Demonstrate experience working with priority population.
- Collaborate with ACHD REACH partner organizations on various activities.
- Demonstrate a commitment to health equity and stigma reduction.
- Demonstrate the ability to work in Allegheny County.

### **PRIORITY COMMUNITIES:**

**Additional points will be given to proposals with the following:**

- Plans to serve residents of the six priority communities.
- Evidence of current active community resident engagement.

**Table 1. REACH Priority Communities**

Region	Communities	Zip Codes
North Side	City of Pittsburgh (Allegheny West, Allegheny Center, East Allegheny, Fineview, Northview Heights, Perry South, Spring Hill City View, Central Northside)	15212, 15233, 15214
Hill District	City of Pittsburgh (Crawford Roberts, Middle Hill, Bedford Dwellings, Terrace Village)	15219
Garfield	City of Pittsburgh (Garfield)	15224
Larimer/Homewood/East Hills	City of Pittsburgh (Larimer, Lincoln-Lemington-Belmar, Homewood North, Homewood South, East Hills)	15206, 15208, 15221, 15235 (very minimal)
Wilkinsburg	Wilkinsburg	15221
Mon Valley	Duquesne, Clairton, North Versailles, North Braddock, Rankin, McKeesport	15104, 15112, 15110, 15132, 15025, 15137

## **AWARD DETAILS:**

Proposals submitted shall be for no more than **\$9,999**. Multiple proposals may be awarded (One per organization). The maximum funding period for a proposal is one year, starting August 30, 2019.

ACHD staff may propose a reduction in Scope of Work depending on other proposals received. Technical assistance will be offered – details forthcoming.

**Proposals will be accepted no later than 5:00 P.M. E.S.T. on July 22, 2019 via email only:**  
**[aja.wikerson@alleghenycounty.us](mailto:aja.wikerson@alleghenycounty.us)**.

## **DELIVERABLES:**

Awardees will:

- Undertake one communications activity **focused on improving nutrition and lowering obesity, promoting breastfeeding, increasing physical activity and improving linkages to clinical care for chronic diseases like high blood pressure, diabetes and heart disease** with one or more neighborhoods. ACHD will provide training and access to communications resources from the Centers for Disease Control and from the **communications strategies being developed**.
- Convene at least one community conversation around the current health status in the priority communities in partnership with the evaluation team and partners.
- Participate in up to four training opportunities (minimum 2 required) that will be provided by ACHD and REACH partners.
- Undertake at least one activity that is consistent with the CDC REACH Strategies. This could be in partnership with one of REACH partners.
- Participate on a Community Advisory Committee

Awardees are expected to complete a final report describing activities performed, the number of people engaged, and any outcomes that can be documented. This report should also include any changes to the original plan and obstacles or challenges encountered during the process. Multi-media reports are welcome, and creativity is encouraged.

## **TIMELINE:**

1. June 14: RFPs will be released to the public and shared among stakeholder networks.
2. July 22: Applications will be accepted electronically.
3. July 23-August 5: Applications will be reviewed by the LWA2 Leadership Committee based on the evaluation criteria.

4. August 12: Awardees will be notified and sent a County Vendor Packet. Vendor packets then need to be filled out by the applicant.
5. Scopes of Work (SOWs) then need to be created based on the proposals and ACHD staff will meet with each applicant to gather missing information and to seek clarity. Agreements would not be drafted until all concerns were addressed.
6. SOWs will then be sent to the ACHD Contract Administrator for the creation of agreements. Language regarding worker's comp insurance will be removed, when appropriate. The Contractor Administrator will then create Agreements sent to applicants for signature.
7. SOWs and Agreements for some applicants may specify 50% of funding award to be paid up front and 50% upon final report.
8. All awardees will be expected to participate in the evaluation plan and to report monthly on their progress to the Program Manager.

**ADDITIONAL REQUIREMENTS:**

For a proposal to be eligible for evaluation, the proposal must be:

- Received by the due date/time to be considered for the review
- Include answers to all questions
- Include all required forms and attachments.

Non-profit organizations in Allegheny County are eligible to apply. This includes community organizations, religious organizations, and educational institutions. If you are a community organization yet are not approved as a 501(c)(3) entity, please attach a signed letter from the organization (a 501(c)(3), religious organization, or educational institution) confirming to serve as your fiscal agent, for the proposed activities. Additionally, you must provide a copy of their 501(c)(3) IRS determination letter.

Proposals which do not meet the above requirements will not be considered.

**EVALUATION CRITERIA:**

Proposals will be reviewed and scored by a committee consisting of staff from the Allegheny County Health key personnel from partner organizations. Organizations involved in the Proposal Evaluation may not submit proposals, although they may end up being a partner in proposed activities if funded.

Proposals will be evaluated based on the following criteria and weights:

CRITERIA		WEIGHTS
1	Clarity and Organization of Proposal	10

2	Proposal uses evidence-based practices	25
3	Demonstrates knowledge of priority populations	40
4	Demonstrates ability to meaningfully engage individuals in priority populations and work closely with community residents addressing health-related concerns	40
5	Proposed activities target at least one community outlined in REACH grant ( <b>refer to Table 1.</b> )	30
6	Proposal includes activity with partner organizations	10
7	Proposal includes at least one activity that correlates with REACH strategies	10
8	Budgets appears realistic given proposed activities	10
	TOTAL	175

