



# EXPANSION EPIDEMIOLOGY AND LABORATORY CAPACITY (ELC) GRANT

REQUEST FOR PROPOSAL (RFP) MINI-GRANT

Technical Assistance Session

December 30, 2020 @ 10AM

# PANELISTS:

Mayra Ramirez, ELC Regional Program Manager

Carolyn E. DeBoer, MS, Chief Strategy Officer

John Miles, MBA, Chief Financial Officer



# The Partnership for Maternal and Child Health of Northern New Jersey (PMCH):

We are a non-profit agency, composed of three state child and maternal health consortiums who merged in 2012. We are licensed by the N. J. Department of Health and Senior Services and serve as the lead planning agency for maternal and child health services in Northern New Jersey.

**Our mission** is to meet the healthcare needs of women, infants and children in NJ while coordinating education, outreach and advocacy through regional planning and collaboration.

# OUR ROLE:

We, (PMCH), are a regional grantee of the NJ Department of Health, as such, we will work with the NJDOH to fund Community Based Organizations (CBOs) to develop and implement effective health communication and community engagement strategies to respond to the COVID-19 infectious disease needs of the most vulnerable populations throughout **Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, and Warren Counties.**

# ELC PROGRAM BACKGROUND:

- The funding provided through these mini-grants will be used to complement and enhance, **not duplicate**, existing COVID-19 related efforts.
- This work will be prioritized under the NJ Department of Health's Colette Lamothe-Galette Community Health Worker (CLG-CHW) Institute as it seeks to enhance the COVID-19 related knowledge and work performance of community health workers (CHWs) statewide.

# ELC PROGRAM BACKGROUND-continuation

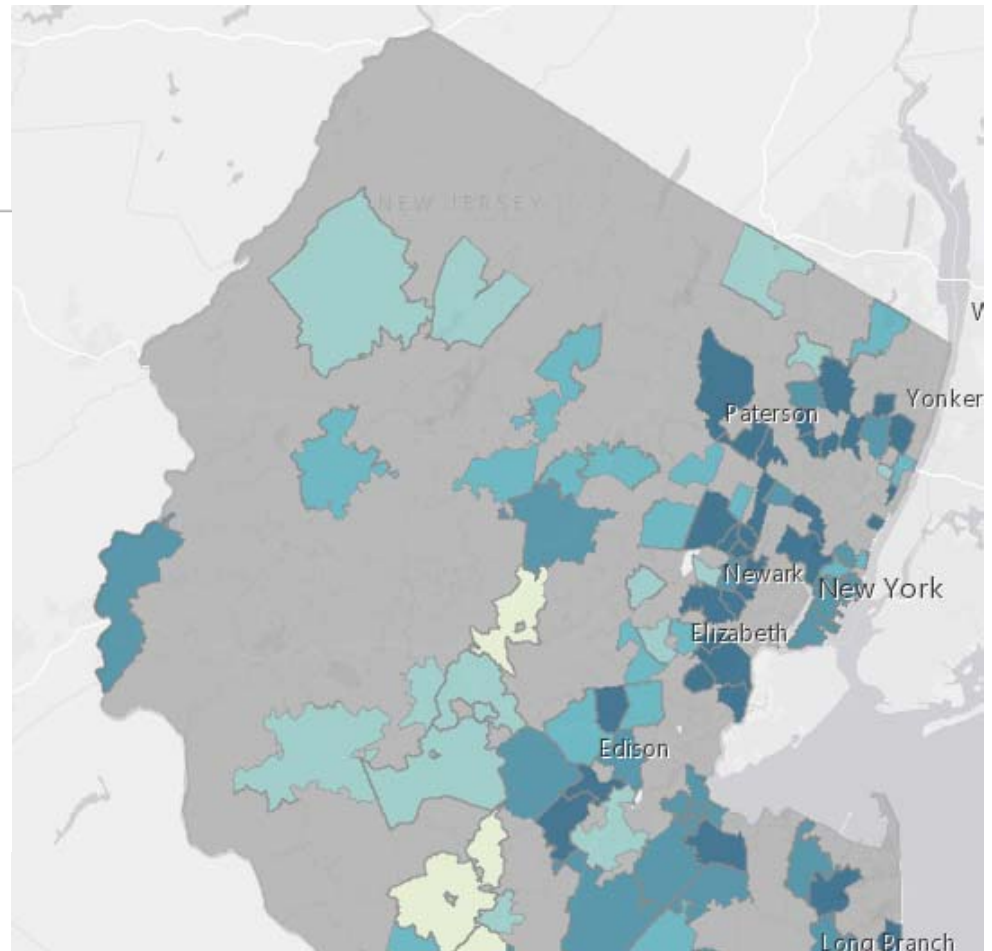
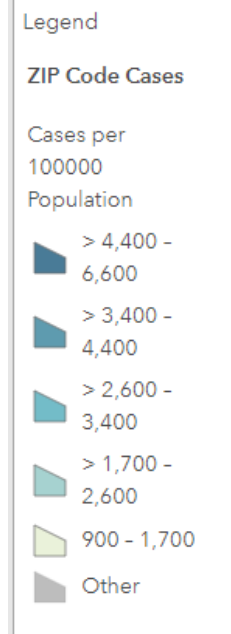
- This funding opportunity will support CBOs strategies to provide COVID-19 health education and community engagement using CHWs.
- Dissemination of information may include oral, written or technologically based methods, to be delivered by local, trusted sources, in ways that are culturally and linguistically appropriate.
- This request for proposals will provide a mechanism for CBOs to leverage existing efforts of engaging community stakeholders in the development of community driven health promotion campaign initiatives, using CHWs.

# ZIP Code Level Data:

Source: <https://covid19.nj.gov>

Data last updated December 10, 2020.

ZIP code level data will be updated approximately monthly. Data for ZIP codes with populations under 20,000 are not shown.



## ELC PROGRAM ELIGIBILITY:

Eligible applicants are nonprofit, tax-exempt 501(c)(3) community-based organizations (tax exempt status documentation must be provided). Examples of CBOs include civic and social organizations, faith-based organizations, public health focused associations, civic and social organizations, and other non-traditional partners that have a track record of and the capacity to educate and engage vulnerable, at risk communities.



# ELC PROGRAM KEY PRIORITIES:

- **Support Communities** by developing and engaging CHWs, who will identify vulnerable populations and connect them to needed resources
- **Identify Resources** using technology and strategic partnerships
- **Engage and Protect Families** by expanding available resources to include diagnostic testing sites and vaccination sites in vulnerable communities

# ELC PROGRAM ACTIVITIES:

- Developing CHWs and training them to assist in increasing contact tracing efforts
- Assisting with COVID-19 surveillance among vulnerable populations
- Implementing prevention strategies within vulnerable, diverse populations
- Identifying and securing Alternative Testing Sites and vaccination sites for COVID-19
- Developing COVID-19 community health workers, promotores, sponsors and champions in support of vaccination efforts

# ELC PROGRAM POTENTIAL STRATEGIES:

Listed below are a few examples. These represent examples and **do not** represent the full range of potential strategies for this project.

- Engage CHWs to: address COVID-19 in vulnerable populations assist with contact tracing
- Develop technology solutions, such as apps, registries, hotlines, social media platforms, etc. to address COVID-19 in vulnerable populations and support the CHW workforce
- Establish live virtual sessions – providing education on COVID-19 mitigation strategies and social supports;
- Partner with Local Health Departments (LHDs) and others to establish alternative testing sites in vulnerable communities
- Develop online sessions and printed materials on myths and facts about safety and benefits of vaccination;

# ELC PROGRAM OBJECTIVES:

By June 30, 2021 grantees will:

- engage CHWs to be trained in COVID-19 and contact tracing and conducting active outreach and education
- develop technological tools to support CHWs;
- will establish alternative COVID-19 testing sites in vulnerable communities;
- will develop online sessions and printed materials on myths and facts about safety and benefits of vaccination
- COVID-19 CHWs will be enlisted as part of the COVID-19 CHW Corps to include community health workers, promotores, sponsors and champions and armed with information based on sound scientific, public health and clinical evidence to assist in vaccination efforts.

# ELC PROGRAM TESTING SITES REQUIREMENTS:

- Grantees who establish alternative COVID -19 diagnostic testing sites –
  - Must describe site including whether it is indoors or outdoors
  - Each site must
    - have running water
    - abide by all CDC COVID-19 mitigation strategies to include social distancing, hand washing and use of face masks
    - be willing to accept anyone who presents for testing
    - describe the safety precautions for facility, parking and other amenities
    - adhere to safety protocols and documentation requirements
  - Recipients should
    - assure that provisions are in place to meet future surge capacity testing needs including point of care or other rapid result testing for local outbreaks
    - produce plans that include testing of at-risk populations including elderly, disabled, those in congregate living facilities, racial and ethnic minorities, and other groups at risk due to high frequency of occupational or nonoccupational contacts
    - work with their Local Health Departments (LHDs) to determine how local needs can be addressed with the overall available resources

# ELC PROGRAM DELIVERABLES - continuation

To meet some or ALL of the objectives listed in the RFP, all awardees will be required to conduct the following activities and deliverables:

- Provide monthly progress and expenditure reports
- Enroll CHWs in required training to including completion of the Colette Lamothe-Galette community health worker (CLG-CHW) Institute training and other COVID-19 related training as designated by the NJDOH.
- Participate in technical assistance calls as required
- Each month, collect and report basic event or metrics as defined
- Share sample materials with regional grantees prior to dissemination
- Submit a final narrative report to include CHW activity, technological tool development, collaborations, successes, challenges, lessons learned and related metrics

# ELC PROGRAM RFP BUDGET:

| <u>ELC RFP Mini Grant Budget</u> |             |
|----------------------------------|-------------|
| Salaries                         |             |
| Fringe                           |             |
| Equipment                        |             |
| Facilities                       |             |
| Supplies                         |             |
| Travel                           |             |
| Training                         |             |
| Other                            |             |
| Admin 10% max                    |             |
| <b>Total</b>                     | <b>\$ -</b> |

Awards will total between \$15,000 - \$100,000 based on which of the aforementioned activities proposed by each agency are approved.

The final award amount is contingent on submission of a detailed and reasonable budget proposal to be approved by the PMCH and the NJ Department of Health.

# ELC PROGRAM Application (Content, Form and Points)

The application should be no longer than 10 pages and should include the following headings:

1. Contact information
  - a. Provide applicant contact information
2. Background/Project Team (40 points)
  - a. Describe demographics and characteristics of target population, including geographic area served
  - b. Describe organizational structure and experience in engaging target population and collaborating with other CBOs
  - c. Describe your marketing plan to ensure that your services reach the target population
  - d. Describe prior experience in implementing community-based projects



# ELC PROGRAM Application - continuation

## 3. Plan/Methods (40 points)

Describe work plan, methods and timeline

Provide deliverables specific to identified project activities

## 4. Budget and Budget Narrative (A template will be provided and must be used) (20 points)

A detailed budget with supporting narrative for all anticipated costs. Costs must be justified at the line item level and be reasonable, allowable, and necessary to achieve the specified deliverables.

Mini Grant budget request must not exceed \$100,000.

Applications must include documentation of the applicant's 501(c)(3) status, which will NOT count towards the 10 page limit. MOUs and Letters of Support are not required but encouraged and do not count toward the 10 page limit!

# ELC PROGRAM SUBMITTING YOUR APPLICATION:

- Application materials in ONE PDF file should be submitted to Mayra Ramírez, via email at: [mramirez@partnershipmch.org](mailto:mramirez@partnershipmch.org) by 5:00PM, Friday, January 22, 2021.
- Please note the CBO's full name and ELC Mini-Grant in the email subject line.
- Late and incomplete applications will not be accepted. There will be no extensions and no exceptions to this deadline.

# ELC PROGRAM TIMELINE:

|  |   |
|--|---|
| <b>December 22, 2020</b>                               | <b>RFP release</b>  |
| <b>December 30, 2020 10:00AM</b>                       | <b>Technical Assistance Webinar</b>                             |
| <b>January 22, 2021 5:00PM</b>                         | <b>RFP submission deadline</b>                                  |
| <b>January 29, 2021</b>                                | <b>Selection notification</b>                                   |
| <b>February 1, 2021</b>                                | <b>Project implementation start date</b>                        |
| <b>February 1, 2021 – June 30, 2021<br/>(5 months)</b> | <b>Project implementation, progress and expenditure reports</b> |
| <b>June 30, 2021</b>                                   | <b>Project completion – final invoice and narrative report</b>  |

# QUESTIONS & TECHNICAL ASSISTANCE

For technical support regarding this RFP and submission of your application, please contact:

Mayra Ramírez, ELC Regional Program Manager

[mramirez@partnershipmch.org](mailto:mramirez@partnershipmch.org)



For additional information about ELC funding, objectives, and activities contact:

Andrea Malloy

Senior Advancement Officer, COVID Response

[AMalloy@CDCFoundation.org](mailto:AMalloy@CDCFoundation.org)

