

**DIVISION OF PUBLIC HEALTH INFRASTRUCTURE
OFFICE OF PUBLIC HEALTH – NEW YORK STATE DEPARTMENT OF HEALTH
Health, Wealth and Wellbeing Unit**

Community Investment: Advancing the Prevention Agenda

Department of Health Contact Name:

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Date of Issue	December 2, 2025
Informational Webinar	December 15, 2025
Submit Questions by	December 22, 2025
Answers Posted on or about	January 5, 2026
Applications Due	January 12, 2026

Counties Served: Rest of State (all counties outside of New York, Bronx, Kings, Queens and Richmond) and/or the other Nation

[Click here to submit an application.](#)

[Click here to register for the Informational Webinar.](#)

Overview

Health Research, Inc. (HRI) and the New York State Department of Health (NYSDOH), Health, Wealth and Wellbeing Unit announce a funding opportunity of up to \$9,000 for up to 36 small businesses or community-based organizations for a six-month contract period to develop and community-driven¹ strategies that advance the [2025-2030 New York State Prevention Agenda](#).

The Prevention Agenda is New York's State's six-year plan to improve health, wellbeing and access to care for all of those living in New York. Applicants must implement a community-driven strategy that directly aligns and advances at least one of the five Prevention Agenda domains:

1. Economic Stability
2. Social and Community Context
3. Neighborhood and Built Environment

¹ Community-driven strategies are Projects and activities that are conceived, planned, and implemented by community members to address their own needs and aspirations. These initiatives are driven by the community itself, rather than by external organizations or governments. They prioritize local knowledge, build on community strengths, and foster a sense of ownership and empowerment.

4. Health Care Access and Quality
5. Education Access and Quality

The goal of this initiative is to support community-driven, innovative ideas that help advance the Prevention Agenda's vision: every individual in New York State can attain their highest level of health across their lifespan. The activities proposed must be directly aligned with at least one Prevention Agenda domain.

To learn more, watch the 2025-2030 New York State Prevention Agenda Webinar. [Click here.](#)

Funding

Up to 36 awards will be paid up to \$9,000 through a deliverable-based contract². Funding is organized in a tiered award system³ and to support organizational capacity, program scope, and impact. Businesses may apply for the tier that best suits their organization's capacity. However, final decision will be made by NYSDOH staff.

Tier	Award Amount	Number of Awards	Example Use
Tier 1	\$2,000	12	One-time initiative
Tier 2	\$5,500	12	Workshop series
Tier 3	\$9,000	12	Long-term initiatives

Applicants may only apply for one award in one tier, and NYSDOH staff will make the final selection. If fewer than 12 awards are made in tier, remaining funds may be reallocated to other tiers.

This is a one-time funding opportunity. Contracts will be from March 1, 2026 – September 30, 2026.

Payment compensation will be considered taxable. Awardees will need to complete a W-9 form for HRI. The W-9 form is a commonly used form from the Internal Revenue Service (IRS) that provides HRI with information needed to pay the Work Group consultant, such as their name, address, and Social Security Number (SSN). Information from the form is used by the IRS to estimate how much taxes the awardee will need to pay.

This initiative is funded by a CDC Public Health Infrastructure Grant (PHIG) [OE22-2203: Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems](#). The

² A deliverable-based contract is a contractual agreement where a service provider (the contractor) agrees to provide specific, measurable, and tangible outcomes (deliverables) to the NYSDOH.

³ A tiered award system is a funding structure that splits businesses into different categories based on the capacity of the project.

goal is to create a stronger, more resilient public health system ready to face future health threats. The selected applicant must be the recipient of this contract (cannot use an umbrella organization or fiscal agent to receive contract).

Who May Apply

To be eligible for this opportunity, applicants must demonstrate the following:

- Small non-profit or for-profit businesses and/or a community-based organization⁴ located in and serving New York State and/or the Nation (excluding New York City)
- Have an operating budget⁵ 250,000 or less.
- At least one year of experience providing services, programming, or community events related to:
 - o Health promotion or wellness activities
 - o Community education or workshops
 - o Outreach, engagement, or navigation services
 - o Programs addressing Prevention Agenda domains
 - Economic Stability
 - Social and Community Context
 - Neighborhood and Built Environment
 - Health Care Access and Quality
 - Education Access and Quality
- Have an Employer Identification Number to operate in New York State by the start of the contract date.

Small businesses are defined as an independently owned and operated business that has 30 or fewer employees.

The selected applicant must be the recipient of this contract (applicants cannot use an umbrella organization or fiscal agent to receive contract).

Examples of organizations that are not eligible for this funding opportunity include hospitals, banking institutions, county health departments, and lenders.

Background

The [2025-2030 New York State Prevention Agenda](#) is the state's blueprint for reducing disparities in health outcomes for all of those living in New York. The Prevention Agenda prioritizes multiple domains, recognizing that health is not only influenced by

⁴ A community-based organization is a non-profit entity that operates within a specific local area to address community needs and improve the lives of it's residents.

⁵ An operating budget is an estimate of the income and expenditure of a company

medical care, but also social, economic and environmental conditions in which people live, work and learn.

This opportunity supports small businesses and community-based organizations in developing or expanding activities that advance at least one of the Prevention Agenda five domains, each reflecting critical drivers of health:

1. Economic Stability: addressing poverty, employment, housing, and food security.
2. Social and Community Context: strengthening mental health, reducing substance use, preventing adverse childhood experiences, and fostering social connection.
3. Neighborhood and Built Environment: creating safe, healthy, and accessible communities that support physical activity, reduce injuries, and connect people to resources.
4. Health Care Access and Quality: improving access to preventive services, oral health care, maternal and child health, and chronic disease prevention.
5. Education Access and Quality: supporting student wellness, promoting lifelong learning, and reducing barriers to educational attainment.

The intent is to provide resources that allow local organizations to:

- Address community-identified needs through innovative or evidence-based strategies.
- Reduce inequities and improve outcomes for populations that are adversely impacted by social determinants of health.
- Strengthen organizational capacity while contributing to the Prevention Agenda's vision: *Every individual in New York State has the opportunity, regardless of background or circumstances, to attain their highest level of health across the life span.*

Through a tiered funding structure, this initiative aims to empower local businesses as drivers of community health by providing them with the economic support needed to pilot or expand activities that advance the Prevention Agenda.

To learn more about the Prevention Agenda, [click here](#).

Tiered Funding Structure Example Activities

Tier 1 Awards Up to \$2,000	Tier 2 Awards Up to \$5,000	Tier 3 Awards Up to \$9,000
Support pilot efforts or one-time initiatives that test or introduce new	Support programmatic or capacity-building activities that extend beyond one-	Long-term projects that make a lasting impact. Demonstrate how your

ideas, raise awareness, or address an immediate need. Short-term projects may serve as a foundation for future projects.	time events. Strengthen organizational capacity, expand services, or create ongoing opportunities for participation.	organization can keep programs going, build strong partnerships, and create results that continue after the contract ends. This could include expanding proven programs, strengthening organization's ability to serve the community, or working with others to tackle health challenges.
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Every applicant must propose a project or work plan that includes activities directly aligned with at least one Prevention Agenda domain. The proposed activities must clearly demonstrate how the organization will address a community-defined need and contribute to the New York State's Prevention Agenda's vision.

Scope of Work

Awardees will be contracted to complete the following set deliverables.

Deliverable 1:	Deliverable 2:	Deliverable 3:	Deliverable 4:
Attend a virtual kick-off meeting	Develop and submit project plan	Implement project or activity	Final Reporting
Activity 1: Participate in a tier-specific virtual orientation meeting hosted by NYSDOH staff to review expectations, project timelines goals, and strategies for implementation. NYSDOH staff will keep track of attendance.	Activity 1: Develop a Project Workplan on the template provided by NYSDOH staff, that outlines the proposed activities, timeline, target population, expected outcomes and key partners (if any). The proposed workplan must address at least one Prevention Agenda domain.	Activity 1: Implement project or activity as outlined in the approved plan.	Activity 1: Submit a final report, detailing activities completed, populations served, barriers encountered, and lessons learned. <ul style="list-style-type: none"> Describe the project or activity and how it advanced the New York State Prevention Agenda? Did your project or

			<p>activity focus on a specific population? Example; persons with disabilities, people living in distressed communities , people who are underemployed etc.⁶</p> <ul style="list-style-type: none"> • How many people did your project or activity serve? • Successes and challenges • What are your plans, if any, to continue your project after this initiative ends?
Activity 2: Submit proof of registration and attendance of virtual meeting.	Activity 2: Submit the plan to NYSDOH staff for review and approval.	Activity 2: Submit documentation of project or activities implemented as proof of completion to NYSDOH staff.	Activity 2: Submit final report to NYSDOH staff.
Compensation: \$225	Compensation: \$300	Compensation: Tier 1: \$1312 Activity not to exceed 8.75 hours	Compensation: \$150 Final report not to exceed 1 hour

⁶ Underemployed is a person who does not have enough paid work or is not doing work that makes full use of their skills and abilities.

Virtual meeting not to exceed 90 minutes	Workplan development not to exceed two hours	Tier 2: \$4800 Activity not to exceed 32 hours Tier 3: \$8325 Activity not to exceed 55.5 hours	
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Application Process

Applications must be submitted online in SurveyMonkey Apply⁷ (SM Apply[©]) by **January 12, 2026 at 11:59PM**. To respond to this solicitation, please first create a login and then complete the application questions in the SM Apply[©] form.

Click [here](#) to apply.

Step 1:

Create a login in SM Apply[©]. A verification link will be sent to your email—follow the link to complete your registration.

Step 2:

Log into SM Apply[©] and respond to all application questions directly in the platform.

Informational Webinar:

An informational webinar will be held on **December 15, 2025 at 1:00 PM**. During this session, we will review the funding opportunity, eligibility requirements, and how to apply.

This session will not include a live Q&A. However, participants are encouraged to submit questions in the chat. All questions submitted during this virtual session will be answered in the Question-and-Answer document.

[To register, click here.](#)

Question-and-Answer Period

Interested applicants are encouraged to submit questions about the application process and or this funding opportunity. All questions should be sent to dphi@health.ny.gov **no later than December 22, 2025. Questions submitted by applicants will not be answered individually.**

⁷ SurveyMonkey Apply is the online application management software used to apply for this funding opportunity and manage contracts.

Answers to all questions will be posted on the [HRI Funding Opportunities](#) page on or before January 5, 2026.

Questions of a technical nature can also be submitted to: dphi@health.ny.gov

Technical questions refer to how to prepare the application (e.g., formatting) rather than relating to the substance of the application.

Questions and answers, as well as any updates and/or modifications, will also be posted on HRI's website.

Selection Process

Applications meeting the minimum eligibility requirements will be reviewed and evaluated competitively by a panel convened by the Division of Public Health Infrastructure's Procurement Unit using an objective rating system reflective of the required items specified for each component. Up to 36 applicants with the highest acceptable score will be selected.

Applicants will be selected based on their demonstrated ability to meet the qualifications listed above as well as their strength in answers provided to the questions below. Applicants will be selected to ensure both broad geographic coverage as well as representation of various demographics.

An email will be sent from dphi@health.ny.gov to let applicants know if they have been selected or not selected for this opportunity. Once award notices have been sent, applicants may request a debriefing of their application (whether their application was selected or not selected). Please note the debriefing will be limited only to the organization's application and will not include any discussion of other applications. Requests must be received no later than fifteen (15) business days from the date of award or non-award announcement via email. To request a debriefing, please send an email to dphi@health.ny.gov. In the subject line, please write: *Debriefing Request*

The total maximum score any application can receive is sixty-five (65) points.

NYSDOH and HRI reserve the right to not award funding to organizations scoring 2 points or less for question 6 and/or question 7.

In the event of a tie score, preference will be given to the applicant with the highest score for questions 6 and 7.

The successful applicants will enter into an agreement with Health Research, Inc.

Application Questions (Max 65 points, including 5 bonus points):

Organization Name:

Organization EIN/Federal Tax ID number (This is required to apply and will be used to develop your contract, if awarded.):

Legal Entity Name (if different than organization name. This should match your EIN/Federal Tax ID number):

SAM.gov UEI#:

Mailing address (including Zip+4):

Primary Contact Name and Title:

Primary Contact Email:

Primary Contact Phone Number:

Secondary Contact Name:

Secondary Contact Email:

Secondary Contact Phone Number:

Signatory Name:

This funding requires that you have a federal Employer Identification Number (EIN) through Sam.gov. The selected applicant must be the recipient of this contract (cannot use an umbrella organization or fiscal agent).

1. Please list which region in New York State your organization/business operates in.
UNSCORED

2. Do you have 30 employees or less? (yes/no) UNSCORED

3. This is a deliverable-based contract, meaning payment is tied to the completion of specific tasks and activities outlined in the work plan. Are you able to keep track of the completion of each deliverable and submit documents to ensure timely payment? (yes/no) UNSCORED

4. Which funding tier are you applying for? UNSCORED

5. Please provide an overview of your business or organization. Please include your mission statement (if you have one), a description of your primary programs, services or products, who you serve and how long you have been providing these services. Explain how your business aligns with the goals of this opportunity. (10 points)

6. Describe your business capacity to plan and implement community-focused activities. Provide at least one example from the past year that demonstrates your ability to deliver programming, provide services and or participating in a community event focused on: (10 points)

- a. Health promotion or wellness activities
- b. Community education or workshops

- c. Outreach, engagement, or navigation services
 - d. Any of the Prevention Agenda domains
7. Describe your proposed project or activity. Please tell us which Prevention Agenda domain your project or activity addresses and explain how your activities align with that domain. Include the goals of your proposed activity and what you hope to accomplish. (10 points)
- a. Economic Stability: addressing poverty, employment, housing, and food security.
 - b. Social and Community Context: strengthening mental health, reducing substance use, preventing adverse childhood experiences, and fostering social connection.
 - c. Neighborhood and Built Environment: creating safe, healthy, and accessible communities that support physical activity, reduce injuries, and connect people to resources.
 - d. Health Care Access and Quality: improving access to preventive services, oral health care, maternal and child health, and chronic disease prevention.
 - e. Education Access and Quality: supporting student wellness, promoting lifelong learning, and reducing barriers to educational attainment.
8. Describe how you will use the funds to support your proposed project or activity. (e.g., materials, staffing, outreach, marketing, event cost) (10 points)
9. The time frame to complete projects under this grant is approximately six months. All work must be completed by September 30, 2026. Please briefly describe your readiness to start work and ability to complete proposed project or activity in a six-month timeframe. Include a proposed timeline that includes major activities, milestones and all deliverables. (10 points)
10. Describe who on your team will carry out the project and what their roles and responsibilities will be. (10 points)
11. Will you work with other organizations, groups, or stakeholders on this project? Please describe your partners and how they will contribute. (UNSCORED)
12. Do you anticipate continuing this project or activity after the funding ends? Please explain your plans for sustainability and any resources or partnerships that would support ongoing work. (UNSCORED)

13. Are you currently, or have you in the past, received funding from NYSDOH or HRI?
(5 bonus points for businesses/organizations who have not previously contracted with NYSDOH or HRI)

[Click here to submit an application.](#)

HRI Reserves the Right to:

1. Reject any or all proposals received in response to this funding opportunity.
2. Withdraw the funding opportunity at any time, at HRI's sole discretion.
3. Make an award under the funding opportunity in whole or in part.
4. Disqualify any bidder whose conduct and/or proposal fails to conform to the requirements of the funding opportunity.
5. Seek clarifications and revisions of proposals.
6. Use proposal information obtained through site visits, management interviews and the state's investigation of a bidder's qualifications, experience, ability or financial standing, and any material or information submitted by the bidder in response to the agency's request for clarifying information in the course of evaluation and/or selection under the funding opportunity.
7. Prior to application opening, amend the funding opportunity specifications to correct errors or oversights, or to supply additional information, as it becomes available.
8. Prior to proposal opening, direct bidders to submit proposal modifications addressing subsequent funding opportunity amendments.
9. Change any of the scheduled dates.
10. Waive any requirements that are not material.
11. Award more than one contract resulting from this funding opportunity.
12. Conduct contract negotiations with the next responsible bidder, should HRI be unsuccessful in negotiating with the selected bidder.
13. Utilize any and all ideas submitted with the proposals received.

14. Unless otherwise specified in the funding opportunity, every offer is firm and not revocable for a period of 60 days from the bid opening.

15. Waive or modify minor irregularities in proposals received after prior notification to the bidder.

16. Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of an Offeror's proposal and/or to determine an Offeror's compliance with the requirements of the funding opportunity.

17. Negotiate with successful bidders within the scope of the funding opportunity in the best interests of HRI.

18. Eliminate any mandatory, non-material specifications that cannot be complied with by all bidders.

19. Award contracts based on geographic or regional considerations to serve the best interests of HRI.

20. Review any potential conflicts of interest an Offeror may have while performing the work under this funding opportunity and reject any proposals that could result in a conflict of interest.

Attachment 1: Definitions and Acronyms of Key Terms

Attachment 2: How to Make an Account in SM Apply©