

Outreach Global Group (OGG) and Stop COVID-19 in Our Community Project (SCOC) Partnering Opportunities

Frequently Asked Questions by Organizations Preparing Applications for Upcoming Awards in Year 2023

(This section is updated three times weekly.)

Focus Area: Outreach Global Group and Stop COVID-19 in Our Community

1. What is Outreach Global Group?

Answer: Outreach Global Group (OGG) is a public health organization that seeks to address those factors that contribute to poor health generally and health disparities that are usually systemic and historical in nature - hence, difficult to solve. OGG collaborates with government agencies and community based organizations (CBOs). Group 1 CBOs are directly involved in health care, such as clinics and hospitals, public health schools and programs, health training organizations, health education groups, and community centers offering testing and health literacy activities. Group 2 CBOs have goals and focus areas that impact the health status of individuals and communities. These focus areas are social determinants of health. Social determinants of health areas include, for example, employment, transportation, education and training, income, race and racism, representation on local decision-making boards, counsels, and committees, and housing.

OGG works alone and in collaboration with other organizations to offer health training and provide community development work in eight states. Those states are Arkansas, District of Columbia, Florida, Georgia, Louisiana, Maryland, Oklahoma, and Texas. In 2021, for example, OGG won an award of 11.2 million dollars to implement its Stop COVID-19 in Our Community Project (SCOC). SCOC's goals are: 1) To Increase COVID-19 awareness and strengthen CBO involvement in health and the social determinants of health; 2) To provide community health worker training; and 3) To improve health messaging and nationally distribute healthy living promotions using diverse formats (via written documents, videos, games, and social media). If you use the internet regularly or listen to podcasts or radio, you probably have heard/ seen some of our health promotions.

SCOC is transitioning into the *Strengthening Healthy Living for Our Communities Project*. We remain interested in underserved and marginalized communities - their capacity to thrive, develop, and grow under their own decision-making steam. We believe that sustained individual and collective good health are engines for community transformation.

Outreach Global Group and Bodeo Transformation Systems are founding members of the Collaborative for Equitable Public Health. For a review of their websites, go to the following:

[Outreach Global Group](https://www.outreachglobalgroup.com)

<https://www.outreachglobalgroup.com>

[Bodeo Transformation Systems](https://www.bodeo.org)

[bodeo.org](https://www.bodeo.org)

<https://www.bodeo.org>

2. Does Outreach Global Group have network membership?

Answer: It does, but we rarely advertise it. Without membership costs, members receive support and have opportunities to increase marketability and competitiveness.

3. In the PPT used in the OGG Pre-App Conference, someone mentioned OGG's work with organizations that have goals relevant to social determinants of health. What are the social determinant areas again?

Answer: Please see Question 1 in Focus Area: Outreach Global Group and Stop COVID-19 in Our Community. (Above)
As stated, our “Group 2 CBOs have goals and focus areas that impact the health status of individuals and communities. These focus areas are social determinants of health. Social determinants of health areas include, for example, employment, transportation, education and training, income, race and racism, representation on local decision-making boards, counsels, and committees, and housing.”

Also, see Questions 1 - 3 in Focus Area: Social determinants of Health. (Below)

Focus Area: Eligibility and Award Process

1. What are you offering, who is eligible, and what is the process?

Answer: OGG and SCOC are offering awards to community based organizations operating in eight states. Those states are Arkansas, District of Columbia, Florida, Georgia, Louisiana, Maryland, Oklahoma, and Texas. The maximum amount for each award is \$250,000 for a maximum six-month implementation period. Awards are made to organizations proposing a project that either directly addresses a health problem or focuses on a non-medical problem that impacts health. Proposals are due on or before June 23, 2023. June 23 at 6:00 pm (EST) is the final submission date.

2. We are a small CBO with limited staff, but we have a lot of experience in community work that might be related to what you are calling social determinants of health. We transport people to their medical and health appointments, distribute health flyers throughout the week, and set up vaccination sites during COVID-19 pandemic. With the declaration of the pandemic's end, we are interested in providing a mobile health testing service in underserved communities with referral capacity. Are we eligible to compete for awards?

Answer: Your organization is eligible. Given the experiences of your organizations, its current capacity, and its future direction, we suggest that you consider the following questions: 1) What needs to be strengthened in my organization and how might we use OGG funds in our strengthening efforts? 2) Given the answer to Question 1 and the capacity of my organization, what project can we do that is relevant to health and/or the social determinants of health? It seems that you have already spotted a need that a proposal could address. Congrats!

3. My organization distributes food to many different populations during the week. Two months ago, we expanded to include distributing free COVID-19 tests. Are we eligible for funding?

Answer: Your organization is eligible. Please see the answer provided to Question 1.

4. I teach at a university in the social sciences. We offer several courses that are relevant to the social determinants of health and have projects that offer student apprenticeships and internships. Our online courses offer community residents the same opportunities. Our problem is retention because students and community residents need to work, and we do not offer stipends. My proposal dealing with this problem does not require the signatures of the dean and provost, but, if awarded, they and others, including the contracts department, would come into the picture. My university has an indirect cost of 28%, and your award carries a maximum 7% indirect cost. What can I do?

Answer: This is a tough question to answer. Your department and university are eligible. However, if your university requires and is determined to hold fast to an indirect cost of 28%, the OGG/ SCOC funding award opportunity is a non-starter for you. We understand the role of indirect cost and support strengthening organizational capacity, including financial strength to run an organization. We suggest that you 1) negotiate with your university; 2) contact us if more clarification is necessary and 3) consider working with another CBO and allow that CBO to be the primary in the application. Please, do not give up on your idea.

5. My organization has received an SCOC funding award. Can we compete for the Year 2023 award?

Answer: You are eligible to apply with the understanding that first-round preference is given to 1) CBOs that have never won an award and 2) CBOs that have never been the primary in a project funded by OGG/ SCOC.

6. In our proposed project, we want to either offer health education independent of other organizations or work with CBOs to provide health education in their areas. Either way, our project will be operating in several towns and rural areas in my state. Are you folks interested?

Answer: OGG is interested in urban and rural health and encourages your organization to submit a proposal for Cohort IV funding. There are similar and different rewards and challenges when working in either rural or urban health. The complexities of project creation and implementation become greater when you enter how your organization plans to get the work done. Please attend one of our proposal support sessions to discuss the merits and problems when offering health education in rural/ town America as an independent entity or as part of a partnership with local CBOs. Hope this makes sense. Bottom line, let's talk.

7. We are having trouble finding local data about the problem that we want to address. Will you accept state data to describe a local problem?

Answer: If we are being hardline, the answer is a firm "No." Why? Your organization is going to compete for big-time private and public sector funds in the future, if not already. Weak problem defining in a proposal will always reduce competitiveness. Please attend our proposal development sessions so that we can hunt for relevant data together. We are very sympathetic but rigid about data hunting and using data to describe health-related and social determinants of health problems.

Focus Area: Social Determinants of Health

1. What are social determinants of health?

Answer: Social determinants of health are those factors in our surrounding/ environment that impact our health status. These determinants are non-medical things that are strong influencers of our health. Factors, for example, include employability, employment status and security, work condition, income and class, access to transportation and health services, ease of communication and English proficiency, housing, food availability and quality, stress presence and management, and sense of well-being.

2. My organization's focus is employment training. Is employment a social determinant of health?

Answer: Yes, it is a social determinant of health. Please go to the following sites:

NAMI. *Social Determinants of Health: Employment.*

<https://www.nami.org/Advocacy/Policy-Priorities/Supporting-Community-Inclusion-and-Non-Discrimination/Social-Determinants-of-Health-Employment#:~:text=Employment%20is%20a%20critical%20social.connections%20or%20sense%20of%20pride>

Centers for Disease Control and Prevention. *Work as a Social Determinant of Health.*

<https://blogs.cdc.gov/niosh-science-blog/2023/02/16/sdoh/>

HHRobert Wood Johnson Foundation. *How Does Employment, or Unemployment, Affect Health?*

<https://www.rwjf.org/en/insights/our-research/2012/12/how-does-employment--or-unemployment--affect-health-.html>

3. Is racism a social determinant of health?

Answer: Yes, most definitely. Please go to the following:

Mark Rastetter. *How Racism Is a Structural and Social Determinant of Health.* Wexner Medical Center. The Ohio State University. 2021.

<https://wexnermedical.osu.edu/blog/racism-is-a-social-determinant-of-health>

Yin Paradies et.al. *Racism As a Determinant of Health: A Systematic Review and Meta-Analysis.* 2015.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4580597/>

Ruqaiijah Yearby. *Structural Racism: The Root Cause of the Social Determinants of Health.*

<https://blog.petrieflom.law.harvard.edu/2020/09/22/structural-racism-social-determinant-of-health/>

Focus Area: Budget

1. At least a third of my budget might be reserved for personnel. Will my organization be competitive?

Answer: The reviewers will consider the doability of the program side of the proposal (what you want to do and why and if activities will either solve the problem to be addressed or reduce its presence). They then will examine the budget. They will answer the following questions: 1) Does the budget match what is proposed to be done? 2) Is the budget top heavy with management and administration costs? 3) What tangibly is offered to participants? 4) Do participants receive a stipend? 5) Is the budget primarily used to support the infrastructure of the organization?

2. My organization has many projects. In our budget, we are going to assign salaries to a project director, assistant director, project manager, accountant, and three instructors. Does this schema seem reasonable?

Answer: It is difficult to provide an answer without seeing the full proposal. Please see the answer provided in response to this section's Question 1. Additionally, you do not reveal how much will be allocated to each position, their time allotted to the project, and their roles in the project. It looks as if three staff members will have direct involvement with participants or the project's focus while four people are running the project.

Focus Area: Program Ideas

1. We want to submit a program but find it difficult to identify a project focus. Can you assist us?

Answer: Definitely, we can and will provide assistance. Please see the Proposal Development Support Schedule for appointment days and times. Also answer the following questions: 1) What are the five most pressing health or health-related problems faced by the population that your organization serves? 2) Given your response to the first question, does your organization have the experiences and/ or capacity to address any of the problems identified? 3) Of the problems that your organization can address (i.e. eliminate or reduce), which ones are relevant to the OGG/ SCOC award?

2. Are you folks interested in projects that focus on mental health?

Answer: Most definitely! We are interested in all facets of mental health - diagnosis, treatment, prevention etc.

3. We provide childcare to teen and young adult parents that we hope will ease burdens associated with returning to school, finding a job, and keeping a job and reduce tensions inside families. Are you guys interested in us?

Answer: We are interested. Is your organization considering offering health education to parents focused on nutrition, time management, disease prevention and management, counseling, conflict prevention and resolution ... ? Let's talk via email or during the scheduled proposal development support sessions?

4. We want to use OGG/ SCOC to either rehab our current community center or build an off-site elsewhere. Are you interested?

Answer: Yes and no. If you want to use OGG/ SCOC funds solely for construction funds, we cannot assist you in the form of an award at this time. We can work with you to identify funders offering construction funds and develop a proposal for them. However, if you are seeking to modify an existing structure plus strengthen your activity portfolio (increase the number of health-related activities, increase training staff, buy specific books, offer more courses etc.), your interests would mesh with our award goals.

5. We want to work with newcomer communities. Can you help us?

Answer: We can assist you in developing project ideas and connecting you to networks focused on providing training to newcomers. If you want to provide various types of health-related training to newcomers or collaborate with existing organizations working with newcomers, you could use our award for such.

6. We are into technology training for youth, young adults, and senior citizens. We have never applied for this kind of award but rely on loans and contracts. Our students are assisted with stipends. Our problem was that COVID-19 infected 55%, 16% were hospitalized, and a much lower percent died. We now know a considerable number of students suffer from treatable diseases, but some are not managed well. We want to introduce some health training as an intervention. Is this something of interest to you folks?

Answer: Absolutely and more absolutely. Please attend our pre-application conference and remain in contact with us. Do you receive our weekly Healthy Living Newsletter? Each issue is focused on a health topic or specific disease -

prevention, treatment, and management. You might want to distribute them to your students and larger community. Again, attend the pre-application conference, apply for the funding award, and, regardless of your decision about applying for the funding award, please contact us.

7. New data from our state's health department just revealed the exponential jump in the suicide rate among youth and young adults. Are you interested in suicide prevention? Because the data just came out, would you consider extending the proposal submission deadline for us?

Answer: We are very interested in the focus of your proposed project and look forward to receiving your proposal. We are not planning to extend the proposal submission deadline, but we are willing to work with you to develop the proposal. Please attend our proposal development support sessions.

8. Our organization has been operating for over 15 years. We depend on local government money. The money is small. We do the work and do it well but have little experience in proposal writing. We probably have a lot of fear at the thought of putting a proposal together. At our main weekly event in one year alone, we got over 600 people vaccinated against COVID-19 at the center that we rent for little or nothing. Nurses came from the local department of health, two clinics and two physicians' offices. (The two physicians have grandmothers who are our members.). At all vaccination activities, we dedicated the effort to the memory of our senior citizens that died due to COVID-19. We are not going to submit a proposal. Just wanted OGG to know that organizations like us are doing community work. Not criticizing but saying we don't want to be ignored.

Answer: You do the work and survive on very little doing it. We think that is one of your main arguments. Well, we want to quibble with you for a moment. You may think that your organization is doing commendable work at little cost. However, we very much disagree. We definitely disagree! Your organization is doing great work at very great cost. There are unfortunate human tolls on the leadership and active committees planning and executing projects and their activities. You make promises and address community needs and you continually worry about financially underwriting your community outreach. Paying for the food, certificates, tables, chairs, clean up, van driver, music, speakers, accomplishment gifts given to young people and young adults, cards to the sick and the grieving, health education flyers, entertainment at events, unexpected use of gasoline to collect members who do not drive and fear public transportation etc. is not a joke. Leadership and committees are stressed out all the time. They obtain joy and realize a collective sense of well-being. However, there are emotional and mental health costs with physical health consequences that effective, under-financed CBOs experience. Some kind of way, all of us must put a stop to doing impactful community work on a dime. Hence, as we get from behind the pulpit, we ask that you 1) request to meet with OGG about matters that may have little to do with the Healthy Living Award; 2) subscribe to receive our weekly electronic healthy living newsletters and, if necessary, request free hard copies; 3) subscribe to receive our every two week Training and Funding Broadside; and 4) attend one of our current OGG proposal support sessions. If you attend a session, we are confident that your organization will comfortably and confidently submit a proposal for funding.

9. What kind of projects is OGG willing to fund?

Answer: Thanks for the question. Please go to:

https://docs.google.com/presentation/d/1s1TZAgVpfCVxVRhohpFVfprMy2_UBi2E/edit#slide=id.p2

Then, scroll to Slide Numbers 15 - 17.

If you have any questions or concerns, please attend one of the OGG proposal development support sessions. The list of sessions is on Slide Number 32.

**Nineteen Frequently Asked Questions by Organizations Preparing Applications for
Awards in Year 2021 and 2022**
(New questions are not added to this section.)

Question #1: What is the Stop COVID-19 in Our Project (SCOC)?

- **Answer:** SCOC forms partnerships with organizations working to improve the health status of communities that are historically marginalized, underserved, and underdeveloped and underrepresented in the public's response to COVID-19 mitigation work. SCOC firmly endorses health living/ critical health literacy thinking. This endorsement includes COVID-19 vaccination and boosting, adoption of living styles that reduce transmission, and dialogue to reduce misinformation and fear.
- **Answer:** To increase the presence of underrepresented communities in public health decision making and the health profession, SCOC offers 100 hours of training in community health work with assistance in apprenticeships and employment in the health professions and those technical fields that support health promotion production. As a stream of support for partnership advancement, training, and sustained health literacy, SCOC produces health promotions using social media and diverse art forms. Additionally, via data collection and analysis, SCOC contributes to the health community's understanding of the public's response to COVID-19 and related mitigation work and all stakeholders' efforts to strengthen public and private response to health emergencies. SCOC is funded by Health Resources and Services Administration.

Question #2: What funds are available? How many projects will you fund? What is the funding duration?

- **Answer:** Over the duration of SCOC, we hope to fund 20 to 30 projects with no more than \$3,000,000 dedicated to partnerships. SCOC - Year 1 ends October 31, 2022. As is normal practice, with the permission of the funder, SCOC - Year 2 begins November 1, 2022, and ends October 31, 2023. For these reasons, in the program and budget sections of the proposal, organizations should demonstrate clearly that they 1) have a strong understanding of the problem the project proposes to address and how the project addresses the problem leading up to October 31, 2022 and then between November 1, 2022 and October 31, 2023; 2) can begin projects immediately after funding notification; and 3) have the staff or capacity to establish a skilled staff to make the project run smoothly. Funding depends on the scope of the project and negotiated budget. Funding ranges from \$20,000-\$250,000

Question #3: Who should apply?

- **Answer:** SCOC seeks applications from public and private sector organizations that are both deeply rooted in the communities they serve and willing to incorporate health literacy and COVID-19 mitigation work in their outreach efforts. Such organizations should have the capacity to implement work that benefits the public. These organizations, for example, may be academic or vocational, faith based, civil society, health provider/social service, and other classification types. Because marginalized, underserved, and underdeveloped communities are often underrepresented in COVID-19 mitigation work, organizations operating in these communities are strongly urged to apply.

Question #4: What are some examples of fundable projects?

- **Answer:** Proposed projects must meet a public/ community health need that includes some aspect of COVID-19 mitigation work. Examples: 1) Peer-to-peer health advocacy training program for high school students; 2) Creation of a community development weekly/ biweekly podcast that includes health literacy and COVID-19 mitigation; 3) Communicable and non-communicable disease literacy training for the workplace; 4) Health literacy training for sixth grade students (nutrition, disease prevention, and ways to reduce COVID-19 transmission); 5) Development of a future health leadership training program for high school juniors and seniors; 6) Creation of health promotional messages in English and other languages; 7) Weekend COVID-19 testing and distribution of health-related materials in high-use areas; 8) COVID-19 data collection and entry; 9) Collaboration of 10 faith-based organizations or 10 cooperatives and condo associations to increase communicable and non-communicable disease literacy; 10) Teacher training to include health literacy in the curriculum; 11) Development of a health promotion production studio and laboratory for students enrolled in public health programs; 12) Development of a technology skills training course for students enrolled in public health programs and public health practitioners; 13) Development of health literacy training program for newcomer communities (in English and other languages); 14) Saturday health program for future health leaders; 15) Strengthening current community health worker training for high school seniors; and 15) Health retooling project for retired health professional volunteers. Note: some organizations may decide to combine several examples into one project.

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Question #5: My organization works in the community and wants to submit a proposal but does not have much experience in proposal writing. What should we do?

- **Answer:** Make certain that you review the funding application and identify those areas that are unclear to you. Contact SCOC soon. Attend both funding application review events. We can assist you.

Question #6: Most of our supply costs are startup costs and will be utilized within the first month if awarded. Monthly cost would only apply to phone and internet services. Should I document that in the explanation and provide cost per month for the monthly services?

- **Answer:** If that is the case, please list this same explanation in the column on the right-hand side where we've left space for notes and explanations. Include detailed explanations and context in the program section, too.

Question #7: In the other section there is a place for cost per unit and number of units for activity. Does that mean cost per child?

- **Answer:** If you are providing services to children, you may state the cost per child. Also list what resources will be needed to provide these services, and costs associated. Again, please describe the context and details in the program section.

Question #8: We are going to apply for funds to support health literacy training for 14- to 18-year-old students in five high schools and have recruited some high school graduates to apply for community health worker training. However, we will opt out of data collection.

- **Answer:** Data collection is a requirement for funding regardless of other foci in your project. The data collection requirement related to COVID-19 is nonnegotiable.

Question #9: We are having some challenges understanding the data collection requirements. I heard you discuss it on the webinar, but I could not find the description in any of the supporting materials. Do you have a write up pertaining to the specifics of what is required by SCOC for data collection, and how to budget for it? And why is the data collection budget separate from the rest of the budget items? For data collection we won't be doing any direct COVID testing or vaccination events since the goal of our project is related to health literacy and debunking Covid misinformation.

- **Answer:** There are four data collection forms. They are **Form 1:** Demographics about person collecting the data; **Form 2:** Demographics about person getting COVID-19 vaccine (not the booster); **Form 3:** Information about COVID-19 outreach activity, including teaching/training related to COVID-19; and **Form 4:** Information about person getting COVID-19 booster only.
- **Answer:** Completing the data collection budget demonstrates your organization has either assigned persons to complete the task or understands it must do so before a partnership agreement is signed. In your case, the data collectors could be trainees, instructors, others working in your organization, or hired persons who are neither trainees nor organizational members.. Hence, you have to include data collection in your project plans and you have to budget for it. If the form does not allow you to enter the cost for assigning persons to data collection, acknowledge budgeting for it by inserting the data collection costs in the narrative area. Alternatively, for example, if you have trainees, make data collection as one of their required tasks.

Question #10: My organization is going to include data collection and will assign people to do it, but we do not have organizational capacity to perform data collection. We will not be competitive because of this weakness.

- **Answer:** All organizations funded by SCOC will receive data collection training. Your organization will have increased capacity to perform the data collection after the training.

Question #11: We require more than average support in proposal development. Is it too much to request that kind of support from you?

- **Answer:** Please contact us ASAP with your availability. What are your best three days and times to discuss proposal development? We can assist you. Willingness to perform data collection is the key because your organization will have the capacity.

Question #12: Does everything about my project have to be about COVID-19?

- **Answer:** COVID-19 mitigation work must be included in your project, but it does not have to be the sole focus. If COVID-19 is not the primary focus of your project, you must integrate COVID-19 mitigation work in your project. Examples of COVID-19 mitigation work include COVID-19 literacy (teaching about COVID-19 – its origin, signs and symptoms, and treatment), challenging COVID-19 misinformation, encouraging vaccination and boosting, and developing Somali language COVID-19 informational sheets.

Question #13: Can my organization submit its proposal after September 23, 2022?

- **Answer:** 5 pm on September 23, 2022 is the deadline for submitting proposals for current funding. However, if possible, we will review late submissions and return with comments that might be helpful.

Question #14: Suppose my organization's \$250,000 proposed budget does not include the secondary program interest and data collection. Will SCOC provide more funds to cover our secondary interest and data collection?

- **Answer:** Your budget cannot exceed the SCOC funding range. Your budget should cover all program plans and data collection.

Question #15: What are the main requirements of CBOs involved in SCOC Project Partnerships?

- **Answer:** The main requirements include:
 - Maintain up-to-date contact data, including all info relevant to point of contact.
 - Involve aspects of COVID-19 mitigation work in your funded project.
 - Complete data collection and submit required forms.
 - Maintain a current list of all persons receiving project funds.
 - Identify at least four persons in your organization who will receive community health worker(CHW) training.
 - Recommend at least 20 persons who will submit an application for consideration to receive CHW training.
 - Submit all required IRS-related information.
 - Complete all training related to data collection and reporting.
 - Sign SCOC Project Partnerships Agreement.
 - Submit required regularly scheduled project reports that are usually guided by project goals.

Question #16: Can SCOC Project Partnerships carry a geographic focus that is outside the USA?

- **Answer:** SCOC Project Partnerships funded by HRSA must be associated with six metropolitan areas, their feeder towns within 150 miles, and towns/cities located within their so-called disease alleyways. The six metropolitan areas are Baltimore, Washington (DC), Atlanta, Baton Rouge/New Orleans, Houston, and Miami.
- **Answer:** In other funding opportunities, Outreach Global Group is interested in partnering with organizations 1) inside the USA fifty states and Washington, DC; 2) in the 14 unincorporated U.S. territories whose residents are considered either U.S. citizens or nationals, although they are ineligible to vote in Presidential elections; and 3) residing and registered in foreign countries.

Question #17: Is SCOC interested in collaborating with organizations as a secondary partner?

- **Answer:** Definitely "Yes."

Question #18: My organization offers community health worker training. And it partners with organizations that do the same because our state either requires provider certification to offer CHW training or requires graduates of CMH programs to register with the government and take a state exam for CHW certification. Is SCOC interested in collaborating with us in SCOC delivered CMH training?

- **Answer:** Yes, SCOC is very interested. What is your meeting availability?

Question #19: I just came across the SCOC Covid Mitigation grant opportunity. I am interested in submitting an application and have a question. I would like to run 3 twelve-week programs in 3 different schools. I would like to know if a program format is allowable.

- **Answer:** It is not too late to apply. Your idea is a good one. Please apply, request for assistance as needed, and check Frequently Asked Questions each day.

For more information, contact Stop COVID-19 in Our Community Project at office@stopcovidusa.org.