



Community Health Worker and *Promotor* Policy Coalition Development

Call for Letters of Intent

Introduction

Since 2018, the California Health Care Foundation (CHCF) has sought to advance the community health workers and *promotores de salud* (CHW/P) profession in California and to strengthen the inclusion of the CHW/P workforce in Medi-Cal and the broader health care safety net. This call for letters of intent (LOIs) seeks to continue to scale the work of CHW/Ps by increasing the capacity of CHW/Ps and the organizations that work closely with the CHW/P workforce to engage in policy and advocacy work with a shared agenda.

Purpose of This Call for Letters of Intent

CHCF is inviting interested applicants to submit LOIs to lead the development of a CHW/P Policy Coalition.

CHCF would like to identify a grantee that can build and facilitate an ongoing coalition of organizations to develop a policy platform and action plan that supports the advancement and integration of the CHW/P workforce into the health, public health, and social service sectors in California.

The key outputs are likely to include the development of (1) a coalition structure and charter with a governance structure that includes CHW/P voices and supports the representation of diverse individual and organizational perspectives, and (2) a set of identified policy priorities and an action plan. The grantee in this category would be expected to partner with CHW/P organizations and CHW/Ps themselves to develop a shared agenda and policy goals.

We anticipate approximately \$200,000–\$300,000 will be available for a total of two years of funding. The funding for this coalition has not yet been approved and will be established before inviting chosen applicants to respond to a request for proposals (RFP).

Who Can Apply

CHCF is looking for lead organizations and networks with the following experience and capabilities.

Qualifications:

- An explicit organizational focus and corresponding infrastructure that supports activating other people and organizations around statewide policy and advocacy work in California
- An organizational history of successful statewide policy work
- Experience building a broad coalition that represents a wide range of perspectives
- Ability to articulate how the coalition intends to cultivate and support the participation of organizations that serve and are led by people of color in the coalition
- Ability to demonstrate an understanding of the CHW/P policy environment and the health and public health policy environment in California
- Strong facilitation and convening skills
- Commitment to developing a governance structure that supports the equitable representation of a diverse set of perspectives
- Commitment to developing an infrastructure that supports engagement with CHW/Ps themselves
- Ability to subgrant funds to partner entities (preferred but not required)

The foundation is open to responses from individual organizations as well as collaborations in which two or more organizations partner to collectively meet the requirements of this call for LOIs. For such collaborations, one organization will need to be identified to take a lead role and should respond to the request for LOIs on behalf of the collaborative. Ultimately, that applicant organization will be responsible for administering funds, managing and being accountable for project timelines and deliverables, and interacting with CHCF on grant logistics. In responding to the LOI questions, please be clear about the capabilities of the respective organizations.

Process and Timeline

CHCF has issued this call for letters of intent to determine the interest and to better understand the needs of prospective grantees. Funding levels and a more precise timeline will be established once funding is approved. CHCF will invite one or more applicants to respond to an RFP.

The anticipated timeline:

- Submit letters of intent by: January 20, 2022
- Selection of organizations to submit full proposal: March 28, 2022

- Deadline for full proposal: April 28, 2022
- Decision on Policy Coalition Lead: May 26, 2022
- Grant period begins: June 27, 2022

If you have questions about this call for LOIs, please contact Melissa Schoen at melissa@mschoenconsulting.com.

Questionnaire for LOI for CHW/P Policy Coalition Development

The LOI should be submitted using the online form available at www.chcf.org/rfp/advancing-community-health-workers-promotores-loi as a single PDF of no more than three pages. You may include links to up to three documents or web pages as examples of your work or resources generated. These are not included in the total page limit.

Please include the following:

- Name
- Title
- Organization
- URL
- Email

PLEASE ANSWER THE FOLLOWING QUESTIONS (Please respond in no more than three pages. Please number your responses with the corresponding question. You do not need to include the text of the question in your narrative response):

1. What is your vision for this Policy Coalition?
2. What experience do the applicant(s) have building networks, coalitions, and/or partnering across organizations to achieve a common goal? Please highlight examples of your experience developing policy coalitions and shared advocacy agendas.
3. What experience do the applicant organization(s) have working with CHW/Ps or in the CHW/P space (policy, practice, and/or training)?
4. Please describe the approach you would take to developing the policy coalition and why you believe it is important. How would you include a wide range of organizational perspectives? How would the coalition structure cultivate the voice of CHW/Ps and diverse organizations serving and led by people of color? What do you see as critical next steps?

5. What do you see as some of the most pressing issues related to CHW/Ps in the policy arena right now?
6. What challenges do you anticipate and how might you address those challenges?
7. Which organizations, networks, regional associations, or others would you approach for partnerships or network building to develop the coalition?
8. Which of these organization do you currently work with? If you are invited to submit a proposal, you may be asked to include letters of support from your partner organizations or networks.
9. If you were to receive funding, how might you want to allocate those funds to make this effort a success? *Please include the general funding categories and corresponding percentages. For example; subgranting to four partners for start up (50%), consulting support for facilitation of strategic conversations (25%), and funding to administer grant (25%).*
10. What questions do you have for us?