

Small Wellness Award Mini Bid - Overview

Health Research, Inc. (HRI) and The New York State Department of Health (NYSDOH), Center for Community Health are seeking bids for small community-based projects in Rest of State (outside of New York City) to achieve outcomes for a project with funding from the Centers for Disease Control and Prevention (CDC) entitled, National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities. CDC - COVID Disparities OT21 2103 - Partnerships - STLT Gateway.

- Strategy 1: Expand existing and/or develop new mitigation and prevention resources and services to reduce COVID-19 related disparities among populations at higher risk and that are underserved.

The NYS Department of Health plans to invest resources to support traditional and nontraditional partners that are trusted by underserved, marginalized, under resourced, and rural communities in Rest of State (outside of New York City) by funding community-based organizations to engage their community in wellness activities and serve as credible messengers of COVID-19 public health information.

This funding is one of five funding opportunities under this initiative. To see schedule of other funding opportunities under this grant, click [here](#). Funding is available for both rural and non-rural organizations. Funding amount is \$49,999 per organization. This is a deliverable-based contract. Up to \$20,000 of this funding is available to support set deliverables as described in the Ability to Report section below. The remaining funding must be used to support a community wellness project which applicant will describe when applying. This is a one-time funding opportunity. Organizations must choose either Chronic Disease Management OR Social Determinants of Health as their focus area and describe the work they can accomplish with the funding amount. Applicants can apply for more than one award in different focus areas or regions but only one award can be made per organization. This is a one-time only funding opportunity. Funding must be used by May 30, 2023. Up to 200 awards will be available.

Minimum Eligibility Requirements

1. Non-Profit Organizations, Faith Based Organizations, Neighborhood Block Associations, Professional Associations, Fraternities, and Sororities, Community Coalitions, Community Health Worker Networks, Community Health Centers, and other community-based organizations are eligible to apply.
2. Organizations applying in a **non-rural area** must have an operating budget of less than \$1 million.

Ability to Report

Funded Community Based Organizations must be able to provide the following information for program evaluation purposes:

- Race, Ethnicity, and Language Spoken per individual served
- Population Served (Zip Code, County, etc.) per individual served
- Target Health Condition Addressed
- Social Determinants of Health Addressed per individual served
- List of collaborative partners who contributed to the delivery of self-management programs

In addition to providing programs or activities in the community, funded organizations will be required to review and utilize NYSDOH public health outreach materials, participate in approximately four (4) trainings and utilize professional support and/or direct TA for at least five (5) hours to support program sustainability.

Chronic Diseases Management and Preventive Care

New York State recognizes the impact COVID-19 has had on marginalized, underserved, under resourced, Black, Hispanic, Asian, Pacific Islander, Native, LGBTQ and Disabled and Rural communities, and their ability manage their chronic health conditions (diabetes, obesity, hypertension, etc.) Self-management programs that were designed to support individuals were limited and/or nonexistent during the pandemic. As chronic conditions are an underlying health condition of COVID-19, it is critical that once these programs get reinstated that culturally and linguistically appropriate COVID-19 Health Literacy information is shared with this population by a credible messenger. Health literacy information about COVID-19 testing, quarantine guidelines, COVID-19 vaccine education, and information directing individuals to vaccine pop up clinics will help reduce the spread of COVID-19 in vulnerable communities. Meanwhile, evidence-based and evidence informed self-management programs will empower healthy lifestyle change in that same community.

- This grant will provide funding for community-based organizations (traditional and non-traditional) in Rest of State (outside of New York City) to do two activities: 1. Expand existing or create new self-management programs for targeted populations and 2. promote COVID-19 Health Literacy to the participants of these programs and the community at large through a trauma informed lens.

[Self-Management programs](#) should be evidenced based (or evidence informed), culturally competent programs (and/or 1:1 service) that promote and empower lifestyle change amongst participants diagnosed with a chronic condition. (ex. Diabetes Prevention, Blood Pressure Self-Monitoring, Obesity Prevention Programs, etc.)

Social Determinants of Health

The weight of social determinants of health in communities that are under resourced, underserved, marginalized and rural has also taken its toll on the health and well-being of New Yorkers throughout the pandemic. Children have lost their parents due to the deadly disease, and have been forced into placement, or have stepped up as head of household to prevent siblings from entering the foster care system. Individuals suffered from food insecurity, loss of employment and housing. When your basic needs are unmet, and racist policies such as redlining, medical treatments, and vaccine trials contribute to discriminatory practices, and unfair treatment, it is hard to think about access to preventive care and mental health services.

During the pandemic, communities across the New York State have mobilized both formally and informally to bring food into food deserted communities, provide education around eviction, moratoriums, and affordable housing, and empower individuals to seek access to services where they can be seen, heard, and understood. COVID-19 put residents living in multi-unit, overcrowded housing, and the essential workforce at high risk due to increased exposure where they live, work, and play.

- This grant will provide funding for community-based organizations (traditional and non-traditional) in Rest of State (Outside of New York City) to do two activities: 1) enhance existing or develop new programs that address social determinants of health for targeted populations and 2) promote COVID-19 Health Literacy to the participants of these programs and the community at large through a trauma informed lens.

Programs may be group or 1:1 services that reduce the burden of social determinants of health, increase activities of daily living, and promote healthy lifestyle change. (ex. financial literacy, housing navigation, healthy cooking classes, pop up playgrounds and wellness or recreation programs, violence prevention, etc.)

Target Populations

- Alaska Native
- American Indian
- Asian
- Black or African American
- Hispanic, Latino or Latinx
- Native Hawaiian and Pacific Islanders
- People living in rural areas
- People experiencing homelessness
- People with disabilities
- People with substance use disorders
- Non-U.S. born persons
- Religious minority
- Lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons
- Adults aged 65 and over
- Essential Workforce

Proposed work must focus on at least one of the target populations above. You may choose multiple target populations.

Communities of Focus

The following counties have been identified as our communities of focus throughout Rest of State (outside of New York City).

[Click here to see list of Communities of Focus](#)

These counties have a combined <.50% on the CDC Social Vulnerability Index, Minority Health Social Vulnerability Index, and COVID-19 Pandemic Vulnerability Index. These communities show significant health disparities amongst the target population, significant infection rate of transmissible COVID-19 cases, and low vaccine uptick. Applications are not limited to these communities, but *strongly encouraged*.

All communities are welcome to apply. Funding will prioritize Communities of Focus. Priority will also be given to organizations who have not received funding from NYSDOH/HRI in the past.

Rural Communities

The CDC recognizes that rural communities face unique challenges that contribute to disparities and has designated funding to support COVID-19 mitigation strategies through a rural carveout.

[Click here](#) to see the list of HRSA designated rural counties will serve as a basis for the rural carveout.

Additional Information

- Funded applicants must maintain an active registration in the System for Award Management (SAM) at SAM.gov, have no exclusions or delinquent federal debt. Successful applicants will be expected to enter into a contractual agreement with HRI.
- If applicant is already receiving funding for similar work, they must show how this new funding would be used for work that is distinct from existing efforts.
- Funding may be used to expand program to cover additional populations, geographic areas, additional chronic diseases etc.
- Applicant must have experience working directly with the populations they will serve, a knowledge of the challenges of that community and the capacity to plan and conduct the trainings and activities.
- Awards may cover facility use, supplies for the program, facilitator, planning, marketing, and communications, participant incentives, etc.
- Preference will be given to organizations that have a history of empowering the target population in health promotion, and community resilience activities

Please note that prior to submitting the application you will need to register and create an account in order to proceed. A link will then be sent to your email for verification. This allows us to contact you properly following submission.