

Opportunities presented by new community prevention FOAs

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New Funding Opportunities

- As a result of FY 2014 funding measure, six new funding opportunity announcements (FOAs), totaling over \$650 million if fully implemented over 3-5 years, to advance the nation's chronic disease prevention and health promotion efforts – nearly all financed by the Prevention and Public Health Fund (PPHF).
- In addition, the Preventive Health and Health Services Block Grant doubled to \$160 million/yr. (all PPHF) and funds are available for a significant increased investment in the State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity, and Associated Risk Factors and Promote School Health Program (Section 1305).
- “CDC is concentrating resources on key risk factors and major diseases that contribute substantially to suffering, disability, and premature death among Americans. Together, the six FOAs form a mutually reinforcing set of activities designed, in synergy, to reach the overall goals of reducing rates of death and disability due to tobacco use by 5%; prevalence of obesity by 3%, and rates of death and disability due to diabetes, heart disease, and stroke by 3%.”

Partnerships to Improve Community Health (PICH)

- ❑ Three year initiative to improve health, reduce prevalence of chronic diseases and their related risk factors like tobacco use and poor nutrition with special efforts to focus on populations with health disparities. Short, intermediate and long-term outcomes.
- ❑ Eligible applicants: Government agencies (including housing, school and transportation entities) and non-governmental organizations, tribal organizations. Requires multi-sector community coalition existing for two or more years.
- ❑ Funding amount per year -
 - Large cities/counties: 10-15 awards from \$1,000,000 to \$4,000,000
 - Small cities/counties: 15-20 awards from \$100,000 to \$1,500,000
 - Tribal organizations: 5-10 awards from \$100,000 to \$1,000,000
- ❑ Application deadline - July 22nd

National Implementation and Dissemination for Chronic Disease Prevention (PICH Orgs)

- Three year project to improve community capacity building, implementation, and dissemination activities to address tobacco use, poor nutrition, physical inactivity and their relation to chronic diseases.
- Eligible applicants:
 - Category A - national organizations working with multi-sector coalitions on community improvement initiatives addressing one or more chronic disease risk factors.
 - Category B - national organizations that develop communications materials to support Category A funded groups.
- Funding amount per year
 - Category A: 2-4 awards from \$2,000,000 to \$3,000,000
 - Category B: 2-4 awards from \$200,000 to \$500,000
- Application deadline - July 22nd

Diabetes Prevention – State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke (1422)

- Four year project that creates environmental strategies to promote healthy lifestyle choices and supports health care system initiatives to prevent diabetes, obesity, heart disease and stroke.
 - Priority given to populations facing socioeconomic and health disparities.
- Eligible applicants: All 50 states, the District of Columbia, large cities with populations over 900,000.
- Funding amount per year
 - 15-19 awards to states and the District of Columbia, 3-5 awards for large cities
 - Average award amount of \$3,000,000
- Application deadline - July 22nd

A Comprehensive Approach to Good Health and Wellness in Indian Country (1422)

- Five year project to support prevention and management of heart disease, diabetes and associated risk factors in American Indian tribes and Alaskan Native villages in culturally relevant ways.
- Eligible applicants:
 - Component 1-American Indian Tribes/Alaskan Native Village.
 - Component 2-American Indian/Alaskan Native tribal organizations.
- Funding amount per year
 - Component 1: up to 12 awards from \$100,000 to \$450,000
 - Component 2: up to 12 awards from \$650,000 to \$1,100,000
- Application deadline - July 22nd

Racial and Ethnic Approaches to Community Health (REACH)

- New iteration of REACH, with three year project to create healthier communities in priority populations with chronic disease disparities by increasing smoke-free spaces, opportunities for physical activity, healthy food options and access to quality health care.
- Eligible applicants: Local governments, non-profit organizations, universities and colleges, faith-based organizations, hospitals, tribal governments and organizations. Must work with a multi-sector community coalition that has existed for two or more years.
- Funding amount per year
 - Basic implementation: 15-20 awards from \$300,000 to \$500,000
 - Comprehensive implementation: 30-40 awards from \$600,000 to \$1,000,000
- Application deadline - July 22nd

Programs to Reduce Obesity in High Obesity Areas

- Three year project to fund intervention strategies at the county level that address obesity in areas where adult obesity prevalence is over 40%.
- Eligible applicants: Land-grant colleges and universities located in states with counties where the adult obesity rate is over 40%.
- Funding amount per year
 - Up to 6 awards
 - Average award amount of \$783,000
- Deadlines
 - Application: July 23rd

Coalition Building

PICH

1422

- Required collaboration with multi-sector community organizations.
 - Ex: businesses, local health departments, housing authorities, faith-based institutions



- Required collaboration with CDC funded and external programs with the same outcome objectives.
 - Can include data sharing, communication, implementation, etc.

Re-granting Requirements

PICH

- Required to fund local entities.
 - 20% if award is \$749,999 or less
 - 40% if award is \$999,999 or less
 - 50% if award is \$1,000,000 or more

1422

- Required to sub-award 50% of funds to 4-8 communities.



Evaluation, Communication and Sustainability Requirements (PICH Orgs)

- ❑ In Year 3, Category A and B awardees will hold a joint training with all sub-recipients to exchange lessons learned in capacity building and implementation.
- ❑ Category A awardees must publish an article focused on program efforts in their annual publication each year and submit 2 success stories per year.
- ❑ In Year 1, Category A awardees must develop a sustainability plan that describes how the collaborations and partnerships funded by the FOA will continue beyond the award period.



Evaluation, Communication and Sustainability Requirements

- 1422 -
 - Provide a community specific evaluation and performance measurement plan within first 6 months of project.
 - Include information on how data will be reported, report frequency, and methods of public dissemination.

- REACH -
 - Use media and communications to convey success to key audiences at least every one to three months. This includes use of social media, key messages, and submission of at least two success stories per year.



Coalition Building and Re-granting Requirements (PICH National Orgs)

- The national organizations funded must serve communities and have members, affiliates and/or chapters in 25 or more U.S. states and territories.
- At least 75 percent of the award must be given to 2 groups of sub-recipients from the organization's membership.
 - Sub-recipients must have a strong network within their community and have already begun work to improve community health.

Sustainability

- Cost sharing or matching funds is not required, but strongly encouraged for all programs to ensure solvency beyond the funding opportunity.



For more information:

- Please visit our website at www.healthyamericans.org
- Contact Rich at rhamburg@tfah.org
- See our collection of Prevention and Public Health Stories in the States -
<http://healthyamericans.org/health-issues/prevention-page>
- View information about all of the funding opportunities and corresponding Q&A -
<http://www.cdc.gov/chronicdisease/about/foa.htm>