

REQUEST FOR APPLICATIONS (RFA)

TAKING ACTION WITH DATA: USING ENVIRONMENTAL PUBLIC HEALTH TRACKING DATA TO IMPROVE ENVIRONMENTAL HEALTH IN A COMMUNITY

TRACKING RFA #: 2018-2019-Y4

ISSUED BY:

STATE OF WISCONSIN

DEPARTMENT OF HEALTH SERVICES

DIVISION OF PUBLIC HEALTH

BUREAU OF ENVIRONMENTAL AND OCCUPATIONAL HEALTH

ENVIRONMENTAL PUBLIC HEALTH TRACKING PROGRAM

**APPLICATIONS ARE DUE
NO LATER THAN 3:30 PM CST
ON MONDAY, JULY 23, 2018**

SEND AN ELECTRONIC COPY TO:

DHSTRACKING@WI.GOV

FOR QUESTIONS, CONTACT:

JENNY CAMPONESCHI AT DHSTRACKING@WI.GOV

LATE APPLICATIONS WILL NOT BE ACCEPTED

**TAKING ACTION WITH DATA: USING ENVIRONMENTAL PUBLIC HEALTH TRACKING
DATA TO IMPROVE ENVIRONMENTAL HEALTH IN A COMMUNITY
WISCONSIN DEPARTMENT OF HEALTH SERVICES**

REQUEST FOR APPLICATIONS

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TIMELINE

JUNE 25, 2018	COMPETITIVE APPLICATION RELEASED VIA DHS WEBSITE
JUNE 28, 2018	INFORMATIONAL WEBINAR AT 10:00 AM CST
JULY 6, 2018	RESPOND TO SURVEY OF INTENT BY 3:30 PM CST (NON-BINDING)
JULY 6, 2018	QUESTIONS DUE BY 3:30 PM CST
JULY 10, 2018	QUESTIONS AND ANSWERS POSTED TO DHS WEBSITE AND EMAILED TO PERSONS WHO RESPONDED TO SURVEY
JULY 23, 2018	APPLICATIONS DUE ELECTRONICALLY BY 3:30 PM CST
AUGUST 1, 2018	NOTIFICATION OF AWARDS
AUGUST 1, 2018	APPROXIMATE CONTRACT START DATE

Request for Applications

Taking Action with Data: Using Environmental Public Health Tracking Data to Improve Environmental Health in a Community

I. Funding Opportunity Description

Purpose

The Department of Health Services (DHS), Division of Public Health (DPH), is issuing this Request for Applications (RFA) in an effort to increase overall environmental public health improvement initiatives in local public health agencies and tribal health agencies.

The *Taking Action with Data* funding opportunity is supported by DHS DPH in the Wisconsin Environmental Public Health Tracking (Wisconsin Tracking) Program. Wisconsin Tracking is funded by the Centers for Disease Control and Prevention's (CDC) Environmental Public Health Tracking Program. This RFA is for the fourth year of the *Taking Action with Data* project. The intent of this funding is not to provide core financial support to repeat an existing project. Instead, this funding is intended for agencies to develop new, innovative, or enhanced projects to improve public health in their communities.

Through this grant opportunity, cities, counties, federally-recognized tribes, or multi-jurisdictional entities must use Wisconsin Tracking data to identify and address environmental health concerns in their jurisdictions. These data are available on the [Wisconsin Tracking data portal](#) or in the 2017 [County Environmental Health Profiles](#). Data from the [Private Well Groundwater Quality Viewer](#) may also be used. Based on these identified concerns, grantees will develop and implement local initiatives related to environmental health in their communities. Additional information on available data can be found in Appendix A: Environmental Topic Choices.

As with previous rounds of grant projects, Wisconsin Tracking intends to share methods, strategies, tools, and lessons learned from this grant process with other local public health agencies and tribal health agencies in Wisconsin and with the CDC. The overall goal is to further improve environmental public health in Wisconsin and beyond the borders of the state.

Cities, counties, federally-recognized tribes, or multi-jurisdictional entities who consider applying for grant funding for the *Taking Action with Data: Using Environmental Public Health Tracking Data to Improve Environmental Health in a Community* program may use this RFA to assist in preparing and submitting their applications. The application must include a project involving a data topic from Appendix A. The anticipated effective date of contracts awarded under this funding opportunity is August 1, 2018.

Background

Wisconsin Tracking is a program in the Bureau of Environmental and Occupational Health (BEOH) within DPH. Wisconsin Tracking has worked to compile and improve access to environmental public health data on Wisconsin communities since 2002. During the past 16 years, Wisconsin Tracking has been involved in building, sustaining, and enhancing our data portal; providing training and technical assistance to target audiences; and developing resources intended for improving public health in communities.

DHS BEOH maintains a cooperative agreement with the CDC to sustain and enhance the Environmental Public Health Tracking Network in Wisconsin. One component of Wisconsin Tracking's cooperative agreement with CDC is to identify and document public health actions highlighting the use of the Wisconsin Tracking portal, resources, and technical assistance. Information on public health actions is in Appendix B: Understanding Public Health Actions.

Since the inception of the program, Wisconsin Tracking has created and maintained County Environmental Health Profiles (Profiles) aimed at providing a summary of relevant environmental health data to local stakeholders to target education, programming, and policies to address community environmental health needs. These profiles were last updated and revised in May 2017 and highlight county data for a number of environmental topics for each county and the entire state.

Wisconsin Tracking also maintains an interactive, query-based, free data portal that houses data found in the Profiles, as well as additional data on environmental health-related topics. Access to the Profiles and the data portal can be gained through our [Wisconsin Tracking website](#).

Objectives and Scope

The objective of this grant project is to support the development and implementation of environmental public health improvement initiatives in local public health agencies and tribal health agencies. To this end, DHS plans to use this grant program to:

- 1) Promote use of the Profiles and/or the Wisconsin Tracking data portal as a resource for:
 - a. Understanding the current status of environmental issues in a community,
 - b. Exploring areas for improvement, and
 - c. Proposing, developing, and implementing projects or programs to address an environmental health-related issue of interest
- 2) Share public health actions with other local public health agencies and tribal health agencies on our website, our materials and resources, and with the CDC. Methods, tools, and lessons learned are intended to be disseminated to stakeholders and customized by other communities. Examples of past public health actions can be found our [success stories website](#).

Successful applicants will be expected to do the following during the grant period:

- 1) Use and reference the [Wisconsin County Environmental Health Profiles](#) and/or the [Wisconsin Tracking data portal](#) in project planning, periodic evaluations, and reporting. For more information, see Appendix A: Environmental Topic Choices.
- 2) Participate in discussions with Wisconsin Tracking staff regarding work plan, partnerships, evaluation, budget, and timeline.
- 3) Participate in calls with Wisconsin Tracking staff and/or other grantees to discuss ongoing progress. There are typically a minimum of three conference calls during the grant period.
- 4) Be available for and participate in potential site visit by one or more Wisconsin Tracking staff during the grant period.
- 5) Collaborate with Wisconsin Tracking staff to develop two short, written reports:
 - a. Mid-project update (approximately one page) by January 31, 2019. Update should document progress toward meeting objectives of work plan and any barriers grantee is encountering.
 - b. Final report (approximately three pages) by August 15, 2019. Final report should include results and outcomes of implementation of work plan, lessons learned, and barriers. In addition, provide feedback to Wisconsin Tracking by listing strengths and limitations of the project, and suggestions for process improvement. A template for the final report will be provided for grantees to use.
- 6) Document public health action(s) that result from the project and report to Wisconsin Tracking. Examples may include (but are not limited to): develop local policy change; create new community partnership or coalition; increase availability of services; and develop new program to address a community need. For ideas about how to plan strategies for taking action, see our [Ideas for Taking Action guides](#). Additional information about public health actions is in Appendix B: Understanding Public Health Actions. Further guidance will be provided to accepted mini-grantees during the kick-off conference call.
- 7) Periodically monitor and evaluate project. Additional information about monitoring and evaluation (including examples) is in Appendix C: Monitoring and Evaluation Guidance and Examples.
- 8) Disseminate relevant results and outcomes that come from implementation of the project (e.g., via listserv, newsletter, presentations at conferences, journal articles, social and earned media, webinars, etc.).
- 9) Develop new partnerships or strengthen existing partnerships by engaging internal and external stakeholders in implementation of project, and seek to develop capacity to provide outreach and leadership within the community.
- 10) Present on the project at a community meeting, conference, or other event (e.g., Wisconsin Public Health Association conference, Wisconsin Tracking's Technical Advisory Group, Wisconsin Association of Local Health Departments and Boards (WALHDAB) meeting, webinar, etc.).

Wisconsin Tracking staff will be available throughout the grant year to provide technical assistance to grantees. This technical assistance may be in the form of evaluation guidance, drafting and documenting public health actions, specific data requests or analyses, developing fact sheets and other resources, making connections with new partners, or other ways. This assistance is available by phone and e-mail. On-site training can also be provided as mutually agreed upon.

II. Award Information

Wisconsin Tracking plans to award approximately eight (8) local public health agencies or federally-recognized tribes in Wisconsin up to \$10,000 each over a one-year period to develop and implement a project that addresses an environmental health priority in their community. Funds will be disbursed over the one-year period, 08/01/2018 – 07/31/2019. If Wisconsin Tracking receives a limited number of qualified applications, individual budgets may be increased as funding allows. If additional program funds are available, additional grants may be awarded. The estimated number of awards is based upon current levels of Wisconsin Tracking programmatic funding; adjustments may be made if funding is more or less than anticipated (i.e., increase or decrease in number of grantees and/or funding).

III. Eligibility Information

Any local public health agency or federally-recognized tribe in Wisconsin is eligible to apply for funding. Multi-jurisdictional health agencies may also apply. The aim is to fund local cities, counties, federally-recognized tribes, and multi-jurisdictional entities who demonstrate need, capacity, and desire to use available data to implement a project that will build infrastructure, enhance partnerships, and work to address an environmental health priority in their community. Funds are primarily intended for new initiatives, but enhancements to a current project may be considered if other funding is not supplanted. If applicants were funded previously for the *Taking Action with Data* program, the application for this funding must not simply be a continuation of that earlier project. Instead, the application for this funding must clearly demonstrate an enhancement of the previous project or suggest a new project based on a new topic area.

Note for federally-recognized tribes and municipalities: This RFA asks applicants to use Wisconsin Tracking data (i.e., from the County Environmental Health Profiles or the Wisconsin Tracking data portal) for their particular jurisdiction. However, most Wisconsin tribal populations reside in multiple counties and some municipalities reside in more than one county. This may lead to some confusion on which jurisdictions or geographical areas should be included in projects. Therefore, we suggest that federally-recognized tribes and municipalities interested in applying for this RFA examine environmental health topics in one of the following ways:

- Select the county (or census tract, where applicable) that contains the majority of the defined population to focus efforts

- Select multiple counties (or census tracts, where applicable) where defined population resides and there is consistency of need for a particular topic
- Select multiple counties (or census tracts, where applicable) where defined population resides, there is consistency of need for a particular topic, and collaborate with local health department(s)
- Use Wisconsin Tracking data as the original data source and augment with tribal or municipal data in supporting a particular topic

IV. Application and Submission Information

Informational Webinar

Wisconsin Tracking will hold an informational webinar on Thursday, June 28 at 10:00 am. This webinar will outline application requirements, timeline, and provide an opportunity for questions and clarification. The webinar will be archived on the Wisconsin Tracking website and will be available until the day after the application submission deadline. On June 28th, access the webinar via [Adobe Connect](#). We encourage participants to [test their connection](#) prior to the webinar.

Survey of Intent

A letter of intent is not required for this grant application. Instead, we request that you respond to a short [survey of intent](#) by July 6, 2018 at 3:30 pm. The survey of intent asks the following information:

- Intention to submit an application for the 2018-2019 funding opportunity
- Environmental health topic area (if known)
- Have you been awarded Tracking mini-grant in past?
- Name, email address, and name of organization

Response to the survey of intent is not required and the absence of a response will not disallow an agency from applying. Additionally, answers to the survey will not affect chances for funding in any way. However, Wisconsin Tracking strongly suggests [response to the survey](#), as this information will be used to estimate the number of applications that Wisconsin Tracking will receive to allow sufficient staff time for application review.

Questions and Answers

Questions regarding this RFA may be submitted electronically to [Jenny Camponeschi](#) by Friday, July 6, 2018. Applicant-specific questions will be answered directly. Broader questions about the RFA and their answers will be posted on Tuesday, July 10, 2018 to the [List of Current Solicitations](#) web page of the DHS internet website and emailed to persons who have responded to the survey of intent.

Application Form

Applications must be submitted using Appendix D: Application Form, which includes templates for the work plan, evaluation, and budget. In your submission, please provide the information

described below in *Application Content*. The completed application form template (including all components) should not be longer than **eight** pages. Please do not change the margins or font size in Appendix D. Any appendices may be included in the final PDF document as long as the application without appendices **does not exceed the page limit**. Appendices may also be included as separate PDF documents. This is up to the discretion of the applicant.

Application Deadline

Wisconsin Tracking must receive applications by **Monday, July 23, 2018 at 3:30 pm CST**.

Application Content

Applicant Information

Please provide the following:

- Agency name and address
- Name and contact information (phone number, email address) for the project lead
- Brief CV or resume (can be attached as Appendix) for the project lead

Proposal

A) Overview

1. Name of Project
2. Project Topic (see Appendix A for list of options)
3. Brief Overview of Project (3-5 sentences)

B) Statement of Need (5 points)

1. What jurisdiction will the project cover?
2. What is the burden of the selected environmental issue (using Wisconsin Tracking or Well Water Viewer data)?
3. What resources are currently available?

C) Target Audience and Health Equity (5 points)

1. Identify the population specified
2. Indicate why this population was chosen
3. Describe how health equity will be considered in project (e.g., materials will be written at an appropriate skill level and translated if applicable, zip codes with higher proportions of low-income families will be focus of intervention, partnerships with relevant community groups will be forged, etc.)

D) Project Description (15 points)

1. Provide a detailed description of the project
2. Is this a completely new project or an enhancement of an existing project?
3. If this is a current project that is expanding, what are the innovative or enhanced aspects that will be addressed with this grant?
4. What do you plan to do to address the Statement of Need?
5. What are you doing in your project and how will you carry it out?

6. What strategies will be used to address the identified environmental health topic?
 7. Are all components of project aligned for success?
- E) Goals and Objectives (15 points)
1. Project goals and objectives
 2. What are you trying to achieve and what strategies will you use to get there?
We recommend [making objectives SMART](#).
- F) Timeline (5 points)
1. Provide a timeline for the project that shows when key milestones will be met
- G) Partners (10 points)
1. Describe the role that collaborating partners (both existing and new) will play in the project. Provide details on partner engagement, participation, and responsibilities.
 2. Letters of support are strongly encouraged from collaborating partners. Letters of support should not be generic, but should instead clearly indicate the role(s) and buy-in of partners involved in the project.
- H) Monitoring and Evaluation (10 points)
1. What performance measures will you track?
 2. What are the immediate, achievable outcomes?
 3. What is/are the intended public health action(s)?
 4. What is the ultimate, long-term outcome of the project?
- Use Appendix C: Monitoring and Evaluation Guidance and Examples, to assist in completing this part of the application.*
- I) Project Alignment with Applicant's Agency Goals (5 points)
1. Does the approach align well with your Community Health Assessment, Community Health Improvement Plan, or strategic goals?
- J) Project Impact (10 points)
1. What level of the Social Ecological Model (SEM) does the project focus on? Please explain. [Additional information on the SEM](#), also referred to as the Ecological Model, is available. A diagram of the SEM can be found in Appendix E: Social Ecological Model.
- K) Work plan (15 points)
1. Work plan should include activities for meeting objectives, person(s) responsible for each activity, timeline, and performance measure or method to track progress or completion.
- L) Budget (5 points)
- The following information should be included:
1. Name, position, and/or title of personnel involved
 2. Amount of effort on project expressed in FTE

3. Include other expenses that may applied to the completion of this project (e.g., meeting space rentals, materials for stakeholder meetings, supplies, and travel expenses)

The Scoring Rubric that will used to score applications can be found in Appendix F: Scoring Rubric.

Additional Points

Applicants that have not previously been awarded funding in the first three years of this project (2015-2016, 2016-2017, or 2017-2018) will be awarded two additional points.

Page Limit and Deduction of Points

The application form, including all components of the application should be **no longer than eight pages**. Applications that exceed eight pages will have five points deducted per page of exceedance.

Appendices

Appendices are acceptable and will not be included in total page count. Letters of support for any sub-contractors or partners playing significant roles in the work plan are strongly encouraged as appendices. Appendices *should not include* primary components of the application form (e.g., budget, work plan, evaluation). Appendices might include: additional data from jurisdiction, letters of support, resumes or CVs, Community Health Assessments, etc.

Application Submission

Application and all appendices should be submitted in PDF format (please include all documents in one email) and sent electronically to [Jenny Camponeschi](#). Please refer to the application in the email subject line. We will send a confirmation email within one business day indicating receipt of your application.

Checklist

Appendix G: Final Checklist is a checklist that applicants can use in assuring that all conditions have been met prior to submitting their application.

V. Application Review Information

Review and Selection Process

Each application will be reviewed and rated by BEOH personnel. Proposals will be rated on the following evaluation criteria:

- Environmental health issue identified for proposal is a Wisconsin Tracking environmental data topic listed in Appendix A; clear identification of the burden of the selected environmental health issue in applicant's jurisdiction
- Statement of need is clearly developed with resources identified

- Target audience is clearly described and health equity considerations are well-thought out
- Project description is clear and well-defined
- Project goals and objectives are well-crafted, SMART, and help the project define success
- Proposed activities of work plan and timeline are well thought out; time for completion is correctly assessed
- Identified partners and stakeholders are fitting and will strengthen the project; roles and involvement of partners is clearly presented
- Project work plan is complete and has high likelihood of success
- Evaluation measures are clear and can adequately measure success; both short-term and long-term measures are considered
- Budget is well-crafted and fits with scope of work described in proposal
- Impact of project is described in the context of the Social-Ecological Model
- Project proposal is novel and aligns well with Community Health Assessment, Community Health Improvement Plan, or strategic goals

Anticipated Award Date

The Wisconsin Tracking Program anticipates the project period will begin on August 1, 2018 or shortly after this date.

VI. Award Period

The estimated start date for projects is August 1, 2018. Final work on all projects must be completed by July 31, 2019. Final invoicing is required by August 31, 2019.

VII. Award Notices

After the review and selection process has ended, a formal notification letter will be sent to all applicants by email. Applicant scores from the rubric scoring process will not be released or shared. However, applicants who are not funded will receive feedback about their application in the notification letter.

VII. Agency Contact

For questions about this RFA, please contact:

Jenny Camponeschi, Program Manager
 Wisconsin Environmental Public Health Tracking Program
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 1 W. Wilson St., Room 150
 Madison, WI 53701-2659
 Phone: (608) 267-3811
 Email: dhstracking@wi.gov