

Healthcare Georgia Foundation
grantmaking for health



Georgia Childhood Asthma Management Program

Request for Proposals

Pre-Application Conference Call
October 1, 2008 (10:00 am)

Letter of Intent (LOI) Deadline
October 14, 2008 (4:00 pm)

Full Proposal Deadline (if invited)
January 14, 2009 (4:00 pm)

1 Original

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Georgia Childhood Asthma Management Program

Request for Proposals

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Healthcare Georgia Foundation
Georgia Childhood Asthma Management Program
Request for Proposals (RFP)

Purpose/Goal Statement:

As part of its mission of advancing the health of all Georgians, Healthcare Georgia Foundation is committed to protecting the health and well-being of Georgia's children. The Foundation has supported programs and policies designed to meet the health needs of the 2.5 million children and youth living in Georgia.

One of the focus areas for the Foundation in 2009 will be childhood asthma, a significant public health problem in both the United States and Georgia. Asthma is one of the leading chronic diseases in children. Nationally, from 1980 to 1996, asthma prevalence among children increased by an average of 4.3% per year, from 3.6% to 6.2%.¹ The causes of asthma are not well understood, and there is no cure. However, it can be managed by controlling exposure to both indoor and outdoor allergens as well as with effective medical treatment and adherence to prescribed medications.

Reducing the burden of asthma among Georgia's children and adolescents will require a coordinated and integrated approach that includes: comprehensive education to children with asthma, their parents/caregivers, providers, and the communities in which they live; and improved access to affordable, high quality health care. As a result, Healthcare Georgia Foundation has designed the Georgia Childhood Asthma Management Program to support school and community-based programs that improve health outcomes for children with asthma. The purpose of the program is to improve asthma management among children and adolescent populations by establishing and supporting coordinated, comprehensive evidence-based programs that foster linkages among those responsible for asthma care in children (medical providers, schools, community organizations, and families). The program provides a strategic approach to improving asthma outcomes among Georgia's children and adolescent populations.

The Foundation goals are to support organizations that:

- Improve asthma self-management among children.
- Improve access and quality of health services for children with asthma.
- Increase asthma awareness and knowledge among children with asthma, their parents/caregivers, and the general public.
- Support new or existing community partnerships and/or coalitions which implement and sustain comprehensive, integrated, and community-wide strategies.
- Reduce the prevalence of environmental triggers associated with the effective management of asthma.
- Reduce disparities in childhood asthma outcomes.

¹ Centers for Disease Control and Prevention, Asthma's Impact on Children and Adolescents. (<http://www.cdc.gov/asthma/children.htm>)

Healthcare Georgia Foundation's commitment to the Georgia Childhood Asthma Management Program is consistent with our mission of advancing the health of all Georgians and expanding access to affordable, quality healthcare for underserved individuals and communities.

Rationale/Background:

Asthma is a chronic inflammatory disorder of the lungs and airways that causes recurrent episodes of wheezing, breathlessness, chest tightness, and coughing.² In the United States, asthma is the third-ranking cause of hospitalization among those younger than 15 years of age. The economic burden of asthma annually (direct and indirect) totaled more than \$16 billion nationwide.³

In 2005, more than 12,000 hospitalizations for asthma occurred in Georgia, with the highest among young children and older adults, resulting in hospital charges totaling more than \$126 million.⁴ Additionally, in 2005, more than 50,000 emergency room department (ED) visits for asthma occurred, resulting in approximately \$46 million in ED charges.³

In Georgia, approximately 10% (250,000) of children younger than 17 years old have asthma.^{2,5} Further, it is estimated that 15% (56,000) of Georgia's middle school students and 16% (70,000) of high school students have asthma.^{3,4} Asthma is one of the most common health-related causes of school absenteeism. Children with asthma will miss a significant number of school days than those without asthma. In Georgia, about 45% of children with asthma aged 5 -17 missed 470,000 school days due to their condition.⁶ Further, parents and caregivers living with children with asthma will miss more days of work than those without children with asthma.

Asthma also disproportionately affects subgroups of the population defined by race, ethnicity, income, and place. Low-income populations, minorities, and children living in remote, rural communities and inner cities experience disproportionately higher morbidity and mortality due to asthma. According to the 2007 Georgia Asthma Surveillance Report, Blacks are three times more likely to visit the ER with asthma than Whites.⁴ Blacks are also twice as likely to be hospitalized due to asthma-related illnesses compared with Whites. In Georgia, Blacks are two times more likely to die from asthma than Whites.⁴

² Blackwell, AD, Wu M, Mertz KJ, Powell KE, Williams, CP, Chowdhury P. *The Burden of Asthma in Georgia 2003*, Georgia Department of Human Resources, Division of Public Health; Chronic Disease, Injury, and Environmental Epidemiology Section, December 2003. Publication number DPH03/127HW

³ Blackwell, A, Kanny D, *2007 Georgia Asthma Surveillance Report*, Georgia Department of Human Resources, Division of Public Health, Chronic Disease, Injury, and Environmental Epidemiology Section, February 2007. Publication Number: DPH07/049HW

⁴ 2007 Georgia Data Summary: Asthma. Georgia Department of Human Resources, Division of Public Health. Publication Number DPH07/114HW

⁵ 2006 Georgia Program and Data Summary: Asthma, Georgia Department of Human Resources, Division of Public Health.

⁶ 2007 Georgia Program and Data Summary: Asthma. Georgia Department of Human Resources, Division of Public Health. Publication Number DPH07/093HW

Effective asthma management includes learning how to manage and cope with both indoor and outdoor environmental triggers as well as having access to quality treatment. In Georgia, 30% of children with asthma do not have regular asthma check-ups and 65% do not have a written action plan to help them manage their asthma.⁵

Program Scope:

Georgia Childhood Asthma Management Program is a multi-year funding effort by Healthcare Georgia Foundation. In 2009, applicants may apply for **up to \$150,000 per year for a three year period; however funding in Years 2 and 3 will be contingent upon grantee performance and results.**

Organizations anticipated to apply may include: community-based nonprofit organizations and coalitions, public health departments, school districts, hospitals and clinics. The focus of the program is designed to create and foster linkages across the various settings serving children with asthma (i.e. schools, primary care providers, hospitals, homes, etc.). As a result, the program is targeting eligible applicant organizations who will address childhood asthma through collaborative multi-agency community partnerships.

Program strategies should include the following elements:

- Evidence-based, age-appropriate disease management interventions designed to improve quality of life and reduce adverse events (i.e. symptoms, attacks, emergency room visits, hospitalizations, etc.) for children with asthma.
- Evaluation plan that demonstrates the program impact on children with asthma.

Examples of program components that will be funded:

- Community partnerships that provide leadership and enhance program coordination and service integration between home, school/child-care, and healthcare providers.
- Education and training programs for school staff (e.g. school nurses, teachers, and coaches).
- Educational and training programs for both children with asthma and their caregivers.
- Training primary care providers on National Asthma Standards set forth by the National Asthma Education and Prevention Program.
- Environmental trigger reduction, including strategies for reducing indoor and outdoor allergens as a component of a disease management program.
- Hospital-based programs, such as emergency room department programs that focus on decreasing emergency room visits for children with asthma and ensuring that children have a medical home.
- Innovative policy, surveillance, and public education programs.

Anticipated Results/Evaluation:

All applicants are expected to submit proposals that include specific and measurable objectives for their programs. Grantees are expected to meet reporting requirements for the duration of the grant period, including the submission of semi-annual progress and final narrative and financial reports, and participation in Foundation site visits.

Applicants must demonstrate the capacity to collect baseline and interval data for process and outcome measures specific to the proposed interventions related to their program design and objectives. Healthcare Georgia Foundation anticipates that **up to 10% of the subtotal of direct expenses** requested by applicants will support the site-based evaluation activities required of grantees.

Each grantee **must** measure the following objectives for the population it serves:

- Number of children and youth receiving evidence-based asthma disease management services.
- Improvements in the organization, structure, delivery and financing of childhood asthma management at the community level – service integration, coordination, and policy development, as measured by the changes in adverse asthma events (e.g., symptoms, frequency of attacks, rates of hospitalizations, emergency room visits, and costs).

Applicants should also include 1-3 grant objectives that are customized or specific to their target population. For specific examples of outcomes that can be measured, please refer to **Attachment A**.

Healthcare Georgia Foundation will select an external evaluator to conduct a cross-site evaluation in order to determine the overall impact of the Georgia Childhood Asthma Management programs by linking intervention types and proposed objectives to the Foundation's intended goals (*see Purpose/Goal Statement*). The external evaluator will also offer technical assistance to grantees to provide guidance and support on program evaluation, measurement of program outcomes, and program implementation. Funded organizations and the external evaluator will work together to evaluate measures related to childhood asthma that will assess a continuum of outcomes.

Funded organizations are expected to:

- Work collaboratively with all partners and the external evaluator to collect data and evaluate the combined impact of all programs funded under this program.
- Participate in meetings with Healthcare Georgia Foundation staff, external evaluators, and all partners funded under this program.

Allowable Costs and Activities

The following line items can be requested under the Georgia Childhood Asthma Management Program:

- Salaries and benefits of key staff related to the project
- Related equipment and supplies
- Evaluation (up to 10% of total direct costs)
- Other direct expenses (staff training, etc.)
- Grant-related travel (NOTE: for applicants outside the Atlanta metropolitan area, include the cost of mileage, lodging and per diem to participate in one annual convening hosted by the Foundation in Atlanta.)
- Indirect expenses (no more than 10% of total direct costs)

About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a statewide, private independent foundation located in Atlanta, Georgia. Established in 1999, the Foundation's mission is *to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.*

Within the Foundation's broad, statewide focus, the specific goals of the Foundation are to:

- Protect and promote the health of individuals, families and communities
- Improve the availability, quality, appropriateness and financing of healthcare services
- Integrate and coordinate efforts to improve health and healthcare services

Healthcare Georgia Foundation established three funding priorities reflecting prevalent health problems, the disproportionate burden of morbidity, mortality and disability among underserved populations, and statewide public input on perceived opportunities to advance the health of all Georgians. These funding priorities include: Addressing Health Disparities, Expanding Access to Primary Health Care, and Strengthening Nonprofit Health Organizations.

Expanding Access to Primary Healthcare

The Georgia Childhood Asthma Management Program recognizes the need to expand access to affordable, high quality asthma management and supportive services among Georgia's underserved children and youth. Further, this grant program acknowledges the importance of addressing populations of children and youth living with asthma who experience unequal access to proper health care and therefore exhibit unequal health outcomes. Childhood asthma is a high disparity health condition in Georgia. Thus, the Foundation believes that expanded access to evidenced-based asthma management programs is the critical first step in meeting the needs of underserved populations.

For more information on Healthcare Georgia Foundation and its programs, please visit the Foundation's website at www.healthcaregeorgia.org. Visit the Publications and Research tab for more information on children's health. A list of asthma information resources is included in **Attachment B**.

Georgia Childhood Asthma Management Program

Guidelines for LOIs

Healthcare Georgia Foundation announces the availability of grant support in response to the Request for Proposals titled: **Georgia Childhood Asthma Management Program**. This announcement provides guidance with respect to eligible applicants, funding criteria, application deadlines and the application process. Applicants may apply for **up to \$150,000 per year for a three year period; however funding in Years 2 and 3 will be contingent upon grantee performance and results.**

The purpose of the following guidelines is to help organizations prepare technically sound and complete proposals. This program will provide grant support to community-based nonprofit organizations and coalitions, school districts, hospitals and clinics or other appropriate organizations.

I. Eligible Applicants:

Healthcare Georgia Foundation accepts proposals from organizations located in Georgia for projects that directly benefit Georgia residents. National organizations may apply; however, the proposal must address services being provided in Georgia, and meet the following eligibility requirements for this RFP.

- The applicant organization must be tax exempt under section 501(c)(3) of the Internal Revenue Code and defined as “not a private foundation” under Section 509(a).
- The Foundation will accept proposals from schools and government agencies.
- Organizations that are not a 501(c)(3) entity can apply through a tax-exempt organization acting as a fiscal sponsor.
- The Foundation does not generally make grants for activities that exclusively benefit the members of sectarian or religious organizations.

If your organization is not a 501(c)(3) entity and plans to use a fiscal sponsor, that sponsor must send a cover letter with the proposal indicating it has approved this project for funding. Pre-approval by the fiscal sponsor is necessary for the Foundation to proceed with the funding request. If the project has no separate legal existence and is a direct project of the entity holding the 501(c)(3), this should be stated in your proposal.

II. Application Process:

The application process has two stages. The first involves submission of a Letter of Inquiry (LOI). Carefully review the following instructions for completing the LOI. Your completed LOI narrative, including the LOI cover sheet and required attachments should be submitted to the Foundation’s office by **October 14, 2008 (4:00 p.m.)**.

Healthcare Georgia Foundation will invite applicants whose LOIs best reflect the intent of our efforts and address program goals and outcomes to submit a full proposal. Applicants that best meet the criteria will be invited to submit a full proposal on **October 29, 2008**. Full proposals are due **January 14, 2009**.

III. RFP Deadlines:

September 22, 2008	RFP Announced
October 1, 2008	Pre-Application Conference Call Conference call: 10:00 am -11:00 am AT&T Call in Number: 1-866-578-6579 Conference code: 1069293743
October 14, 2008	LOI Deadline (must be received by 4:00 p.m.)
October 29, 2008	Invitations to submit Full Proposals
January 14, 2009	Full Proposal Deadline – if invited (4:00 p.m.)
April 2009	Grant Awards Announced
June 2009	Grant Period Begins

IV: Preparing Your LOI Narrative:

Letters of Inquiry should be no more than **three pages in length** and follow the format below. Please attach a copy of the LOI Cover Sheet, LOI Narrative, and required attachments listed in the LOI Application Checklist (page 12). Submit one (1) original of all materials. Include the corresponding headings that reflect each numbered section in the LOI narrative.

1) The Funding Request

- Provide a brief synopsis of the proposed plan.
- Describe your funding request and include the dollar amount you are requesting.
- Highlight how your proposed program/project fits with the Foundation's mission and goals, and the goals of the Georgia Childhood Asthma Management Program.

2) About Your Organization

- Briefly describe your organization's history and mission, including the year it was established.
- Describe any collaboration and/or partnerships and their roles.

3) The Problem or Opportunity

- Describe the particular problem or opportunity your program or project seeks to address in your community.
- What is the current magnitude of this problem or opportunity specific to the state of Georgia or your local community/region, if available?

4) The Program

- Describe the program's purpose and list 3-5 major objectives for this project or program during the funding period (refer to pages 6 of RFP and Attachment A).
- Briefly describe activities and interventions planned.

5) The Target Population

- Describe who will benefit from this program. Highlight any relevant characteristics (i.e. gender, age groups, ethnic-racial composition, disability socio-economic status and/or income) that further clarify your target group.

6) Success, Outcomes and Results

- Describe how the program will be evaluated and who will be responsible for evaluation.

7) Financial Profile

- List any state and/or federal funding sources.
- List any other types of funding sources.
- List any in-kind services for the proposed program.
- Describe funding strategies that will sustain the proposed program after Healthcare Georgia Foundation support ends.

V. **Review Criteria** – Priority will be given to proposals that meet the following criteria:

1. The applicant organization can demonstrate a track record with the design, delivery, and evaluation of patient and/or community level interventions addressing childhood asthma.
2. The proposed program includes community partnerships that provide leadership and enhance program coordination and service integration between home, school/child-care, and healthcare providers.
3. The proposed program design is technically sound, reflects an understanding of the issue, is consistent with best practices in the field and has the potential to contribute to accomplishing the objectives of the Georgia Childhood Asthma Management Program.
4. The proposed program is targeting an underserved minority, rural, or low-income population.
5. Program/Project deliverables will be completed in a timely and efficient manner.
6. The organization has capacity to implement and oversee the proposed project.
7. The proposed budget is reasonable, cost-efficient and consistent with the Program Description/Scope of Work.
8. The evaluation strategy will measure the expected program outcomes and objectives.

VI. **Submission of LOIs:**

If you have questions regarding this RFP please call or email Andrea Young Kellum, Program Officer, at 404-653-0990 or akellum@healthcaregeorgia.org. Please mail one (1) original of the LOI cover sheet, LOI narrative, and required attachments to the address below. Faxed or emailed LOIs will not be accepted. Please address your proposal to:

GEORGIA CHILDHOOD ASTHMA MANAGEMENT PROGRAM

Director of Grants Management
Healthcare Georgia Foundation
50 Hurt Plaza, Suite 1100
Atlanta, GA 30303

Georgia Childhood Asthma Management Grant Program LOI Checklist

Prior to submitting your proposal, please review the following checklist to ensure that you have completed all of the requirements for submitting your proposal to Healthcare Georgia Foundation. Refer to page 10 for specific questions to address under each heading.

LOI Narrative:

- Funding Request
- About Your Organization
- The Problem or Opportunity
- The Program
- Target Population
- Success, Outcomes, and Results
- Financial Profile

Attachments:

- LOI Cover Sheet – complete the four-page Foundation cover sheet
- Current 501(c)(3) IRS documentation
- If using a fiscal sponsor, include a letter of agreement from sponsor

ATTACHMENT A

OUTCOMES

The following are specific *examples* of the types of outcomes that the Foundation expects as a result of this project:

- Increase in the number of children and/or parents and caregivers who are provided with appropriate asthma education.
- Increase in the number of children with asthma who have an asthma action plan.
- Increase in the number of children with asthma who comply with their prescribed medications.
- Increase in the number of children who report reduced frequency of attacks.
- Increase in the number of children with asthma who receive the appropriate asthma care according to the national clinical guidelines.
- Increase in the number of children with asthma who report reduced activity limitations.
- Reduction of the number of schooldays missed for children with asthma.
- Reduction of the number of workdays missed for parents of children with asthma.
- Increase in the number of medical providers that received asthma management training based on standard clinical guidelines.
- Increase in the number of school personnel (nurses, teachers, etc.) that received asthma education.
- Reduction of the occurrence of asthma environmental triggers among children with asthma.
- Changes in rates of asthma adverse events: hospitalizations, emergency room visits, costs.

ATTACHMENT B

ASTHMA INFORMATION RESOURCES

1. American Academy of Pediatrics (search for “asthma”): www.aap.org
2. American Lung Association: www.lungusa.org
3. Asthma and Allergy Foundation of America: <http://www.aafa.org/>
4. Asthma and Allergy Network/Mothers of Asthmatics, Inc.: www.aanma.org
5. Centers for Disease Control and Prevention – Asthma’s Impact on Children and Adolescents: <http://www.cdc.gov/asthma/children.htm>
6. Georgia Department of Human Resources – Asthma Surveillance:
<http://health.state.ga.us/epi/cdiee/asthma.asp>
7. Healthy People 2010 – Asthma:
http://www.healthypeople.gov/Document/HTML/Volume2/24Respiratory.htm#_Toc489704825
8. National Heart, Lung, and Blood Institute - National Asthma Education and Prevention Program: <http://www.nhlbi.nih.gov/about/naepp/index.htm>
9. U.S. Environmental Protection Agency: <http://www.epa.gov/asthma>