

You are waiting to join:

**Taking a Deeper Dive Into
the 2016-2017 Challenge
Award Process**

The call will begin at
2:00 PM ET.

This event is listen-only. The
webinar audio can be
listened through your
computer audio and
questions can be submitted
in the Q&A box.

Date Oct 11, 2016

2:00-3:00 PM ET



MRC Challenge Awards

Taking a Deeper Dive Into the 2016-2017 Challenge Award Process



Logistics

- This webinar is Listen-only and can be listened through your computer speakers.
- This call is being recorded and the recording will be shared on the MRC NACCHO website.
- Submit questions through the Q&A box on the right of the presentation.

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What is the MRC Challenge Award?

Competitive award for projects that foster innovation



Demonstrates the MRC's capability to enhance the resilience of local communities



Aligned with national health initiatives that are a priority in your community

Challenge Award Focus Areas



Challenge Award Focus Areas

Building and Sustaining Community Resiliency - Health security depends on a resilient nation able to withstand and recover from the adverse health effects of incidents. At the core of a resilient nation are individuals and communities that are knowledgeable about what they can do to protect themselves and capable of doing so.

Enhancing Community Collaboration and Coalitions- Through collaboration and coalitions with partner and stakeholder organizations, MRC units can build awareness for public health initiatives, as well as better preparing for, responding to, and recovering from emergencies, improving data-sharing, using innovative systems and tools for health situational awareness, risk reduction, and improving operational capabilities to meet the full range of HSA needs across stakeholders. Partnerships are essential for MRC success, and allow units to integrate into community initiatives.

Strengthening Community Health - A healthy community is integral to a community's ability to prepare, respond, and recover from major incidents. Chronic diseases, mental and emotional health related disorders, and health in-equity disproportionately affects those who are vulnerable in steady state and during times of crisis. By addressing these issues, MRC units can help strengthen community health and support risk reduction efforts to promote healthy lifestyles, active living, behavioral health, and social health. We should strive to create communities where individuals, families, schools, faith-based organizations, and workplaces take action to promote physical and emotional health, reduce the likelihood of mental illness, including substance abuse and suicide, and promote health equity. MRC units can leverage health and community systems to support health resilience and increase access to information and training to strengthen community health.

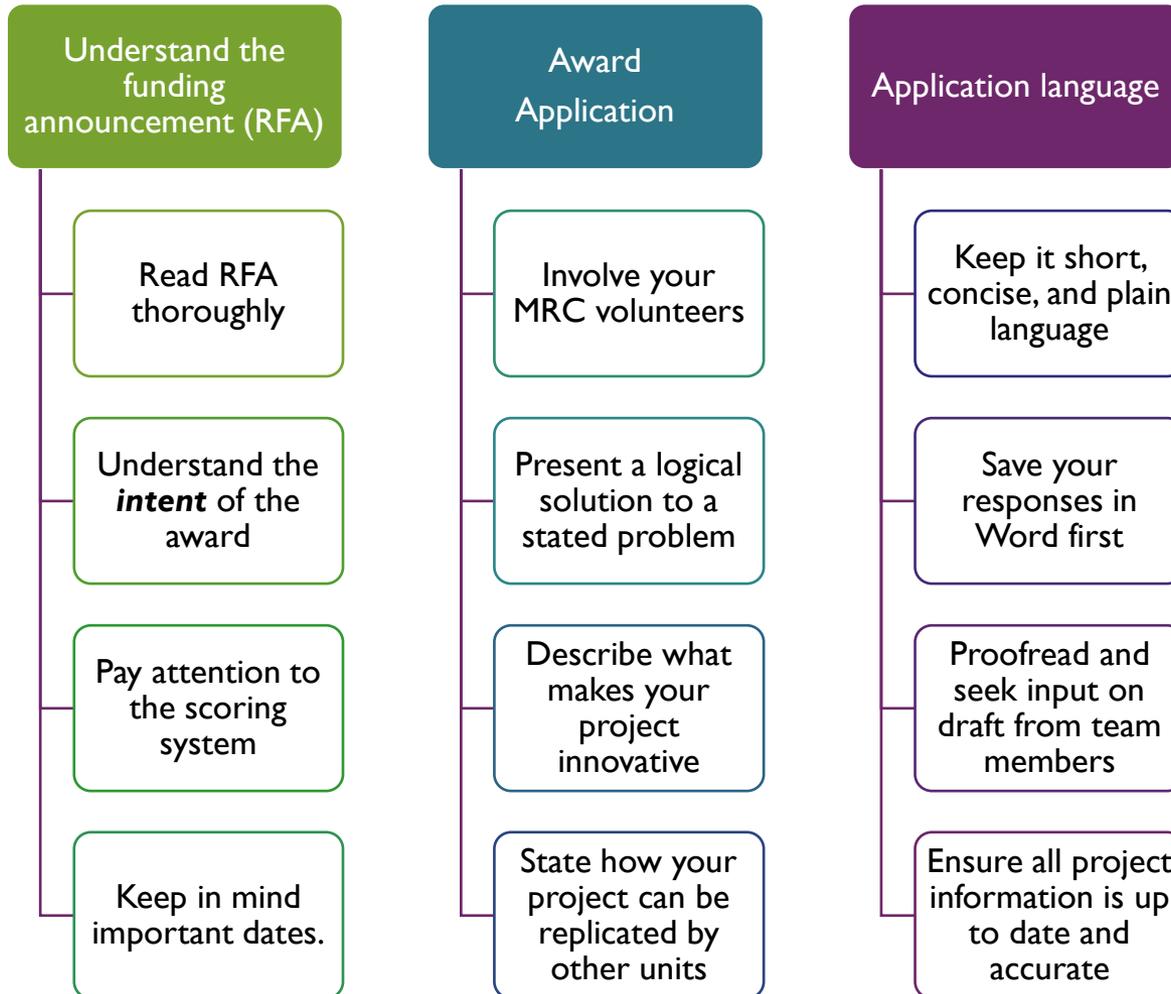


Challenge Award Timeline



- October 6, 2016 Release of FY2015-2016 MRC Challenge Awards Request for Applications (RFA).
- October 31, 2016 MRC Challenge Award applications open.
- December 9, 2016 MRC Challenge Award applications close.
- December 10, 2016 Application review period begins.
- January 20, 2017 Application review period ends.
- Week of January 23, 2017 Notice of Awards released to awardees. Contracts available for download from NACCHO's MRC Awards website at <http://mrcnaccho.org>.
- March 31, 2017 Date by which NACCHO must receive signed contracts and Certification of Non-Debarment forms. Unfortunately, no contract extensions may be granted.
- September 2017 Six-month project evaluation
- March 2018 Final project evaluation

Tips for a Successful Award Application



Project Description

Preparing communities for climate change has become a rising priority since the announcement of the Presidential Climate Action Plan in 2013. As one of the most vulnerable cities to climate change, New Orleans is beginning to address issues of water management, energy use, and health. Recently, the New Orleans Health Department received the Climate Change and Public Health Learning Collaborative for Urban Health Departments grant to conduct a climate vulnerability assessment. The analysis will identify neighborhoods that are vulnerable to climate-related disease or injury, construct a GIS map of these areas, and detail how partners can help mitigate climate change.

Using this data and knowledge, the New Orleans Medical Reserve Corps (NOMRC) will lead the initiative to **build health and disaster resilience to climate change in at-risk neighborhoods**. Called the Climate and Health Preparedness Project (CAHP), this program aligns with our mission to improve public health preparedness within our unit, the community, and healthcare sector. Steps include training members to respond to climate-related hazards, conducting outreach, and developing toolkits for healthcare partners. These activities will not only build community resiliency among New Orleanians, but prepare the NOMRC and emergency management agencies for climate change.



Goals of the Project

Goals of the CAHP are:

1. Improve response to extreme temperatures.
 - a. Recruit 50 members to Temp-Teams, groups of 2-3 NOMRC members that provide assistance to individuals in need during extreme temperatures.
 - b. Train 50 members in warming shelter operations. The NOMRC operates a warming shelter during activation of the Citywide Freeze Plan.
 - c. Create online and mobile-friendly maps of warming and cooling centers.
 - d. Assess the existing freeze and heat warning system and improve the reach of messages to at-risk populations.
2. Conduct climate change outreach.
 - a. Use the new GIS map to target outreach to areas with significant climate risk factors.
 - b. Distribute 5,000 outreach materials on extreme temperatures, flood safety, and mosquito control.
 - c. Distribute 20,000 brochures on hurricane preparedness.
 - d. Develop a webpage on the Health Department website describing the effects of climate change on health in New Orleans and steps to reduce carbon footprints.
3. Train partner agencies in climate change preparedness.
 - a. Create climate change toolkits for healthcare partners, including community health centers, senior living facilities and daycare centers.
 - b. Train 100 community partners in climate change and hurricane preparedness. The results of the climate vulnerability assessment may lead to additional goals.



Benefits & Impact of Project

Due to low elevation and high subsidence rates, New Orleans is significantly vulnerable to the effects of climate change. Louisiana's coastline is quickly disappearing due to rising waters and our region is threatened by predictions of more intense rainfall, hurricanes and storm surges. Health outcomes of these weather events, shifting infectious disease patterns, and extreme temperatures will most acutely affect disadvantaged neighborhoods.

CAHP will identify these at-risk areas and provide education on how residents can protect themselves from climate-related illness and injury. Outreach events and presentations with community partners and trusted leaders will *empower residents to make the best decisions for their families*. In addition to educating residents, CAHP will *train a generation of volunteers and health workers on climate change preparedness*. NOMRC members and healthcare providers will be trained on how to recognize climate-related health threats in the community. *Daycare centers, senior living facilities, and nursing homes will also receive guidance* on heat and cold safety, flood awareness, and mosquito prevention that will protect the health of their clients. These activities will *benefit those most vulnerable to climate change, and provide a foundation for future initiatives* related to climate and health.



How is the Project Innovative

Few cities across the country have completed climate vulnerability assessments and even fewer are taking actions to promote climate and health preparedness in their communities. CAHP is a boots-on the-ground initiative that builds resiliency through education and engagement. NOMRC members will conduct outreach at local health fairs, give presentations to partner agencies, and distribute easy-to read and effective informational materials. These activities will provide important lessons learned on climate change health communication, foster inter-agency collaboration and planning, and bring climate change into the conversation in New Orleans. Importantly, CAHP will be guided by results of the climate vulnerability assessment and use GIS to identify areas of New Orleans that are most at risk. This use of technology provides a data-driven and goal-oriented approach to outreach.

The structure of CAHP will allow other cities to adopt and adapt the program to their communities. We will share our lessons learned and monitoring and evaluation results with the MRC network and local health departments. In addition, we have presented on our previous initiatives at the Preparedness Summit and Region VI MRC Meeting and plan to do the same on CAHP results and best practices.



Project Work Plan

- Work Plan:
 - Implementation plans: Describe how the project will be carried out and how the MRC Volunteers are engaged in the process. You should list any specific steps you will take.
 - List your project timeline.
 - What are your sustainability plans for your project?

Budget

Detailed line item budget of your estimated program costs. Administrative costs should be minimized where possible. **NACCHO's MRC Award funding may not be used to purchase promotional items/giveaways or food and beverages.**

- Administrative Costs and Fees
- Professional Service Fees
- Facilities, Rentals and AV Fees
- Uniforms, Equipment and Resources
- Training & Exercises (T&E)
- Travel/Transportation Services
- Awards, Recruitment and Outreach

Online Application Process

6. Challenge Award Project Proposal Description, Work Plan, Budget, and Evaluation

- For the focus area you've selected, describe your program, initiative, or activity. Consider the following: What is the program, initiative, or activity? Who (i.e. local health department, local and national partners, etc.) is involved in developing, supporting, or leading the program, initiative or activity? Where is it taking place? Why is this relevant to your local community/MRC unit? (Maximum 300 words) *
- Describe the goals of your project. What are the measurable objectives for your project? (Maximum 300 words) *
- Who is the target audience for your project? How are the MRC Volunteers involved? (Maximum 200 words) *
- Describe the benefits and impacts your program, initiative, or activity will have on your community and/or participants. What are the expected measurable outcomes? (Maximum 200 words) *
- Describe what makes your program, initiative, or activity innovative. (Maximum 200 words) *
- Implementation plans: Describe how the project will be carried out and how the MRC Volunteers are engaged in the process. You should list any specific steps you will take. (Maximum 200 words) *
- List your project timeline. (Maximum 200 words) *
- What are your sustainability plans for your project? (Maximum 200 words) *
- Your project budget should include detailed line items of your estimated program costs up to \$15,000. Administrative costs should be minimized to the extent possible. **NACCHO's MRC Award funding may not be used to purchase promotional items/giveaways or food and beverages.**

Please use the following budget categories:

- Administrative Costs and Fees
 - Professional Service Fees
 - Facilities, Rentals and AV Fees
 - Uniforms, Equipment and Resources
 - Training & Exercises (T&E)
 - Travel/Transportation Services
 - Awards, Recruitment and Outreach
- Provide line item estimates for the following categories: 1. Administrative Costs and Fees; 2. Professional Service Fees; 3. Facilities, Rentals and AV Fees; 4. Uniforms, Equipment and Resources; 5. Training & Exercises (T&E); 6. Travel/Transportation Services; 7. Awards, Recruitment and Outreach. (Maximum 300 words) *
 - Describe how you will obtain and report data, as well as measure your project's success and community impact. Consider: What evaluation tools will you be implementing to measure success? How will success be defined for this project? (Maximum 200 words) *



Online Application Process

1 Awards Overview > 2 Your Profile > **3 Award Applications** > 4 Review and Submit

AWARDS APPLICATIONS

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2017 MRC Challenge Awards

Overview

1. MRC Unit Information
2. Applicant Information
3. Housing/Sponsor Agency Information
4. Authorized Signatory for Organization
5. Challenge Award Focus Area Information
6. Challenge Award Project Proposal Description, Work Plan, Budget, and Evaluation
7. Application Verification

MRC Unit Number (4 digit format, example: 0123) *

MRC Unit Name *

MRC Unit Street Address *

City *

State *

Zip Code *

MRC Unit Phone Number *

MRC Unit email *

*Questions marked * are required*



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1 Awards Overview

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Select the Project Focus Area *

- Building and Sustaining Community Resiliency
- Enhancing Community Collaboration and Coalitions
- Strengthening Community Health

Select all that apply to the project being submitted *

- Volunteer Recruitment/Retention
- Preparedness Outreach
- Vulnerable Population Assessments
- Communication Technology and Social Media
- Develop Mission Ready Packages or Deployable Teams
- Medical Countermeasures/POD's
- Active Shooter/Active Bystander Response
- Healthcare or Community Coalitions
- Mental/Emotional Health
- Chronic Disease Prevention
- Healthy Eating/Addressing Food Deserts
- Environmental Health
- Infectious Diseases
- Tobacco Use/Electronic Smoking Devices
- Maternal & Child Health
- HIV/STDs
- Zika Related
- Opioid Abuse
- Injury and Violence Prevention (i.e. cyber bullying)
- Health Equity
- Partner with an Academic Institution
- Conduct or Participate in a Training Exercise
- Develop a Training or Educational Resource
- Continuation of a project from previous Challenge Award



Online Application Process

1 Awards Overview > 2 Your Profile > **3 Award Applications** > 4 Review and Submit

AWARDS APPLICATIONS

- All Awards
- Not Started (0)
- In Progress (0)
- Ready for Submission (1)
- Not Interested (1)

Apply for Awards

MRC Challenge Awards

2017 MRC Challenge Awards COMPLETED

APPLICATION DEADLINE: 12/9/2016

✖ Not Interested

EDIT

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1 Awards Overview > 2 Your Profile > 3 Award Applications > **4 Review and Submit**

Review and Submit

COMPLETED APPLICATIONS

MRC Challenge Awards

2017 MRC Challenge Awards

APPLICATION DEADLINE: 12/9/2016

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6-month and 1-year Evaluation

- What you have accomplished?
- Refer to your proposal and briefly describe the activities carried out during this reporting period.
- Did you use indicators or benchmarks to determine your progress and if so, briefly describe them?
- When considering the design and implementation of this project, what lessons did you learn?
- What was produced during the reporting period? (Use of examples from projects) Please describe the main products produced in this year.
- What percentage of project funding has been spent (approximately)? Has your budget changed significantly?

Polling Questions



Questions?

More information:

mrc@naccho.org

