

Minority Health Program Funding Opportunities

April 11, 2023

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WISCONSIN DEPARTMENT
of **HEALTH SERVICES**

Minority Health Program (MHP)

Created in 1999, the MHP:

- Identifies barriers to health and health care that prevent economically disadvantaged Wisconsin minorities from participating fully and equally in all aspects of life;
- Monitors current and emerging State policies, procedures, practices, statutes, and rules to determine how they positively or negatively affect the health of economically disadvantaged minority community members; and
- Disseminates information on the health status of economically disadvantaged minority group members living in Wisconsin

[Wisconsin Legislature: 20.435\(1\)\(cr\)](#)

[Wisconsin Legislature: 250.20](#)

Objectives

- Learn about the funding opportunities available – Community grants and the Public Health Information Campaign (PHIC) grant.
- Understand the application process.
- Learn what makes a successful application.
- Explore the tools that will assist in application development.
- Understand the scoring process.

Funding Opportunities Available

	Public Health Information Campaign (PHIC)	Community Grants
Description	Raise awareness about health disparities and achieving health equity Engage impacted communities on developing solutions	Support work of community-based organizations serving minority groups
Number Available	1	variable
Grant Amount	up to \$50,000	up to \$50,000 with a 50% match

50% Match Requirement for Community Grants

From the appropriation account under s. 20.435 (1) (cr), the department shall annually award grants for activities to improve the health status of economically disadvantaged minority group members. A person may apply, in the manner specified by the department, for a grant of up to \$50,000 in each fiscal year to conduct these activities. An awardee of a grant under this subsection shall provide, for at least 50 percent of the grant amount, matching funds that may consist of (state or federal) funding or an in-kind contribution.

50% Match Requirement

Can the matching funds for the project include funding we receive from the State or from Federal sources?

The funding match can come from other State or Federal sources.

In-kind donations are non-cash donations of a good or service that can be given a value and is used in achieving your program objectives. Expenses incurred by an organization to meet the project goals and objectives that are not part of the State share may be considered match.

The following are generally accepted as in-kind contributions:

- Personnel time given to the project
- Person on loan from another organization/corporation
- Use of existing equipment
- Use of existing laboratory equipment or facilities
- Waived or unrecovered indirect cost amount- if funding agency pays indirect cost and permits as in-kind contribution

RFA Timeline

April 1, 2023 RFAs will post to Wisconsin Public Notices website

April 11, 2023 Technical Assistance Webinar

April 21, 2023 Written Inquiries (questions & requests for clarification)
Due 11:59 pm CDT

April 27, 2023 Posting of answers to questions and requests for
(estimated) clarification

May 1, 2023 Applications Due Electronically **8:00 am CDT**

Applications are reviewed and scored by internal and external evaluators.

June 9, 2023 Intended Notification of Awards
(estimated)

Contracts run from July 1, 2023 – June 30, 2024.

Tools for a Successful Application

1. **Cover Page:** use **Attachment A**
2. **SHIP Checklist:** use **Attachment B: SHIP Checklist**
3. **Proposal Narrative:** use **Attachment C: Narrative Guidance** including:
 - a. Project Goals and Objectives
 - b. Project Rationale
 - c. Project Activities, Outcomes and Impacts
4. **Evaluation Plan:** use **Attachment D: Evaluation Guidance**
5. **Budget Form:** use **Attachment E: Budget Template**
6. **Logic Model for Community Grants:** use **Attachment F: Logic Model**

The Application Process

- Give a clear projection of the number of people you plan to reach during the event(s)/project(s).
- Include an evaluation plan for the project.

State Health Improvement Plan

- Applications should connect to the [Wisconsin's State Health Improvement Plan 2023-2027](#)
- Specify at least one of the [five Priority Areas](#) from the SHIP that relates most to your proposed project.
- The five Priority Areas that were raised as the most important to address to promote individual, community, and population health, are:
 1. Social and community conditions, including
 - a) Economic well-being
 - b) Supportive systems of dependent care
 - c) Healthy housing
 2. Physical, mental, and systemic safety
 3. Person and community-centered health care
 4. Social connectedness and belonging
 5. Mental and emotional health and well-being

Logic Models

The logic model serves as a framework for the application as it will be the skeleton for all of the major components needed for your proposal.

Logic models can help by:

- Identifying major components of a program.
- Defining the problem to be addressed.
- Clarify feasibility (inputs).
- Estimate number of people impacted (outputs).
- Inform the evaluation (impacts).
- Identify expected results.

Logic models are not meant to be an exhaustive narrative.

Logic Model Components

Need/ Problem	Inputs	Activities	Outputs	Outcomes	Evaluation Plan
Describe the need or problem that the program will address	Identify resources needed to do the work This can include: <ul style="list-style-type: none"> • Staff time • Funding • Materials 	Describe core activities that define the program Include: <ul style="list-style-type: none"> • Duration • Dosage • Target population 	List direct products from program activities Counts of things created, such as brochures, training plans, and number of individuals trained	Include short- and mid-term Short-term: Changes in knowledge, skills, attitudes, and opinions Mid-term: Changes in behavior or action	Plan to evaluate the program's impact and how the program improves the priority area identified for SHIP. <i>*This section not required for PHIC applicants</i>

Logic Models: Community Grant Example

Need/ Problem	Inputs	Activities	Outputs	Outcomes	Evaluation Plan
High percentage of young adults of color who are unemployed or underemployed Many have not received their high school diploma or equivalent and have limited job skills.	Staff Grant funds Organization matching funds Donated training space Volunteer job coaches and presenters Local job placement agencies, schools, businesses	Identify target population Assess participant needs Develop resources, schedule sessions Deliver training Provide coaching in resume writing, job searches, interviewing Check in with participants biweekly to monitor progress and provide support	200 total participants (100 will complete program) 5 recruitment sessions 5 skills trainings 100 resumes created or updated 26 check-ins per participant (average)	100 adults will demonstrate increased skills 75 adults will obtain full-time employment paying a living wage 65 adults will retain employment for at least 12 months Long-term outcome: Improved economic security through stable employment	Surveys completed at each session to measure increased skills Tracking logs will be used to assess employment status; updated at 3-, 6-, and 12-month intervals An increase in employment with living wages will improve economic security, leading to improved health outcomes.

Logic Model: PHIC Example

Need/Problem	Inputs	Activities	Outputs	Outcomes/Goals
<p>Increase in overdoses in communities of color</p> <p>A campaign targeting minority groups needs to be developed to communicate the availability of services.</p>	<p>Organization staff</p> <p>Grant funds</p> <p>Community Foundation funds</p> <p>In-kind contributions from newspaper and radio stations for promotion of program</p>	<p>Target Population: African-American men and women</p> <p>Activities: Educational sessions and educational material development</p> <p>Public service announcement (PSA) creation and broadcasting</p>	<p>4 PSAs broadcast on local radio</p> <p>Weekly ad in paper with information for Quit Line and Resource Center</p> <p>Informational materials posted throughout community</p> <p>Biweekly social media posts (Facebook and Twitter) with facts about substance abuse and resources available</p>	<p>Awareness of local resources and services to help community members struggling with substance abuse disorders will increase.</p> <p>Number of calls to Quit Line will increase due to PSAs, newspaper ads, informational materials, and social media.</p> <p>Number of individuals seeking treatment at Local Community Treatment Center will increase.</p>

SMART Objectives

- **S**pecific—What is the specific task?
- **M**easurable—How do we determine success?
- **A**chievable—Is this feasible?
- **R**ealistic—Are sufficient resources available?
- **T**ime-Bound—What are the start and end dates?

Budget

I. PERSONNEL (By Position Title)				ANNUAL SALARY RATE	NUMBER MONTHS BUDGETED	% TIME	GRANT AMOUNT
FRINGE BENEFITS (%)							
TOTAL CATEGORY I							
II. CONSULTANT & CONTRACTUAL							GRANT AMOUNT
III. PROGRAM SUPPLIES							GRANT AMOUNT
IV. AGENCY OPERATIONS							GRANT AMOUNT
V. INDIRECT COSTS							

Budget

Sample CG Budget

Category (e.g., Personnel)	Budget Item Description	Cost	
		Grant Amount	Grantee Match
Personnel	Director, Name @ \$30/hr for 100 hours	\$3,000	\$3,000
	Program Manager, Name @ \$25/hr for 210 hours	\$5,250	\$5,250
Printing	Printing of manuals = 500 x \$20 = \$10,000	\$10,000	\$10,000
Program Supplies	Food, activity cost, art supplies Arts/Crafts \$1000/yr Grand Parents Day \$1000/yr Snacks \$1200/yr Activities \$1200/yr	\$4,400	\$4,400
Family Support	Gas cards, food, household essentials Food/Essentials \$50x 50 cards = \$2500 Gas Cards \$25x75 = \$2500	\$5,000	\$5,000
Totals		\$32,650	\$32,650

Scoring Process

The review panel:

- Consists of staff and partners.
- Relies on the scoring matrix outlined in the RFAs (and slide 10).
- Application scores are based on:
 - Completeness of submission.
 - Clarity of project narrative.
 - Feasibility.

Community Grants Scoring

Narrative Item	Possible Points
Cover Page	5
SHIP Checklist	5
Project Narrative <ul style="list-style-type: none">- Project Goals and Objectives- Project Rationale- Project Activities- Project Outcomes and Impacts	30
Evaluation Plan	20
Budget	10
Logic Model	5
Total Score	75

PHIC Scoring

Narrative Item	Possible Points
Cover Page	5
SHIP Checklist	5
Project Narrative <ul style="list-style-type: none">- Organizational Profile- Statement of Needs and Assets- Methods	30
Evaluation Plan	20
Budget	10
Logic Model	5
Total Score	75

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Questions



Contact us:

DHSWIMinorityHealthProgram@dhs.wisconsin.gov

On the web:

<https://www.dhs.wisconsin.gov/minority-health/grants.htm>