

Public Health Essentials Training and Development Mini Bid - Overview

Health Research, Inc. (HRI) and The New York State Department of Health (NYSDOH) are seeking bids from qualified entities for training and development of community-based partners serving New York State residents outside of New York City (Rest of State) to assist the Department in achieving 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](#).

Goal: 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.

Through the *Small Wellness Mini Bid* process, NYSDOH plans to invest in training and development for traditional and nontraditional community-based partners that are trusted by underserved, marginalized, under resourced, and rural communities in Rest of State (outside of New York City). NYSDOH recognizes that organizations who will receive funding from the *Small Wellness Mini Bid Programs* may not choose to participate in the Departments funding opportunities due to lack of access to public funding announcements or lack the grant writing infrastructure to compete with large organizations. NYSDOH also recognizes that to dismantle structural racism, and address disparities we must invest in organizations that communities trust to receive their information, services, and goods, and build community resilience. To assist in mitigating these funding disparities and inequities, NYS will invest in training and development to boost public health knowledge and increase access to resources that support program sustainability.

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 training and development in the amount of \$49,999 per organization. This one-time funding opportunity is a deliverable-based contract. Up to \$20,000 of this funding will support set deliverables as described in the *Ability to Report* section below. The remaining funding will be used to increase community-based organizations knowledge of the [10 Public Health Essentials](#). Organizations must choose one of the following categories as their focus area and describe the work they can accomplish with the funding amount:

- (1) Community Needs Assessment & Health Equity
- (2) Health Literacy
- (3) Evidenced Based-Evidenced Informed Programs
- (4) Quality Improvement and Program Evaluation

Awardees are required to deliver (1) Full Day Training at least five times throughout Rest of State. In-person trainings are encouraged, but maybe delivered via webinar. This is a deliverable-based contract. Awardees will be funded to plan, develop, and deliver training as well as report out attendance, and provide an evaluation summary (see *Ability to Report*).

Proposals should demonstrate the following:

- (1) Years of experience delivering training in one of the chosen topic areas.
- (2) Years of experience delivering training and development that will impact health care and service delivery organizations serving vulnerable, marginalized, Nations, and rural communities throughout Rest of State.
- (3) Organizations social responsibility objectives

- (4) Experience delivering training and development as an HRI/State subcontractor, if applicable.
- (5) Course Description
- (6) Learning Outcomes
- (7) Proposed outline for a full day workshop
- (8) Trainer Bio
- (9) Proposed start date
- (10) Three testimonials from service delivery organizations that have applied training to program delivery.

Applicants can apply for more than one award in different focus areas but only one award will be made per organization. Funding must be expended by May 30, 2023. Only one award will be made per category.

Preference will be given to organizations who deliver services in the community that address social determinants of health or provide self-management resources to vulnerable communities in Rest of State, trainers that have lived experience, **AND** organizations that have *not* been funded HRI/NYSDOH.

Minimum Eligibility Requirements

1. Training and Development Organizations, Workforce Development Institutions, Community Colleges and Universities, and Community Based Organizations are eligible to apply.
2. Organizations that have (5) or more years of experience providing technical assistance, education and training to service delivery organizations providing care to the following target populations in *Rest of State*:
 - 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

Ability to Report

Funded training and development awardees must provide the following information for program evaluation purposes:

- Program budget that includes facility use (if applicable), supplies, software, facilitator, planning, marketing, and communications.
- Training calendar for the contract period with both in-person and webinar-based training events.
- Training Registrations per offering
- Actual attendance- sign in sheet per offering
- Attendee training evaluation
- Attendee Pre/Post Test

Background

Community Based Organizations (CBOs) across the State have supported their communities throughout the COVID-19 pandemic, often overextending themselves to provide services through a public health and emergency preparedness lens. This required flexibility, advocacy, passion, and persistence to ensure community members were able to gain access to services that met their basic needs in an environment where resources were often scarce.

Historical laws, health policies, and health care research have contributed to the lack of trust communities of color face in fighting the COVID-19 pandemic. Redlining had a significant impact on where people of color were housed, where and how resources were accessed, employment opportunities, and banking. Invasive experiments for medical procedures, and vaccines led to the lack of trust with the health care delivery system, all of which contributed to the mass exposure of COVID-19: lack of access to testing and vaccine. Providing public health essential training to community-based partners ensure accurate, and actionable health information and resources are shared with prioritized populations by someone that communities trust. These activities will also support organizations in sustaining new and existing programs, furthermore, reducing inequities in providing self-management programs for underlying health conditions, and relieving community members from social determinants of health through local programs.

Required Activities by Focus Area:

(1) Community Needs Assessment & Health Equity

NYSDOH recognizes the contribution and impact CBOs have in preventing the spread of COVID-19. CBOs across the State have supported their communities throughout the COVID-19 pandemic, often overextending themselves to provide services through public health and emergency preparedness efforts. This required flexibility, advocacy, passion, and persistence to make sure community members were able to gain access to services that met their basic needs. Through this funding opportunity, NYSDOH will invest in improving organizational development and enhancing understanding and capacity of CBOs to address their population's health needs.

New York State (NYS) will fund community health education for community-based organizations that includes Population Health, Health Disparities, Community Surveillance, Health Equity, Resources and Tools to support their mission of serving Rest of State and reducing the spread of COVID-19.

- This grant will provide funding for training and development providers to do two activities:
 1. Plan and develop training opportunities for community-based organizations that include an introduction to population health, health disparities, community surveillance, and data

driven interventions. 2. Deliver training face to face or through webinar that is interactive, actionable, and provide resources that organizations can use immediately.

Community Health Needs Assessment training should apply CDC vulnerability index', cultural competence, and community empowerment into their curriculum.

(2) Health Literacy

Misinformation on COVID-19 prevention, vaccine information, and treatment has left New Yorkers confused on where to obtain credible health information to empower their decision making. This misinformation has contributed to a Health Infodemic in the United States and beyond. Prior to the pandemic, health information was not accessible to all which has contributed to health disparities, and the exacerbation of many of the underlying health conditions. New York State has invested in public health campaigns to raise awareness of the COVID-19 vaccine safety and effectiveness, testing availability, and prevention strategies. Leveraging the [National Action Plan to Improve Health Literacy](#) (HHS), the [Ten Attributes of Health Literate Health Care Organizations](#) (Institute of Medicine of the National Academies), and the [Making Health Literacy Real Workbook](#) (CDC), NYS will invest in training and development for CBOs that are trusted by their communities and will demonstrate the adoption of health literacy through new and existing programs.

- This grant will provide funding for training and development providers to do two activities:
 1. Plan and develop training opportunities for community-based organizations that include an introduction to health literacy, integration of health literacy into service delivery, and program evaluation, and eases access to health information, services, and navigation assistance.
 2. Deliver training face to face or through webinar that is interactive, actionable, and provide resources that organizations can use immediately.

(3) Evidenced Based and Evidenced Informed Programs

NYS 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 to manage chronic health conditions (e.g., diabetes, obesity, hypertension). Chronic disease self-management programs that were designed to support individuals were limited and/or nonexistent during the pandemic. As chronic health conditions were identified as an underlying health condition that increased risk for severe COVID-19 illnesses, it is critical that once these programs are fully functioning post-pandemic, 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 that directs individuals to vaccine pop up clinics can help reduce the spread of COVID-19 in vulnerable communities. Increasing awareness and accessibility of evidence-based and evidence-informed self-management programs will empower healthy lifestyle change in that same community.

Small grassroots organizations are credible to their community members, and a source of empowerment to improve healthy lifestyle change. This grant will fund a training and development provider to educate community-based partners on evidenced-based programming, requirements to be considered an evidenced-based program, resources available to support the alignment to

evidenced-based programs, and where to provide feedback regarding modifying program requirements to meet various priority populations needs.

- This grant will provide funding for training and development providers to do two activities:
1. Plan and develop training opportunities for community-based organizations that include an introduction to evidence based programs, *existing* evidence based self-management, and social determinants of health programs, standards of recognition, state agency training and development. 2. Deliver training face to face or through webinar that is interactive, actionable, and provide resources that organizations can use immediately.

(4) Quality Improvement and Program Evaluation

CBOs serve a variety of funders (philanthropic, local and state government) who have different reporting requirements based on services they provide to the community. Throughout the pandemic, CBOs have been asked to not only increase the number of lives touched, but also demonstrate their programs' effectiveness in improving individual health and well-being of the clients they serve. NYS recognizes that for organizations to contribute to reducing the spread of COVID-19, they must be able to produce data that demonstrates the intended health outcome resulting from their interventions. NYS will invest in training and development that encourages CBOs to shift from capturing the number of lives touched to population health impact and program evaluation.

- This grant will provide funding for training and development providers to conduct two activities: 1. Plan and develop training opportunities for community-based organizations that include an introduction to quality improvement, data collection, Plan Do Study Act® (PDSA), and reporting; and 2. Deliver training face to face or through webinars that are interactive, actionable, and provide resources that organizations can use immediately.

Primary Audience

Two Hundred and Ten (210) organizations funded through the *Small Wellness Mini Bid Program*. These organizations may include:

- Non-Profit Organizations
- Faith Based Organizations
- Neighborhood Block Associations
- Professional Associations
- Fraternities, and Sororities Program
- Community Coalitions
- Community Health Worker Networks
- Community Health Centers

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.
- Preference will be given to organizations that have a history of empowering service delivery organizations to center their work on health equity, community resilience, and disease prevention.