



Networking for Community Health

**CPCA/RAC Community Health
Organizing Project - Phase III
Request for Proposals**

Community Clinics Initiative • Winter 2010

A joint project of Tides and The California Endowment



Introduction

In December 2007, the Community Clinics Initiative

(CCI) announced the Networking for Community Health program. It grew out of a planning process that engaged a number of long-time leaders from the clinic field. The program was founded on the understanding that high quality, culturally competent health care services alone will not be sufficient to improve community health in traditionally underserved neighborhoods. Clinic staff and patients also need to exercise their political muscle to ensure that health is a policy priority at the state and local levels. CCI has since underwritten efforts by 26 community clinics and health centers to strengthen and expand their local networks of working relationships with partners like environmental justice groups, faith-based organizations and coalitions committed to improving local food security. Their overall goal is to establish themselves as centers for community health.

The California Primary Care Association (CPCA) has also received two rounds of funding from the Networking for Community Health program for its Community Health Organizing Project. Support was provided for key CPCA policy staff and for subcontracts with 8 regional clinic consortia to bring clinic staff and patients into the state and federal health policy dialogue. The Project produced and distributed a Voter Registration Tool Kit and a “Why Vote” fact sheet that resulted in registering 4800 clinic patients to vote. Postcard campaigns resulted in 10,000 messages to the Legislature during the budget impasse of 2008, and 30,000 messages about the loss of Medicaid optional benefits in the spring of 2009. CPCA and its consortia partners also conducted a series of Community Education Forums and education programs with clinic staff.

The Community Health Organizing Project has made significant strides, but much more work remains to be done to educate and mobilize clinic patients and staff on a larger scale. While there has been significant progress toward health reform at the federal level, for example, there will be a huge need for public education to explain to staff and patients exactly what the new policy changes will mean for them. California also remains mired in a chronic budget crisis, with more potential cuts to critical health services looming in the coming year. A concerted advocacy effort will be required just to maintain the current, reduced level of state support.

In order to build on the successful work of the past two years, CPCA and interested regional clinic consortia are invited to apply for Phase III funding for the Community Health Organizing Project, as described below. This time, CPCA is asked to submit one joint proposal made up of individual requests from each participating consortium, but it is expected that they will work together as before on a common set of goals and outcomes in order to strengthen their advocacy networks statewide.



Background

Even a highly effective policy advocacy organization like CPCA can only achieve limited success in today's political environment without mobilizing a broad base of patients, staff and other clinic constituents to share their concerns with policy makers. Regional clinic consortia can be logical and invaluable partners in that effort. Similarly, it would be an unnecessary duplication of effort for individual regional consortia to try to build their own internal capacity to track national and statewide policy developments. All parties can benefit from being active partners in a statewide policy/advocacy network that builds on the strengths of each individual member. In keeping with CPCA's announced goal of promoting a movement for Health Justice, we are pleased to announce a third phase of funding for the Community Health Organizing Project.

We anticipate making grants of between \$50,000 and \$75,000 to regional clinic consortia, depending on their level of proposed activity. We also anticipate making a grant of up to \$100,000 to CPCA to support coordination of the Project. Funding will commence on July 1, 2010 and continue through July 31, 2011. In brief, the program will:

- Build directly on the successful work of the Community Health Organizing Project to date;
- Address policy developments at the federal and state levels affecting community health;
- Focus on the education and mobilization of clinic staff and patients;
- Capitalize on the leadership and policy expertise of CPCA staff; and
- Strengthen and expand the statewide advocacy network that encompasses CPCA and its regional clinic consortia partners.

We recognize that one of the challenges of sustaining meaningful participation by consortia in the earlier phases of this Project was the limited amount of funding available directly to each site. We are addressing that concern this time by increasing the funds available to consortia and by asking them to apply directly rather than subcontract through CPCA. However, we believe that the purposes of the Project are best served if CPCA continues in its leadership role and if all funded parties work closely together. This is still a limited amount of funding given the magnitude of the organizing task. Therefore, coordination and complementarity of effort are essential.



Application Guidelines

Regional clinic consortia are each eligible to apply

for up to \$75,000 to be spent over twelve months to partner with CPCA on the third phase of the Community Health Organizing Project. Funding amounts will be based on each consortium's individual scope of work and desired outcomes for their region.

CPCA is also eligible to apply for up to \$100,000 to coordinate this Project. The purpose of the Project is to link CPCA and participating

regional clinic consortia into a statewide policy/advocacy network to bring clinic staff and patients into the state and federal health policy dialogue.

The kinds of activities we expect to fund build on (but are not limited to) the work begun in the initial phases of this Project. They include:

- **Build a network of Health Center Advocates** (patients and staff) through ongoing management and expansion of the "Stay Informed" database and production of easy-to-understand, useful educational and advocacy materials distributed through community clinics and health centers.
- **Community Education Forums** at the regional level to provide information to constituents on policy developments such as the state budget crisis and the implications of national health reform.
- **Grassroots Organizing** of clinic patients and staff on a continuous, meaningful level through recruitment and intensive training with the goal of bringing the voices of constituents directly to policy makers.
- **Voter Registration** including educational materials and presentations to encourage patients and staff to register to vote and actively participate in the political process.
- **Media Consultation** to assist with generating press conferences, Op Eds, and other messaging to increase public awareness of the effects of the budget crisis and health care reform on clinics and community health.
- **Participation in evaluation activities as requested.**

Wherever possible, participating consortia are encouraged to work directly with our other individual clinic Networking for Community Health grantees, to share resources and maximize their impact. It is also expected that participating consortia will do what they can to connect their efforts to the local Building Healthy Communities work recently begun by The California Endowment in fourteen locations across the state. We can see multiple benefits for both ventures by joining forces wherever it is possible.



Application Process

Interested regional clinic consortia should submit the attached cover sheet, a proposal (maximum three pages in length), and budget to both Elia Gallardo, CPCA Director of Public Affairs, and Aracely Navarro, CPCA Regional Advocate, by March 5, 2010. Your letter should include your answers to the following questions. CPCA will submit the entire package to CCI along with their responses to the questions below as a coordinated proposal by April 23, 2010, via email to cci@tides.org. Although consortia selected for funding will receive individual grants, they are expected to collaborate closely with CPCA to meet the overall project goals.

Proposal Questions for Regional Clinic Consortia:

- What work does your consortium plan to undertake as part of the Community Health Organizing Project and how does it build on your past experience?
- How do you plan to work with CPCA and the other consortia involved in the Project?
- How will you maximize participation by your member clinics and their patients?
- What is your proposed budget (see attached Budget Format)?

Proposal Questions for CPCA:

- What are the overall goals and objectives for Phase III of the Community Health Organizing Project?
- How will the lessons learned in the first two phases of the project inform your work going forward?
- How do you plan to work with the participating regional clinic consortia?
- What is your proposed budget (not to exceed \$100,000) for CPCA's coordination of the Project? See attached Budget Format.

Frequently Asked Questions

Important Dates

Networking for Community Health

CPCA Community Health Organizing Project Phase III

- RFP Release January 26, 2010
- Consortia Proposal Deadline to CPCA: March, 5, 2010
- Collaborative Proposal Deadline to CCI: April 23, 2010
- Award Notification: June 11, 2010

Consortia Proposal

Consortia proposal coversheet, narrative questions and budget must be submitted directly to CPCA by March, 5, 2010.

Please send consortia proposals via email to both:

Elia Gallardo, Director of Public Affairs
egallardo@cpca.org

and

Aracely Navarro, Regional Advocate
anavarro@cpca.org.

*California Primary Care Association
1231 I Street, Suite 400
Sacramento, CA 95814*

Please send your audited financial statements directly to CCI by email (preferred) at cci@tides.org, or regular mail to:

*Community Clinics Initiative
c/o Tides
Presidio Building 1014
1014 Torney Avenue
San Francisco, CA 94129
(415) 561-6387*

Contact Information at CCI

Jane Stafford (415) 561-6356

Olivia Nava (415) 561-6387

Clinic Eligibility Criteria

Clinic corporations are not eligible for this funding opportunity.

Consortia must have 80% of their member base include clinic corporations that meet the following eligibility criteria:

- Licensed by the State of California as a community clinic or tribally designated clinic, providing direct medical care to underserved populations
- Freestanding, not formally associated with a university, hospital or county system
- Community-based and owned
- Nonprofit, 501(c)(3) or a tribally chartered/sanctioned organization
- Provides services regardless of ability to pay

CPCA Community Health Organizing Project Phase III Consortia Proposal Cover Sheet

(Please submit this cover sheet with your request to CPCA)



Download an editable PDF of this page by **clicking here** or going directly to:
www.communityclinics.org/content/general/detail/996

<input type="text"/>	<input type="text"/>	
DATE	NAME OF ORGANIZATION	
<input type="text"/>		
CEO/EXECUTIVE DIRECTOR		
<input type="text"/>		
CONTACT PERSON		
<input type="text"/>		
TITLE		
<input type="text"/>		
ADDRESS		
<input type="text"/>	<input type="text"/>	<input type="text"/>
CITY	STATE	ZIP
<input type="text"/>	<input type="text"/>	<input type="text"/>
PHONE	FAX	EMAIL
<input type="text"/>	<input type="text"/>	
REQUESTED AMOUNT	TOTAL PROJECT AMOUNT	

For Tides Staff Use Only:

ORG ID

DATE IN FP

Proposal Checklist:

Contents are complete, or

Proposal is incomplete, and missing:

- Cover sheet
- Proposal narrative
- Budget and Budget Narrative
- Audited financial statements

Networking for Community Health Budget Format



Download the Excel spreadsheet by **clicking here** or going directly to:
[www.communityclinics.org/
content/general/detail/996](http://www.communityclinics.org/content/general/detail/996)

NAME OF ORGANIZATION

PROPOSED BUDGET PERIOD

Project Expenses			Tides	Other	Total
Personnel Title	FTE	Base			
Staff member					\$ -
Staff member					\$ -
Salaries Subtotal		\$ -	\$ -	\$ -	\$ -
Fringe Benefits rate at					
Personnel Subtotal		\$ -	\$ -	\$ -	\$ -
Consultants/Vendors					
Name of consultant (include bid)					\$ -
Consultant/Vendor Subtotal					\$ -
Equipment Expenses					
Itemize equipment costs					\$ -
Equipment Subtotal					\$ -
Operating Expenses					
Itemize operating costs					\$ -
Operating Subtotal					\$ -
GRAND TOTAL		\$ -	\$ -	\$ -	\$ -

Please adjust the budget line items to best fit the scope of work that you are proposing.