

# HEALTHY COMMUNITIES

## 2021 Pre-Proposal Conference

# AGENDA

**DECEMBER 4, 2020**

- Welcome – Qiana Thomason
- About Health Forward – Adriana Pecina
- Healthy Communities RFP overview – Jason Williams and Adriana Pecina
- Theory of change updates – Jane Mosley
- Application process and resources – Karen Guile and Cori Stites
- Question and answer
- Breakout room discussion: Equitable engagement and mobilization for action
- Report out

# ZOOM TIPS

1. Please edit your name to include your full name and the organization you are with. In the participant list, right click on your name and select "Rename" option.
2. Please kindly keep your audio muted until we ask for questions. You may also submit questions via chat.
3. We suggest you select "Speaker View" setting for this meeting.
4. During the presentation, we will be sharing PowerPoint slides. Please adjust your view frame to maximize the PowerPoint slides.

# INTRODUCTIONS

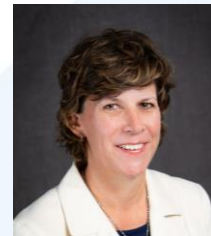
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# ABOUT HEALTH FORWARD

## MISSION



**To eliminate barriers  
and promote quality  
health for the uninsured  
and underserved**

## VISION



**Healthy people in  
healthy communities**

# ABOUT HEALTH FORWARD

## SERVICE AREA



## MISSOURI

Kansas City, MO (including portions of Clay and Platte counties)

Cass County

Jackson County

Lafayette County

## KANSAS

Allen County

Johnson County

Wyandotte County

# ABOUT HEALTH FORWARD

## FUNDING OPPORTUNITIES

### **Foundation defined grants**

- Healthy Communities
- Mental Health
- Safety Net

### **Applicant defined grants**

### **Special initiatives**

# WHAT WE FUND

## 2021 Healthy Communities request for proposal



# HEALTHY COMMUNITIES

## GOAL

Support equitable opportunities for healthy eating and active living through policies, systems and environmental changes

Up to  
**\$3.6 million**  
available in funding

# KEY DATES

## DEADLINES

Check **[healthforward.org/deadline](https://healthforward.org/deadline)** for any potential changes to these dates.

## LETTER OF INTENT DEADLINE

January 27, 2021 by noon

## FULL PROPOSAL DEADLINE

February 24, 2021 by noon

## BOARD APPROVAL

June 30, 2021

# NEW FOR 2021

## KEY CHANGES

- Tobacco use prevention is no longer an area of focus
  - More appropriate in other funding rounds (ex: applicant defined grants)
  - Looking to become more focused on field building for healthy eating and active living
- Health Forward has a new grantee portal

# MULTI-SECTOR COLLABORATION

- Multi-sector collaboration is no longer outlined as a distinct strategy in the theory of change.
- **Health Forward recognizes that collaboration is essential.** We still expect grantees to engage in diverse, meaningful partnerships in pursuit of engagement, mobilization, and the overall goal of the request for proposal.

# HEALTHY COMMUNITIES STRATEGIES

## THEORY OF CHANGE

### EQUITABLE ENGAGEMENT

Engage with community members as an equitable approach to build healthy communities.

### MOBILIZATION FOR ACTION

Provide education, build public awareness, and organize to take action or influence environmental and policy change.

Applicants are required to use both strategy areas.

# OUTCOMES AND EVALUATION

Healthy Communities  
theory of change

# HEALTHY COMMUNITIES THEORY OF CHANGE

## STRATEGIES

### Equitable Engagement

- Engage community members in the conversation and solutions for developing healthier communities, environments, and policies.
- Support inclusive efforts that promote community-based solutions.

### Mobilization for Action

- Strengthen core organizational operations and sustainability of systems that support healthy eating and active living.
- Increase awareness and skills of individuals and communities through culturally relevant education.
- Equip individuals and organizations with what they need to influence policies, system, and environmental change in their communities.

## SHORT-TERM OUTCOMES

### For Individuals

- Increased knowledge and awareness of issues affecting community health.
- Increased engagement in health-related efforts that promote healthy eating and active living in the community.
- Increased use of programs, services, and environments that contribute to overall improved health.

### For Communities & Environments

- Strengthened collaborations that increase awareness of, and support for, healthy communities.
- Increased community action based on public will and community input.
- Increased affordability and accessibility of healthy foods.
- Physical environments that support active, healthy, and safe living.

### For Policies

- Organizational and local policies that support active, healthy, and safe living conditions.
- Increased public resources and investment in infrastructure for healthy living.

# HEALTHY COMMUNITIES THEORY OF CHANGE

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# APPLICATION PROCESS

Healthy Communities  
request for proposal

# APPLICATION PROCESS

## GENERAL GUIDELINES

- Two-step application process: letter of intent and full proposal
- Don't create content in the system. Please use the templates we provide.
- You will go to [healthforward.org/applications](https://healthforward.org/applications) to download the full application package:
  - Narrative template
  - Budget template
  - Outcomes and indicators matrix
  - Online application forms and detailed instructions

# APPLICANT RESOURCES

## GRANT WRITING ASSISTANCE

- Up to eight hours of grant writing consultant time
- For organizations with operating budgets under \$500,000

## CONSULTATION WITH PROGRAM OFFICERS

- Brainstorm proposal ideas
- Feedback on previous applications

## REVIEW EXEMPLARY PROPOSALS

- Email [grantsadmin@healthforward.org](mailto:grantsadmin@healthforward.org)
- We will pull relevant examples for you to review

## FISCAL AGENT

- For organizations that do not meet audit requirements

# APPLICATION PROCESS

## REGISTRATION

- Visit our website: [healthforward.org/application-process](https://healthforward.org/application-process)  
Go to the portal: [healthforward.force.com](https://healthforward.force.com)
- If you are a returning user, your email address is now your username. Passwords have not changed.
- If you are a new applicant, you will be asked to take an eligibility quiz
  - Covers basic eligibility related to tax status, organization location, non-discrimination policies, etc.
  - You must pass this quiz to register
- You must access the portal to submit applications and reports

# APPLICATION PROCESS

## GRANTEE PORTAL TOUR



# APPLICATION PROCESS

## GRANT REVIEW PROCESS



QUESTIONS?



# SMALL GROUP DISCUSSION

Engagement and mobilization

# SMALL GROUP DISCUSSION

## BREAK-OUT ROOMS

- In a moment, you will be prompted to join a break-out room
- Health Forward facilitator
- **Please designate someone to record and report back to the large group**

# QUESTIONS FOR YOUR GROUP

1. In addition to healthy eating and active living, what other factors do you believe contribute to healthy communities?
2. During COVID-19, what's the central tension or challenge you face in trying to authentically engage the community in your work?
3. In what ways does mobilization for action offer an opportunity to build and share power?