



Million Hearts® Health Equity Implementation RFP

Million Hearts® Health Equity Implementation Project Purpose: To improve cardiovascular health through a focus on health equity¹ by identifying a [Million Hearts® priority population](#) and implementing appropriate [Million Hearts® strategies](#) to address their needs.

Eligibility

Million Hearts® invites organizations with demonstrable capabilities and infrastructure to quickly and effectively implement [Million Hearts® strategies](#) among a [Million Hearts® priority population](#) to address their needs and improve cardiovascular health through a focus on health equity².

Organizations may include, but are not limited to:

- State / regional organization with local members (primary care association, hospital association, state-affiliates of national organizations, etc.)
- Hospital or Health system with affiliated practices / FQHCs / satellite groups
- National organizations with local reach and infrastructure to implement
- Local organizations with ability to implement

Though any organization can apply, priority will be given to those that can implement quickly given the brief project timeline and competitive nature of the funding opportunity. Letters of support are strongly recommended from the implementing entity and / or members or affiliates.

Deadline:

Application submissions are due November 1st at 8:00 p.m. We intend to fund up to 6 organizations. The application is competitive.

Key dates are outlined below, with a period of performance between January 1 - July 30, 2023.

3-Oct	RFP released, promoted, questions answered / posted
1-Nov	RFP closes
15-Nov	Selections announced
1-Dec	Contracts initiated
1-Jan	Implementation begins
Monthly	Project check ins with NACDD team
1-Jun	Begin reporting, story development
30-Jul	Reporting and project overviews due

¹ Health equity is when everyone has the opportunity to be as healthy as possible. See [Paving the Road to Health Equity](#); [Reaching for Health Equity](#). More information on Health Equity can be found in NACDD's [Health Equity Primer](#)

Contact Information (both programmatic and fiscal)

1. Applicant Contact Information

- Agency / Organization Name:
- Address:
- Primary Program Contact Name:
- Title:
- Email Address:
- Phone Number:

2. Fiscal Lead Contact Information

- Primary Fiscal Contact Name:
- Title:
- Email Address:
- Phone Number:

Project Overview

The resources provided through this opportunity are intended to support work in reducing health disparities. We are looking for programs that will assist in [Building Healthy Communities](#) or [Optimizing Care](#) in one of the priority populations outlined in [Million Hearts® 2027 Focusing on Health Equity](#). In the space below, please indicate, using exact language, your project goals, unmet needs, priority population, and specific strategy(s) you plan to implement. Competitive applicants will be anchored in the populations and strategies central to Million Hearts® 2027 focus on health equity.

Examples include, but are not limited to:

- Improve use and access to Self-Measured Blood Pressure Monitoring (SMBP) among pregnant/postpartum women with hypertension, people with lower incomes, or people from racial and ethnic minority groups
- Support the use of telehealth for SMBP in access deserts
- Implement Medication Therapy Management (MTM) in trusted spaces offered to low income or racial/ethnic minority groups, etc.
- Expand cardiac rehabilitation access and/or virtual offerings in rural areas (including Tribal nations and Pueblos)
- Promote aspirin use to prevent pre-eclampsia for pregnant women with hypertension
- Tailor / implement protocols to increase cholesterol and/or hypertension medication intensification
- Integrate tobacco cessation treatment into mental health and substance use care
- Expand use and access to HEPA filters among lower income populations
- Create safer walkways through lighting and other structural improvements

Awardees will be expected to begin implementation within a month of notification of award. Meeting schedule to provide project updates and troubleshoot challenges, as well as reporting structure to capture accomplishments, will be determined, with an emphasis on implementation over reporting.

Application Form

Project Abstract

Briefly describe the proposed project, including overarching goals, and identify and describe the priority population(s) of focus to be reached with the proposed selected Million Hearts[®] strategies. Be sure to describe the intended accomplishments and impact of your project. (250-word limit)

Proposal Overview

This section should answer the following questions: 1) Which Million Hearts[®] policies, processes, and/or practices does your organization plan to implement to reduce or prevent CVD in the community? 2) Why is this approach appropriate for your selected priority population? 3) If the primary applicant is not the implementing entity, please include your existing relationship with the implementor and intended collaboration. (500-word limit)

Priority Population Rationale

This section should answer the following questions: 1) Why are you choosing to focus on your selected priority population? How many within this population do you intend to reach? 2) How will the chosen Million Hearts[®] strategy(s) address the needs among this population? (250-word limit)

Organizational Capacity and Experience

Describe your organization and key staff responsible for completing your proposed work. include: 1) Experience engaging in cardiovascular disease efforts that involve implementing

evidence-based and innovative programs, practices, and services; 2) Your organization's history of work among the selected priority population; 3) Your organization's history of and current capacity to implement effectively and rapidly upon receiving funding.
(500-word limit)

Budget Proposal

Grant funding is intended to enhance capacity to implement awardees' projects and is a one-time funding opportunity. As a result, preference will be given to applicants who devote most of their funding to implementation costs. Please provide a separate budget, which may include the following categories: implementation costs, supplies, potential sub-awards, and indirect. Budgets should not exceed \$50,000. There is an indirect cap rate of 20%.

Please also note, the applicant organization must be able to execute a contract within 30 days of notification of award. NACDD reserves the right to negotiate project budgets within the first 45 days of notification for selected awardees.

Review Process

NACDD will allow and respond to questions about the RFP via email, posting answers on an FAQ [document](#). The primary review criteria will be alignment with Million Hearts® health equity strategies, the ability to execute proposed strategy(s), and the likelihood to achieve outcomes in the brief timeline. Priority will be given to applicants that demonstrate the ability to begin implementation immediately. Reviewers will be from the NACDD and Million Hearts® team, as well as potentially external experts.

Please contact Susan Svencer and Julia Schneider, NACDD Public Health Consultants, with questions and/or to submit your completed application, using "MH Implementation RFP" as the subject: ssvencer_ic@chronicdisease.org and jschneider_ic@chronicdisease.org

www.chronicdisease.org – look for the “Latest News” banner for link to RFP info