

Request for Applications



PATHWAYS to a
HEALTHY
KANSAS

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Blue Cross and Blue Shield of Kansas
Pathways to a Healthy Kansas: Request for Applications
 Phase 2: August 1, 2020 through July 31, 2024

Introduction

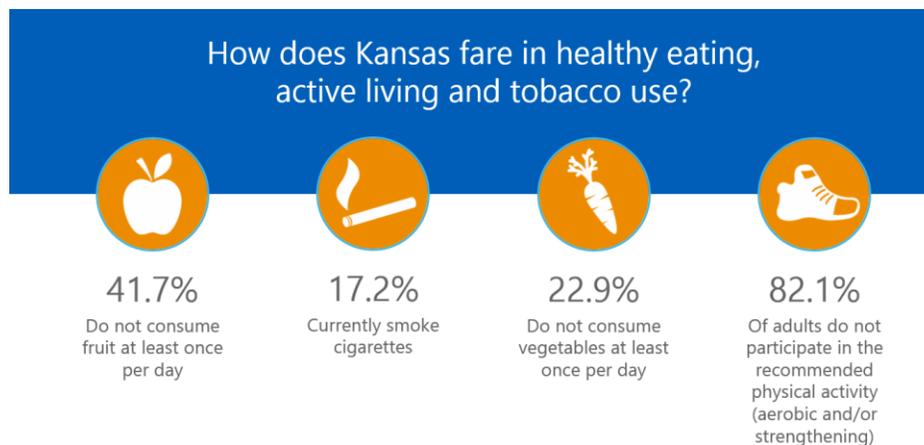
Blue Cross and Blue Shield of Kansas (BCBSKS) is requesting applications for the second phase of our *Pathways to a Healthy Kansas* community grants. The four-year grants are aimed at improving healthy lifestyles and creating healthy places using a community-wide approach and will run from August 1, 2020 through July 31, 2024.

Funded communities will work across sectors that are a part of residents' everyday lives to create healthy places where people can be active, live well, come together, and ultimately improve quality of life now and for future generations.

The funding opportunity is offering a maximum of 24 communities across the BCBSKS service area a four-year Coordination Grant of up to \$200,000 (\$50,000 per year over four years). In addition, communities that are awarded the Coordination Grant will be eligible to apply for non-competitive Implementation Grants as they meet the goals of the initiative. Newly funded communities will be eligible for up to \$300,000, while communities previously funded in Phase 1 of *Pathways* will be eligible for up to \$200,000 for Implementation Grants.

Why the Focus on Healthy Lifestyles and Environments?

Living an active lifestyle, eating a healthy diet and staying free of commercial tobacco are three behaviors critical to reducing risk for serious health conditions. Public health data tells us that too many Kansans do not routinely practice these healthy behaviors, which puts them at risk for developing one or more chronic diseases. Currently eight of the 10 leading causes of death in Kansas are from chronic diseases such as heart disease, diabetes and cancer.



Source: <http://www.kdheks.gov/btrfs/>

Healthy behaviors are influenced by community culture, policies, systems and the environments in which we live. The conditions in the places where people live, learn, work, and play, known as the social determinants of health (SDOH) affect a wide range of health risks and outcomes. By focusing on these foundations of community health, we have the opportunity to improve the culture, policies, systems, and environments that drive healthy behaviors and thus improve health outcomes.

To help fight preventable diseases, Blue Cross and Blue Shield of Kansas is committed to partnering with communities to build pathways to health that allow all Kansans to embrace healthy lifestyles.

Who Can Apply?

For the purpose of this funding, a community is defined as:

- A city
- A group of towns and cities in one county,
- An entire county
- A group of contiguous counties
- An American Indian tribe or Tribal entity recognized by the US federal government or by the state of Kansas.

If contiguous counties apply, they are required to work together as one coalition, not multiple coalitions.

Eligible community applicants must meet all of the following criteria:

- Be within the 103-county service area of Blue Cross and Blue Shield of Kansas (all Kansas counties except Johnson and Wyandotte).
- Represent the community through an **active** health-related coalition. **Active** meaning the coalition has existed for more than one year and meets at least quarterly. In the event a health coalition does not exist, the organization also may represent an **active** Community Health Assessment/Improvement Plan work group. Either the coalition or a coalition member organization on behalf of the coalition may apply to be the fiduciary agent.
 - Eligible organizations include, but are not limited to: community-based organization or non-profit organization, community foundation, chamber of commerce, hospital or hospital foundation, local health department, economic development or tourism, city or municipality, American Indian tribe or Tribal entity recognized by the US federal government or by the state of Kansas.
 - Coalitions covering multiple counties may apply, but you may not apply as one group covering contiguous counties with multiple coalitions.
 - Coalitions that can show multi-sector membership and authentic engagement with a diverse group of community stakeholders will be given priority consideration in the review process.

Available Funding

This initiative is structured to provide a balance of funding, technical assistance and evaluation in a manner that will allow communities to reach their full potential. This Request for Applications is for Coordination Grants of up to \$200,000 over four years from August 1, 2020 through July 31, 2024, for a maximum of 24 communities.

In addition, communities that are awarded the Coordination Grant will be eligible to apply for non-competitive Implementation Grants – totaling up to \$300,000 per newly funded community or \$200,000 for returning Phase 1 communities. Implementation Grants will be awarded through a non-competitive application process when specific goals as set forth in the pathways are met. More information on the Implementation Grants will be provided in the application packet.

Coordination Grant Requirements

Communities must commit to partnering with the BCBSKS Pathways team for four years to receive funding. Funded communities will be expected to work on all of the outlined focus areas – healthy eating, active living and commercial tobacco control – using the strategies and packages outlined here under the Coordination and Community Pathways throughout those four years. A package is defined as a set of activities, resources, partnerships, and implementation grant opportunities that the coalition can select to work on to meet the goals of the *Pathways* initiative.

Coordination Pathway

1. Establish or assign a community *Pathways* Coordinator position. Funding in the coordination grant is intended to support approximately half of a full time position. *It is strongly recommended that the grant coordinator be a full time position and that this grant not be the only source of salary funds for this position.*
2. Actively connect with key stakeholders and members of the community beyond the existing coalition in order to engage them in the decision-making process for any grant package work that they are affected by.
3. Garner commitment of key policymakers, business leaders, health and human service organizations, schools, and civic leaders when implementing *Pathways* packages. Develop community activities that have a public, active role for key leaders.
4. Select a minimum of one package from each pathway described below to work on throughout the four-year grant period.
5. Complete and maintain an *Action Plan* to identify activities, action steps and measure the short-term outputs and long-term outcomes of each strategy. Technical assistance will be provided to communities to ensure success.
6. Develop and maintain a *Local Evaluation Plan* with engagement strategies to inform and involve the public in this initiative. Technical assistance will be provided.
7. Send a team (two to five people) of coalition members to a kick-off event, a minimum of one annual learning session each year, and a closing event for the grant.
8. Actively participate in technical assistance and learning opportunities associated with *Pathways to a Healthy Kansas*. Technical assistance and learning opportunities will include conference calls, webinars and in-person opportunities. Presenters, topics, and discussion will focus on the Community Pathways; coalition and partnership

development; evaluation; policy, system, and environmental changes; and other areas determined of interest or need.

9. Submit annual progress report each August, including a final report in August of 2024.

Community Pathways

Community pathways are designed to help the coalition take a holistic, community-wide approach to improving health outcomes. Pathways align with the [Kaiser Family Foundation's framework](#) for the social determinants of health, and focus on areas that impact community health across multiple factors: Neighborhood and Physical Environment, Community and Social Context, Food, Health and Healthcare, Education, and Economic Stability. By using this framework for each pathway, this initiative will strive to improve conditions that are the drivers of health in a community. Coalitions will select a package, or group of packages from each pathway below to work on throughout the four-year grant period*.

Packages describe activities that address the three behaviors of focus - physical activity, commercial tobacco prevention, and healthy eating - that reduce risk for serious health conditions. While some of the packages are activities that could be used to address other risk factors, for the purpose of this grant communities must focus on the three behaviors.

Most selected packages will require collaboration with additional partner organizations in the community. The coalition will complete an action plan, then work with the appropriate community organizations to outline implementation steps. The community organization will then apply for an Implementation Grant to accomplish the work of the selected package. By BCBSKS awarding Implementation Grants to the community organization that is doing the work of the selected package, the coalition will realize a greater degree of collaboration and reach in the community. Additional details on each package will be provided in the grant application. The six community pathways and the available packages are defined as follows:

- a. **Community and Social Context Pathway** – This social determinant focuses on work at the community level to improve social integration, support systems, and community engagement, and reduce stress and discrimination. *Pathways* grantees will be required to engage partners to sign the **Pathways to a Healthy Community Pledge**. Potential packages under this pathway include:
 - i. Communal Meals, Commercial Tobacco 21, Commercial Tobacco-Free Outdoor Public Space, Health in All Policies Training, Kansas Leadership Center Trainings, Placemaking, Storytelling.
- b. **Neighborhood and Physical Environment Pathway** – This social determinant focuses on building connections between where a person lives (e.g., housing, neighborhood, and environment) and his or her health and well-being. *Pathways* grantees will be required to engage partners to sign the **Pathways to a Healthy Community Pledge**. Potential packages under this pathway include:

- i. Access to Community Recreational Facilities, Bike Share, Commercial Tobacco-Free Housing, Community Gardens, Enhanced Trail Infrastructure, Land Banks, and Multimodal Transportation.
- c. **Food Pathway** – This social determinant focuses on supporting nutrition programs; policies and practices that promote health; and broader efforts to support access to, production of, and consumption of healthy foods. *Pathways* grantees will be required to engage partners to sign the **Pathways to Healthy Food Pledge**. Potential packages under this pathway include:
 - i. Community Cooking Classes, Community Commercial Kitchen, Farmers' Market, Food and Farm Council, Food Reclamation, Food System Planning, Healthier Restaurants, Healthier Retail, Safe Routes to Food, and Simply Produce.
- d. **Health and Healthcare Pathway** – This social determinant focuses on connecting access to health care and people understanding how health services impacts their own health. *Pathways* grantees will be required to engage health care providers to sign the **Pathways to a Healthy Provider Pledge**. Potential packages under this pathway include:
 - i. Baby Friendly Hospital Policies, Commercial Tobacco Free Policies, Community Coordinated Resource Referral Network, Community Health Needs Assessment/Health Improvement Plan Support, Healthier Hospital Food Environment, Healthy Food Prescription Program, Hospital Gardens, Physical Activity Prescription Program, Tobacco Cessation Change Package, Walk with a Doc Program.
- e. **Education Pathway** – This social determinant creates connections between education and health and well-being by promoting healthy lifestyles; educational attainment; language and literacy skills; and early childhood education and development. *Pathways* grantees will be required to engage early childhood centers, school districts, and/or higher education organizations to sign the **Pathways to a Healthy Education Pledge**. Potential packages under this pathway include:
 - i. Commercial Tobacco-Free Campus, Farm to School/School Garden (K-12), Healthier Higher Education, Healthy Child Care Centers, Modeling School Wellness Policies, RESIST Chapter Support, Vape/Juul/tobacco prevention strategy (K-12).
- f. **Economic Stability Pathway** – This social determinant represents an individual's ability to access resources such as food, housing or health care, as well as creating a healthy business culture to help an employer attract and retain talent, reduce absenteeism and turnover, and improve productivity. For certain packages, *Pathways* grantees will be required to engage health care providers to sign the **Pathways to a Healthy Workforce Pledge**. Potential packages under this pathway include:
 - i. AmeriCorps VISTA, Double Up Food Bucks, Employer Engagement, Food Shelf/Hunger Relief, WorkWell Kansas Foundation, WorkWell Kansas Health Focus and Wellbeing Workshops.

*Some packages may be cross-cutting between pathways, however at least one unique package must be selected from each pathway.

Letter of Intent (Required)

If your coalition is interested in completing an application, please submit a **Letter of Intent to apply by 4 p.m. (CST), Friday, January 17**. You must submit a letter of intent to receive an application packet. *Application packets will not be sent to any organization that does not submit a letter of intent by the deadline.*

Please visit www.bcbsks.com/Pathways to complete the Letter of Intent form. You will be asked to submit the following information:

- Name of coalition/workgroup
 - Coalition/workgroup contact name, email and telephone number
 - Date (mm/yyyy) coalition/work group formed
 - Dates (mm/dd/yyyy) of last four coalition meetings
 - Coalition roster – *Please include only members that have been active in past year.*
 - Brief description of coalition
- Organization applying (fiscal agent):
 - Primary contact name, email and telephone number
 - Mailing address for organization
 - Brief description of organization
- Community to be served (per Who Can Apply section)
- Approximate population of community to be served
- Paragraph explaining why the coalition wants to apply for this grant
- Identify three half-day timeslots between April 13 and June 19, during which your team and community leaders could be available for a community site visit. Please list the timeslots in order of preference (best day listed first). See the Site Visit and Funding Announcement section below for further information.

How can I learn more?

Informational webinars will be conducted at 1 p.m. (CST), Wednesday, December 11, and 9 a.m. Friday, December 13, to provide additional information on this grant. There will be an opportunity to ask questions during the webinar. Please [register here](#) to attend. The webinars will be recorded and posted along with Frequently Asked Questions on www.bcbsks.com/Pathways.

Application for Coordination Grant

Application packets will be sent to the primary contact for the organization applying as indicated in the Letter of Intent. Packets will be emailed by Jan. 21, 2020. Only organizations that submit a Letter of Intent by the deadline will receive an application packet.

The completed application should be emailed to Virginia Barnes at virginia.barnes@bcbsks.com no later than **4 p.m. (CST), Friday, March 20**. *Late applications will not be considered.*

The application should include an application narrative, selection of pathway packets with narrative, budget, an example of previous coalition work, and letters of commitment from key community stakeholders. Additional information on these requirements will be provided in the application packet.

Site Visits and Funding Announcement

A site visit or virtual visit will be scheduled for communities being considered for grant awards between April 13 and June 19. Please identify three half-day timeslots (meetings will not necessarily take the entire half day) during this time frame when coalition members and community stakeholders can convene; submit this list with your Letter of Intent. A site visit may not be required for funding consideration for returning Phase 1 communities; however, timeslots should still be identified. Applicants will be notified by BCBSKS no later than April 10, as to whether or not their community has been selected for a site visit. The site visit team will do its best to match communities with preferred times when scheduling site visits.

BCBSKS will notify in writing those communities selected for funding by July 1. BCBSKS intends to make a statewide announcement regarding the selected *Pathways to a Healthy Kansas* communities in late July. Selected communities will be asked to send up to five representatives to this announcement. A day-long workshop [date TBD] will also be conducted as a part of that event.

Important Dates

Informational Webinars: 1 p.m.(CST), Wednesday, December 11, and 9 a.m. Friday, December 13

LOI Due: 4 p.m.(CST), Friday, January 17

Application Packets Distributed: No later than January 21

Applications Due: no later than 4 p.m.(CST), Friday, March 20

Site Visit Notification: no later than April 10

Site Visits: April 13 through June 19

Funding Notification: July 1

Kick-Off Event: Late July (dates TBD)

Funding Period: Aug. 1, 2020 – July 31, 2024

If you have questions or need more information, please contact Virginia Barnes via the email address or telephone number provided on the cover page.