



**Mini-Grant Applicant Resource:**

# The 5 Asks

The **West Virginia Bureau for Public Health Division of Health Promotion and Chronic Disease (HPCD)** has several partner groups that help give mini-grant funding to schools, communities, organizations, departments, and worksites for a variety of health and wellness initiatives across the state to reach West Virginians where they live, learn, eat, work, play, and pray.

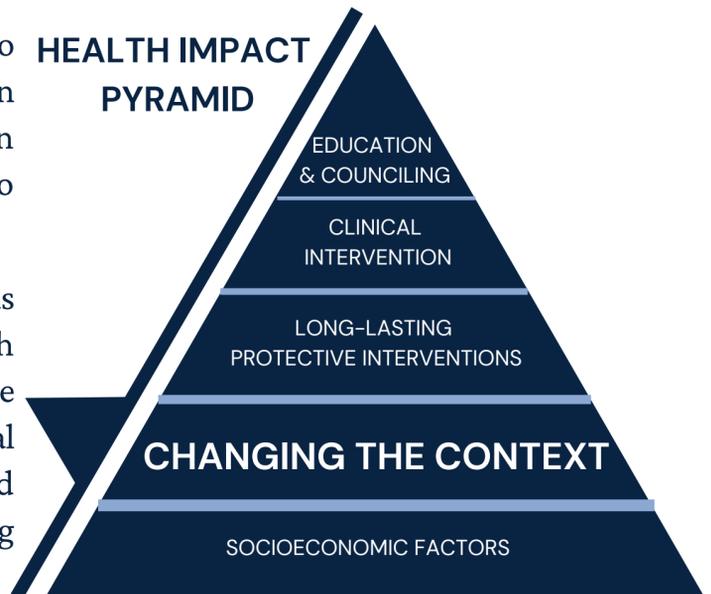
We are providing this resource guide to you as a mini-grant applicant on the HPCD 5 Asks of mini-grant applicants and awardees to promote the inclusion of the following into your application and intervention:

- Incorporate **Policy, Systems, and Environmental (PSE) Changes** into your application and intervention plan,
  - Create a **Good Example Contract** for those engaged in the intervention by committing to making your internal organization a healthier place,
  - Use **West Virginia Health Connection** to get information about your intervention to the people who need it most,
  - Address **health equity** and help reduce health disparities as part of your intervention, and
  - Focus on the **sustainability** of your intervention so you can impact the health of West Virginians in a positive way for years to come.
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# Ask #1: PSE Changes

Beginning in the early to mid 2000s, there was a shift in thinking about how to effectively improve health in a community. For many years, the focus has been on individual behavior via offering programs & education. This was based on the assumption that if we teach people how to be healthy - tell them what to eat/what not to eat - they will find a way to be healthy.

We now know that individual-level interventions **alone** are not as effective as population-level interventions, which address the larger context in which people live. The Health Impact Pyramid depicted to the right shows the importance of addressing this context to help make healthy choices practical and available to all community members. This is where Policy, Systems, and Environmental (PSE) Changes come into play. PSE Changes focus on providing a context for West Virginians where making a healthy decision is easier.



## What is a policy change?



Changing or implementing laws, regulations, rules, ordinances, or resolutions. Policy changes can be classified as **Big Policy Changes** (changing policies at the national, state, or local governmental level or within healthcare settings, schools, communities) or **Little Policy Changes** (internal changes to organizations or groups).

**EX:** Clinic policy to check blood pressure on all patients 16 years or older, policy to reduce access to sugar sweetened beverages in schools.

## What is a systems change?



Changing processes or practices of an organization, institution, or system to address the healthy change you are trying to make. Examples of organizations, institutions, or systems include communities, worksites, schools, health care systems.

**EX:** Partnering with new organizations to provide physical activity opportunities, refer patients to chronic disease self-management programs, form a health promotion committee for a worksite.

## What is an environmental change?



Physical, observable changes to the built, economic, and/or social environment. These changes can take place in stores, schools, worksites, parks, rail trails, health clinics, offices, and communities.

**EX:** Install bike pumps along rail trails, create an educational community garden, install ADA compliant playground equipment, install water bottle filling stations, give employees under desk portable fitness pedal stations.

## Taking the good work we do one step further:

"We want to increase healthy eating in elementary school children"

### INDIVIDUAL INTERVENTION

"We will create an educational program for kids in my school about eating healthy"



### POLICY CHANGE

"We will work to adopt a policy for all schools in my district for healthy options in the vending machines"

&/or

### SYSTEMS CHANGE

"We will partner with other schools to develop a committee to address healthy eating"

&/or

### ENVIRONMENTAL CHANGE

"We will implement an educational school garden that teaches students how to grow fruits and vegetables"



**LONG LASTING, SYSTEMIC CHANGES TO IMPROVE THE HEALTH OF WEST VIRGINIANS**

# Ask #2: Good Example Contract

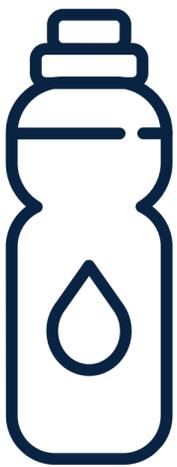


The Good Example Contract helps mini-grant awardees work towards a **healthier internal organization** by committing to making policy, systems, and environmental changes to the organization to **set a "good example"** for the West Virginians, organizations, and communities that collaborate with mini-grant awardees.

The Good Example Contract lists a variety of ways mini-grant awardees can implement healthier choices, events, spaces, and policies related to nutrition, physical activity, and tobacco cessation.

## From the Division of Health Promotion and Chronic Disease:

"We ask you to set a good example as you carry out your grants, by not serving unhealthy food and drink, providing physical activity and supporting tobacco free environments for employees/children/community members. The lead partner must submit a good-example contract and HPCD will be checking in with awardees to see how they have incorporated the Good Example Contract into their work. "



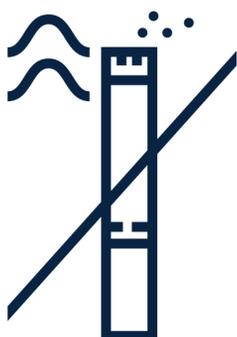
### Make good nutrition and healthy food and beverage consumption a priority:

- Provide **healthy alternatives** to sugar sweetened beverages, processed packaged food, and fried food at events, celebration, and meetings.
- Find **tasty ways to offer healthy food and drinks** to staff and guests, including not purchasing sugar sweetened beverages, candy, potato chips, hot dogs, and other unhealthy foods to have on-hand at the workspace.
- Provide **healthy food** through vending machines and/or other special food projects.
- Participate in or provide **educational seminars, workshops, or classes** on nutrition.
- Promote and/or participate in your **nearby farmer's market** which sells fruits and vegetables. Figure out if you have a **written policy or informal/formal communication** that makes **healthier food and beverage choices available** in vending machines, cafeterias, or snack bars. If you don't have one, work to implement one!



### Make physical activity a priority:

- Have **physical activity breaks** during meetings, every half an hour or so.
- **Post signs** in elevators, stairwell entrances, and/or exits in the workplace to promote stairwell usage, parking further away, lunch walks, walking meetings, etc.
- Provide **environmental supports for recreation or physical activity** (i.g. maps of walking/biking trails, bicycle racks, a basketball court, etc.).
- Help **organize at least one local event** that promotes physical activity in your community.
- Organize or support a **free exercise program** for your staff, community, or partners (i.g. running club, Zumba class, yoga, etc.).
- **Partner with schools and/or the community** to increase physical activity through Shared Use programming.



### Make tobacco prevention & cessation a priority:

- Implement a written policy **banning tobacco use** at your location.
- Actively **enforce a written policy** banning tobacco use.
- **Display signs** (including "no smoking" signs) with information about your tobacco-use policy.
- Refer tobacco users to the **West Virginia Tobacco Quitline**.
- Provide **health insurance coverage** with no or low out-of-pocket costs for **prescription tobacco cessation medications** including nicotine replacement and counseling.
- Provide **health insurance coverage** with no or low out-of-pocket costs for FDA-approved over-the-counter **nicotine replacement products** and counseling.

# Ask #3: WV Health Connection

West Virginia Health Connection can help you with your initiative in several ways. They specifically focus on community-clinic linkages, **connecting West Virginians with the interventions they need most** and **collecting and providing data** to make sure we know who is participating in interventions and how it helps them.

WV Health Connection can help you as a mini-grant applicant by providing technical assistance on offering a program in your community, becoming a recognized program or maintaining your accreditation, and data tracking, reporting, and participant feedback.



## Connecting West Virginians and practitioners to address:



## How can WV Health Connection help?



### Help you set up a program in your community

- Logistics to set up program implementation
- Connecting you with partners in your local community
- Targeted participant recruitment and program promotion

### For some mini-grant awardees, WV Health Connection can help with

- Registering your organization with the CDC
- Applying to become a recognized/accredited program
- Implementation based on CDC standards
- Ongoing reporting back to CDC/other accrediting body and funders

### Provide technical assistance with data tracking and reporting

- Providing data entry forms to help with tracking data for program participants
- Using electronic health record data to identify and enroll target populations
- Tracking software for baseline information and individual session metrics
- Additional reporting to monitor program outcomes over time
- Ability to track referrals/interest for the program
- Development of referral model between clinics and community organizations
- Assistance with feedback process/loop for connecting with healthcare providers
- Building an inventory and mapping local resources/programs



## Get in contact with WV Health Connection:

WVU Office of Health Services Research

**Website:** [wvhealthconnection.com](http://wvhealthconnection.com) **Email:** [wvhealthconnection@gmail.com](mailto:wvhealthconnection@gmail.com) **Facebook:** [@WVHealthConnection](https://www.facebook.com/WVHealthConnection)

# Ask #4: Health Equity

Not all West Virginians equally experience the risk factors for chronic diseases or chronic diseases at the same rates. Social identities (or characteristics like income, race, disability, education, age, gender, sex, and sexuality) can influence rates of chronic disease, severity of chronic disease, and access to treatment.

As part of the mission of the CDC's National Center for Chronic Disease Prevention and Health Promotion and the West Virginia Bureau for Public Health's Division of Health Promotion and Chronic Disease (HPCD), addressing health equity is important to ending health disparities for West Virginians.



## What is health equity?

Health equity can be defined as **closing the gaps between advantaged populations and marginalized or vulnerable populations** when it comes to chronic diseases (like cancer, diabetes, cardiovascular disease, respiratory illnesses) and the various risk factors for chronic disease (like physical inactivity, poor nutrition, or tobacco use).<sup>1</sup>

## What is a vulnerable population?

Vulnerable populations in West Virginia can be people of color, people with a disability, immigrants, the elderly, those in poverty, LGBTQ populations, and those with less than a high school education. It is important to realize that **people can be a part of multiple vulnerable populations at one time.**

## What are some examples of health disparities in West Virginia?

# 19.4%

of West Virginians with an annual income of less than \$15,000 are diagnosed with diabetes; highest among all income levels<sup>2</sup>

# 22.8%

of West Virginians with less than a high school degree have cardiovascular issues; higher than any other educational attainment level<sup>2</sup>

# 31.1%

of Black West Virginians indicated poor or fair health; higher than any other racial group<sup>2</sup>

# 48.9%

of all cancer diagnoses in West Virginia are for people 55 or older; higher than any other age group<sup>2</sup>

## How do we address health disparities & bring health equity into our work?

- ✦ **Research** the target population, or those who will partake in the initiatives we implement and include vulnerable populations in the target population
- ✦ **Ask** people in your community from vulnerable populations what they need; invite representatives from vulnerable populations to join you at the table when developing initiatives and applying for mini-grant funding
- ✦ **Reach out** to organizations that address health disparities in West Virginia and work with vulnerable populations to invite them to partake in your initiatives
- ✦ **Increase access** to tools, health screenings, preventative initiatives, and resources for West Virginia's most vulnerable populations

<sup>1</sup> More info on Health Equity from the CDC : <https://www.cdc.gov/chronicdisease/healthequity/index.htm>

<sup>2</sup> More info on Health Disparities in West Virginia: : <http://www.wvdhhr.org/bph/hsc/pubs/brfss/2016/BRFSS2016.pdf>

# Ask #5: Sustainability

The final ask from HPCD is consideration for the **sustainability** of your proposed intervention. Having a sustainable intervention means having a plan to ensure the **necessary human, informational/technical, organizational, and financial resources** to keep the intervention or program in place over time, after funding expires.

The intervention you are proposing will likely help any number of people in the first year of its implementation. It is crucial that plans and considerations are made to make sure projects funded via mini-grants have the **potential for long-term, larger-scale change across West Virginia** and beyond the "life" of the mini-grant. This communicates that the funding you receive will go even further than just the first year of your initiative or intervention. A focus on the sustainability of your initiative or intervention can show how you will positively impact the health of West Virginians for years to come. By showcasing the ways in which your program can last and have a much larger impact, you can highlight the strength of your planning.



## How can I show sustainability in my application?

Every community and intervention is unique. Because of that, there are not always concrete ways to address sustainability across the board. However, by taking into consideration the following points, programs can plan to sustain over time.



### 1. What is being sustained?

Consider what part of your program is to be sustained in the long-term. Is the the entire program, or some key activity or service? By isolating the specific part of your program that ought to be sustained, barriers and facilitators to your program can more easily be identified.

### 2. What is the cost to sustain?

Key to sustaining your intervention is being able to account for the costs of the initiative or intervention. This includes money and alternative sources of funding after the mini-grant period, but also what other costs are required in terms of person-power. What kind of staff is required? Is any training needed to continue the program? What other non-monetary costs may be incurred over time?

### 3. How supportive if the operating environment?

Consider how supportive the environment is where your initiative will be implemented. Think about what organizational structures and processes are in place that can either facilitate your program, or hinder its success in both the near-term and long-term. Consider how supportive leadership, staff, community members, and other stakeholders are toward your project, and how you can put processes in place to overcome barriers during the mini-grant period to ensure a long-standing intervention.

### 4. You can also incorporate the various aspects of the previous 4 "Asks" to ensure the continuation of your intervention.

Attention and effort to **implement PSE Changes** can sustain the way your internal organization, community, county, and West Virginia as a whole views health and wellness and implements healthy choices, even if you are no longer working on the initiative or intervention you had in mind. Changing or implementing written policy can be difficult, but has a large impact. Systems changes can bring people together to discuss how to make your efforts sustainable and speak to a broader community need. PSE Changes make your work have long-lasting effects on the health and wellness of West Virginians.

You can **focus on Little Policy Changes to your organization by using the Good Example Contract** as a guide. **Consider health equity** by working to improve the health of vulnerable populations by implementing interventions that strategically focus on these vulnerable populations and their needs. This can also bring an added layer of need to your project that could help with sustainability. If you implement an intervention that infrequently occurs in the state or an intervention that could be more inclusive of all West Virginians usually, the importance of your program can help you secure future funds.

Finally, **utilize WV Health Connection**. They can help show your initiative has been successful. Careful consideration to your evaluation process can also ensure you ask participants the right information to evaluate your initiative. Having positive evaluation results that show changes in knowledge, attitude, or behavior can help you when you seek additional funding.