

## IMPLEMENTING THE BLUEPRINT FOR HEALTH IMPROVEMENT AND HEALTH ENABLED PROSPERITY: REQUEST FOR PROPOSALS

**Program:** The Southwest Virginia Health Authority (SVHA) will oversee distribution of funding to eligible organizations that address the needs and priorities outlined in the 2023-24 [Blueprint for Health Improvement and Health-Enabled Prosperity](#), the strategic plan to improve the health of the Appalachian region of Southwest Virginia.

**Geographic Focus:** This project is underwritten by the U.S. Department of Agriculture, which has identified the following rural counties as program priorities: Lee, Wise, Scott, Buchanan, Dickenson, Grayson, and the city of Norton. At least one of these localities must be included as part of the applicant's service region. All proposals must serve populations and sites that meet federal rural eligibility criteria.

**Eligibility Criteria:** Non-profit organizations with 501 (c) 3 status including health care providers, social service agencies, school systems, colleges and universities, community centers, libraries, pharmacies, and local and regional government agencies.

**Areas of Support:** Funding may be used towards clinical and social services, telehealth, and workforce development, that advance the following priorities: improving access to health care and other services; reducing substance abuse, trauma, and poverty; promoting healthy diet/nutrition and exercise.

**Funding Amount:** Range from \$20,000 to \$100,000. Funds may be used for personnel costs (note salaries must be capped at \$100,000); local travel; equipment; medical supplies; consultant or technical services; and other direct costs. No indirect costs/administrative fees allowed; no meals except for overnight travel.

**Project Period:** Up to twelve months. Final end-date no later than November 1, 2025.

**Application Deadline:** Proposals must be received by October 1, 2024. Proposals may be submitted via e-mail as a single PDF file to David Driscoll, Director, Healthy Appalachia Institute at [ddriscoll@virginia.edu](mailto:ddriscoll@virginia.edu).

**Required Documentation:** The specific materials and information that must be included in the proposal are listed below. Format requirements are 12-point font for narrative and 10-point for graphs, figures and tables; 1-inch margins.

**Cover Page:** 1 page. Applicant Name, address, phone and e-mail address; name of Project Director; title of proposal; funding amount requested; summary of project; and signature of the Authorized Organizational Representative of the Organization, i.e., President, CEO, COO.

**Project Narrative** – 10 pages maximum, with the following sections:

1. **Need statement** – Identify the health-related problems and challenges to be addressed by the project. Use verifiable data and statistics to substantiate and quantify these challenges, including number of persons impacted by the problem, rates of mortality and morbidity, challenges to accessing timely and quality treatment, and barriers due to social determinants of health.

2. **Program Plan** – describe how the proposed program will offer effective solutions and benefits and meets program priorities. Required subsections are:
  - a. **Goals and Objectives** – identify the overall goal of the proposed program, and which program priorities it will address. Provide measurable outcome objectives, such as number of patients receiving services, reductions in rates of mortality and morbidity; number of health care professionals trained, etc. Describe the potential benefits for the service population and service providers in the region.
  - b. **Activities and Timeline** – provide a plan of work detailing the specific, listing activities to be conducted and in what period.
3. **Organizational Experience and Resources** – describe the organization’s experience delivering effective, high-quality programs. Detail the qualifications of key project personnel and the organization's resources to achieve program objectives including finances and facilities.
4. **Evaluation** – how data measuring outcomes will be collected and analyzed to assess program effectiveness in achieving outcome objectives.
5. **Sustainability and Replicability** – describe how the organization will continue and maintain the program beyond the end of the grant. Address whether the program can serve as a model for other stakeholders.
6. **Budget and Budget Justification** – provide a table or spreadsheet showing the funds requested to support program activities. Organize by the following object categories:
  - a. Personnel – salaries and fringe benefits for each staff member, using percent of effort of base annual salary
  - b. Equipment – capital equipment to be purchased for clinical, training or communications, including telehealth systems and technologies
  - c. Medical/technical supplies
  - d. Travel – local or regional travel, showing locations and estimated miles traveled.
  - e. Consultant services – show rate on an hourly or daily basis
  - f. Technical services – costs for internet connections, broadband access, printing and publication services, website development, etc.

For each object category, provide a brief narrative explaining why the cost is needed to support proposed activities.

**Program Guidelines:** Full program guidelines are available <https://www.healthyappalachia.org>.

**Questions:** David Driscoll, Executive Director of the Healthy Appalachia Institute, at [ddriscoll@virginia.edu](mailto:ddriscoll@virginia.edu).