

Marshall University

Increasing Access to Self-Measured Blood
Pressure (SMBP) Monitoring Program by

Increasing Referrals

Funding Opportunity Announcement

2022 - 2023



Division of Community Health
Department of Family and Community Health
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INTRODUCTION

Strong scientific evidence shows that self-measured blood pressure (SMBP) monitoring programs plus clinical support help people with hypertension lower their blood pressure. SMBP monitoring involves a patient's regular use of personal blood pressure monitoring devices to assess and record blood pressure across different points in time outside of a clinical, community, or public setting. With support from the Centers for Disease Control and Prevention, the West Virginia Bureau for Public Health provided funding to the Division of Community Health at Marshall University to award **\$4,000 to healthcare systems or community-based organizations to increase referrals to existing SMBPs**. Applications will only be accepted from new organizations not previously funded.

DELIVERABLES

Awardees will be required to complete the following deliverables by **June 29, 2023**.

- Designate one staff person who will serve as the SMBP program coordinator and primary contact person that communicates with Marshall.
- Have a ***minimum of two staff*** complete training of at least 1 hour of distance learning modules on the [WVU learning software system](#).
- Develop a SMBP referral program in partnership with WV Health Connection or increase referrals if a partnership with WV Health Connection is already established.
- Participate in quarterly awardee meetings with Marshall University staff to share successes, lessons learned, and barriers.
- Submit quarterly progress reports. The first report will be due April 3, 2023 to reflect the progress from January 1 – March 31 and again, by July 3, 2023 to reflect the progress from April 1 – June 29, 2023.

FUNDING

Marshall University will provide a **funding award of \$4,000** to West Virginia healthcare systems or community-based organizations to increase referrals with existing SMBPs. Funding may be used towards infrastructure development expenses, class materials (i.e., curriculum, educational materials, food models, etc.), and continuing education courses for instructors, printing, software, personnel and travel.

Administrative costs (personnel) are restricted to 10% of the total amount of the award.

Funding cannot be used for the following:

- Costs incurred preparing funding application
- Direct grants, scholarships, or loans for the benefit of specific individuals
- Annual appeals and general fundraising
- Capital projects (new facilities, etc.)
- Political purposes, publicity, or propaganda
- Direct patient care (clinical)
- Research
- Furniture/Equipment

APPLICATION PROCESS

1. Cover page
2. Project application
3. Project budget form

PROPOSAL GUIDELINES

The application should be no more than 5 pages, double spaced with a minimum font of 12 and must include the following items:

1. Describe your target population for your current SMBP.
2. Describe your plans to increase referrals to your SMBP.
3. Describe your plans to address **health equity** barriers during program recruitment and implementation. Health equity is achieved when every person has the opportunity to “attain their full health potential” and no one is “disadvantaged from achieving this because of social position or other social determinants of health.
4. Please describe you plans for **sustainability**. A sustainability plan spells out how your project will survive in the long term. It gives you and the funders more reassurance that the grant will have a long-lasting impact, even once the support runs out. You may consider how your plan specifically relates to staffing, marketing and supplies.

TIMELINE

Applications are due by **5:00 pm EST on November 4, 2022**. Applications can be submitted on the WV Health Connection website at <https://www.wvhealthconnection.com/hpcd-grants>.

INFORMATION SESSIONS

Marshall University staff will host a series of information sessions to review the application components, guidelines, and answer questions that potential applicants may have on the following dates:

October 14, 2022, at 10:00 am

Zoom Information

<https://us06web.zoom.us/j/85962288206?pwd=R2hTaEhtUzRtZUFzSVhxdThpOS9mQT09>

Meeting ID: 859 6228 8206

Passcode: 022161

Conference Call Number: (646) 931-3860

October 20, 2022, at 2:00 pm

Zoom Information

<https://us06web.zoom.us/j/81006845283?pwd=SW1KUGx3VnBoWXFLSWF6azEwZlpidz09>

Meeting ID: 810 0684 5283

Passcode: 580162

(312) 626- 6799

Please contact Regina Knox at knoxr@marshall.edu if are interested in attending one of the information sessions or if you have questions.

**MARSHALL UNIVERSITY INCREASING ACCESS TO
SELF-MEASURED BLOOD PRESSURE (SMBP) MONITORING PROGRAMS
INCREASING REFERRALS
COVER SHEET**

Organization name _____

Contact person _____

Contact person email address _____

Contact person phone number _____

How will the SMBP program be implemented?

- In-person only
- Distance Learning only
- Hybrid

How many participants do you currently have enrolled? _____

How many new participants do you plan to enroll in the SMBP program? _____

Do you have an existing relationship with a healthcare system or healthcare provider?

Yes No **If yes, please state which one(s) you plan to work with on this program.**

Do you have an established referral process for programs? Yes No

Does your organization have a fiscal agent?

Yes No

If so, what is the name of the fiscal agent organization? _____

PROJECT BUDGET FORM

PLEASE SPECIFY HOW YOU PLAN TO USE THE \$4,000 FUNDING AWARD.

| ITEM | DESCRIPTION | COST |
|-----------------------------------------------------------------------------------------|-------------|-----------|
| Personnel | | |
| Program materials and supplies | | |
| Technology: software programs, virus protection, electric subscriptions like zoom, etc. | | |
| Office supplies | | |
| Marketing/Publication costs | | |
| Other: | | |
| Total costs | | \$ |