



**Office of Minority Health – Advancing Health Literacy Program
Request for Grant Applications**

Submission Deadline: Monday May 16, 12:00pm NOON PST

GRANT AWARDS: Between \$50,000 and \$400,000

Funding period: July 1, 2022 - June 30, 2023

Advancing Health Literacy Program

Facilitated by the City of Chula Vista and the UC San Diego Center for Community Health under the Altman Clinical and Translational Research Institute, Advancing Health Literacy (AHL) program is funded by the Office of Minority Health to address COVID-19 health disparities experienced by underserved communities throughout San Diego County. The program will support San Diego Community Based Organizations and health centers producing health literacy initiatives in underserved communities. To learn more about the AHL program, please visit: <https://ucsdcommunityhealth.org/work/advancing-health-literacy-program/>

Program Goals

1. To increase availability, accessibility and use of COVID-19 public health information and services by racial and ethnic minority populations.
2. To increase capacity of community-based organizations and health centers to integrate and implement evidence-based health literacy strategies that meet community needs.

Award Information

The AHL program is seeking applications from community-serving organizations for culturally inclusive Health Literacy Projects to address the impact of COVID-19 among underserved communities in San Diego County. Project activities may include COVID-19 health literacy initiatives that support vaccination and testing efforts. They may also include other activities that help reduce [disparities faced by underserved communities](#), especially those disparities that came to light or were amplified by the COVID-19 pandemic.

Community-based organizations are strongly encouraged to apply and deliver Health Literacy Projects in partnership with other organizations. Community-based organizations can also apply independently.



AHL Program will fund projects in two tiers:

Tier 1: Awards between \$50,000 and \$100,000 for single applicant projects.

Tier 2: Awards up to \$400,000 for collaborative projects involving multiple funded partners. To qualify, there must be two or more partners who have formally agreed to work together (MOU or other signed agreement must be included in application).

Organizations can only submit one application as a sole recipient (Tier 1). The same organization can also apply as a Tier 2 partner organization and receive a subaward in an application, pending applications are for different programs. The total maximum amount that will be provided to a single organization is \$200,000.

Grant recipients will be community-based organizations. At least 50% of those funded will be grassroots organizations or CBOs led, staffed by, and serving members of racial and ethnic [underserved communities at highest risk for health disparities](#). Projects require a focus on advancing [Healthy People 2030](#) objectives related to improved understanding and communication, and increased informed decision-making, using culturally and linguistically appropriate health literacy strategies that address systemic inequities.

Funding period for this grant is one year, beginning July 2022 and ending June 2023.

Timeline

April 6 – Learning Opportunity 1: Program Design*

April 7 – Disseminating RFA

April 12th – 3pm Applicant’s Conference*

April 15th – 11am Applicant’s Conference*

April 20 – Learning Opportunity 2: Proposal Development*

April 25-29 – Office Hours for questions w/ Valerie Nash*

May 10-11 - Office Hours for questions w/ Dr. Melody Schiaffino (health literacy expert)*

May 16 – Applications Due

June 1 – Announce awardees

*Note: Applicants are not required to attend any activities, although they are highly encouraged. All learning opportunities and conferences will be recorded and available for review after.

Who can apply? What organizations are eligible?

- **Non-profit organizations, especially community based organizations and ethnic community based organizations located in San Diego County and implementing projects in San Diego County.**



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- Organizations working with underserved communities, particularly those focused on Refugee, Black and African American, Latino, Asian, Native Hawaiian and Pacific Islander, and Indigenous communities.
- Organizations that do not have non-profit status can apply as an Tier 1 applicant through a fiscal agent or as a partner in a Tier 2 collaborative application.
- Organizations working collaboratively or as a coalition, including those working with community health centers, institutes of higher education, faith-based organizations, or other partners.
- The proposed activities must be feasible and reasonable to carry out with the proposed budget, timeline, and staff resources. Ideally, proposed activities expand on and/or build capacity within existing organizational programmatic efforts and projects. However, funds should not be used to replicate existing efforts.

Selection Process

All applications will be reviewed by the selection committee and recommendations will be forwarded to the AHL Implementation Team for review and final selection.

Priority will be given to projects that:

- Support San Diego's underserved communities, specifically Refugee, Black and African American, Latino, Asian, Native Hawaiian and Pacific Islander, and Indigenous communities;
- Have leadership positions filled by people of color or minorities; and/or organizations considered [ethnic community based organizations](#).

Project Examples:

- Train community health workers/promotores about health literacy, common challenges and solutions.
- Collaborate on development of health literacy policy.
- Diversify health information delivery methods, including more interactive and culturally relevant strategies that are less dependent on written words.
- Train providers and front-line staff in cross-cultural communication, trust-building, and motivational interviewing.

Reporting:

- Awardees will be required to attend and participate in relevant AHL meetings during the award timeline.
- Mid award timeline meeting attendance with appropriate AHL workgroups and leadership will be required.
- A written report will be required at the midpoint and at the end of the award period.



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How to Apply

- Answer the questions listed below
- **Email your application as a Microsoft Word or PDF document to rnzubaidi@health.ucsd.edu along with required documentation.**
- **Deadline: All applications must be received by **May 16, 2022, 12PM NOON PST.****
- Please reach out to rnzubaidi@health.ucsd.edu with any questions or specific needs.

Required Documentation:

COVER PAGE - Complete the attached cover page and provide as the first page of your application

PROPOSAL NARRATIVE - provide as a word document or PDF

1. Organization Information:

- Mission Statement & History: **Organization** or coalition mission statement and history. (Max 200 words)
- Organizational Strength: Share 2-3 of your most significant accomplishments or organizational strengths in terms of meeting community needs. (Max 200 words)
- Diversity, Equity and Inclusion: How does your organization, including board, leadership and key staff implementing this program, reflect the community you serve? Share insights into any other measures your organization takes to ensure diversity, equity and inclusion in your program. (Max 300 words)
 - Please include answers to the following two questions in your response: Does your organization support San Diego's underserved communities, specifically Refugee, Black and African American, Latino, Asian, Native Hawaiian and Pacific Islander, and Indigenous communities? Does your organization have leadership positions filled by people of color or minorities and/or is your organization considered an ethnic community based organization?

2. Program Information:

- Brief Description: Provide the goal or purpose of your project, a summary of the target population to be served, and the **health literacy** strategy or strategies you propose. If this is a collaborative project, provide the names of all partners. (Max 300 words)
- Needs Statement: What health literacy needs or opportunities does your program address? Please describe using statistics and/or a story to illustrate the problem from a community or organizational perspective. (Max 400 words)



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- **Detailed Program Overview:** Describe in detail your planned program strategies to meet the current community needs. Provide details of proposed program strategies, including the type of activity (e.g., training), geographic service area and anticipated number of people to be served, population to receive the activity (e.g., Community Health Workers), description of the activity and product, and how **and when** the activity will be delivered. (Max 500 words)
- **Expected Outputs (activities) and Outcomes (results):** Provide 2-4 expected outputs and 2-4 expected outcomes. Use a SMART framework for each ([SMART: Specific, Measurable, Achievable, Relevant and Time-bound](#)). (Maximum 40 words per output or outcome)
 - ***Output examples:***
 - By October 31st 2022, a Behavioral Health Literacy training curriculum consisting of at least 4 two-hour modules will have been developed and translated into Spanish.
 - By March 31st 2023, a series of 4 two-hour training workshops will have been delivered to at least 40 Community Health Workers on Behavioral Health Literacy.
 - ***Outcome examples:***
 - Upon completion of all four training modules, at least 80% of attendees will demonstrate increased knowledge of Behavioral Health Literacy concepts.
 - By the end of the grant period, XYZ organization will have increased capacity to provide culturally and linguistically relevant behavioral health services to individuals and families who speak Spanish as a primary language.
- **Measurement and Evaluation:** How do you define success related to your proposed programming? Describe your evaluation efforts, and how you measure outputs and outcomes and track for success. What methods and tools will you use to track progress in achieving your proposed outputs (activities) and outcomes (results)? (Max 200 words)
- **Partnerships:** Briefly describe the roles and responsibilities of your partners (if applying as a Collaborative Project) with whom you will coordinate services. List and describe the nature of any partnerships with schools, districts, governments, or other community-based organizations you leverage for the delivery of your programs. (Max 200 words for Tier 1 and up to 400 words for Tier 2)
- **Budget Narrative:** Provide a summary of how grant funding will be used.
 - ***Budget Narrative example:*** Grant funds will be used to provide subawards to four Coalition member organizations who will recruit and oversee community engagement. Included within the subawards is the cost of community member stipends, and meeting costs such as refreshments. Remaining funding will be used for a part-time Project Manager, associated operational costs, and subcontracts with consultants



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to provide technical assistance in developing digital resources. (Maximum 100 words)

- NOTE: No more than 10% of grant funds may be used for [Indirect Costs \(IDC\)](#), unless the applicant has a federally negotiated IDC rate.

BUDGET SPREADSHEET

Budget Table: Using the attached budget table (see Application Documents section below), please provide details of how grant funds will be used, how the amount was calculated and any additional resources that are needed or will be contributed to support the program. While matching funds are not required for this program, and those that provide matches will not be rated higher, AHL wants to have a comprehensive understanding of total programmatic costs.

Unallowable Expenses:

- Fundraising events
- Political campaigns
- Cash prizes
- Tobacco, alcohol, and firearms
- Religious activities
- Purchase of unhealthy foods and beverages
- We reserve the right to identify additional unallowable activities

Please address each of the above questions in a Microsoft Word or PDF document and email to rnzubaidi@health.ucsd.edu by **12:00 PM NOON PST on Monday May 16, 2022**. Please reach out to rnzubaidi@health.ucsd.edu with any questions or specific needs.

Application Documents:

- [AHL Cover Page Template](#)
- [AHL Required Documentation Template](#)
- [AHL Budget Table Template](#)

Additional Resources:

- [Health Literacy in San Diego County](#)
- [What is an Ethnic Community Based Organization?](#)
- [Program Design Best Practices](#)
- [SMART goals](#)
- [Community Toolbox: Applying for grants](#)

About us:

UC San Diego Center for Community Health

The UC San Diego Center for Community Health (UCSD CCH), housed under the Altman Clinical and Translational Research Institute, in partnership with the City of Chula Vista, a



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consortium of cities, and the County of San Diego, now offers funding for COVID-19 Health Literacy projects. The mission of the UC San Diego Center for Community Health is to improve community health outcomes and eliminate health inequities via interdisciplinary public health practice, research, and education. To learn more about UCSD CCH, please visit <https://ucsdcommunityhealth.org/>.

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