

Request for Proposals: Coalition Development Grants

2021

Purpose:

The SC Office of Rural Health has worked in rural communities for decades and is convinced that building healthy rural communities requires local leaders from various sectors working together to address the root causes of poor health. Strong leadership, effective coalitions, a clear vision and deep understanding of community issues are hallmarks of strong, resilient communities in rural places across the country. For more than a decade, Wholespire, formerly Eat Smart Move More South Carolina, has worked with its chapters and multiple partners to bring lasting health changes to communities across the state. SCORH and Wholespire have teamed up to advance comprehensive, equitable approaches to healthier communities, with funding and support provided by the BlueCross® BlueShield® of South Carolina Foundation, an independent licensee of the Blue Cross and Blue Shield Association.

Before responding to this Request for Proposals (RFP), interested parties should review the County Health Rankings and Roadmaps website produced by the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute (<http://www.countyhealthrankings.org/>). This information will help leaders deepen their understanding of what social determinants of health are, what factors contribute to good health, and what can be done to build a culture of health for their community.

This RFP describes the opportunity for communities to participate in this project. This RFP is designed to build or enhance local community coalitions or leaders and further their understanding of what works to make lasting changes, and to provide capital to help in the execution of local community projects or initiatives.

Approximate Timeline for the Work

The grant period will be no longer than 18-months, beginning in February 2022. December 2021 and January 2022 will be dedicated to on-boarding awarded coalitions. Awarded coalitions will be required to host a site visit with project partners’ staff prior to the grant kick-off date.

Coalitions should anticipate investing time each month, over the 18-month period, in activities such as:

- Co-development of a structured technical assistance plan
- Meeting with project partners who will provide tailored technical assistance
- Community project development and implementation

Application cycle:

- October 2021 - November 2021
 - Application launch, Application submissions, Community selection
 - **Application Deadline:** The application will be open October 2021 until November 5, 2021, at 5 p.m.
- December 2021- January 2022
 - Community onboarding for participation
- February 2022 – August2022/February 2023 implementation (no longer than 18 months)

Eligibility:

Any **coalition** located in a rural SC community that convenes to address health and/or underlying causes of poor health outcomes is eligible to apply. The coalition should NOT currently receive funding from Healthy People, Healthy Carolinas (HPHC) or other coalition development funding source(s). Service areas that are not currently funded by Healthy People, Healthy Carolinas, but located in the same county would still be eligible to apply.

Additionally, formerly funded Blueprint for Health communities are NOT eligible for this grant opportunity. This includes towns and cities located in the previously funded communities by the Blueprint for Health program. They are, however, eligible to apply for the project partner’s HEAL mini-grants offered once per year.

****A lead organization or fiscal agent must be selected. The fiscal agent must be an institution determined by the Internal Revenue Service to be a tax-exempt 501(c)3 organization or a public organization. The lead organization is required to attest that it is applying on behalf of the coalition. Only one proposal per community will be considered.*

Option 1: County Eligibility

If your geographic focus area is the whole county, the coalition development grant opportunity is open to the following counties:

Abbeville	Chesterfield	Marlboro
Allendale	Colleton	McCormick
Calhoun	Edgefield	Newberry
Chester	Hampton	Saluda
Clarendon	Jasper	

****The above counties were selected because they have a rural population greater than 50% and are not a Healthy People, Healthy Carolinas backbone organization county or have not previously participated in the Blueprint for Health Program. Population estimates are from the 2020 County Health Rankings.*

Option 2: Town or City Eligibility

If your geographic focus area is a town or city, the population must be less than 50,000 residents. Priority will be given to towns or cities with a population with less than 10,000 residents or minority, low-income areas.

****Town and city eligibility is defined by the US Office of Management and Budget (OMB). The OMB designates counties as Metropolitan, Micropolitan, or Neither. A Metro area contains a core urban area of 50,000 or more population, and a Micro area contains an urban core of at least 10,000 (but less than 50,000) population. All counties that are not part of a Metropolitan Statistical Area (MSA) are considered rural. Micropolitan counties are considered non-*

Metropolitan or rural along with all counties that are not classified as either Metro or Micro.

Coalition Information: SCORH and Wholespire consider a broad selection of individual leaders to be most effective for this work, including but not limited to representatives of public, not-for-profit, government, civic, religious, educational, business and community leaders. This means the coalition’s membership should be diverse racially, and by age, background, ethnicity and experience.

Existing coalitions should meet most of the following attributes. New coalitions are welcome to apply, but must describe a brief plan and timeline for establishing these benchmarks.

- Have appointed and/or named leadership;
- Conduct standing meetings;
- Have a broad, multi-sectoral, racially, economically and age diverse membership, including residents with lived experience;
- Have a defined mission and goals;
- Define health in broadest possible terms.

If you are unsure if this opportunity is right for your coalition, it is strongly recommended that you complete a pre-grant consultation with Markus Smith (msmith@scorh.net), SCORH’s program manager for the Coalition Development Grants.

Another available resource is The Wilder Collaboration Factors Inventory found online at <https://wilderresearch.org/tools/cfi-2018/start>. If most of the responses about your community are between the “strongly disagree” to “neutral” categories, this work is designed to help your community address those local barriers to leadership and collaboration and you may want to apply.

Coalition Expectations: Coalitions selected from this RFP will agree to:

- Sign a memorandum of agreement (MOA) with SCORH outlining the expectations of both parties during the 18-month grant period.
- Participate in monthly or regularly scheduled calls or visits with project partners. At times this may be in addition to the coalition’s meetings or otherwise established regular meetingschedule(s).
- Participate in the community project development and execution.
- Develop or audit planning documents and execute proposed strategies.
- Participate in technical assistance offerings provided by project partners.
- Provide feedback to project partners to help continuously improve the technical assistance, coaching, and overall program support.
- Participate in the overall program evaluation.
- Utilize the learning and expertise developed to apply for future grant opportunities.
- Make recommendations to community partners in regards to the better utilization of available resources or work to reallocate community funds to better address social determinants of health or to re-prioritize community health efforts.

Available funding:

Coalitions will plan a project related to the root causes of poor health and implement that project in late 2022. This applies to health and non-health factors. The associated funding for this grant should aid in the execution of the coalition’s action plan or relevant Community Health Needs Assessments.

Coalitions will collaboratively conceptualize, design, and execute the project. The project will help drive communication among and build trust between coalition members. It will also provide an opportunity for the group to bring awareness of their efforts to the community at large. Options for community projects should be informed by evidence-based models. Project partners will provide technical assistance to communities to support the overall process. Project partners will help the community select the project according to the guidelines set forth by the funder.

Coalitions should review the following health factors (based on the [County Health Rankings and Roadmaps](#) information cited previously). The factors below, especially the social and economic factors, will be discussed during the grant period and will inform the selection and execution of the community project.

Health Factors & Percent the Factors Contribute to Health		
Health Behaviors 30%	Social & Economic Factors 40%	Physical Environment 10%
Smoking	High school graduation	Air pollution
Obesity (adult, child)	Children in poverty	Drinking water violations
Food environment	Unemployment	Severe housing problems
Physical inactivity	Children in single-parent households	Driving alone to work
Access to exercise opportunities	Social associations	Long commute – driving alone
Excessive drinking	Violent crime	
Sexually transmitted infections	Injury deaths	
Teen births		

Project partners will pay for all of the resources needed to host training and provide technical assistance at no cost to the coalition throughout the project period. Funding for the evidence-based community project(s) is expected to range between \$15,000 and \$25,000, based on community and project size. Project funds may be associated with specific milestones outlined by project partners. Projects will require a match of at least 10%. Match requirements may be cash, in-kind resources, or a combination.

If required, the coalition can request up to \$3,000 to assist with administrative work. The community project funding will, however, be reduced by this amount.