



# HEALTHTrust

## Healthy Aging Initiative -- Request for Proposals

Expanding Select Health Promotion Programs for Older Adults

RFP Release Date	April 26, 2011
Technical Assistance Meeting	May 11, 2011 9:00 – 11:00 a.m.
Proposal Due Date	May 27, 2011 by 4:00 p.m.
Awards Announced	June 30, 2011
Project Start Date	July 1, 2011

### Overview

The Health Trust invites the submission of proposals from eligible organizations to forge collaborative implementation of two health promotion evidence-based programs for older adults in Santa Clara County and Northern San Benito County— **Matter of Balance** and **EnhanceFitness**. This Request For Proposal (RFP) is part of a larger Healthy Aging Initiative, to ensure that older adults spend more years in good health and are engaged as vital members of their communities.

### Background

Older adults are disproportionately affected by chronic diseases and conditions such as arthritis, diabetes and heart disease as well as by disabilities that result from injuries such as falls. These conditions together account for seven out of every ten deaths and more than 75% of all health expenditures. Chronic conditions severely limit activities for many older adults, negatively affecting their quality of life and threatening their ability to live independently in the community.

The Health Trust’s health promotion strategy builds on an important national priority to encourage the adoption of evidence-based programs that have proven effective at empowering older adults to take more control of their health and reduce their risk of disease and disability. With the launch of a *physical activity strategy* in 2009, The Health Trust carried out several complementary efforts with a goal of developing the knowledge and experience of public and community-based organizations to deliver evidence-based fitness programs in Silicon Valley.

The Health Trust disseminated information about 20 different evidence-based programs through an all day conference, published a compendium and offered technical assistance workshops and consultations. In addition, The Health Trust made nine grants to implement seven distinct evidence-based physical activity programs selected by grantees. These programs were successful in changing behavior and improving the health and function of 350+ older adult participants, but organizations encountered challenges with long-term sustainability.

Evaluation data gathered from these efforts indicated that successful implementation requires new partnerships, trained staff and volunteers, community program champions and advocacy to promote policy and systems change for sustainability. This has informed ***phase two of a broader multi-year health promotion strategy that includes*** (1) The creation of a health promotion coalition – Silicon Valley Healthy Aging Partnership, (2) One to two year grants for expanding a select group of evidence-based programs and (3) An evaluation component of the strategic adoption and sustainability of evidence-based programs.

The primary goal of this broadened strategy is to expand the adoption, reach and sustainability of select evidence-based health promotion programs so that they are available for older adults in every city, senior/community center or ethnic community in our region. This can best be achieved with collaborative leadership, planning and the creation of a local infrastructure and partnerships that enable cost-effective implementation.

### **Silicon Valley Healthy Aging Partnership**

In March 2011 The Health Trust launched Silicon Valley Healthy Aging Partnership (SVHAP) with the goal to ensure that *successful* health promotion programs are *widely available* on an *on-going basis* for older adults in Santa Clara County and Northern San Benito County. Through a two year grant, SVHAP will be managed by San Jose State University Department of Kinesiology and the Center for Healthy Aging in Multicultural Populations (CHAMPS). SVHAP goals include:

1. Improve health behaviors and health status of older adults
2. Prioritize and plan expansion and implementation of evidence-based health promotion programs for older adults in Santa Clara County and Northern San Benito County
3. Develop resources, provider capacity and policies to sustainably implement evidence-based health promotion programs
4. Recruit and equip a group of trainers and leaders to deliver evidence-based programs to a diverse group of older adults
5. Evaluate and disseminate outcomes, findings and lessons learned
6. Increase public awareness of evidence-based health promotion and prevention programs

## Summary of Grant Opportunity

With this Request for Proposal, The Health Trust is seeking projects that mobilize community providers to form partnerships that expand the adoption and reach of two select evidence-based programs. These programs, *Matter of Balance and EnhanceFitness*, have been adopted by the Silicon Valley Healthy Aging Partnership and can be cost-effectively delivered by lay leaders at the local level through community-based service organizations. Community settings could include senior and community centers, HUD housing facilities, faith communities, community health centers, care facilities and other community settings. Both programs are intended to help older adults make lifestyle and behavioral changes to overcome the fear of falling, increase physical activity, get stronger and improve their balance.

The Health Trust is specifically looking for organizations to work together to create an implementation plan with a defined geographic area or community to be served.

Proposals will be accepted for two types of grants:

1. A grant to a **network** of partners composed of a designated lead organization and at least three or more implementation sites/partners. Lead organizations should have the capacity and commitment to mobilize partnerships and implement evidence-based programs.
2. A grant to a **single provider** organization that implements at least one program. Applicants in this category should be able to demonstrate their ability to reach and retain a significant number of older adults who will benefit from the program.

Applicants are strongly encouraged to apply for funding as part of a network and preference will be given to these proposals. Applicants must propose to implement ***at least one of the following*** evidence-based health promotion programs:

### EnhanceFitness Program

This low cost exercise program helps older adults at all levels of fitness become more active, energized and empowered to sustain independent lives. Based on solid research and tested at over 100 sites around the country, EnhanceFitness is a structured group exercise program that focuses on stretching, flexibility, balance, low impact aerobics and strength training exercises. It has been shown to help near-frail older adults to improve their health status and reduce their use of health care.

### Matter of Balance

This fall prevention program emphasizes practical strategies to reduce fear of falling and increase activity levels. Participants learn to view falls and fear of falling as controllable; set realistic goals to increase activity; change their environment to reduce fall risk factors; and exercise to increase strength and balance. Matter of Balance includes eight two-hour sessions for a small group led by a trained facilitator. The program is available in English, Spanish and Chinese.

## **Grant Awards**

*A total of \$300,000 has been approved for grants under this RFP.* We anticipate that the grant size will range from \$25,000 to \$75,000 depending on the type of grant. Grants will be awarded for up to two years. Second year funding will be contingent on satisfactory performance in year one. Applicants understand that receipt of an award does not constitute a commitment for ongoing funding.

The SVHAP will coordinate and cover the costs of training for staff and volunteers from grantee sites. In addition SVHAP will provide leadership for marketing the programs countywide to older adults. Grant applicants should not seek support for costs related to this work of the SVHAP including licensing and training of the selected programs.

## **Grantee Requirements and Assistance**

All grants recipients will be required to join the Silicon Valley Healthy Aging Partnership (SVHAP) and to participate as active members. Grantees will also be required to participate in an evaluation funded and coordinated by The Health Trust. Specific measures and evaluation methods will be guided by the external evaluation with reporting requirements tied to this evaluation. The evaluation will address the specific components of the RE-AIM model: Reach, Effectiveness, Adoption, Implementation and Maintenance ([www.re-aim.org](http://www.re-aim.org)).

Additional technical assistance & training will be provided to grantees through Silicon Valley Healthy Aging Partnership (SVHAP) including:

- Assistance with program marketing and volunteer recruitment
- Access to free Master Trainers' certification in Matter of Balance and EnhanceFitness programs
- Access to training and other supporting materials for implementing programs
- Technical assistance support and mentoring for program instructors

## **Eligible Applicants**

Applicants must be nonprofit, tax-exempt organizations and services must directly benefit residents of Santa Clara County and/or Northern San Benito County. The Health Trust does not fund:

- Capital campaigns, construction, or renovation of facilities
- Equipment purchases (unless determined to be an integral part of an eligible activity)
- Grants to individuals
- Replacement of government funding

## **Review & Selection Process**

Proposals will be assessed by a *Review Committee* comprised of Health Trust staff, SVHAP leadership and representation from The Health Trust Grantmaking Committee. Proposals will be ranked according to the selection criteria below and recommendations will be forwarded to the Grantmaking Committee and Board of Trustees for final approval.

## **Selection Criteria**

- Priority will be given to proposals from a network of partners who have the demonstrated capacity to build local partnerships that ensure reaching maximum number of older adults. A lead applicant organization is encouraged to include a mix of organizational partners including senior centers, departments of parks and recreation, health care providers, senior housing volunteer programs and faith-based communities.
- Capacity to plan for and achieve financial sustainability for selected program(s)
- Sufficient resources (including staff and/or volunteers) to implement the program
- Overall impact and numbers served
- Addresses barriers that prevent older adults from engaging in physical activity (transportation, safety/crime, poor access to parks, lack of social support)
- Underserved populations have been targeted with strategies to effectively serve them
- Organizational capacity and a demonstrated ability to effectively serve older adults, maximize opportunities for partnerships and resources

## **Technical Assistance Meeting**

All applicants are strongly encouraged to participate in a technical assistance meeting to be held on May 11, 2011 at The Health Trust office at 21055 S. Bascom. This meeting will provide an opportunity for applicants to explore partnerships, review information on the selected evidence-based programs and receive technical assistance for completing the grant application.

## **Application Format & Proposal Submission**

Please follow the attached Proposal Guidelines and submit it to:

Grants Administrator

The Health Trust

2105 S. Bascom Avenue, Suite 220

Campbell, CA 95008

or via email to [grants@healthtrust.org](mailto:grants@healthtrust.org)

**The deadline for submission of proposals is Friday, May 27, 2011 at 4:00 p.m.** Applications must be received in the Health Trust office and will not be accepted after this date and time.

Questions regarding RFP intent and selection criteria should be directed to Lori Andersen, Director of Healthy Aging at [LoriA@healthtrust.org](mailto:LoriA@healthtrust.org). Questions regarding eligibility, due dates or submission requirements should be directed to [grants@healthtrust.org](mailto:grants@healthtrust.org).

### **Additional Resources**

The National Blueprint – <http://www.agingblueprint.org/>

The National Council on the Aging, Center for Healthy Aging – [www.healthyagingprograms.org](http://www.healthyagingprograms.org)

Matter of Balance: [http://www.mainehealth.org/mh\\_body.cfm?id=432](http://www.mainehealth.org/mh_body.cfm?id=432)

Enhance Fitness: <http://www.projectenhance.org/index.html>

### ***ABOUT THE HEALTH TRUST***

The Health Trust was founded in 1996 as a charitable foundation with assets from the sale of three local nonprofit hospitals. For more than 14 years the organization has been a leader in Silicon Valley through its programs, grantmaking, partnerships, and policy initiatives. In 2007, following a comprehensive assessment and strategic planning process, The Health Trust (THT) launched a new commitment to three strategic initiatives: Healthy Living, Healthy Communities and ***Healthy Aging***.