

Health Equity

APPLICATIONS DUE: October 20, 2021, by 5:00 p.m. (Eastern Time)

The Florida Blue Foundation focuses its grantmaking on three Drivers of Health: Food Security, Mental Well-being, and Health Equity. This funding opportunity is focused on Health Equity.

Description of the 2021 Health Equity Grant Program

The Center for Health Equity and Social Justice

Objective:

To improve health equity and social justice to ensure that families, individuals and communities of need have both the access and opportunity to attain full health and justice.

Achieving health equity and social justice are key Civil Rights issues tied to our company's Equity Alliance objectives.

Purpose:

The Florida Blue Foundation is seeking to award three- or four-year grants to nonprofit organizations to create a statewide Center for Health Equity and Social Justice. The framework for the Center will be grounded through a race equity and social justice lens to address the documented root causes of health inequities and social injustices within the entire health ecosystem.

Utilizing this framework, the Center will work to change the perceptions, ideas, opinions, policies and practices regarding those disadvantaged due to environmental, economic and/or social circumstances.

The Center is designed to:

1. Provide a safe place to implement new and/or existing evidence-based and cross-sectoral approaches. It will also foster dialogue, research and training to develop and implement solutions to eradicate systemic and structural barriers around health equity and social justice.
2. Bring together diverse stakeholders to create and share living actionable community research, best practices, practical tools and resources that can be used and implemented in communities to effectively address and eliminate inequities.

3. Develop training curriculum, tools and approaches to social justice and health equity that are practical, people/community centered and action driven.
4. Educate communities so they can begin to gain mutual understanding and respect for differences and similarities.
5. Implement transformative change that should be sustained and practiced long past the Florida Blue Foundation grant.

In addition to the above, applicants must address in detail the work that is to be accomplished under all four tracks outlined below:

Track # 1 – Develop a comprehensive plan for community engagement through, for example: place-based discussions, focus groups, town hall meetings, forums, etc.

Track # 2 – Create living research labs where research is conducted with a user-centered approach and translated for practical use and dissemination. The Center will publish research findings through diverse mediums, including papers, public forums, media, social platforms and other convenings. The research can also be used to guide the Center’s action agenda and to refine the training curriculum.

Track # 3 – Training that is grounded in the purpose and Center’s design. The training modules/curriculum and training approaches/methodologies will be conducted in a flexible format to attract and engage the different audiences (in-person, virtual, groups, etc.).

Track # 4 – Follow-up and Sustainability – Outreach to trained individuals and organizations to return to the Center, after six months or longer, to discuss and provide, for example: reports on barriers/solutions; how they have used the training; knowledge gained; and resources in their communities.

Participants:

It is envisioned that the Center will serve a variety of stakeholders, which could include organizations and individuals from, to name a few: community leaders; youth/students; educational leaders/teachers; governments/elected officials; corporations; grassroots organizations; public safety; small businesses; law enforcement; faith-based leaders; nonprofit organization board and staff members; and others.

Evaluation:

A quantitative and qualitative measurement and evaluation framework/plan must be developed and implemented to address, to name a few: both process and products, as it relates to the overall effectiveness; impact and sustainability of the Center; differences made as a result of services/programs delivered to participants and the community.

Funding:

- The Florida Blue Foundation has approximately \$3,800,000 for the funding of this program.

- The Florida Blue Foundation will award three- or four-year grants to eligible nonprofit organizations that include partnership(s)/collaboration(s) with other organization(s) or professional consultant(s).

What We Will Support:

1. Nonprofit organizations with less than three years of experience in the field can be considered for funding, but only if the established partnership(s)/collaboration(s) or consultant(s) to be used have more than three years of experience and expertise in the field
2. Salaries, including benefits
3. Professional/consultant fees
4. Living research (actionable, useable solutions for communities)
5. Rental fees for program/meeting costs
6. Webinar or other types of media/technology
7. Program materials/equipment
8. Required travel related to this grant (e.g., attend Florida Blue Foundation’s annual Community Health Symposium and Sapphire Awards, any program orientations, etc.)
9. Training/educational materials
10. Printing and dissemination
11. Indirect costs – an amount up to but not to exceed 10% of the total grant amount. (Indirect costs represent the expenses of doing business that are not readily identified with a particular grant project function or activity but are necessary for the general operation of the organization and the conduct of activities it performs.)

What We Do Not Support:

1. Organizations that discriminate in their provision of goods and services based on race, color, religion, national origin, disability, sex, age, gender identity or expression, sexual orientation, veteran status, or marital status
2. Organizations that do not have a 501(c)(3)
3. Nonprofit organizations with less than a three-year track record in the field, except as mentioned in #1 under What We Will Support.
4. Pure research
5. Individuals
6. Capital campaigns
7. New start-ups
8. Profit making enterprises as grantees

Completing the Application:

The Program Milestone Task Chart Template is available to be downloaded. Complete the form for every task and requirement that is to be carried out under this program.

The completed Program Milestone Task Chart is to be uploaded to the application as an attachment. Information within the application and the Program Milestone Task Chart will then be the basis for all reporting for the programs selected for funding.

Important Dates/Deadlines:

- Application due date: **Oct. 20, 2021, by 5:00 p.m.** (Eastern Time)
- Application Clarification Webinars
 - **Sept. 23, 2021, 11:00 a.m. – 12:00 p.m.** (Eastern Time)

Please click the link below to join the webinar:

<https://zoom.us/j/99370854806?pwd=c3JoWGE9SUmFpV3ZJU1cvRlVtMkhSUT09>

Passcode: 74266458

- **Sept. 23, 2021, 2:00 – 3:00 p.m.** (Eastern Time)

Please click the link below to join the webinar:

<https://zoom.us/j/93389747624?pwd=a2pjWEdQU2Q2c1dQN0Q4cGh5aklrZz09>

Passcode: 24389230

- All applicants will be notified of their status on or before Jan. 14, 2022
- Required orientation for those awarded grants: early February 2022

Grantee Requirements:

- Partner(s)/collaborator(s) are required under this grant; partner(s)/collaborator(s) may be nonprofit and/or profit-making organizations or professional consultants located in or outside of Florida that have expertise in this field.
- Successful applicants will be allowed up to a six-month planning period under this program.
- Please be aware that should your program be selected for funding; the Florida Blue Foundation will disburse payments via ACH transactions and you will be required to provide requested banking information.
- Successful applicant should be prepared to attend a mandatory grantee orientation that is tentatively scheduled to take place in early February 2022. Specific date, time and location will be provided once confirmed.
- Successful applicant is required to attend the Florida Blue Foundation's annual Community Health Symposium and Sapphire Awards each year for the life of the grant. Dates and locations will be provided once they are confirmed.
- When developing your budget, please include funds for each year of the grant to cover the required orientation (first year) and at least one Foundation meeting (subsequent years).

Eligible Applicant

Nonprofit 501(c)(3) charitable organizations, public agencies, universities, colleges, training centers, faith-based organizations and other health related facilities that:

1. Are based in Florida;

2. Have the capacity, expertise, resources, knowledge in the field and time needed to carry out the intent of the program;
3. Have Letter(s) of Agreement with partner(s)/collaborator(s) and together the organizations have the ability to implement this statewide program.
4. Have expertise in delivering programs on targeted topics to targeted populations described in this application;
5. Have a three-year or longer track record in the field (also refer to sections above What We Will Support and What We Do Not Support);
6. Have expertise in developing and managing programs; and
7. Have the capability to reach target populations described under this application.

The applicant and their partner(s)/collaborator(s) should have proven/documented skills, knowledge, and expertise in, to name a few:

- Leadership management
- Building relationships
- Effective collaborations
- Training and recruitment of participants
- Virtual and in-person platforms
- Organizational design
- Curriculum development
- Health and social justice issues
- Community engagement
- Capacity building
- Communication
- Others

[CLICK HERE](#) to access the online application for the Health Equity grant program – The Center for Health Equity and Social Justice.

Need Help?

The Foundation will host two application clarification webinars. Please refer to the **Important Dates/Deadlines** section above for dates and times as well as the links to participate.

Questions may also be sent via email: floridabluefoundation@floridablue.com; or via phone: 1-800-477-3736, ext. 63215.