

## Working Proposal

### **Communities of Healthier Living and Well-Being**

*Deep Dive Campaign to Make it Happen*

**Request for Information (RFI): Rural Communities Proposal**



# Communities of Healthier Living and Well-Being

## *Deep Dive Campaign to Make it Happen*

### Request for Information (RFI): Rural Communities Proposal

**Designed to establish new partnerships with local and state leaders and local community residents, together with *A Healthier WE*.**

**A Healthier WE**, a 501(c)(3) not for profit organization, in cooperation with a designated group of partners, is launching a four-state pilot project to assist rural communities seeking to better the health and well-being of their residents. The chosen states include **Kentucky, New Mexico, Indiana, and California**. This is not a customary request for proposal (RFP) but a request for information (RFI) to assist in drafting proposals to be awarded in a later round.

What practical and exciting initiatives can your rural community create to improve the health and well-being of its residents? By responding to this request for information, you are taking an important step toward answering that question.

Start by thinking differently about health and well-being. Well-being is more than traditional health care. Instead, it focuses on ways of caring for ourselves and our neighbors. This is a model that one authority describes as “deeply embedded in the wisdom and traditions of people and in the lived experiences, aspirations, hopes, and values of people all over the world.” (Plough, Alonzo L. 2020. *Well-Being: Expanding the Definition of Progress*. Oxford University Press, 23)

We propose a three-step approach:

1. Step one/year one: All applicants must design a comprehensive action plan describing how they intend to improve health and well-being for their communities. As many as three communities (cities or counties) in each of the four states will receive **\$50,000** to draft their plans. The source of funding will be AHW and additional partners. Plans should include concrete definitions of specific challenges or concerns in the respective communities, formulate actionable goals, and identify stakeholders prepared to partner with this initiative. Plans must include input from local residents as well as possible partner institutions.
2. Step two/year two: **A Healthier WE** and partners will evaluate proposals and encourage the most promising submitters to apply for up to a **\$100,000** supplemental grant.

Awards will be based on:

- Plausibility and practicality of the plan’s strategy for involving, empowering, and improving the health and well-being of individual community residents
- Capacity, appropriateness, and commitment of proposed partners
- Realistic timeline, budget, and partner commitments.



3. Step three/year three and beyond: The final step for this initiative will be the formal implementation of the sustainable funding/policy plan that all partners have committed to. With the help of the local residents this strategic action initiative must include progress on the measurable outcomes, in the plan of action, for the residents' health and well-being. Additional funding may be sought if needed by the chosen communities.

**A Healthier *WE*** believes that well-being embraces more than traditional health care. We envision new ways of thinking and acting with a comprehensive, holistic strategy to caring for self and one another in our community's ecosystems.

Today's disease prevention, medical care, and well-being models were the future 20 years ago. Now it's time to create a new future for our rural communities based on a fresh vision, wise planning, engaged partnerships, and broad grass-roots participation.

We urge you to talk with community development leaders, public health leaders, transportation leaders, public safety leaders, education leaders, faith leaders, agricultural leaders, and any others who can help improve health and well-being where you live.



We ask you to consider the following:

1. Focus on your local community. You and your team know what is happening around health because you live there *every* day.
2. Bring together your realists and your idealists. Ask them to think seriously about what an ideal healthy community should look like.
3. Collaborate broadly; How will you move beyond the status quo to help your team members envision and then create a healthier community?
4. Work to transform deserts (isolated communities) of all types. How can you eliminate food deserts, medical deserts, dental deserts, and recreational deserts?
5. Define success. Finding the right metrics to measure your success will be key to monitoring and evaluating your efforts
6. Make the health and well-being of every individual within your community your true goal. It's time to stop expecting outside actors to solve problems for you.

***In 1948 the World Health Organization defined a health vision for the whole world***

**“HEALTH is a state of complete physical, mental, social, and “spiritual” well-being and not merely the absence of disease or infirmity.”**

(AHW added the spiritual)



Begin by looking at the:

- **Places** where people live and work.
- **Personal health** issues of your residents.
- **People's overall health** in your community.
- **Public and Private** health resources and personnel.
- **Political will** at all levels to help reach a healthy living ideal.



Additional help that your team could utilize when creating its RFI Proposal includes surveys such as these:

- Courtney and Cappello include a list of vital services in *100% Community: Ensuring 10 Vital Services for Surviving and Thriving*, November 2019, independently published, ISBN-10: 1707879095.
- The Centers for Disease Control has survey and other useful information to help communities at the CDC website under: "Community Health Assessment & Health Improvement Planning."
- The Advisory Boards: *Population Health Advisor* focuses on the Ten Tools for Prioritizing Community Health Interventions by Tomi Ogundimu and Petra Esseling, June 7, 2018.
- The *Community Health Needs Assessment: Implementation Strategy, 2020-2022* from Adventist Health Care [www.adventisthealthcare.com](http://www.adventisthealthcare.com) has some great ideas to consider.
- University of Wisconsin Population Health Institute has developed a Health Extension Toolkit on how to design and implement meaningful transformational change: <http://uwphi.pophealth.wisc.edu/programs/health-policy/health-impact-assessment.htm>.





Your survey could include:

- What access do residents have to all needed health and other health care services, both physical and mental?
- What access do residents have to healthy food, personal safety, and needed transport?
- What access do residents have to help with daycare, children's education, and mental health care?
- What educational services are available for job training, etc.?
- What access do residents have to homeless shelters and support for students dropping out of school?
- What access do residents have who lack a proper living wage and who may also need substance abuse help and housing assistance?



This survey will help your team to think about the root causes for a lack of healthy living and well-being in your area. In addition to traditional health care providers, you will need to identify the impact of social factors such as poverty, food insecurity, transportation, and public safety. Researchers estimate that up to 67 percent of health outcomes are the result of physical environment, social factors, and individual behaviors.

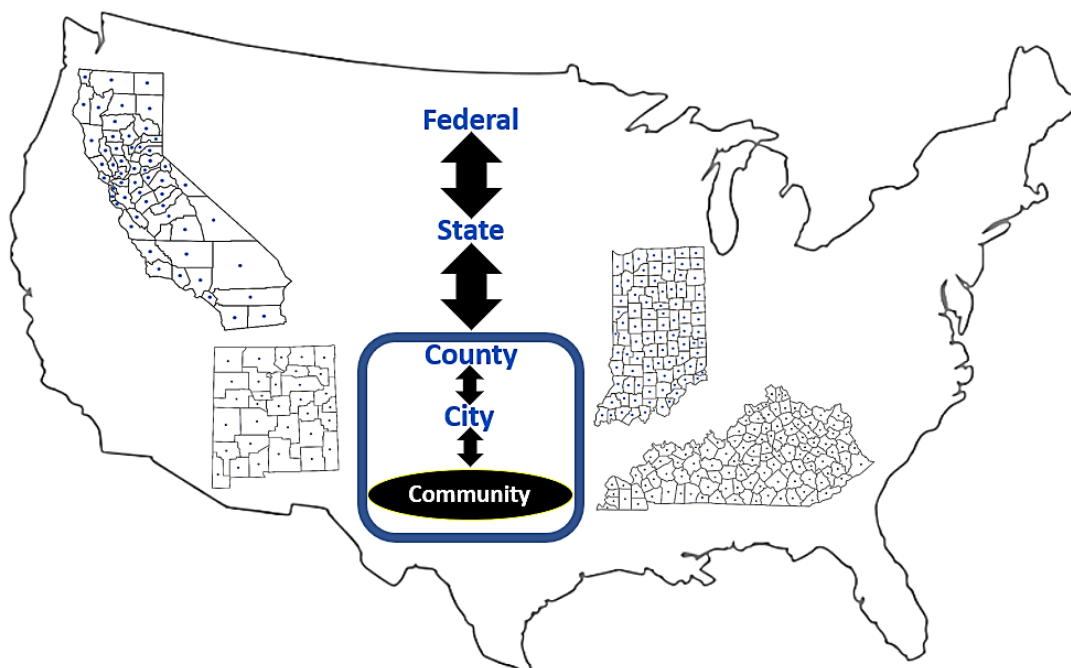


## RURAL COMMUNITIES PROPOSAL

Submission should be limited to 10 pages and must include the following:

- A. A basic demographic overview of your community (city/county); total population, number of targeted communities, income levels, types of health providers available, including primary care, public health, mental/behavioral health, dental health, EMS, maternal and infant care, and hospital care, etc.
- B. A statement of need. This section should be short and provide an overview of your project that is clearly understandable to anyone who lacks expertise in health and well-being.
- C. Achievable goals. These must be agreed upon by all partners and be able to be accomplished within the defined work period.
- D. Scope of work. What community (city/county) health and well-being issues do you and your partners want to address? Timeline? Support needed? Outcome desired?
- E. Current roadblocks to success. These should be real issues that the local partnership members and residents have identified and are willing to work to overcome.
- F. Evaluation metrics and criteria. How will you know if you have succeeded? Explain your measurement model and how you decided on this model. Your state resource team members (any of the aforementioned partners that you believe are needed and who have agreed to partner), along with the AHW team will work to help your county and its communities begin to envision a healthier rural future.

# Communities of Healthier Living

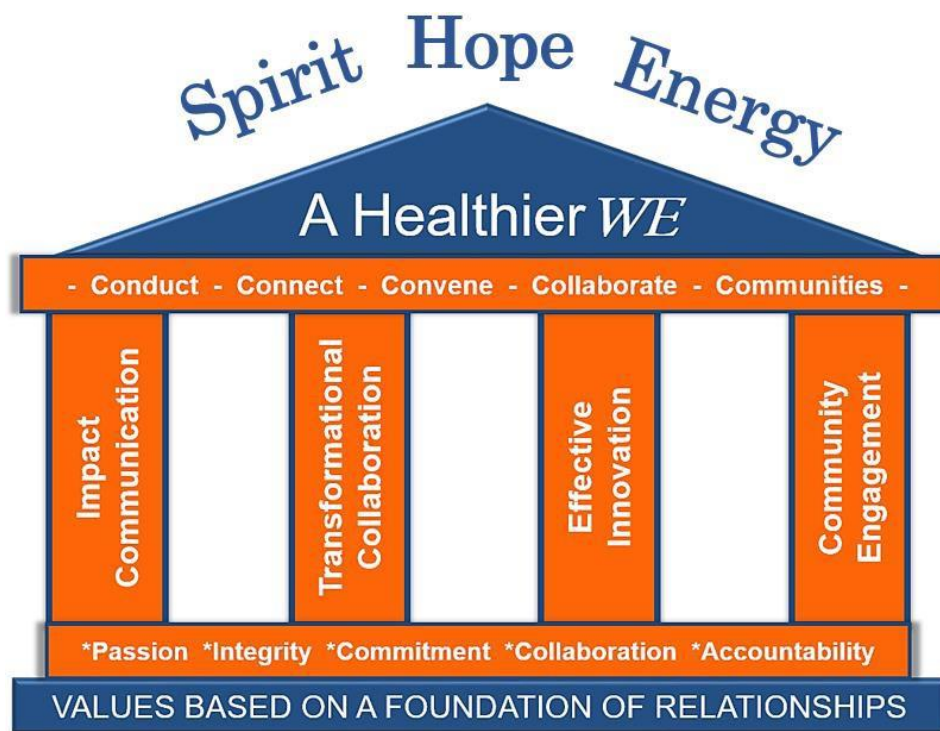




A final note to all applicants:

- The **A Healthier WE** review team partnership, made up of highly qualified health and well-being leaders, will be looking for applications that meet all the criteria listed.
- The team will also focus on the partnerships proposed to address the issues and the partners' tangible commitment.
- In addition, members of the review team will want to know how the local community's or communities' stakeholders are involved in the entire process and goal setting.
- The local state organizing team will identify communities that best exemplify the health and well-being needs of your state.

All applications must include the name and contact information of the person(s) who are submitting and are responsible for the goals listed. Applications are due by \_\_\_\_\_.



Feel free to contact the following three AHW members with questions:

- Phillip L. Polakoff, MD MEnvSc MPH: [plp@sbcfglobal.net](mailto:plp@sbcfglobal.net)
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For more information on AHW please go to our website: [www.healthierruralamerica.org](http://www.healthierruralamerica.org).