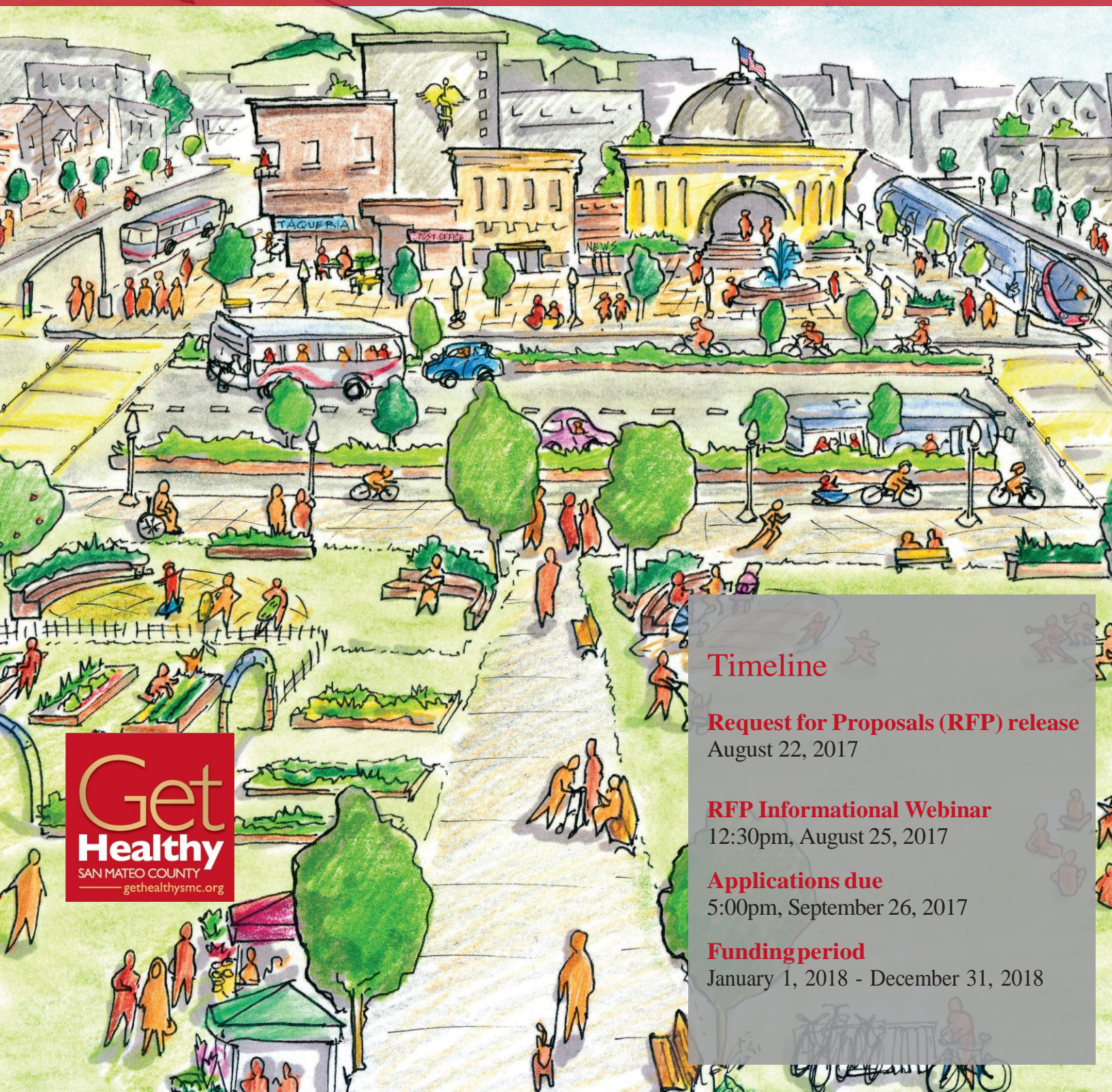


# Get Healthy San Mateo County 2018 Community Implementation Funding

## Request for Proposals

Building Healthy, Equitable Communities



### Timeline

**Request for Proposals (RFP) release**  
August 22, 2017

**RFP Informational Webinar**  
12:30pm, August 25, 2017

**Applications due**  
5:00pm, September 26, 2017

**Funding period**  
January 1, 2018 - December 31, 2018



# Introduction: Building Healthy, Equitable Communities



## In San Mateo County

- Low-income people, Latino, and Black residents have the highest rates of obesity and most preventable health issues.
- On average, people live 19 years longer in high-income Atherton, where the median income is nearly \$240K, versus low-income East Palo Alto where median income is just over \$50K.

Health begins where people live, learn, work, and play. Get Healthy San Mateo County (GHSMC) is a local collaborative of community-based organizations, County agencies, cities, schools, and hospitals working together to advance policy change to prevent diseases and ensure everyone has equitable opportunities to live a long and healthy life. The collaborative is facilitated by the San Mateo County Health System.

GHSMC is a product of the Healthy Communities Initiative launched in 2004. Over the last 10 years we have made great progress in preventing diseases and ensuring that all San Mateo County (SMC) residents have the opportunity to live long and healthy lives. Yet, more work remains to ensure everyone can live a healthy life! Rates of preventable chronic diseases like diabetes and asthma are on the rise and the health outcomes of residents continue to vary by race, income, level of education, and place of residence.

However, many chronic health issues and inequities in health outcomes can be prevented by building healthy, equitable communities with a focus on place-based primary prevention and health equity. See [Get Healthy San Mateo County: Strategies for Building Healthy, Equitable Communities 2015-2020](#) for more details.

## Mission

Get Healthy San Mateo County uses policy change to prevent diseases and ensure everyone has equitable opportunities to live a long and healthy life.

## Building Healthy, Equitable Communities

*The key to improving the health of San Mateo County residents is to build healthy, equitable communities where everyone...*

*feels safe, is financially secure, receives a good education, and lives in stable, affordable housing located in neighborhoods that make it easy to be healthy and active every day. These neighborhoods offer a clean environment; access to healthy affordable foods, parks and public places; thriving small businesses and places to walk, bike and use transit; residents are diverse, civically engaged and socially connected.*



# Get Healthy San Mateo County: Funding for Primary Prevention and Health Equity

## Funding Priorities

GHSMC funding is for efforts that result in policies that prioritize health and equity in the following four areas:

1. [Healthy Housing](#)
2. [Healthy Neighborhoods](#)
3. [Healthy Schools](#)
4. [Healthy Economy](#)

The funding can be used for the following types of efforts:

- Community education and engagement
- Capacity building
- City and regional planning processes
- Action-focused research
- Promotion of policy or systems change
- Technical assistance to advance solutions locally

For questions or assistance contact: Rosa Torpis at [rtorpis@smcgov.org](mailto:rtorpis@smcgov.org) or (650) 573-2462.

Every year, GHSMC awards funding to community and faith-based organizations, non-profits, public agencies, and schools for place-based primary prevention and health equity efforts. The focus of this funding is to improve the health of SMC residents by building, healthy, equitable communities where *“all residents, regardless of income, race/ethnicity, age, ability, immigration status, sexual orientation, or gender have the opportunity to reach their full potential”* – the GHSMC vision.

## Place-Based Primary Prevention

Where we live, work, play, and go to school profoundly shape our health. People who live in places that make the healthy choice the easy choice live longer, healthier lives. Place-based primary prevention focuses on creating healthy places that prevent people from getting sick in the first place.

## Health Equity

Not everyone in SMC has the same opportunity to live a healthy life. Health equity ensures that all people have the opportunity for health and wellbeing. Building health equity requires a focus on populations with higher rates of preventable health issues and in places with the fewest opportunities for health.

The goal of the Community Implementation Funding strategy is to support efforts that prioritize health and equity by seeking to improve conditions for populations with limited opportunities to be healthy.

These priority populations include:

- Lower income communities and communities of color that have the highest rates of obesity and preventable health issues in SMC.
- Older adults, children and people with disabilities, who face very specific challenges to healthful living.

To learn more about the GHSMC framework and strategies for building healthy, equitable communities, download the [Strategies for Building Healthy, Equitable Communities, 2015-2020 document here](#).



# Healthy Housing

*Stable and affordable housing protects health and provides the ability to engage in healthy opportunities.*

Health and housing are directly connected. People who live in healthy, affordable places live longer, healthier lives. Housing enables people to build roots in a community – get to know their neighbors, build social networks, and become civically engaged. In just 5 years, rents have increased nearly 70% in parts of SMC. 83% of very low-income households pay more than they can afford on rent, in comparison to 46% of households county-wide.

This is forcing many who can't afford the increase in housing costs to move away from their communities, resulting in stress, loss of social supports, job instability, and longer commutes. People that stay are often forced to accept overcrowded or substandard housing, or pay unaffordable housing costs and diverting ways away from other important basic household needs such as healthy food, medical care, transportation, and childcare.

Funding will be awarded to projects that promote systems change to achieve the following objectives:

1. All residents have stable and affordable housing, and
2. Household income comfortably supports families' and individuals' basic needs  
(see *Healthy Economy* priority for more details).

## Project Examples Include

- Develop an inventory of housing stability and health best practices and policies.
- Work collaboratively and within city planning processes to develop or implement a comprehensive housing toolbox that supports investment in healthy communities without displacement of current residents.
- Advance efforts through research, technical assistance, education or other similar tools, that promote one or more of the 5 P's framework for addressing healthy housing: protection of existing residents, production of housing at all income levels, preservation of existing affordable housing, placement of housing near transit and amenities, and participation of residents in decisions that impact their housing stability.
- Provide education on the connection between health and housing and viable local solutions to address the housing crisis within cities.
- Advance regional solutions and accountability to support housing stability in SMC so that current residents can benefit from local healthy communities and prevent the health consequences of displacement and unstable housing.

For more information about the “Healthy Housing” priority, action ideas, and resources, visit [www.gethealthysmc.org/healthyhousing](http://www.gethealthysmc.org/healthyhousing).



# Healthy Neighborhoods

*Complete neighborhoods make it easy for residents to be healthy every day in their communities by making the healthy choice the easy choice.*

Where you live influences your health. Living near where you work and send your kids to school prevents many health issues. Creating vibrant complete neighborhoods allows people to safely walk and bike, purchase daily goods and services including healthy foods, easily access affordable public transportation, parks and open space, and support small businesses which help stimulate the local economy.

Complete neighborhoods promote health by creating opportunities for everyday physical activity, access to healthy foods, growing the local economy, and supporting social connections. Neighborhoods with safe places to walk and bike, and parks and open spaces increase everyday physical activity, strengthen social connections and helps prevent health problems like stress, obesity, diabetes and heart disease. People that work near where they live drive less, resulting in air pollution declines and reductions in asthma and other respiratory health issues – while also slowing the negative effects of climate change. Small businesses provide essential goods and services, and employment for local residents, which are essential aspects of community health.

Funding will be awarded to projects that promote systems change to achieve the following objectives:

1. Everyone has access to efficient, affordable public transportation and safe walking and biking conditions.
2. Everyone has access to healthy and affordable food options and lowers sugary drink consumption.
3. The environment is clean and communities are resilient to climate change.
4. Communities have access to safe outdoor space to be social and active.
5. Small businesses are vibrant and a stable part of communities.
6. Residents have stable housing and economic and educational opportunities (see *Healthy Economy* and *Healthy Schools* priorities for more details).

## Project Examples Include

- Promote safety on the streets, particularly for vulnerable populations, as a key community goal and advance Vision Zero—a framework for addressing injury and death on streets.
- Undertake efforts to advance community and street design, and land use and transportation planning to create mixed-use, mixed-income neighborhoods that offer housing, shopping and work activities in close proximity and therefore contribute to the development of healthy, equitable communities.
- Undertake efforts to identify health equity impacts of climate change or communities vulnerable to climate change impact or support community-led efforts to build resilience to local climate impacts.
- Work collaborative with city planning and other efforts to promote urban agriculture or healthy food access in underserved neighborhoods.
- Advance the promotion and retention of small businesses through planning processes, policies or programs and identify opportunities and tools for supporting small businesses.
- Undertake efforts to help increase access to parks and outdoor public spaces in communities with limited access.

For more information about the “Healthy Neighborhoods” priority, action ideas, and resources, visit [www.getthehealthysmc.org/healthyneighborhoods](http://www.getthehealthysmc.org/healthyneighborhoods).





# Healthy Schools

## *High-quality education creates pathways to better health.*

Education is one of the top determinants of health outcomes. The more education someone has, the healthier they are. The likelihood of having diabetes for people with a high school degree or less is one in seven, versus about one in eleven for people with more than a high school degree. Education provides individuals with knowledge and stronger cognitive abilities and increased employment opportunities with potential for higher incomes in safe healthy working environments.

In San Mateo County, from second grade to eleventh grade, a much lower percentage of students from economically disadvantaged backgrounds meet reading proficiency standards compared to students overall in the county. Students that are reading at grade-level are more likely to graduate high school and be healthy throughout their lives. In addition, while most schools in San Mateo County have wellness policies to create healthy school environments, there is still a lot of work to be done to help schools implement their policies effectively.

Funding will be awarded to projects that promote systems change to achieve the following objectives:

1. All students have access to high-quality education that equips them for career success, in environments that promote health.
2. Children's education is continuous, consistent, and not disrupted by unstable housing conditions (see [Healthy Housing](#) priority for more details).

## Project Examples Include

- Implement school-based programs and policies to address health conditions or ineffective or inequitable disciplinary practices that put students at risk of increased absenteeism, loss of school days, or dropping out and reduce their ability to be healthy.
- Support robust implementation of School Wellness policies that fosters health and wellness both during and after school.
- Work collaboratively with school districts with the poorest educational outcomes and highest need to advance wellness and educational attainment, through initiatives such as the [Promise Neighborhoods](#).

For more information about the “Healthy Schools” priority, action ideas, and resources, visit [www.gethealthysmc.org/healthyschools](http://www.gethealthysmc.org/healthyschools).





# Healthy Economy

*A strong local economy builds household financial security for all and promotes everyone's health.*

Access to income and wealth is one of the most important predictors of a person's health. The more money a person makes, the more likely they are to be healthy. Despite the current economic boom in San Mateo County, income inequality is rising. Income in many sectors in San Mateo County have not kept up with higher costs of living and soaring housing prices, straining family budgets and making it more difficult to stay healthy. Financial insecurity has made it difficult for many to meet and sustain good health. In San Mateo County, Blacks, Latinos, Pacific Islanders, and American Indians/Alaska Natives experience higher rates of unemployment and underemployment, largely due to low access to stable jobs and benefits. Stable employment, adequate income, and benefits can help build financial stability and improves access to health promoting goods and services, stable homes in safe neighborhoods and overall health and well-being.

Funding will be awarded to projects that promote systems change to achieve the following objectives:

1. People have the ability to increase household income and build financial security.
2. People have access to high quality education, job-training programs, and well-paying job opportunities (see *Healthy Schools* priority for more details).
3. Small businesses are vibrant and a stable part of communities (see *Healthy Neighborhoods* priority for more details).

## Project Examples Include

- Provide education and training about the connection between health and income, including policies such as minimum or living wage policies, and benefits such as healthcare and childcare benefits, and paid sick days.
- Work collaboratively to increase access to and availability of financial services that are fair and do not charge exorbitant rates for loans or processing checks for low-income families and people of color.
- Work within city planning processes to ensure zoning regulations retain and promote quality middle-wage jobs—for instance by preserving industrial zones in appropriate locations or promoting a mix of uses that provide opportunities to locate middle-wage jobs.
- Expand the understanding of the health and economic conditions facing low-wage workers in San Mateo County.
- Build career pathways for disadvantaged students and workers to access well-paying and stable jobs.



For more information about the “Healthy Economy” priority, action ideas and resources, visit [www.getthehealthysmc.org/healthyeconomy](http://www.getthehealthysmc.org/healthyeconomy).



# Application Instructions & Guidelines

## Step 1: Application Process

### 1. Review the following reference materials:

- 2018 Get Healthy San Mateo County Community Implementation Funding RFP for Building Healthy, Equitable Communities found at [www.gethealthysmc.org/community-implementation-funding](http://www.gethealthysmc.org/community-implementation-funding)
- [Get Healthy San Mateo County “Strategies for Building Healthy, Equitable Communities, 2015 - 2020”](#)

### 2. Participate in informational webinar: *Participation in the informational webinar is not required (though highly recommended) to apply for funding.*

- Informational Webinar to learn more about the priorities, RFP, and ask questions to project staff.

Friday, August 25, 2017, 12:30-1:30pm

Register in advance at [bit.ly/2018GHSMC\\_FundingWebinar](http://bit.ly/2018GHSMC_FundingWebinar).

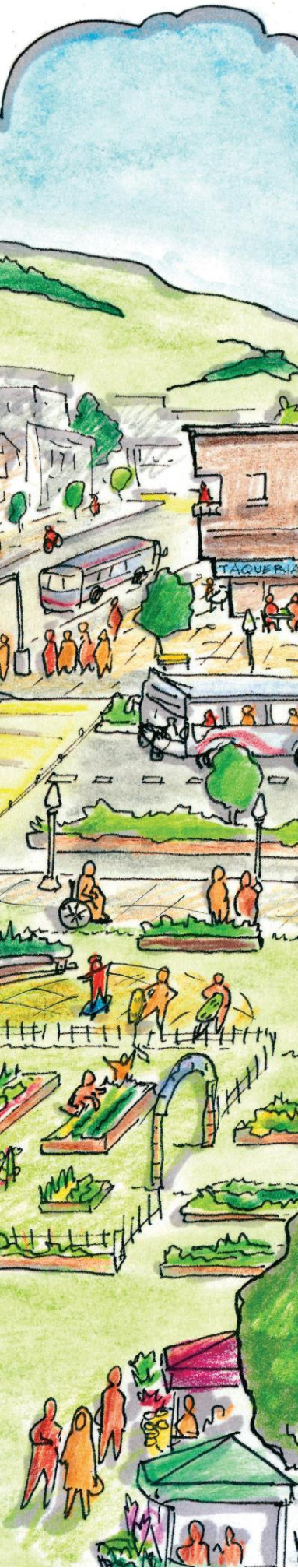
### 3. Submit funding application no later than 5:00pm, September 26, 2017.

- We are using a new online application system that allows you to create a login to save your application. Please be sure to create a login in a timely manner.
- Application submission instructions and a [PDF](#) and [Word](#) version of the Funding Application can also be found at [www.gethealthysmc.org/community-implementation-funding](http://www.gethealthysmc.org/community-implementation-funding).

## Step 2: Applicant Eligibility

Any non-profit, faith-based organization, city, school, program, or group of individuals is eligible. County agencies are not eligible as primary applicants. Please be aware that if the applicant is:

- A non-profit or other local government organization, including schools and school districts, the organization will need to sign a contract with the San Mateo County Health System.
- A group of individuals or a program that is not a part of an organization, the group must indicate a fiscal sponsor. A fiscal sponsor is an organization that has agreed to sign a contract, receive, and manage funds on your group's behalf.

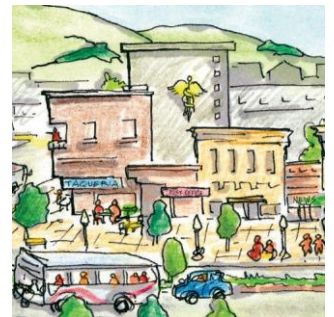




# Step 3: Proposal Eligibility Criteria

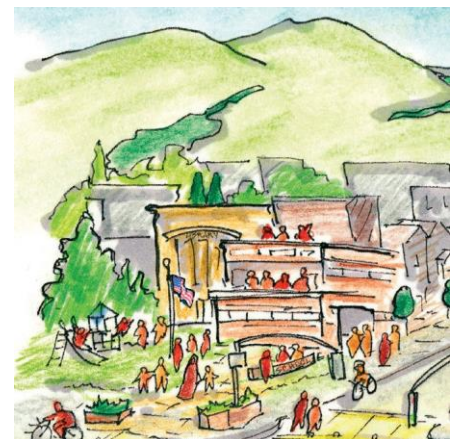
Project proposals *must meet all of the following requirements*:

- Address one of the four GHSMC priority areas and help achieve one or more of the stated objectives across the identified priority area(s).
- Align with the GHSMC place-based primary prevention framework.
- Benefit at least one of the following **priority populations**:
  - Low-income communities that live in neighborhoods with limited access to health promoting opportunities such as places to safely walk and bike, parks and open spaces, affordable and stable housing, healthy foods, easily accessible public transportation and fair employment.
  - Communities of color that live in neighborhoods with limited opportunities to be healthy and/or have the highest rates of preventable health issues in SMC.
  - Older adults, children and people with disabilities who face very specific challenges to healthful living including accessing daily needs, services, healthy foods, transportation, housing, and everyday physical activity.



The Community Implementation Funding is not available for the following:

- Support for a program or a staff position that already exists without demonstration of significant expansion of their responsibilities.
- Individual educational classes that do not advance policy or systems change solutions such as, nutrition classes, cooking classes, dance classes, safety classes, and fitness classes (train-the-trainer and capacity-building models such as training community leaders to lead education work are eligible).
- Partial funding for a project for which the majority (at least 50%) of the additional funding has not been secured. There is no required match for this funding.
- Projects that have San Mateo County Department(s) as primary/lead applicants or include funding request for San Mateo County staff person's salary.
- Projects for which the majority of beneficiaries are outside of SMC.
- Overhead/Indirect expenses over 12%.
- Lobbying and direct policy advocacy efforts of community organizing



To learn more about previously funded projects, visit the [“Projects Funded to Date”](#) section.



## Step 4: Proposal Evaluation Criteria

Effort will be made to fund a diversity of projects across priority areas and geographies. Proposals will be evaluated using the following criteria:

### 1. Project impact:

- Extent to which project advances health equity in a particularly impacted population i.e. low income, people of color, seniors, children and/or people with disabilities – interim measures to indicate progress towards health impacts are acceptable.
- Likelihood that proposed project will lead to policy or system change.
- Likelihood that project will help achieve GHSMC objective across identified priority areas area(s).

2. **Opportunity for change:** extent to which project capitalizes on a timely and realistic opportunity.

### 3. Project success:

- Extent to which organization has capacity and resources identified to undertake project and ensure project success.
- Demonstrates project feasibility i.e. effective work plan, timeline and budget.
- Demonstrates operational feasibility i.e. extent to which project can help solve the identified problem and will successfully address any identified and/or anticipated challenges.
- Extent to which project demonstrates appropriate partnerships or coordination of efforts to support the advancement and success of the project.

4. **Innovation:** Utilizes creative approaches to address problems.

5. **Expected outcomes:** Extent to which application identifies clear and measurable outcomes and methods to measure project impact and success.

## Step 5: Funding Amount & Budget

Up to \$150,000 is available for the 2018 Get Healthy San Mateo County Community Implementation Funding. In previous years, we have awarded between \$3,000 to \$50,000 – with only one or two projects funded at higher levels. Every effort will be made to fund a diverse portfolio of projects. **Please provide a detailed budget with the application – use the Budget Template included in the application.**

## Step 6: Project Timeline & Work Plan

Project timelines cannot exceed 12 months. Applicants should schedule projects to start in January 1, 2018 and end by December 31, 2018. Project end dates should reflect the conclusion of all activities, including program evaluation and reporting. Please include a project work plan using the Project Work Plan



table included in the application to list activities, key deliverables, expected outcomes and methods used to assess impacts. **A final work plan detailing project deliverables will be developed collaboratively during the contracting process.**

## Step 7: Project Impact

Funding is awarded to projects that promote policy or systems change to prioritize or improve health and equity and contributes to one or more of the following objectives across the four Get Healthy priority areas:

### 1. Healthy Housing

- All residents have stable and affordable housing.
- Household income comfortably supports families' and individuals' basic needs.

### 2. Healthy Neighborhoods

- Everyone has access to efficient and affordable public transportation and safe walking and biking conditions.
- Everyone has access to healthy and affordable food options and lowers sugary drink consumption.
- The environment is clean and communities are resilient to climate change.
- Communities have access to safe outdoor space to be social and active.
- Small businesses are vibrant and a stable part of communities.
- Residents have stable housing and economic and educational opportunities.

### 3. Healthy Schools

- All students have access to high-quality education that equips them for career success, in environments that promote health.
- Children's education is continuous, consistent, and not disrupted by unstable housing conditions.

### 4. Healthy Economy

- People have the ability to increase household income and build financial security.
- People have access to high quality education, job-training programs, and well-paying job opportunities.
- Small businesses are vibrant and a stable part of communities.

The proposal should clearly identify:

1. Which of the GHSMC objectives the project will advance and how.
2. The extent to which the project will help improve the health of a particularly impacted population(s) - i.e. low income, people of color, seniors, children and/or people with disabilities.
3. The likelihood that the proposed project will lead to policy or system change.



## Step 8: Project Outcomes:

The impact and success of policy and systems change related work is often not visible in the short-term and may take many years to come to fruition. So progress towards long-term policy and systems change goal(s) can be measured through incremental or short-and intermediate-term outcomes i.e. the changes or interim steps that might be achieved on the way to long-term change. For the purpose of this application, applicants should:

1. First identify the outcome category or categories that will be achieved through the project focused on long-term policy or systems change. The list given below is a menu of outcomes that can result from policy and system change efforts.
  - Shift in social norms (i.e. changes in awareness knowledge, attitudes, values and behaviors)
  - Strengthened capacity of groups or organizations as they work to impact policy or systems
  - Strengthened base of support organized to advance policy
  - Improved social and physical conditions and environments
  - Policy level change
2. Layout the various strategies that will be utilized to achieve these outcomes and
3. Identify methods to measure impact and effectiveness of policy and systems change related work and strategies.

For additional information on outcome categories, strategies and assessment methods, see the “[Assessment Methods for Policy and Systems Change Efforts](http://www.gethealthysmc.org/pod/funding-application-resources)” document under the “Application Resources” section at [www.gethealthysmc.org/pod/funding-application-resources](http://www.gethealthysmc.org/pod/funding-application-resources).

## Step 9: Review & Selection Process

An external advisory committee made up of experts in the field will help staff review and score all proposals. Applicants may be contacted by Health System staff as part of the proposal review process to answer questions.

**Applicants will be informed of funding decisions by December 1, 2017.**





## Step 10: Participation, Evaluation, Monitoring, & Reporting Requirements

- Brief quarterly phone calls are required to discuss progress and challenges.
- Written reports describing progress on deliverables will be required at six months and at the end of the funding period. The final report includes a more robust description of project impacts, outcomes, challenges, and lessons learned.
- Awardees are required to attend (and/or send a representative) to the two **Get Healthy San Mateo County: Building Healthy, Equitable Communities Forums** typically scheduled for the **month of March and September** every year. A ten minute oral presentation or handout/poster will be required for the September meeting to showcase the funded project. These meetings are an opportunity to deepen knowledge on the GHSMC focus areas, connect with other local organizations and people working on similar issues, and share impacts and lessons learned.



## Step 11: Technical Assistance

Health System staff is available to answer questions and discuss project ideas related to the Community Implementation Funding RFP. In addition, frequently asked questions will be tracked and posted along with the answers on the Community Implementation Funding webpage. For funded projects, staff will be available to provide technical assistance in the form of strategic thinking, presentations, trainings, sharing of resources, and much more.

**For questions or assistance contact:**

**Rosa Torpis at [rtorpis@smcgov.org](mailto:rtorpis@smcgov.org) or (650) 573-2462**



**For more information, please visit:**

[www.GetHealthySMC.org](http://www.GetHealthySMC.org)

**Follow us on social media:**

[www.Facebook.com/GetHealthySMC](https://www.facebook.com/GetHealthySMC)

[www.Twitter.com/GetHealthySMC](https://www.twitter.com/GetHealthySMC)

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