



## 2024-25 COMMUNITY HEALTH IMPROVEMENT PLAN PARTNERSHIP GRANTS REQUEST FOR PROPOSAL (RFP)

Cobb & Douglas Public Health is accepting proposals to assist community partners with implementing initiatives that support the 2023-2027 Community Health Improvement Plan (CHIP) for Cobb and Douglas Counties. The scope of work must be completed between July 2024 and May 2025. **Proposals must be submitted electronically by 5:00 pm, May 23, 2024.** Click [here](#) to submit an application.

Developed in partnership with members of *Cobb2020* and *Live Healthy Douglas*, the CHIP asks two key questions as strategic priorities for community health improvement:

1. **Access to Health Services** – *How do we provide ample, accessible, culturally competent, and quality health services to meet the needs of our diverse community?*
2. **Basic Needs and Healthy Lifestyles** – *How do we create a community that satisfies its members' basic needs and provides the conditions necessary to achieve overall wellbeing?*

For each strategic priority, the CHIP identifies goal areas of focus with corresponding strategies to achieve the goals. The goal areas are:

- access to health care;
- healthy behaviors (e.g. physical activity, healthy sexual behaviors, worksite wellness programs, chronic disease prevention programs, and reducing youth tobacco use);
- healthy eating;
- maternal and infant health; and
- mental and behavioral health.

**Grants are being offered as seed money for sustainable, non-profit initiatives that support at least one identified CHIP strategy.** Awardees must address the health of residents within Cobb County and/or Douglas County. If not currently active, awardees must commit to joining a recommended Cobb2020 or Live Healthy Douglas workgroup.

The CHIP Partnership Grants are a \$1:\$1 matching grant which requires organizations to have an equal amount of funds allocated to the initiative prior to the CHIP Partnership Grants request. Staff dollars to support the program/project can be used as part of the match. Awards will not exceed \$25,000 per applicant. Funding requests less than or equal to \$5,000 will not require a 1:1 match.

**PROPOSED INITIATIVES MUST:**

- Be new or expanded efforts to improve health equity;
- Be collaborative in nature, including a minimum of 1 partnership, to execute the proposed project;
  - Letters of support from partnering agencies are required with the application.
- Align with a goal area and strategy identified in the 2023-2027 CHIP; and
- Include policy development activities, systems-level improvements, or built environment changes.
  - Policy, systems, and environmental (PSE) changes make healthy choices practical and available to all community members. Residents can see the benefits of this funding long after the project is completed by changing laws, shaping physical landscapes, and ensuring sustainable community improvements are made.

**Examples of PSE Changes:**

Policy	<ul style="list-style-type: none"><li>• Establish a wellness policy that offers employees health education and the opportunity to receive an annual influenza vaccine on-site for free.</li><li>• Adopt and implement a maternal health policy to implement blood pressure checks at 72 hours after discharge when patients have preeclampsia.</li></ul>
System	<ul style="list-style-type: none"><li>• Utilize telehealth services and Uber Health to better reach residents with uncontrolled chronic diseases.</li><li>• Apply to Food and Nutrition Service (FNS) for authorization to accept SNAP benefits at local farmers markets.</li><li>• Create programs that reduce social isolation among populations at higher risk for mental illness or suicide.</li></ul>
Environmental	<ul style="list-style-type: none"><li>• Integrate blood pressure monitoring devices into community centers to make it more convenient for people to track and monitor their health.</li><li>• Create a community garden that supplies its produce to a nearby apartment complex.</li><li>• Implement a bike share program within the county that offers free ride time to all residents.</li></ul>

**INITIATIVES THAT WILL NOT BE SUPPORTED INCLUDE:**

- One-time events (e.g. hosting a health fair, 5K race, or food box distribution events);
- Services that increase the volume of delivered services simply by increasing staff hours (e.g. offering more clinical services by adding staff to the agency);
- Data collection projects (e.g. focus groups, key informant interviews, or surveys);
- Efforts heavily based on incentives;
- Advertising budgets that exceed 20% of the funding award; and
- Sponsorships or scholarships.

#### **PRIORITY WILL BE GIVEN TO APPLICANTS WHO:**

- Have not been awarded funding in previous years;
- Demonstrate sustainability beyond the funding period;
- Utilize evidence-based and best practice community health initiatives; and
- Propose initiatives focused on the following CHIP goals/strategies. (**Note:** the full list of CHIP goals/strategies can be found within the application. Prioritization will be given to the select goals/strategies listed below, however, applications that support any goal area and strategy identified in the 2023-2027 CHIP will be considered.)
  - Maternal and Infant Health Goal: *Reduce maternal and infant health disparities through access to care and resources.*
  - The following strategies for the Healthy Behaviors goal:
    - *Increase the proportion of worksites that offer workplace wellness; programs that include education, activities intended to change attitudes and behaviors, and changes that make it easier for employees to make healthy choices;*
    - *Educate Georgia's youth on vaping and reduce the number of youths who initiate tobacco use;*
    - *Increase the knowledge and the adoption of healthy sexual behaviors; and*
    - *Diversify resources and increase enrollment in chronic disease prevention programs to address cardiovascular health.*

#### **BUDGET RESTRICTIONS:**

Grant funds cannot be used on:

- Personnel/staffing;
- Indirect costs over 10%;
- Advertising costs are capped at 20% of the award;
- Acquisition of land;
- Cost incurred outside of the award period;
- Imputed interest charges (late fees);
- Mileage rate may not exceed the travel regulation as published by the State of Georgia, State Accounting Office <http://sao.georgia.gov/state-travel-policy>; and
- Supplanting funds – Funds must be used to supplement existing funds for direct service activities and must not replace those funds that have been appropriated for the same purpose.

#### **IMPORTANT DATES AND INFORMATION:**

- Funding period – July 2024 to May 2025
- Deadline for submission – May 23, 2024 (by 5:00 pm)
- 50% of the award will be disbursed upon receipt of a signed Memorandum of Agreement. 25% of award will be disbursed upon successful completion of the mid-year report. 25% of award will be disbursed upon successful completion of the final report.
- Multiple applications per organization may be considered but organizations are limited to receiving a total of \$25,000 this grant cycle.
- A PDF copy of the application is included in the RFP, however, only electronic submissions will be accepted.

**FOR QUESTIONS AND MORE INFORMATION:**

- Submit questions to Jazmyn McCloud – Health Equity & Community Engagement Director for Cobb & Douglas Public Health – at [jazmyn.mccloud@dph.ga.gov](mailto:jazmyn.mccloud@dph.ga.gov) or 770-514-2407.
- For more information about Cobb2020, visit <https://cobb2020.com/> or follow the Cobb2020 social media handles @cobb2020HIP on Facebook and Twitter (now X).
- For more information about Live Healthy Douglas, visit <https://www.healthydouglas.org/> or follow the Live Health Douglas social media handle @LiveHealthyDouglas on Facebook and @HealthyDouglas on Twitter (now X).
- For more information on the CHIP and to see the Cobb2020 and Live Healthy Douglas workgroups in action, visit the following dashboards:
  - Cobb County – <https://dashboards.mysidewalk.com/cobb-county-community-health/improving-our-health>
  - Douglas County – <https://dashboards.mysidewalk.com/douglas-county-community-health/how-healthy-is-douglas-county>



**2023-2024 COMMUNITY HEALTH IMPROVEMENT PLAN  
PARTNERSHIP GRANTS  
Copy of Application**

For questions, contact Jazmyn McCloud at (770) 514-2407 or [jazmyn.mccloud@dph.ga.gov](mailto:jazmyn.mccloud@dph.ga.gov).

**I. Organizational Information**

Name of Organization:  
Sample Application

When was the organization established?  
2000

Annual Organization Budget:  
\$100,000.00

Tax ID #:  
00-0000000

Tax Status:  
501c3

Website:  
[www.SampleApp.com](http://www.SampleApp.com)

Address:  
123 Main Street

City:  
Douglasville

State:  
GA

Zip Code:  
30315

Contact Name:  
John Doe

Contact Title:  
CEO

Contact Phone #:  
(555) 555-5555

Contact Email:  
[john@SampleApp.com](mailto:john@SampleApp.com)

Please provide a brief summary of your organization's history, mission and goals (max 100 words):  
Enter text here.



Is your organization an active member of the following community health coalitions?

Yes, my organization is part of (check all that apply):      No, but I am willing to join.

Live Healthy Douglas Steering Committee      Cobb2020 Steering Committee

Cobb2020 & Live Healthy Douglas Behavioral Health Workgroup

Cobb2020 & Live Healthy Douglas Access to Care Workgroup

Cobb2020 & Live Healthy Douglas Maternal and Infant Health Workgroup

Cobb2020 Healthy Lifestyles Workgroup

Live Healthy Douglas Healthy Lifestyles Workgroup

**II. Project Information**

Project Title:  
Enter text here.

Proposed number of people to be impacted and/or directly served by this initiative during the funded period:  
Enter text here.

Counties served by the proposed initiative:      Cobb      Douglas      Both

Total Project Budget (including Match Funds):

**III. Project's alignment with the 2023-2027 Community Health Improvement Plan (CHIP)**

Indicate which CHIP goal and strategy the proposed project aligns with, according to county (select all that apply):

<i>Cobb County</i>	<i>Douglas County</i>
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<p><b>Mental and Behavioral Health Goal:</b> Improve access to appropriate, quality mental and behavioral health services and resources</p> <p>Strategy 1.1: Reduce upstream risk factors for and increase protective factors against mental illness, substance use, and suicide</p> <p>Strategy 1.2: Increase access to and use of crisis intervention approaches and services</p> <p>Strategy 1.3: Increase access to quality care for mental health challenges or illness and behavioral health conditions</p> <p>Strategy 1.4: Support long-term recovery from mental and behavioral health illnesses and disorders</p>	<p><b>Mental and Behavioral Health Goal:</b> Improve access to appropriate, quality mental and behavioral health services and resources</p> <p>Strategy 1.1: Reduce upstream risk factors for and increase protective factors against mental illness, substance use, and suicide</p> <p>Strategy 1.2: Increase access to and use of crisis intervention approaches and services</p> <p>Strategy 1.3: Increase access to quality care for mental health challenges or illness and behavioral health conditions</p> <p>Strategy 1.4: Support long-term recovery from mental and behavioral health illnesses and disorders</p>
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<p><b>Access to Care Goal:</b> Increase access to affordable, quality primary and dental health care and resources</p> <p>Strategy 2.1: Reduce economic, geographic, and cultural barriers to accessing clinical and community preventive services</p> <p>Strategy 2.2: Increase the proportion of residents who get recommended evidence-based preventative health care</p> <p>Strategy 2.3: Increase the capacity of the healthcare workforce by collaborating with stakeholders and supporting workforce expansion efforts</p> <p>Strategy 2.4: Increase access and partnerships to provide specialty care and long-term care needs</p>	<p><b>Access to Care Goal:</b> Increase access to affordable, quality primary and dental health care and resources</p> <p>Strategy 2.1: Reduce economic, geographic, and cultural barriers to accessing clinical and community preventive services</p> <p>Strategy 2.2: Increase the proportion of residents who get recommended evidence-based preventative health care</p> <p>Strategy 2.3: Increase the capacity of the healthcare workforce by collaborating with stakeholders and supporting workforce expansion efforts</p> <p>Strategy 2.4: Increase access and partnerships to provide specialty care and long-term care needs</p>
<p><b>Maternal and Infant Health Goal:</b> Reduce maternal and infant health disparities through access to care and resources</p> <p>Strategy 3.1: Increase the proportion of at-risk pregnant women who receive early and adequate prenatal care</p> <p>Strategy 3.2: Strengthen economic and social supports for people before, during and after pregnancy</p> <p>Strategy 3.3: Expand services and increase awareness of resources to address the leading causes of maternal mortality</p> <p>Strategy 3.4: Increase the availability of culturally competent education opportunities</p>	<p><b>Maternal and Infant Health Goal:</b> Reduce maternal and infant health disparities through access to care and resources</p> <p>Strategy 3.1: Increase the proportion of at-risk pregnant women who receive early and adequate prenatal care</p> <p>Strategy 3.2: Strengthen economic and social supports for people before, during and after pregnancy</p> <p>Strategy 3.3: Expand services and increase awareness of resources to address the leading causes of maternal mortality</p> <p>Strategy 3.4: Increase the availability of culturally competent education opportunities</p>



<p><b>Healthy Eating Goal:</b> Reduce food insecurity and increase healthy food options</p> <p>Strategy 1.1: Improve food access and affordability to end hunger by making it easier for all residents to obtain nutritious, culturally appropriate food</p> <p>Strategy 1.2: Foster safe, supportive environments that enable residents to easily make informed, healthy choices that are culturally appropriate and support healthy dietary patterns</p>	<p><b>Healthy Eating Goal:</b> Reduce food insecurity and increase healthy food options</p> <p>Strategy 1.1: Improve food access and affordability to end hunger by making it easier for all residents to obtain adequate food</p> <p>Strategy 1.2: Foster environments that enable residents to easily make informed, healthy choices that are culturally appropriate and support healthy dietary patterns</p>
<p><b>Healthy Behaviors Goal:</b> Improve health and wellbeing by approaching wellness as a multifaceted product of access, knowledge, and community conditions</p> <p>Strategy 2.1: Increase the proportion of worksites that offer workplace wellness programs that include education, activities intended to change attitudes and behaviors, and changes that make it easier for employees to make healthy choices</p> <p>Strategy 2.2: Make it easier for children and adults to be more physically active—in part by ensuring that everyone has access to safe places to be active and increasing awareness of the benefits of physical activity</p> <p>Strategy 2.3: Educate Georgia’s youth on vaping and reduce the number of youths who initiate tobacco use</p> <p>Strategy 2.4: Increase the knowledge and the adoption of healthy sexual behaviors</p> <p>Strategy 2.5: Diversify resources and increase enrollment in chronic disease prevention programs to address cardiovascular health</p>	<p><b>Healthy Behaviors Goal:</b> Improve health and wellbeing by approaching wellness as a multifaceted product of access, knowledge, and community conditions</p> <p>Strategy 2.1: Increase the proportion of worksites that offer workplace wellness programs that include education, activities intended to change attitudes and behaviors, and changes that make it easier for employees to make healthy choices</p> <p>Strategy 2.2: Make it easier for children and adults to be more physically active—in part by ensuring that everyone has access to safe places to be active and increasing awareness of the benefits of physical activity</p> <p>Strategy 2.3: Educate Georgia’s youth on vaping and reduce the number of youths who initiate tobacco use</p> <p>Strategy 2.4: Increase the knowledge and the adoption of healthy sexual behaviors</p> <p>Strategy 2.5: Diversify resources and increase enrollment in chronic disease prevention programs to address cardiovascular health</p>

**IV. Project's SMART Objectives**

Please list three (3) specific, measurable, achievable, realistic, and timebound (SMART) objectives for the proposed initiative. These objectives should be short-term benchmarks to measure progress and outcomes during the funding period.

<i>Objective</i>	<i>Target completion date</i>
<b>Example</b> – <i>Secure an outdoor location in a food desert to host a farmers' market in Douglasville from August to October 2024.</i>	<i>July 30, 2024</i>
1. Enter text here.	Enter text here.
2. Enter text here.	Enter text here.
3. Enter text here.	Enter text here.

**V. Project Narrative**

Describe the target population for the project. (max 100 words)

Enter text here.

Describe the goal of the project. (max 300 words)

Enter text here.

What activities will take place to carry out the project and accomplish its objectives? (max 300 words)  
Enter text here.

How will the project be sustained beyond the funding period? (max 200 words)  
Enter text here.



How will you inform the target population of this effort? (max 200 words)  
Enter text here.

List any community organizations with whom you will partner on this project?  
Enter text here.

For each organization noted above, please upload a Letter of Support as proof of partnership.

**Note – You will see the prompt to upload documents after completing the main application.**

**VI. Program Evaluation**

What would success look like for your project? (max 200)

Enter text here.

What data will be collected to measure success of the project? (max 200)

Enter text here.

**VII. Budget**

Please use the space below to document the proposed budget and source of match funds. Note the following costs cannot be covered by the CHIP grant.

- Personnel costs
- Indirect costs over 10%
- Advertising costs are capped at 20% of the award
- Acquisition of land
- Cost incurred outside the award period
- Imputed interest charges (late fees)
- Mileage rate may not exceed the travel regulation as published by the State of Georgia, State Accounting Office. <http://sao.georgia.gov/state-travel-policy>
- Supplanting funds: Funds must be used to supplement existing funds for direct service activities and must not replace those funds that have been appropriated for the same purpose.

List the sources of funding and the corresponding amount you are using as Match Funds.

Ex. ARPA funds, \$8,000

- Enter text here.
- Enter text here.
- Enter text here.
-



Use the space below to document the proposed budget for the funds you are seeking from Cobb & Douglas Public Health only through this grant. Note the entire request should not exceed \$25,000.

<b>GENERAL SUPPLIES:</b> List the item and briefly describe how the item contributes to program's objectives/goals.		<b>Request for CDPH</b>
Description		
Ex.	Making A Difference Curriculum - 12 toolkits are needed for staff to implement the program with students	
1.	Enter text here.	\$
2.	Enter text here.	\$
3.	Enter text here.	\$
4.	Enter text here.	\$
5.	Enter text here.	\$
<b>Sub-Total</b>		\$



<b>MEETINGS AND TRAININGS:</b> List expenses associated with meetings, trainings, conferences, and workshops.		<b>Request for CDPH</b>
Description		
Ex.	Clearing the Air Conference registration fees for 7 staff members	
1.	Enter text here.	\$
2.	Enter text here.	\$
3.	Enter text here.	\$
4.	Enter text here.	\$
5.	Enter text here.	\$
<b>Sub-Total</b>		\$

<b>PER DIEM/FEES/CONTRACTS:</b> Consultants, contracts, professional services, per diem payments. Enter name of consultant/contractor, if known. Enter summary of service to be provided and the rate of pay. State how service contributes to program's objectives/goals.				<b>Request for CDPH</b>
Vendor/Provider name if known		List type of per diem, fee, or contract	Summarize service	
Ex.	Cobb County Pavers	Contract	Paving a walking track to expand usage	
1.	Enter text here.	Enter text here.	Enter text here.	\$
2.	Enter text here.	Enter text here.	Enter text here.	\$
3.	Enter text here.	Enter text here.	Enter text here.	\$
4.	Enter text here.	Enter text here.	Enter text here.	\$
5.	Enter text here.	Enter text here.	Enter text here.	\$
<b>Sub-Total</b>				\$

<b>EQUIPMENT:</b> Equipment, furniture, or technology purchase. Enter a brief description of how the equipment supports the program's objectives/goals.			<b>Request for CDPH</b>
Equipment		Description	
Ex.	4 Treadmills	Equipment will be used to build an employee gym	
1.	Enter text here.	Enter text here.	\$
2.	Enter text here.	Enter text here.	\$
3.	Enter text here.	Enter text here.	\$
<b>Sub-Total</b>			\$

<b>OTHER:</b> List and describe additional budget items not listed in any of the previous budget categories. Include indirect costs in this section, if needed.				<b>Request for CDPH</b>
Vendor/Provider Name		List Type of Other	Provide Summary of Cost	
Ex.	T-Mobile	Telecommunications	2 phone lines for health educators for 7 months	
1.	Enter text here.	Enter text here.	Enter text here.	\$
2.	Enter text here.	Enter text here.	Enter text here.	\$
3.	Enter text here.	Enter text here.	Enter text here.	\$
4.	Enter text here.	Enter text here.	Enter text here.	\$
5.	Enter text here.	Enter text here.	Enter text here.	\$
<b>Sub-Total</b>				\$
<b>TOTAL: ALL BUDGET CATEGORIES</b>				\$



I READ THE PROPOSED APPLICATION AND ATTEST THAT THE INFORMATION PROVIDED IS ACCURATE. MY SIGNATURE BELOW CONFIRMS MY ORGANIZATION HAS THE CAPACITY TO COMPLETE THE WORK PROPOSED WITHIN THE FUNDING PERIOD.

Organization: Sample Application

Director's name or duly appointed agent: John Doe

Signature: *John Doe*



Date: 04/15/2024