



**2021 Addressing COVID-19 Health Disparities in Rural Areas of
West Virginia**

Announcement of Funding Availability

Guidance and Information Packet

Application Deadline: July 30, 2021

ANNOUNCEMENT OF FUNDING AVAILABILITY
2021 Addressing COVID-19 Health Disparities in Rural Areas of West Virginia

KEY INFORMATION	
Date of Release	June 30, 2021
Technical Assistance/Questions	BPHGrantApplications@wv.gov
Application Deadline	July 30, 2021 at 5:00 p.m.
Funding Announcement to be Made	AFA will be announced on Bureau of Public Health website
Funding Amount Available	Approximately \$11,525,000
Anticipated Number of Awards/Amount	Multiple awards will be made with the maximum award amount being \$525,000
Target Area	Statewide
Eligible Applicants	<ul style="list-style-type: none"> • Community Based Organizations (CBOs) • Civic Organizations • Academic Institutions and Universities • Faith-Based Organizations • Non-Governmental Organizations • Social Service Providers • Health Care Providers • Multi-Organization Collaborative • Local businesses and business community networks • Community Health Centers • Local Health Departments

Submission Requirements

1. Applications must be emailed to BPHGrantApplications@wv.gov no later than July 30, 2021 at 5:00 p.m.
2. Applications must be complete and contain the following forms:
 - a. Application Form (Attachment A)
 - b. Project Narrative Form (Attachment B)
 - c. Budget Worksheet (Attachment C)
3. Multi-organization applicants must include Letters of Support from partner organizations.
4. Applicants must agree to quarterly reporting based on the performance measures submitted in the project narrative.
5. Applicants must agree to quarterly invoicing and financial reporting as prescribed by the Department.

Funding Availability:

The West Virginia Department of Health and Human Resources (DHHR), Bureau for Public Health (BPH) has received funding through the Consolidated Appropriations Act, 2021 (P.L. 116-260), which contained the Coronavirus Response and Relief Supplemental Appropriations Act, 2021 (P.L. 116-260, Section 2, Division M) to, in part, fund strategies to improve testing capabilities and other COVID-19 response activities in populations that are at high-risk and underserved, including racial and ethnic minority groups and people living in rural communities.

This Announcement of Funding Availability (AFA), in the amount of approximately \$11,525,000, is 100% funded by the Centers for Disease Control and Prevention (CDC), Center for State, Tribal Local and Territorial Support (CSTLTS) of the U.S. Department of Health and Human Services (HHS). The activities awarded from this AFA should be complementary, and not duplicative, of other federally funded COVID-19 projects whether those funds were awarded directly to the applicant from the federal government or from the State of West Virginia.

BPH is issuing this AFA to reduce COVID-19 related disparities in rural health communities. In alignment with the United States Department of Health and Human Services, the Health Resources and Services Administration (HSRA) Federal Office of Rural Health (FORH) defines all non-metro counties as rural. Per the FORH, additional rurality is determined utilizing the [Rural Urban Commuting Area \(RUCA\) Code](#) Rural-Urban Commuting Area (RUCA) Code connected to census data. Tracts inside metropolitan counties with RUCA codes 4-10 are considered rural as well as large census tracts with RUCA codes 1-3 with FORH designation as rural.

To address COVID-19 disparities in West Virginia, BPH will make available approximately \$11,525,000 for multiple awards. Eligible applicants include the following:

- Community-Based Organizations (CBO)
- Civic Organizations
- Academic Institutions and Universities
- Faith-Based Organizations
- Non-Governmental Organizations
- Social Service Providers
- Health Care Providers
- Multi-Organization Collaborative
- Local businesses and business community networks
- Community Health Centers
- Local Health Departments

Eligible applicants must propose services administered in, or serving populations within, the census tracts with RUCA Codes 4-10 and/or an area designated as rural. The United States Department of Agriculture Economic Research Services website can be used to reference RUCA Codes. The website can be accessed using the following link:

<https://www.ers.usda.gov/data-products/rural-urban-commuting-area-codes.aspx>

Award amounts will be based on the total amount requested and the amount of funding available. Priority for funding will be based on predominant RUCA codes in areas proposed in the application, consistent with the following table:

Priority Level*	Predominant RUCA Code
Priority One	RUCA Codes 8-10
Priority Two	RUCA Codes 6-7
Priority Three	RUCA Codes 4-5

Applicants may choose to apply as a single organization addressing a particular geographic area and/or population or may submit a collaborative application with a single lead agency working with multiple partners. The lead agency must be identified as the primary applicant and collaborating agencies should indicate their consent and involvement by submitting a letter of support with the application. Infrastructure funding will be considered for multi-jurisdiction, multi-organization applicants to manage a collaborative entity.

Although the maximum award for this AFA is \$525,000, applicants are encouraged to apply for only the funding they need and can reasonably expend to perform the proposed activities over the performance period.

Awards may be made to multiple organizations within a defined geographic area if it is determined to best meet the needs of the local population. Awardees will be required to work collaboratively and ensure complementary, and non-duplicative, services within the defined area.

Awardees must work collaboratively with other community efforts to reduce COVID-19 disparities and ensure complementary, non-duplicative, activities are being performed.

Applicants who propose to address COVID-19 disparities among rural populations will be required to describe conditions in the community, or among the population, related to the following factors that may lead to COVID-19 disparities:

- Communities with high or moderate CDC/ATSDR Social Vulnerability Index (SVI) scores.
- Communities or populations that have experienced disproportionately high rates of SARS-CoV-2 (the virus that causes COVID-19) infection and severe COVID-19 disease or death.
- Communities or populations with continued significant community transmission of SARS-CoV-2.
- Communities or populations likely to experience barriers to accessing COVID-19 services (e.g., geographical barriers, health system barriers, physical barriers).
- Communities or populations that have high rates of underlying health conditions that place them at greater risk for severe COVID-19 disease (e.g., heart disease, lung disease, obesity).
- Other demonstrated barriers or conditions that may lead COVID-19 disparities.

Data resources for applicants to demonstrate conditions leading to COVID-19 disparities can be found below:

- [CDC's Social Vulnerability Index \(SVI\): Prepared County Maps](#)
- [West Virginia COVID Dashboard](#)
- [CDC COVID Data Tracker](#)
- [Home - Johns Hopkins Coronavirus Resource Center \(jhu.edu\)](#)
- [U.S. COVID Data Atlas](#)
- [WV Behavioral Risk Factor Surveillance System Report Appendix A 2018 rev 8-17-2020.xlsx \(wvdhhr.org\)](#)
- [County Health Rankings & Roadmaps](#)
- [U.S. Census Bureau QuickFacts: United States](#)
- [U.S. Census Bureau American Community Survey - Geography Profile](#)

Grant Activities

The goals of this grant are to: 1) reduce COVID-19-related health disparities; 2) improve and increase testing and contact tracing among rural communities; 3) build community capacity to prevent and control COVID-19; and 4) build community capacity to prevent severe COVID-19 among high-risk persons.

Grant funding is available to applicants for implementing the grant strategies and activities listed below. Applicants may propose activities that are not on this list, with adequate justification, if they believe the activities will address local COVID-19 disparities and barriers leading to those disparities. COVID-19 vaccine related activities will not be funded from this award but will be funded from a separate AFA, *2021 COVID-19 Vaccination Equity and Prioritizing Populations Disproportionately Affected by COVID-19*.

STRATEGY	ACTIVITIES ELIGIBLE FOR GRANT FUNDING
<p>Expand existing and/or develop new mitigation and prevention resources and services to reduce COVID-19 related disparities among populations at higher risk and that are underserved.</p>	<ul style="list-style-type: none"> • Expand opportunities for testing (including home test kits and organizing mobile testing sites). • Expand access to personal protective equipment (PPE) • Assist with COVID-19 quarantine and isolation housing options. • Organize or provide preventive care and disease management. • Connect community members to programs, healthcare providers, services, and resources (e.g., transportation, housing support, food assistance programs, mental health and substance use services). • Build community capacity to prevent or manage underlying conditions and reduce risk for severe COVID-19 (e.g., expand the use of community health workers to help community members prevent or manage underlying chronic conditions).
<p>Increase/improve data collection and reporting for populations experiencing a disproportionate burden of COVID-19 infection, severe illness, and death</p>	<ul style="list-style-type: none"> • Improve data collection and reporting for testing for populations at higher risk and that are underserved. • Develop strategies to educate providers, community partners, and programs on: <ol style="list-style-type: none"> 1) the importance of race and ethnicity data

<p>to guide the response to the COVID-19 pandemic.</p>	<p>2) how to address mistrust/hesitancy about reporting personal information including race and ethnicity, and 3) why this information is important to prevent and control the spread of COVID-19</p> <ul style="list-style-type: none"> Disseminate COVID-19 information and related data in an accurate and culturally competent manner, location and/or through trusted community messengers.
<p>Build, leverage, and expand infrastructure support for COVID-19 prevention and control among populations that are at higher risk and underserved.</p>	<ul style="list-style-type: none"> Convene and facilitate community partners to plan and implement activities to improve COVID-19 prevention and control. Leverage, hire, or contract with people from the community (e.g., community health workers, social workers, other trusted community members) to assess and address the needs of community members. Expand community infrastructure and capacity to prevent or manage underlying risk factors for severe COVID-19 (e.g., expand transportation networks to allow persons with underlying conditions get routine care). Expand community capacity to address barriers to access to care and other services necessary to prevent severe COVID-19 (e.g., translation services).
<p>Mobilize partners and collaborators to advance health equity and reduce COVID-19 health disparities among populations at higher risk and that are underserved</p>	<ul style="list-style-type: none"> Build and implement cross-sectoral partnerships to align interventions that decrease risk for COVID-19 (e.g., transportation, healthcare, major employers, social service providers). Build community capacity for health equity interventions by providing training and technical assistance.

Performance Measurement and Reporting

Funded applicants are required to provide quarterly progress reports based on the activities proposed in the Workplan. Quarterly progress reports will be due 30 days after the close of each quarter. A standard reporting format will be developed and communicated to all successful applicants.

Progress reports will be based on the performance measures proposed in the application. Applications will be scored, in part, based on the quality and completeness of the performance measures proposed and whether they correspond with activities listed in the Workplan. Performance measures should be proposed as a measurable objective, if possible. Examples of measurable performance objectives can be found below:

- Distribute 3,000 COVID-19 home test kits to essential workers in XYZ community by May 31, 2021.
- Increase the number of testing sites in XYZ community from 1 to 5 by October 31, 2021.
- Provide isolation and quarantine housing assistance to 20 XYZ community members within 2 hours of identification of positive test or notice of an exposure to a case.

- Between July 1, 2021, and December 31, 2021, applicant will provide 4 vaccine events in XYZ community.
- By August 31, 2021, applicant will hire 2 community health workers to provide outreach to 200 disabled persons in XYZ community to assess needs associated with COVID-19 prevention and mitigation.

Proposal Instructions and Requirements

All proposals for funding will be reviewed for minimum submission requirements to be eligible for further evaluation. Proposals that fail to follow instructions or satisfy these minimum submission requirements will not be reviewed further. The initial review will ensure applications were received on or before the due date and time, include all required forms and attachments, and were submitted complete.

Proposals must contain the following components:

- 1) A completed Proposal for Funding Application (Attachment A)
- 2) A completed Project Narrative Form (Attachment B) that contains the following scored elements:
 - Statement of Critical Need and Population of Focus (25 points): Describe the need for the proposed interventions and activities. Applicants should identify and provide relevant data on the population(s) of focus and jurisdiction to be served. The jurisdiction or area should be clearly defined in the proposal, as well as any community populations that are the specific focus of the intervention (e.g., disabled populations, homebound, essential workers). The statement of need should clearly outline why the specific populations have been identified and any known barriers or challenges they have accessing COVID-19 testing, necessary materials, or services to prevent the spread of COVID-19 (e.g., PPE, housing, food). The description should also include local level data that describes the conditions leading to COVID-19 disparities in the geographic area or among the specific population of focus, including the following (as applicable):
 - CDC/ATSDR Social Vulnerability Index (SVI) score
 - COVID-19 vaccination rates
 - SARS-CoV-2 (the virus that causes COVID-19) infection rates and/or severe COVID-19 disease (hospitalization) or deaths
 - Current level of community transmission of SARS-CoV-2
 - Historic adult vaccination rates (e.g., annual flu vaccination)
 - Geographical, health system and other barriers to COVID-19 prevention
 - Rates of underlying health conditions that place persons at greater risk for severe COVID-19 disease (e.g., heart disease, lung disease, obesity)
 - Other demonstrated barriers or conditions that may lead COVID-19 disparities
 - Activities Proposed (15 points): For each selected strategy area, select the activities to be undertaken to address the needs identified in the proposal (see Activities Eligible for Grant Funding). If proposing an activity that is not listed in this AFA, describe how the activity is necessary to meet the unique needs of the jurisdiction or population. Applicants do not have to propose activities in every strategy area and should choose activities that meet local community needs.

- **Proposed Implementation Approach (20 points):** For each activity proposed, describe how the applicant intends to implement the proposed service(s) in the community or among the population of focus. This section should describe the community or population specific approach to address the barriers related to COVID-19 prevention and mitigation. The implementation approach should address questions such as the following:
 - How will partner organizations be leveraged for each activity?
 - How will the applicant gain access to the population of focus?
 - How will trusted community messengers be identified and utilized in the community?
 - How will information be effectively disseminated to populations of focus?
 - How will current testing or PPE accessibility be expanded to meet the needs of the jurisdiction or population of focus?
 - How will you gain additional data, information and insight into the community or population of focus?
- **Organizational Experience (15 points):** Describe the applicant organization including the following: Size and scope of the organization, the primary focus of day-to-day work, the population(s) served, existing partnerships and community collaboration, experience working with communities and populations most affected by COVID-19, experience addressing the issues of health equity, and the capacity to implement COVID-19 prevention activities. If the applicant is the lead agency in a multi-organization collaborative, describe the collaborative and all the participating organizations. Letters of support should be provided from each collaborating agency acknowledging their participation and indicating their support for the lead agency of the collaborative.
- **Performance Measurement (15 points):** Develop at least one measurable performance objective for the population of focus and/or jurisdiction in the proposal. The measurable performance objective should correspond with the activities proposed and state the desired outcome of the intervention. Applicants should provide performance measures for all activities proposed. Describe how progress will be monitored and documented and the person(s) responsible for measuring and reporting progress.
- **Budget Narrative(s) (10 points):** Applicants should submit the DHHR Detailed Line-Item Budget worksheet with their application. The form should be completed in its entirety and in accordance with the Instructions to Complete the Budget Worksheet (Attachment C).

SUMMARY OF APPLICATION EVALUATION CRITERIA AND SCORING	
CATEGORY	VALUE
Statement of Need and Population of Focus	25 points
Strategies and Activities Proposed	15 points
Proposed Implementation Approach	20 points
Organization Experience	15 points

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Performance Measurement	15 points
Budget Narrative	10 points
TOTAL	100 points