



## Spring 2019 Funding Opportunity

### Important Dates

February 15, 2019	Proposals Due
March 1, 2019	Award projects and notify all applicants of selections
April 1-August 15, 2019	Project period

### Overview

Evaluation can assess intervention or adaptation activity effectiveness, inform policy to improve health outcomes, provide information for program improvement, or determine what activities are successes or failures. Evaluation is a process that should begin with creation of an evaluation plan during project development and continue through implementation.

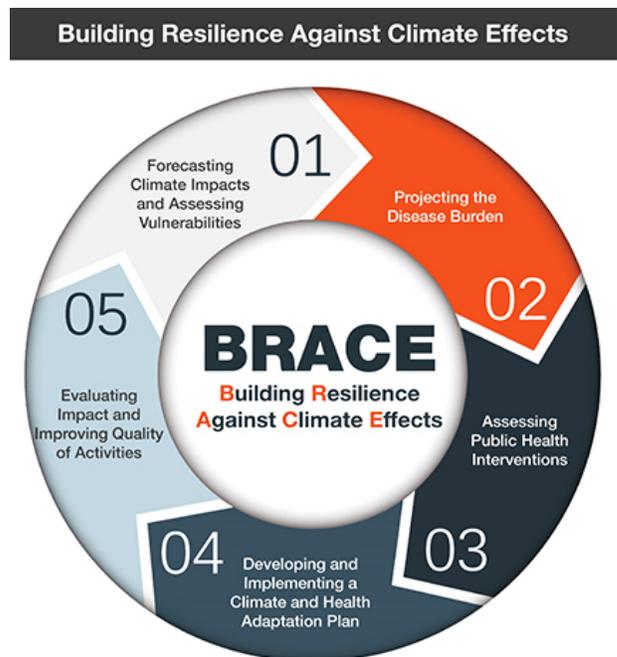
The **Florida Building Resilience Against Climate Effects (FL BRACE) Program** is soliciting proposals from county health departments and community partners to design evaluations of adaptations, interventions or other evidence-based projects that will further the implementation of the [BRACE Framework](#)<sup>1</sup> in Florida. The BRACE Framework is a five-step process developed by the CDC.

Evaluation is a key component of any intervention and adaptation process. It helps determine the value of information obtained and activities undertaken<sup>2</sup>. The methods to be used to evaluate an activity's effectiveness are best considered during the planning phase to ensure there will be systematic collection of information and data. Thus, this funding opportunity calls for development of an evaluation plan for assessing the effectiveness of an intervention or adaptation activity being considered for or already taking place in your community.

The primary project period will be **April 1-August 15, 2019**. We anticipate awarding two adaptation contracts/memorandums of agreements will be awarded, and the amounts will be up to \$5,000 for the primary project period.

While projects are not limited to the following topics, example proposals could be related to:

- Evaluation of BRACE *Climate-Sensitive Hazards in Florida* vulnerability assessment and/or associated mapping tools to develop a locally meaningful adaptation guide, plan, or policy
- Evaluation of heat advisories in Florida to reduce heat-related morbidity and mortality
- Evaluation of outreach and engagement activities to build knowledge or capacity of community health partners related to BRACE hazards



<sup>1</sup> See Marinucci, G. D., Lubber, G., Uejio, C. K., Saha, S., & Hess, J. J. (2014). Building Resilience Against Climate Effects—a novel framework to facilitate climate readiness in public health agencies. *International Journal of Environmental Research and Public Health*, 11, 6, 6433-58.

<sup>2</sup> Centers for Disease Control, Gateway to Health Communication & Social Marketing Practice, <https://www.cdc.gov/healthcommunication/research/>

The project proposal may be for the evaluation of a new local adaptation project or to enhance a pre-existing project. It is important to note that this call for proposals is designed specifically to fund a planning grant; future funds may be available for implementation (i.e., conducting the evaluation and reporting on findings including data results, key points, lessons learned and recommendations).

### **Proposal Format**

Project proposals should follow the template provided on page 4 of this document. Proposals should be single spaced pages and include a project abstract, evaluation methodology, specific goals and objectives, activities, potential outcomes, and timeline. Proposals will be assessed based on the ability to demonstrate the engagement of the local health department in the evaluation process and attention to writing clear details for all components. Proposals from applicants who have previously received a FL BRACE mini-grant will also be assessed on their past performance. A summary of the project will be made available on the FL BRACE ([www.FLBRACE.org](http://www.FLBRACE.org)) website and will serve as a case study for future adaptation activities. Any products (such as surveys or data collection tools) will be made available by the BRACE program to other county health departments, community partners, and the Centers for Disease Control and Prevention Climate and Health Program.

### **Eligibility**

Florida county health departments and/or community partner organizations are eligible to serve as the project lead. A brief letter of support from the county health department director or administrator describing capacity, willingness to complete the project and/or support for project is required for community partner organizations.

### **Funding**

Successful applicant(s) will work with the FL BRACE program manager to develop the project statement of work and execute the contract or purchase order.

### **Project Deliverables**

Required deliverables will consist of an evaluation plan and self-assessment report.

#### **Deliverable 1: Evaluation Plan** (Guidance Document: Appendix A)

Elements of the evaluation plan will, at a minimum, consist of:

1. Evaluation Purpose
2. Stakeholder Engagement (List names, organization, title and role in the evaluation)  
**For non-health department organizations: Include contact information for the local health department partner(s) assisting with evaluation plan development**
3. Intervention or Adaptation Description (Brief summary of the intervention, the importance or need for the intervention)
4. Target population (Identify the population targeted for intervention)
5. Implementation of Intervention (What is the process or steps for implementation? What materials and resources will be used?)
6. Logic Model (Table or flowchart consisting of: inputs/resources, activities, outputs, and outcomes (short-term, intermediate, and long-term))
7. Key Process and/or Outcome Evaluation Questions and Indicators  
Using a table format, include the following headings
  - A. Evaluation Question
  - B. Indicator (What is/are the unit(s) of measurement for answering the evaluation question?)
  - C. Standards (What constitutes "success"?)

*Reference document:*

[http://www.cdc.gov/asthma/program\\_eval/AssessingEvaluationQuestionChecklist.pdf](http://www.cdc.gov/asthma/program_eval/AssessingEvaluationQuestionChecklist.pdf))

8. Methods: Data Collection and Analysis (What tools or approach will be used for data collection to answer the evaluation questions? How will the data be analyzed?)
9. Reporting Results Strategy: (Who will receive evaluation results? How will the results be disseminated? How will the evaluation results be used for action and improvement?)
10. Timeline

**Deliverable 2: Self-assessment Report** For this report you will be asked to reflect on and respond to the following prompts:

1. What is the rationale for the evaluation?
2. Did your approach to developing the evaluation plan change or evolve over time?
3. What challenges did you face and how did you overcome them?
4. What new and existing resources were useful in developing this plan?
5. What else do you need to move into implementing the evaluation plan?
6. What will be your next steps?

### **Support from FL BRACE Program Staff**

While a proposed project may only require financial support, others may require or benefit from additional technical assistance provided by BRACE program staff. Examples of additional support available to awarded projects include:

- Consultation on proposed statistical methods
- Consultation on survey development or implementation
- Guidance on self-evaluation methods
- Review and provide feedback on proposed evaluation plans

### **Submission Instructions**

Proposal applications (submitted as PDFs or word documents) should be emailed to Tracy Ippolito, FL BRACE Program Manager, at [tippolito@fsu.edu](mailto:tippolito@fsu.edu) no later than **5:00 pm Eastern Standard Time on Wednesday, February 15, 2019**. Please include "FL BRACE Adaptation Contract Proposal" in the email subject.

Proposals should follow the template provided and may include supporting documentation.

### **Additional Information and FAQs**

**A webinar is available online** at <https://youtu.be/70frQjfiix0> to provide those considering submission of a FL BRACE proposal with additional details about how to develop an evaluation plan (Deliverable #1 in this funding opportunity). Go to [www.flbrace.org/2019FOP-FAQs.html](http://www.flbrace.org/2019FOP-FAQs.html) for details.

Please feel free to contact Tracy Ippolito via email to [tippolito@fsu.edu](mailto:tippolito@fsu.edu) no later than February 8 if you have any questions or need clarification about items requested in this proposal template. All questions submitted and answers provided will be posted online on at [www.flbrace.org/2019FOP-FAQs.html](http://www.flbrace.org/2019FOP-FAQs.html). Remember the **deadline for proposal submission is February 15, 2019**.

## FL BRACE 2019 Proposal Template

### **Applicant Organization**

Organization Name:

Organization Mailing Address:

### **Points of Contact**

Primary Contact Name:

Primary Contact Job Title:

Primary Contact Email:

Primary Contact Phone:

Secondary Contact Name:

Secondary Contact Job Title:

Secondary Contact Email:

Secondary Contact Phone:

Please list others who would be working on the project (titles and names if possible).

### **Proposal Abstract (200-500 words)**

Provide a concise summary of the proposed project including your motivation and planned approach.

### **Proposal Summary (1-2 pages, not including attachments)**

Please make sure to describe:

- Adaptation or intervention project (including the hazard and/or vulnerability it addressed, affected population(s), project strategy, significance of the effort)
- Evaluation plan: purpose/goals, logic model/process components, methodology, timeline
- Final written summary and other resulting products, if applicable (see above)
- How completion of the evaluation will facilitate and inform your work

### **Proposed Itemized Budget**

Budget for the primary project period (April 1-August 15, 2019) of up to \$5,000 may include expenditures in the following categories: personnel, fringe, supplies, data collection, other. Please provide amounts and a brief description for each component. Make sure to specify indirect rate and whether it applies to personnel and fringe or the total direct cost, if applicable.

<b>Category</b>	<b>Amount</b>	<b>Description</b>
Personnel		
Fringe		
Supplies		
Data collection		
Other		
<b>Total Direct</b>		
Indirect		
<b>Total Request</b>	\$	

### **Additional Documentation**

You may include an appendix with additional information about the adaptation project (e.g., flyers, images, media coverage).

***Additional information may be required or requested for selected proposals.***

## Appendix A: Evaluation Plan Worksheet

### Step 1: Identify and Engage Stakeholders

- a. Guiding questions:
  - Who can we identify as stakeholders?
  - How do we engage stakeholders?
- b. Outcome of this step:
  - List of stakeholders

### Step 2: Identify program elements to monitor

- a. Guiding questions:
  - Which program elements will you monitor?
  - What is the justification for monitoring these elements?
- b. Outcome of this step:
  - List of program elements to monitor

### Step 3: Select the key evaluation questions.

- a. Guiding questions:
  - What evaluation questions will you address?
- b. Outcome of this step:
  - List of evaluation questions.

### Step 4: Determine how the information will be gathered.

- a. Guiding questions:
  - What information sources and data collection methods will you use for monitoring and evaluation?
  - What evaluation research design will be used?
- b. Outcome of this step:
  - Description of information sources, data collection methods and research design.

### Step 5: Develop a data analysis and reporting plan.

- a. Guiding questions:
  - How will the data for each monitoring and evaluation question be coded, summarized and analyzed?
  - How will conclusions be justified?
  - How will stakeholders both inside and outside the agency be kept informed about the monitoring and evaluation activities?
  - When will the monitoring and evaluation activities be implemented and how will they be timed in relation to program implementation?
  - How will the costs of monitoring and evaluation be presented?
  - How will the monitoring and evaluation data be reported?
  - What are your monitoring and evaluation timelines and budgets?
- b. Outcome of this step:
  - A data analysis and reporting plan

### Step 6: Ensure use and share lessons learned.

- a. Guiding questions:
  - What feedback was received concerning the intervention/program?
  - What is the evaluation implementation summary?
  - How can we use this information to revise intervention/program?
  - How will this information impact internal and external communication plans?
  - What are the lessons learned?
- b. Outcome of this step:
  - Final summary report that is circulated among evaluation workgroup and stakeholders.

(Source: <http://www.cdc.gov/healthmarketing/resources.htm> )