



Florida Blue Foundation

Health Equity – Train-the-Trainer Program

APPLICATIONS DUE: September 30, 2020

The Florida Blue Foundation has completed a strategy refresh and is focusing its grantmaking on three Drivers of Health. Visit the Foundation’s home page for information on the three Drivers of Health and new funding opportunities. One Driver of Health is Health Equity.

You are applying for the 2020 Health Equity Train-the-Trainer Grant Program

Goal:

To improve health equity to ensure that families and community members have both the access and opportunity to attain full health potential and are not disadvantaged due to environmental, economic, and/or social circumstance.

Target Issues:

- Access to health and health care for underserved populations
- Provider awareness and education around the health inequity of patients
- Access to health education

Background

For purposes of this grant program, Health Equity means when every person has achieved the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.” *

**CDC’s National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)*

Purpose

The Health Equity program aims to provide multi-year grants to nonprofit organizations that can create a Train-the-Trainer Program. The purpose is to recruit and train executives and staff working in health, health care facilities, hospitals, doctor offices, clinics and other health or health related organizations. The intent is to train and have a trained health professional on

staff who will go back to their organizations and provide ongoing health equity training to all professionals who provide services or interact with patients/families who are disadvantaged due to environmental, economic and/or social circumstances. The Train-the-Trainer model and the curriculum should be sustained and used long past the Florida Blue Foundation grant.

Applicants should have a documented track record, for example, in the development of specialized training curriculum models, proven methodologies and multidisciplinary interactive training approaches for implementing effective systemic training and awareness. The training and awareness will include, to name a few; building skills, understanding and appreciation of historical disparities, health inequities, health equity framework, operationalizing health equity, moving from powerlessness to empowerment for change and behaviors/sensitivities needed to serve those who are disadvantaged due to environmental, economic and/or social circumstances. The ultimate outcome from this training is the hope that if these identified populations above get equal access and equitable treatment, they can begin to improve their opportunities to achieve optimal health.

When completing the on-line application, please keep in mind that the Florida Blue Foundation is looking for nonprofit charitable organizations with the capacity to carry-out this training listed above. Nonprofits are encouraged to develop partnerships or collaborations, if needed, to maximize the expertise and experiences needed to carry out this Train-the-Trainer Program. Please note we are not seeking to fund research and entrepreneurial programs.

Funding

- The Florida Blue Foundation has approximately \$2,500,000 for the funding of this program.
- The Foundation will fund three-year and four-year grants. The average amount per grant is \$90,000 up to \$100,000 per year.
- Priority will be given to applicants that include collaborations and partnerships with other organizations in Florida.

What We Will Support

1. Salaries, including benefits
2. Rental fees for program/meeting costs
3. Webinar or other types of media/technology
4. Program materials/equipment
5. Required travel related to this grant (e.g., attend Florida Blue Foundation's Annual Community Health Symposium and Sapphire Awards, any program orientations, etc.)
6. Program travel

7. Training/educational materials
8. Printing and dissemination
9. Indirect costs – not to exceed 10% of the total grant (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. Organizations with less than a five-year track record in the field
4. Profit-making enterprises
5. Research and development
6. Individuals

Completing the Application

The major portion of the information requested will be populated into the Program Logic Model (see attached template). Also attached is the Program Logic Model Guidance document. Please refer to it when preparing the logic model.

The completed Program Logic Model is to be uploaded to the application as an attachment. Basic information – name of organization, program title, amount requested, etc. – will be requested within the application. Overall goal/purpose, populations served, objectives, strategic activities/services, performance indicators, outcomes/results and other details will be captured within the Program Logic Model. The information within the Program Logic Model will then be the basis of all performance measures for all reporting for the programs selected for funding.

Important Dates/Deadlines

- Application due date: September 30, 2020, by 5:00 p.m. (Eastern Time)
- Application Clarification Conference Calls
 - August 17, 2020 10:30 a.m. – 12:00 p.m. (Eastern Time)
 - August 18, 2020 2:00 p.m. – 3:30 p.m. (Eastern Time)
- To participate in an application clarification conference call, dial: 1-800-882-3610. The passcode is 2871940#
- Applicants will be notified of their status on or before January 29, 2021

- Required orientation for those awarded grants: February 2021 (date to be confirmed)

Grantee Requirements

- 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 applicants should be prepared to attend a mandatory grantee orientation that is tentatively scheduled to take place in January 2021. Date and location will be provided once confirmed.
- Successful applicants are required to attend the annual Community Health Symposium and Sapphire Awards. Dates and locations will be provided once they are confirmed.
- When developing your budget, please include funds each year of the grant to cover the required orientation (first year), required Foundation meetings (subsequent years) and attendance at the Annual Community Health Symposium and Sapphire Awards (each year).

Eligible Applicants

Nonprofit 501(c)(3) charitable organizations, public agencies, universities, colleges, training centers, community centers, schools, health care-related facilities, faith-based institutions, youth-serving organizations and others 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 expertise in delivering educational and awareness programs on targeted topics to targeted populations described in this application;
4. Have a five-year or longer track record in the focus area;
5. Have expertise in developing programs and materials; and
6. Have the capability to reach target populations described in this application.

[CLICK HERE](#) to access the online application for the Health Equity Train-the-Trainer Program.

Need Help?

The Foundation will host two application clarification conference calls on the dates/times noted in the **Important Dates/Deadlines** section above. To participate in an application clarification conference call, dial: 1-800-882-3610. The pass code is 2871940#.

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