Background

Creating community health is at the core of Beacon Health System's mission. We believe promoting responsible, preventive health in our community is the right thing to do, and is key to long-term cost effectiveness. Improving the health of our region's residents is as much social, economic, and environmental as it is a medical issue.

When we look at changing the health of our community members, we look at it in three ways: through the priorities identified in our last Community Health Needs Assessment (CHNA), strengthening our communities' capacity to promote health and well-being of residents, and focusing on engaging those who are most at-risk and/or vulnerable.

As a result of the CHNA there are five regional priorities which were identified in St. Joseph, Elkhart and Marshall Counties:

- Healthy Body – Overweight/ Obesity
- Healthy Family – Maternal/ Infant Health
- Healthy Mind – Mental Health
- Healthy Spirit – Substance Abuse
- Social Determinates of Health – Housing, Transportation, Food Insecurity, Behavioral Health, and Safety

To see the key data points used to judge progress under each priority area click here.

Through engagement with key stakeholders and research into best practices BCI is using the following definitions:

- At-risk: It's important for the programming to reach the population who needs it the most. The definition for 'at-risk' will be established at the priority level and be based on best practices. We strive to have at least 50% of the population served be identified as 'at-risk' by the priority definition.
- Vulnerable Population: BCI uses the Agency for Healthcare Research and Quality's definition of vulnerability: Children/adolescents, elderly, low-income, racial/ethnic minorities, rural/inner-city residents, special healthcare needs, and/or women. We strive to have at least 85% of our population be vulnerable.

BCI's theory of change is that improving the community's awareness and knowledge about health will lead to improved behaviors and then create positive health outcomes. The department deploys resources and develops measures of success around this short, medium, and long term framework. In order to achieve this spectrum of change (improved knowledge, healthy behaviors, and health outcomes) a variety of types of programs and curriculums are needed. We have tiered our program portfolio into four areas: Awareness, Knowledge, Action, and Impact. Tiering programs allows us to bucket programs and evaluate their success/impact on realistic expectations based upon their delivery type (speaker series that reaches 3,000 people vs a 30 day in-patient drug treatment program). By having a mixture of programming types our goal is to achieve both broad and deep change within our community.

- Awareness: In order for something to change people need to be aware of the issue. Bringing an issue to the forefront and informing large numbers of people about risks, issues and opportunities of different health topics will spark resident's curiosity about their own health status, and available options (services, practices) that could help them improve.
- Knowledge: Helping people better understanding the impact of behaviors (both positive and negative) and equipping them with the information necessary to take action is essential to creating positive change at the personal and community level.
- Action: Changing someone's level of health is never easy and sometimes takes more intensive assistance at the personal level to equip them with the skills and resources necessary to change their status.
- Impact: There are those who need accompaniment in order to achieve need change in their lives. Providing extensive assistance to those who are most at-risk will create significant positive change both at the personal and community level.

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Offered Support

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Beacon Community Impact (BCI) conducts a request for proposal (RFP) process designed to identify programs to collaborate with partners to address the five priority health needs of the community. BCI offers three types of assistances to community partners with the goal of creating an impact in St. Joseph, Elkhart, and Marshall Counties. Potential partners will use the same RFP template to apply for Program Development or Program Implementation funds. Based on the application BCI staff will work with the program to decide where the program best fits. Technical Assistance is available to all programs. Please note there is the potential for technical assistance to be offered whether financial assistance is awarded or not.

1. **Financial Support Options**
- Implementation Funding – This funding is available to programs who have a proven track record of creating impact in our community. Programs will need to be able to demonstrate established processes, procedures, and outcomes related to participant engagement, monitoring and evaluation, and impact reporting. Up to $25,000 are available per program. To be considered a strong candidate, programs should:
  o have been operating/serving participants for more than 1 year
  o have the ability to create trackable impacts in an at-risk and/or vulnerable population in one of the five priority areas(HB, HF, HM, HS, SDOH)
- Development Funding – Programs applying for these funds will ideally be in the conceptions, planning, or piloting phase of their lifecycle. They will need to be able to demonstrate how these resources will create the runway needed to move the program to implementation. Up to $5,000 is available per program. To be considered a strong candidate, programs should:
  o be able to demonstrate the need for this program within the community in terms of population and/or lack of available programming
  o have the ability to achieve either a pilot program or full implementation by the end of the one year grant cycle
  o show the skills and experience needed to develop and implement an impactful and sustainable program

2. **Technical Assistance Support**

Beacon Community Impact has created a team (nicknamed the Outcomes Team) focused on providing technical and capacity building services to our partners. Their focus is supporting the work of the programs by providing project based assistance in an effort to increase the capacity of our community to address its most pressing health needs. If a program applies for technical assistance the team will work with one-on-one with organizations to help identify potential opportunities, develop strategies for improvement, and assist with implementation.

> o Areas of expertise: data collection, M&E, and strategic planning
> o Restrictions: Engagements should be project based. The O-Team can't complete operational activities.
> o Scale: Projects should require less than 250 hours of Outcomes Team time to complete
> o Types of projects: research, facilitation, tool development, data analysis, strategy creation

3. **Capacity Building Support**

BCI strives to create act as a platform for community health. As part of this focus the department offers a number of opportunities for organizations to learn from and engage with each other. All partners will have access to capacity building opportunities provided by BCI. No application is required to access this service. Activities include:

- Networking opportunities
- Collaboration assistance
- Assistance in promoting events and programming
- Workshops focused on organizational improvement

Note: BCI requires that all partners attend at least one event in addition to orientation to help the BCI team better understand the program and assist in creating a community amongst the BCI partner organizations.

<u>**Funding Criteria**</u>

Beacon Community Impact's primary focus is to ensure that health programming is being delivered to those who need it. The department's philosophy for program delivery support looks at three major criteria:

- <u>Delivery Level</u>: Look to achieve both in breadths and depth in terms of reach and impact in a way that produces the greatest return on investment in terms of positive health impact. Beacon Community Impact investment into the four tiers of programing (Awareness, Knowledge, Action and Impact) allows the department to not only reach a significant number of people with information but also work in depth with people who need it most.

- Holistic Approach: Invest in a diverse mix of programming that addresses the root issues and immediate barriers of the priority areas identified by the Community Health Needs Assessment. This mix is based upon the level of need in our community, the quality of the current programming and the potential for positive change based upon new innovations, ideas and initiatives.
- Reach: Ability to create change in every corner of our community. Beacon Community Impact classifies its community as Elkhart, Marshall and St. Joseph Counties. We look to have programming in each county. We also have a number of programs that operate in more than one county.

Partner Requirements

Organizations who receive funding will be required to meet the following requirements:

- Development
    - Attend partner orientation held in February
    - Attend at least one partner workshop
    - Work with the Outcomes Team to develop a work plan for the funding period(January – October)
    - Submit 1 progress report made on the established work plan(June)
    - Submit a final report(November)
- Implementation
    - Attend partner orientation held in February
    - Attend at least one partner workshop
    - Submit a Mid-Year report(June)
    - Submit an End of Year report(November)
- Technical Assistance
    - Submit a post engagement feedback survey(immediately after project)
    - Submit post implementation survey(November)

Please note: This is the baseline for reporting. BCI may request additional information.

How to apply

The funding and technical assistance application process involves three steps for partners:

- RFP application and review: Partners submit the RFP with all associated materials. The application is reviewed and scored by BCI staff as well as BCI's Community Advisory Committee. Please refer to this video to for guidance on completing the application.
- Phone Discussion: If approved to move forward, a call between BCI staff and relevant program staff to clarify any questions on either side. This call is expected to take about one hour. The areas of focus for the BCI team will be:
    - Understand the current state of the program and clarify any questions related to programming
    - Confirm BCI administrative criteria related to priority and tier and discuss reporting and engagement requirements (overview listed in the Background section)

- o Talk through future plans for the program
- o Answer any outstanding questions the program has related to requirements or engaging with BCI
- **Final Approval**: If approved to move forward, BCI will reach out with a funding offer and a final confirmation of expectations.

General Instructions

In order to successfully apply for funding (Implementation or Development) final proposals should be submitted online no later than August 14th, 2020 by 4pm EST. For fairness and consistency, applications will be assessed on only what is presented below in the Proposal Narrative. All submissions should be made through BCI's online portal. **If an organization is interested in applying for support for multiple funding separate applications should be submitted for each program**. The required templates and guidance documents can be found within the online application portal or on the BCI website.

Applications for Technical Assistance will be reviewed on a rolling basis throughout the year. There is no deadline for completing a request. Completion of a request will be based on the capacity of the BCI team to meet the need.