



Request for Application

Family Healthy Weight Program Action Institute

Date of release: May 1, 2025

Application deadline: 11:59 pm ET on June 15, 2025

Summary Information	
Project title	Family Healthy Weight Program Action Institute
Application Period	May 1, 2025
Application Deadline	June 15, 2025, at 11:59 pm ET
Notification Date	July 22, 2025
Point of Contact for Questions	Dr. Jasel Martin: FHWPAI@veritasmanagementgroup.com Tucker O'Donnell: MCAH@naccho.org
Special considerations for selection	Applications from organizations with innovative approaches to enhancing FHWP sustainability are strongly encouraged.

Overview

Childhood obesity remains a critical public health issue in the United States, with far-reaching implications for community health and societal well-being. According to the Centers for Disease Control and Prevention (CDC), approximately 19.7% of children and adolescents aged 2-19 years in the U.S. were affected by obesity in 2019-2020ⁱ. This condition is associated with increased risks of chronic diseases, underscoring the urgent need for systemic and coordinated interventions.

CDC, in collaboration with VMG and the National Association of County and City Health Officials (NACCHO), has launched the Family Healthy Weight Program Action Institute to enhance the financial sustainability of existing FHWPs through innovative reimbursement strategies. This initiative focuses on creating sustainable financial structures at the organizational, environmental, and policy levels.

This Request for Applications (RFA) invites eligible applicants to participate in the Action Institute. Selected participants will engage in a series of interactive workshops and collaborative activities designed to develop sustainable reimbursement pathways for FHWPs through policy, systems, and environmental (PSE) approaches.

The Opportunity

Selected participants will engage in a structured, year-long process to:

- Document specific barriers they've encountered in securing reimbursement for FHWP services
- Connect with state-level policymakers and payer organizations to understand policy constraints
- Develop targeted policy solutions that address identified reimbursement barriers

- Create actionable strategies for modifying existing reimbursement systems
- Contribute to an evidence base that CDC can use to support new PSE approaches

The Action Institute will facilitate connections between local implementers and state-level decision-makers, recognizing that while FHWP operate locally, reimbursement policies are typically controlled at the state level. This deliberate bridging of local experience with state policy will maximize the potential for sustainable change.

Supports includes:

1. Barrier Documentation: Structured process for cataloging specific reimbursement challenges
2. Policy Analysis: Examination of state-specific Payor policies affecting FHWP reimbursement
3. Strategy Development: Facilitated sessions to create practical policy solutions
4. Peer Learning: Collaborative sharing of challenges and potential solutions across different state contexts
5. Evidence Building: Documentation of barriers and solutions to inform future policy approaches

Program Goals

The FHWP Action Institute focuses on:

1. Reimbursement Barrier Identification:

- Document specific challenges faced by FHWP implementers in securing reimbursement
- Identify state-specific policy barriers in payor systems
- Catalog administrative and operational obstacles to successful billing

2. Policy Solution Development:

- Create strategies to navigate existing reimbursement systems more effectively
- Identify opportunities for policy modifications at state and federal levels
- Develop strategies for gaining decision-maker support for policy changes

3. Implementation Pathway Creation:

- Build actionable roadmaps for policy change based on state contexts
- Create strategies for engaging key decision-makers in the policy process
- Develop implementation timelines that acknowledge policy change realities

4. Evidence Building for Solutions:

- Document case examples to demonstrate the impact of reimbursement barriers
- Develop compelling narratives that connect reimbursement to health outcomes

- Create resources that CDC and others can use to support new policy approaches

Support Structure

Participants will receive:

1. Facilitation Structure

- Monthly virtual collaborative sessions focused on identifying barriers
- Policy analysis with reimbursement experts
- Connections to state-level payor stakeholders
- Documentation support for case examples

2. Peer Learning Opportunities

- Regular cohort collaboration sessions
- Cross-state problem analysis workshops
- Sharing context-specific challenges and solutions
- Joint development of policy approaches
- Comparative analysis of state payor systems

3. Evidence Development Support

- Templates for documenting reimbursement barriers
- Frameworks for policy solution-development
- Guidance on creating compelling policy alternatives

Eligibility Criteria

Applicants must meet all core requirements and demonstrate at least three additional qualifications:

Core Requirements (All required):

- Currently implementing a Family Healthy Weight Program that has identified specific reimbursement barriers
- Demonstrated partnership or willingness to partner with state-level entities that influence payor policies (e.g., state health department, Medicaid office, state insurance commission)
- Authority to document and share information about reimbursement challenges and potential solutions

Additional Qualifications:

- Experience attempting to secure payor or other insurance reimbursement for FHWP services
- Existing relationships with payer organizations (public or private)
- Ability to collect and analyze reimbursement and financial sustainability data
- Experience serving populations with high payor enrollment
- Knowledge of state-specific payor policies affecting FHWP
- History of engagement in policy change processes

Eligible organization types include, but are not limited to:

- Health departments with established partnerships to state Medicaid offices
- Federally Qualified Health Centers (FQHCs)
- Managed Care organizations and other payors (such as CHIP, etc.)
- Community-based organizations with state-level policy connections
- Healthcare systems with experience in payor billing for preventive services
- Academic institutions partnered with FHWP implementers
- Recipients of funding from CDC's Division of Nutrition, Physical Activity, and Obesity (DNPAO) or Division of Diabetes Translation (DDT) who implement FHWP or are a SPAN recipient that has organizations within the state implementing FHWP
- Other relevant agencies demonstrating required qualifications

Application Requirements (5-9 pages total)

1. **Executive Summary** (1 page) – template provided
2. **Reimbursement Barrier Analysis** (1-2 pages)
 - Description of specific reimbursement challenges encountered within your program's FHWP implementation
 - Documentation of previous attempts to secure payor reimbursement
 - Analysis of root causes of reimbursement barriers (policy, administrative, etc.)
 - Description and examples of how these barriers impact program financial sustainability
 - Current FHWP reach and populations served (including payor enrollment percentages)
3. **Policy Partnership Framework** (1-2 pages)
 - Description of partnerships with state-level policy influencers
 - Documentation of engagement with payor stakeholders
 - Letters of commitment from state-level partners with policy influence (appendix)

- Roles of key decision makers in potential policy changes
 - Description of current billing processes and coding practices
4. **Proposed Solution Approach** (1-2 pages)
 - Initial ideas for policy or administrative changes to address barriers
 - Potential reimbursement pathways to explore
 - Anticipated challenges to policy change and mitigation strategies
 - Relevant state-specific policy context that may affect solutions
 - Proposed timeline for policy solution development
 5. **Evidence Development Strategy** (1 page)
 - Methods for documenting reimbursement barriers
 - Approach to gathering evidence of financial impact
 - Data collection and analysis capabilities
 - Strategy for developing compelling policy cases
 - Plans for sharing findings to support broader policy solutions
 6. **Required Appendices** (not counted in page limit):
 - Organizational commitment letter – template provided
 - State-level partner commitment letter – template provided
 - Key team member roles (1 page)
 - Current FHWP implementation summary (1 page)

Participation Requirements

Selected organizations commit to:

1. **Barrier Documentation Phase** (Months 1-3)
 - Participate in virtual collaborative sessions (8 sessions over 12 months)
 - Complete a detailed assessment of reimbursement barriers
 - Engage state-level policy partners in the process
 - Map the policy landscape affecting reimbursement
2. **Solution Development Phase** (Months 4-9)
 - Participate in facilitated policy solution workshops
 - Engage with payor experts
 - Develop policy briefs documenting barriers and proposed solutions
 - Collaborate with other participants on cross-cutting challenges
 - Meet regularly with state-level policy partners
3. **Evidence Building Phase** (Months 10-12)

- Finalize documentation of barriers and potential solutions
- Develop strategies for advancing policy changes
- Create materials CDC can use for broader policy solutions
- Contribute to a repository of reimbursement barriers and policy solutions

Note: Both program implementation team AND state-level policy partners must participate in all phases to ensure solutions address both local-level realities and policy constraints.

Selection Criteria

Applications will be evaluated based on:

1. Reimbursement Barrier Documentation (45%)

- Clarity and specificity of identified reimbursement barriers
- Quality of analysis regarding barrier root causes
- Demonstrated understanding of payor systems
- Evidence of previous attempts to address reimbursement challenges
- Direct connection between barriers and FHWP implementation challenges

2. Policy Partnership Strength (45%)

- Quality and commitment of state-level policy partnerships
- Evidence of existing relationships with payor stakeholders
- Demonstration of partners' ability to influence policy change
- History of successful collaborative work
- Clear roles for both implementers and policy partners

3. Solution Potential (10%)

- Feasibility of proposed policy approaches
- Understanding of state-specific policy context
- Quality of initial solution ideas
- Assessment of challenges and opportunities
- Potential for solutions to benefit other FHWP beyond the applicant
- Feasibility of solution implementation

Note: Priority will be given to applications that demonstrate strong partnerships between FHWP implementers and state-level policy influencers, as these collaborations are essential for translating identified barriers into policy solutions.

Key Dates and Timeline

1. Application Phase

- RFA Release: May 1, 2025
- Application Deadline: June 15, 2025, 11:59 PM EST
- Participant Selection Notification: July 22, 2025

2. Action Institute Activities

- Virtual Kick-off: September 2025
- Barrier Documentation Sessions: October – December 2025
- Policy Solution Workshops: January – May 2026
- Evidence Development Sessions: June- July 2026
- Final Convening: August 2026

3. Key Milestones

- Reimbursement Barrier Documentation: December 2025
- Policy Solution Development: March 2026
- Evidence Brief Creation: June 2026
- Final Repository Contribution: August 2026

Application Submission Instructions

Required Format:

- 5-9 pages total (excluding appendices)
- Single-spaced, 12-point Times New Roman font
- 1-inch margins
- Page numbers in the bottom right corner
- Single PDF document with application responses and appendices

Submission Process:

1. Complete all application components in the requested order
2. Include all required appendices, including state-level partner commitment letters
3. Submit to FHWPAI@veritasmanagementgroup.com by deadline
4. Receive a confirmation email within 24 hours of submission

Important Considerations Regarding Submission:

1. **No Funding Available:** This is a non-funded opportunity. The participation value comes from facilitated collaboration to identify reimbursement barriers and develop policy solutions that can advance FHWP sustainability.
2. **Partner Documentation:** Letters of commitment from state-level partners with influence over payer policies are required. These partners must commit to active participation throughout the Action Institute process.
3. **Multiple Applications:** Organizations may submit only one application but can be listed as partners on other applications. We especially encourage collaborations between implementation-focused and policy-focused entities.
4. **Reimbursement Focus:** Applications should specifically address payor or other insurance reimbursement challenges, not general FHWP implementation barriers.
5. **Technical Issues:** Contact technical support at least 48 hours before the deadline for assistance (FHWPAI@veritasmanagementgroup.com)

Questions and Support

Pre-Application Information Sessions:

- **Date:** May 8th, 2025
- **Time:** 2:00 pm EST
- **Registration link:**
https://naccho.zoom.us/webinar/register/WN_p6BeBXHrRraqxDllqNAPeA#/registration
- Recording will be available after the session

Questions:

- Questions will be accepted until: May 22, 2025

Contact Information:

- *For Application Questions & General Inquiries:*
 - Contact Dr. Jasel Martin via Email: FHWPAI@veritasmanagementgroup.com
- *For Technical Assistance Questions:*
 - Contact Tucker O'Donnell via Email: MCAH@naccho.org
- Website: [RFA Family Healthy Weight Program Action Institute](#)

ⁱ CDC, National Health and Nutrition Examination Survey, 2017-2020.
<https://www.cdc.gov/obesity/data/childhood.html>