

**Partnerships to Increase Coverage in  
Communities II (PICC II) Initiative  
Funding Opportunity Announcement  
MP-CPI-15-003**

**Technical Assistance Webinar**

**April 14, 2015**

**2:30pm ET**

Office of Minority Health

U.S. Department of Health and Human Services (HHS)

Makeda S. Harris, Project Officer

# **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

## **Overview of HHS Office of Minority Health**

### **Mission Statement -**

To improve the health of racial and ethnic minority populations through development of policies and programs that will help eliminate health disparities.

# **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

## **Overview of HHS Office of Minority Health (continued)**

### Priorities -

- Affordable Care Act
- HHS Action Plan to Reduce Racial and Ethnic Health Disparities
- National Partnership for Action to End Health Disparities

## **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

Purpose (page 3)

- Educate racial and ethnic minority populations about the Marketplace; and
- Assist them with enrollment and completion of the application to determine their eligibility and obtain or purchase health coverage offered through the Marketplace.

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Office of Minority Health's Program Expectations (page 10-11)

- Increase awareness of benefits and requirements of the Affordable Care Act among minority populations;
- Increase enrollment of minority populations in health coverage through the Marketplace or Medicaid/Children's Health Insurance Program (CHIP); and
- Increase awareness of minority population health status and health care disparities in the general population.

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Project Results (page 11)

Applicants must address at least four of the following five anticipated project results:

1. Increased awareness of the benefits and requirements of the Affordable Care Act among consumers including racial and ethnic populations and those that are economically and environmentally disadvantaged;

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### Project Results (continued)

2. Increased enrollment of various persons including racial and ethnic minorities and those that are economically and environmentally disadvantaged in private insurance through the Marketplace or Medicaid/CHIP;
3. Increased awareness of health disparities among racial and ethnic minority consumers, community partners and other key stakeholders;

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### Project Results (continued)

4. Increased access to quality health care services by various populations, including racial and ethnic minorities; and
5. Improved outreach to increase knowledge and understanding of basic health insurance coverage information and how to better navigate health systems to access care among the application's targeted populations through health literacy education.

# **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

## **Application Content (pages 20-33)**

- Executive Summary
- Problem Statement/Background
- Goal(s) and Objective(s)
- Proposed Intervention
- Special Target Populations and Organizations
- Evaluation Plan
- Dissemination
- Organizational Capability

# Partnerships to Increase Coverage in Communities II (PICC II) Initiative

## Application Content (continued)

- **Executive Summary** - Brief description of the proposed project including: goal(s), objective(s), outcomes, and products to be developed.
- **Problem Statement/Background** - Description, in both quantitative and qualitative terms, of the nature and scope of the specific and particular problem or issue, and the proposed intervention it is designed to address.

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## Application Content (continued)

- **Goal(s) and Objective(s)** - Description of the project's goal(s) and major objective(s). All objectives should be provided in a SMART format (specific, measurable, accurate, realistic, and timely). Baseline data and time frames for achievement should also be provided.

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## Application Content (continued)

- **Proposed Intervention** - Must include interventions designed to address, develop and/or improve, at minimum, one of the following five strategies aimed to address access to care and/or health equity through Marketplace enrollment:
  1. Navigation of health care systems and appropriate utilization of health services;
  2. Health literacy;

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- **Proposed Intervention** (continued)
  3. Awareness and education regarding health insurance concepts and terminology;
  4. Health information technology to improve quality of health care services; and
  5. Health care needs of populations including minority populations, those that are rural and/or isolated, identified emerging racial and ethnic communities and LEP individuals, and immigrant and refugee populations.

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Applicants may use funds to implement a community health worker (CHW) model to raise awareness about the Marketplace. Recommended models include, but are not limited to, the following:

- Promotores de Salud/Lay Health Worker
- Member of Care Delivery Team
- Care Coordinator/Manager
- Health Educator
- Outreach and Enrollment Agent
- Community Organizer and Capacity Builder

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### Application Content (continued)

- **Special Target Populations and Organizations** - Describe how you plan to involve community-based organizations that have a demonstrated track record of serving racial and ethnic minority populations including those that are economically and environmentally disadvantaged or limited English speaking immigrants and/or refugees.

# Partnerships to Increase Coverage in Communities II (PICCC II) Initiative

## Application Content (continued)

- **Project Management** - Include a clear delineation of the roles and responsibilities of project staff and sub-recipients and how they will contribute to achieving the project's objectives and outcomes.

# Partnerships to Increase Coverage in Communities II (PICC II) Initiative

## Application Content (continued)

- **Evaluation Plan** - Describe in detail the process and plan for program monitoring activities which include *process* and *outcome* measures. Include in this description the specific process and outcome measures, what data will be collected, how the data will be collected, and who will conduct the local evaluation. Applicants that do not provide measurable outcomes will not be funded.

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## Application Content (continued)

- **Dissemination** - Describe the method that will be used to disseminate the project's results and findings in a timely manner and in easily understandable formats to the target audience, the general public, and other parties who might be interested in using the results of the project.

# Partnerships to Increase Coverage in Communities II (PICC II) Initiative

## Application Content (continued)

- **Organizational Capability** - Include an organizational capability statement and resumes for key project personnel. Also include information about any contractual and/or supportive staff/organization(s) that will have a secondary role(s) in implementing the project and achieving project goals.

# Partnerships to Increase Coverage in Communities II (PICC II) Initiative

## Application Content (continued)

- **Budget Narrative** - Applicants must submit:
  1. Multi-Year Budget Narrative
  2. Budget Narrative for each year of the potential grant

Note: Unless specified, you should develop your multi-year budgets based on level funding for each budget period. A level-funded budget is equal to the exact dollar figure of the year one budget.

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## Application Content (continued)

- **Appendices**
- **Work Plan** - Should include a statement of the project's overall goal, anticipated outcome(s), SMART objectives, and the major tasks, action steps, or products that will be pursued or developed to achieve the goal and outcome(s).

# Partnerships to Increase Coverage in Communities II (PICC II) Initiative

## Application Content (continued)

- **Letters of Commitment and Memoranda of Understanding from Sub-recipient Organizations and Agencies** - Letters of Commitment are required for all organizations and entities that have been specifically named as a sub-recipient to carry out any aspect of the project. Letters of “support” will not be considered during the review.

## Partnerships to Increase Coverage in Communities II (PICCC II) Initiative

### Application Review Criteria (pages 36-38)

- |                                |            |
|--------------------------------|------------|
| • Problem Statement/Background | 20 points  |
| • Goal(s)/Objective(s)         | 25 points  |
| • Program Plan                 | 30 points  |
| • Evaluation Plan/ Logic Model | 20 points  |
| • Budget                       | 5 points   |
| Total:                         | 100 points |

## **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

### Eligible Applicants (pages 12-14)

- Nonprofit with 501(c)(3) IRS status (other than institution of higher education)
- Nonprofit without 501(c)(3) IRS status (other than institution of higher education)
- For-profit organizations (other than small business)
- Small, minority, and women-owned businesses

## **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

### Eligible Applicants (continued)

- Universities
- Colleges
- Research institutions
- Hospitals
- Community-based organizations
- Faith-based organizations

## **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

### Eligible Applicants (continued)

- Federally recognized or state-recognized American Indian/Alaska Native tribal governments
- American Indian/Alaska Native tribally designated organizations
- Alaska Native health corporations
- Urban Indian health organizations
- Tribal epidemiology centers

## **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

### Eligible Applicants (continued)

- State and local governments or their Bona Fide Agents (this includes the District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, the Commonwealth of the Northern Mariana Islands, American Samoa, Guam, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau)
- Political subdivisions of States (in consultation with States)

## **Partnerships to Increase Coverage in Communities II (PICC II) Initiative**

Note: Funds awarded under this opportunity may not be used by the grantee or any of its sub-recipients to carry out activities funded through other HHS grants or from a State-based Marketplace for similar outreach, education and enrollment assistance efforts.

## Partnerships to Increase Coverage in Communities II (PICC II) Initiative

### Award Information

- Anticipated Number of Awards: 14-17
- Range of Awards: \$200,000-\$250,000 per budget period
- Budget Period Length: 12 months
- Period of Performance: Not to exceed 2 years
- Anticipated Start Date: August 1, 2015
- Applications must be submitted electronically via [www.grants.gov](http://www.grants.gov) by **May 22, 2015 at 5:00 p.m. ET**
- Application including Appendices must not exceed 55 pages
- Application must meet Application Responsiveness Criteria

## Partnerships to Increase Coverage in Communities II (PICC II) Initiative

Program Staff:

Makeda Harris, Project Officer

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Phone: 240-453-8444

# OFFICE OF GRANTS MANAGEMENT

- Presenter      Eric West, Senior Grants Management Specialist
  
- Questions      DeWayne Wynn, Grants Management Specialist

# OFFICE OF GRANTS MANAGEMENT

- PICC II Webinar Topics
  - Award Information
  - Budget Information
  - Eligibility
  - Screening Criteria and Responsiveness
  - Submission Process
- PICC II FOA is available at [www.grants.gov](http://www.grants.gov)
  - Search by FOA # (MP-CPI-15-003) or CFDA # 93.137

## PICC II AWARD INFORMATION

- **See FOA page 12**
  - ▶ An estimated \$3,500,000 is available.
  - ▶ Anticipated Number of Awards: 14-17.
  - ▶ Budget Period Length: 12 months.
  - ▶ Award range \$200,000 to \$250,000 per year.
  - ▶ Period of Performance: 2 years.
  - ▶ Anticipated Award Start Date: 08/01/2015.

## **PICC II BUDGET INFORMATION**

- **See FOA pages 17 and 31**
  - ▶ Budget Period: 1 year
  - ▶ Project Period: 2 years
  - ▶ Funding for all approved budget periods beyond the first year is contingent upon the availability of funds, satisfactory progress of the project, and adequate stewardship of Federal funds.
  - ▶ Submit a combined multi-year detailed Budget Narrative for each year of the potential grant.

## PICC II BUDGET INFORMATION (continued)

- See FOA page 31
  - ▶ Develop detailed multi-year budgets based on level funding for each budget period.
  - ▶ A level-funded budget is equal to the exact dollar figure of the year one budget.
  - ▶ The proposal must demonstrate a clear and strong relationship between the stated objectives, project activities, and the budget, the budget justification should describe the ***cost estimated per proposed project, activity, or product.***

# PICC II ELIGIBLE APPLICANTS

- **See FOA pages 12-13**
- A wide range of entities are eligible to apply to the Partnerships to Increase Coverage in Communities II Initiative.
- All eligible applicants are delineated on pages 12-13 of the funding opportunity announcement.

## PICC II APPLICATION SCREENING CRITERIA

- See FOA pages 14-15
  1. Submit application via [www.grants.gov](http://www.grants.gov) by 5pm on May 22, 2015.
  2. Adhere to requirements on spacing, margins and font size.
  3. Project Narrative (includes Summary) must not exceed 40 pages.
  4. Total application (includes Appendix) must not exceed 55 pages.
  5. Proposed budget does not exceed \$250,000.
  6. The application has met the **Application Responsiveness Criteria listed on page 14.**

# PICC II SUBMISSION PROCESS

- See FOA pages 18 -19
- Carefully follow submission instructions on [www.grants.gov](http://www.grants.gov)
  - DUNS Requirement:
    - A Dun and Bradstreet, Data Universal Numbering System (DUNS) number is required when applying to this FOA.
  - SAM Requirement:
    - A valid and active System for Account Management (SAM) registration is mandatory in order to submit an application – allow a minimum of 10 days for processing.
    - Must renew SAM registration each year. (5 days)
- Submission trouble – contact grants.gov helpdesk 1-800-518-4726 or [support@grants.gov](mailto:support@grants.gov).

## PICC II SUBMISSION DATE AND TIME

- See FOA pages 1-2
- Application Due Date for PICCI II is May 22, 2015 at 5:00 pm Eastern Time.
  - ▶ Applications must be submitted electronically via [www.grants.gov](http://www.grants.gov) by the due date.
  - ▶ Applications that fail to meet the application due date will be returned and will receive no further consideration.
  - ▶ Applicants must receive a written exemption from the Director, OASH Office of Grants Management to submit any way other than electronically through [www.grants.gov](http://www.grants.gov).

# PICC II SUBMISSION EXEMPTION

## Exemption Request:

**Specific information is on page 1-2 of the PICCI II FOA**

- ▶ Submit request at least 4 business days prior to application deadline.
- ▶ Submit request via email to OGM Director.
- ▶ Provide details why technologically unable to submit electronically via [www.grants.gov](http://www.grants.gov).
- ▶ Must obtain written exemption from Director, HHS/OASH Office of Grants Management 2 business days in advance of deadline to submit application outside of grants.gov

# CONCLUDES OGM PRESENTATION

For questions and information related to administrative and budgetary requirements contact:

HHS/OASH Office of Grants Management

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