The Enhancing Community Health Outcomes Awards Program is a joint effort of:

**Summary**

The Enhancing Community Health Outcomes Awards will be presented to community health centers (CHCs) to identify and promote programs that serve as models of innovative approaches to the delivery of primary and preventive health care to underserved and vulnerable populations in the areas of diabetes or cervical cancer. The Awards will highlight innovative programs that address health disparities and pressing community health needs, for populations that are at high risk or who represent a particularly high-cost burden. Awardees must have a proven track record of successful outcomes and metrics, including number of people served in addressing diabetes and cervical cancer in their community.

Year 1 of this four-year awards program, will reward efforts focused on innovative initiatives that have demonstrated proven success in improving care for people with diabetes or cervical cancer. In subsequent years, the program will expand to include the recognition of initiatives that have successfully improved HIV prevention and diagnosis efforts, as well as projects treating populations at high-risk of developing co-morbidities associated with diabetes.

Two (2) Awards of $100,000 each will be made in 2013. Awardees must be present at the NACHC Community Health Institute (CHI) conference in August 2013 to receive the Award. Additional Awards will be made in each subsequent year of the awards program.

**Eligibility Criteria**

Organizations eligible to apply in Year 1 are Federally-qualified health centers that are tax-exempt under 501(c)(3) of the Internal Revenue Service Code (IRC) and are located in New York, New Jersey, or California.

Regional health center consortia and statewide associations are not eligible to apply.

It is expected that other geographic locations may be eligible in subsequent years of the program.

**Background**

Throughout the United States, more than 22 million people in medically underserved areas receive healthcare at one of over 8,000 community health centers (CHCs). As you know, these safety net providers provide demonstrably high-quality primary care and referral services to the nation’s most vulnerable people, despite operating with limited resources.

Part of the success of CHCs in providing high quality, affordable access to care is the result of implementing creative and innovative ways to address health challenges while continuing to operate within modest means.
The purpose of the Enhancing Community Health Outcomes Awards program is to invest in a multi-year initiative to support innovative programs that enhance care or expand access for underserved people and address the most challenging issues faced by nonprofit CHCs across the country.

The Enhancing Community Health Outcomes Awards will identify, elevate, and share successful community health innovations with other CHCs, health officials, and the public to generate awareness of these critical safety-net providers and their programs.

CHCs have seen their patient populations increase dramatically in recent years due to increased unemployment, which has often resulted in the loss of patients’ employer-based insurance, as well as an increasing number of providers who will not accept Medicaid. This issue will continue to evolve as the Affordable Care Act (ACA) is implemented, with CHC patient volumes expected to increase.

The Awards will highlight dynamic and innovative strategies that have proven to increase access to more equitable care and bring greater awareness and information about healthy practices.

**Demonstration of Innovative and Successful Models**

Many health conditions of patients seen at CHCs are not only clinical, but are related to and a result of broader community health factors. CHCs have taken a prominent role in communities across America in developing creative strategies to change habits, lifestyles, and health behaviors linked to needs for primary care and improved health. To encourage these initiatives and spread them throughout the U.S. healthcare safety net, the Enhancing Community Health Outcomes Awards Program is soliciting innovative and proven community-based approaches to challenging and costly conditions being addressed at CHCs. The Awards will also identify and communicate the best of what CHCs are currently doing to address the burden of these conditions through practices that extend from the providers to the community.

The Enhancing Community Health Outcomes Awards have two main objectives:

- Identify programs that may serve as successful models of innovation to the delivery of primary and preventive health care to underserved and vulnerable populations
- Share information about the program and its strategies with other health centers, clinics, and interested parties

The winners of the Enhancing Community Health Outcomes Awards will be featured at the 2013 NACHC Community Health Institute to be held in late August in Chicago, IL. Lessons learned from the winning programs will be shared through a variety of means, including through the online Direct Relief Network, online blogs and articles, an article in NACHC’s Forum magazine, exhibits at conferences, and other publicity in conjunction with BD and the Clinton Health Matters Initiative.

Enabling greater access to quality healthcare worldwide is important to BD. Year 1 of the Awards program will focus on two areas: diabetes and cervical cancer. One Award will be selected from each category.

1. **Diabetes: Wellness, adherence, nutrition**

Diabetes is a chronic condition that necessitates continued medical management and patient self-management to prevent acute complications and to minimize the risk of complications that develop over time. While the rising incidence of diabetes is challenging, best practices to improve diabetes care and management have emerged, as have efforts to increase public knowledge about proper diabetes care. The scientific literature, centers of excellence in diabetes care, and the experience of health care organizations
are consistent in pointing to common themes in excellent diabetes care. From a single product introduction in 1924, BD has grown into the worldwide leader in insulin injection systems for diabetes healthcare.

2. **Cervical Cancer: Follow-up, registries, awareness**

Cervical cancer is a slow-growing cancer that develops in the tissues of the uterine cervix. It does not typically have any symptoms and is almost always caused by human papillomavirus (HPV) infection. Effective screening and treatments continue to decrease the incidence of cases and deaths from cervical cancer. Cervical cancer is one of only two types of cancer that can be prevented through screening. With proper screening, cervical cancer is 70% preventable and nearly 100% treatable. Ideally, all women of appropriate age are aware of their options and have access to regular and ongoing screening for cervical cancer. Health centers across the country have developed innovative ways to encourage and increase screenings and education related to cervical cancer. Increasing access to technology and raising awareness of the issue can improve the lives of women and enables BD to continue its purpose of helping all people live healthy lives.

**Application Instructions**

The application cycle will include an initial determination of eligibility and review process, and a second round that will include site visits to 4-6 community health center semi-finalists.

There are three sections of the RFP that must be completed by each applicant:  

1. **Section 1: Application Form** – this is an online form

   [www.directrelief.org/award](http://www.directrelief.org/award)

   - Name of Health Center
   - UDS Number
   - Tax ID Number
   - Mailing address
   - Phone number
   - Website
   - Contact Person: Name, Title, Email
   - CEO/Executive Director: Name, Title, Email
   - Board Chair

   *This Enhancing Community Health Outcomes Award Application is for:*
   - ___ Diabetes
   - ___ Cervical Cancer

2. **Section 2: Narrative** – please limit to five pages (minimum 12 pt. font for narrative, tables can be at 10 pt. font)

   Narrative must include the following information:
• **The Narrative must be signed by both the CEO/Executive Director and Board Chair to be considered for the Enhancing Community Health Outcomes Award.**

• **Organizational Description:** mission, history, target population, geographic area

Applicants must also include the following table. In 2012, your organization had:

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• **Statement of Need:** describe the specific needs related to diabetes management or cervical cancer that your health center’s program addresses

• **Program Description:** goals, objectives, activities, timeline, key program staff, interventions used, any challenges faced and (if applicable) any mid-course corrective actions

• **Demonstration of Innovation and Success:** how program success is measured; differentiating factors from other programs in the field; stories of individual patient successes; whether the program is based on a proven model that has been implemented in other environments (e.g. model used in a hospital setting and was adopted into the CHC setting; model used for an asthma program and was restructured to support people with diabetes)

• **Documentation of Outcomes:** health performance targets must be included, which may include number of people served, health outcomes measures, and other indicators to show impact on population and community health before the program began, since program inception, and within the last 12 months

*Example for Diabetes Award:*

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Example for Cervical Cancer Award:

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3. Section 3: Potential for Replication: Describe what requirements need to be present to replicate this program. Please include such items as key staff (e.g. 0.15 FTE physician, 0.50 FTE certified diabetes educator, etc.), space and facilities, supplies, equipment, educational materials, and costs associated with each item. – please limit to one page

Optional Attachments

No attachments are required. However, if you would like to share additional information about the program, there is a maximum of three (3) attachments. Any additional attachments will not be reviewed.

Timeline

RFP Released Monday, May 20, 2013

Proposals Due Friday, June 7, 2013 by 5:00pm PST

Finalists Notified Monday, July 1, 2013

Site Visits July 15-24, 2013

Award Notification Thursday, August 1, 2013

Award Presentation August 25-27, 2013 at NACHC Community Health Institute, Chicago, IL

Submission

Proposals must be received no later than Friday, June 7, 2013 at 5pm PST. Applicants must submit all materials online at www.directrelief.org/award.

Contact Information

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The Enhancing Community Health Outcomes Awards Program is a joint effort of:

**BD**

BD is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. They are focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. BD has expertise in numerous areas of healthcare, including diabetes, cervical and other cancers, HIV, and infection prevention. [www.bd.com](http://www.bd.com)

**Direct Relief**

Direct Relief is a non-profit organization with the mission of improving the health and lives of people affected by poverty, disaster, and civil unrest. Direct Relief is the largest charitable medicines program in the United States, working with community clinics and health centers in all 50 U.S. states to provide them with free medicines, medical supplies, and personal care items to help them care for the country’s most vulnerable people. [www.directrelief.org](http://www.directrelief.org)

**National Association of Community Health Centers**

The National Association of Community Health Centers was founded in 1971, with a mission to promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations. NACHC is the membership organization for community health centers nationwide, which provide primary and preventive health care to more than 22 million people from more than 8,000 sites. [www.nachc.org](http://www.nachc.org)

**Clinton Health Matters Initiative (CHMI)**

The Clinton Health Matters Initiative (CHMI) works to improve the health and well-being of people across the United States by activating individuals, communities, and organizations to make meaningful contributions to the health of others. CHMI works to implement evidence-based systems, environmental and investment strategies, with the goals of ultimately reducing the prevalence of preventable diseases, reducing health care costs associated with preventable diseases, and improving the quality of life for people across America. CHMI works to activate individuals to lead healthier lives by providing a platform to access local, scalable solutions for healthy change agents; advance community health by closing gaps in health disparities and focusing efforts in underserved areas; and, engage the private sector through pledges to improve the health and well-being of the nation. These successes are showcased each January at the Health Matters conference, where national thought leaders convene to discuss ways in which individuals, communities, and corporations can contribute to the health of others. [http://www.clintonhealthmatters.org/](http://www.clintonhealthmatters.org/)