



Bidders Webinar: Community Health Worker and Promotore Training in California

October 10, 2019



Initiative Purpose

Advancing the California Future Health Workforce Commission recommendation:

- Scale the engagement of community health workers, promotores, and peer providers through certification, training, and reimbursement.

Goals of the Project

- Develop a detailed and actionable plan for the certification of training programs and curricula for community health workers, promotores, and peer providers (CHW/Ps)
- Obtain the endorsement of a diverse stakeholder group

Grantee will work with content expert who is responsible for developing the final report.

Report to include:

- Background
- Structure*
 - Training certification
 - Core competencies
 - Eligibility
 - Oversight
- Additional recommendations and considerations*
 - Training affordability and accessibility
 - Enhancing capacity of existing programs
 - Financing considerations
 - Policy considerations

*Likely will require stakeholder endorsement. Additional detail provided in the RFP.

Content expert will be identified by CHCF with input of the grantee. This will likely be done through an RFP process in early 2020.

The grantee is responsible for the overall project management, timeline, and endorsement process.

Applicants responding to this RFP may also apply to fill the content expert role.

Grantee Responsibilities

- Project management and evaluation
- Convening and actively facilitating stakeholder group and subgroups
- Developing and implementing the project strategic communications plan
- Convening funders
- Additional responsibilities:
 - Working with CHCF on stakeholder selection process
 - Providing input on stakeholder financial support
 - Coordination with content consultant

Grantee Responsibilities: Project Management

Responsibilities

- Project management
 - Coordination of all groups, sub-groups, and consultants
 - Timeline
- Project evaluation and improvement
 - Stakeholder feedback process
 - Real-time course corrections

Deliverables

- Detailed project plan
- Documented improvement and evaluation plan
- High-level evaluation report with learnings and recommendations

Grantee Responsibilities: Convening Stakeholders

Responsibilities

- Design group architecture and governance
- Design and oversee endorsement process
- Plan and facilitate all meetings
- Coordinate all educational sessions

Deliverables

- Documented architecture and governance
- Meetings: schedules, locations, and all meeting materials (agenda, minutes, etc.)
- Documented education plan
- Supporting materials for all premeetings, prep sessions, and webinars
- Endorsement process and timeline
- Final endorsement of recommendations

Grantee Responsibilities: Strategic Communications

Responsibilities

- Overall strategic communications plan
 - Ongoing internal (stakeholder group) and external (other interested parties and stakeholders)
 - Dissemination strategy

Deliverables

- Documented strategic communications plan
- Communications infrastructure and collateral
 - Blog posts, external audience presentations, presentations, additional reports
 - Microsite, web pages, blog posts, mailing lists, collateral materials, etc.

Grantee Responsibilities: Convening Funders

Responsibilities

- Convene funders

Deliverables

- Participating funder list
- Meeting materials including agendas, minutes, outline of next steps / follow-up, and all supporting documents

Grantee Responsibilities: CHCF/Coordination

Responsibilities

- Work with CHCF to develop and support stakeholder participant selection process
- Provide input and thought partnership on grassroots stakeholder financial support
- Coordinate with content consultant

Deliverables

- Thought partnership and suggested names/organizations for stakeholder group and subgroups
- Thought partnership on grantmaking process for grassroots stakeholder group
- Documented review (2–3) of the recommendations report for both the draft and final versions

Suggested Project Timeline

January 2020–September 2021

Activity	Timeline
Grantee selected	January 2020
Content expert / report author selected	February/March 2020
Stakeholder group convened and project launched	May/June 2020
Preliminary endorsement by stakeholders of key concepts	October/November 2020
Endorsement of draft report	March 2021
Final report release and dissemination	September 2021

Budget

- Project budget is \$600,000
- May propose additional request
 - Up to \$150,000
 - Include description of added benefits of these funds and specific costs
- Provide separate budgets and narratives for each of the above

Budget forms are here:

<https://www.chcf.org/grants/applicant-resources/submitting-proposal/>

Grantee Core Competencies

- Facilitation
 - Seen as a neutral facilitator
 - Experience successfully facilitating complex stakeholder processes and building trust among, and with, stakeholders
 - Facilitates with an equity lens, welcoming and soliciting diverse perspectives
- Project management and oversight
 - Demonstrated success in managing complex projects and processes
 - Excellent project management skills and strong tools for project management
 - Demonstrated ability to partner with multiple entities (e.g., content expert / report writer) to achieve common project goals and create shared accountability
- Strategic communications
 - Experience producing or coordinating the production of communications content (e.g., videos, policy briefs, microsite, social media)
 - Experience developing and executing communications strategies for projects — ideally, in the California policy arena

Selection Criteria

- The strength of the applicant's narrative response
- The strength of the applicant's experience as it relates to the core competencies described
- A staffing/consulting/stakeholder group plan that is reflective of the cultural and linguistic diversity of the CHW/P workforce
- Appropriateness of the proposed budget(s)
- Preferred: Some knowledge of the California health care and policy landscape and of the CHW/P space

Selection Timeline

- October 31, 2019 Full Proposal Due
- December 4, 2019 Finalist Interviews
- December 13, 2019 Recipient Announced
- January 2020 Project Begins

Find the full RFP [here](#).

Any questions on the RFP must be submitted in writing by October 16. All questions will receive written answers posted, with the webinar recording, on the CHCF website by October 17, 2019.

For questions, please contact
Melissa Schoen at melissa@mschoenconsulting.com

Anyone interested in receiving the RFP for the content expert, please contact
Lauren Vandem at
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QUESTIONS?