

2019 Lead Poisoning Prevention Grant Application
Equipping Communities for Action through the National Lead Poisoning Prevention Network

Overview

To help communities in building local capacity and advancing evidence-based lead poisoning prevention efforts, the National Center for Healthy Housing (NCHH) invites communities to apply for a bundled award of coaching and support over eighteen months that includes access to a network of national experts, opportunities to engage in a peer learning network with other communities tackling childhood lead exposure, a customized cost-benefit analysis, and a \$25,000 grant.

There is great potential for improving population health and upending health inequities by addressing lead exposure, especially among low-income communities and communities of color. Many communities have developed and implemented best practices, while a growing group of communities are actively seeking solutions. Still others have started on the path toward creating lead-safe environments but need assistance in transforming sporadic action into a sustained strategy. Under the proposed work, NCHH and a network of partners will support communities who are at various levels of readiness, in achieving their lead poisoning prevention goals.

The underpinning for this effort is to advance health equity, defined here as when “everyone has a fair and just opportunity to be healthier,” which requires removing obstacles to health such as poverty, discrimination, and their consequences

Who is eligible?

- Local or regional non-profit and community-based organizations (includes public health institutes)
- County, local, and tribal government agencies

Organizations must be based in the United States and serve small to mid-sized cities. For the purpose of this RFP, small to mid-size cities are defined as those with populations between 50,000-400,000. Applicants applying at the county level are eligible to apply as long as the county or region they serve includes at least one small to mid-sized city that will be the focus or a primary beneficiary of the proposed work. Applicants serving communities with a population smaller than 50,000 will be considered on a case-by-case basis. Organizations or agencies that operate at the state level are not eligible to apply for this award. For-profit organizations are not eligible to apply even if they work at the local level.

Communities may apply in one of two tracks:

Emerging/Exploring Track: Communities should consider applying in this track if they need assistance in identifying or prioritizing promising strategies and/or they are in the early stages of the proposed work (e.g., corresponding to a bronze level on the ladder of engagement [see detail below in Table 1]).

Implementation Track: Communities should apply in this track if they have defined priorities and objectives and/or they have some infrastructure in place to build on to achieve the proposed work (e.g., corresponding to a silver or higher level on the ladder of engagement [see detail below in Table 1]).

How many communities will be selected?

We anticipate that a minimum of eight communities will be selected. This competitive solicitation is

being led by the National Center for Healthy Housing, with funding from the Robert Wood Johnson Foundation and additional support from the New York Community Trust.

What is the project period and what are some of the key dates?

March 22	Applications due	
May 2019	Applicants will be notified of their status by early May	
May 2019	New grantees assigned to core coaching team and complete intake coaching calls	
Late May or June 2019	Kickoff webinar for new grantees	
August or September 2019	In-person convening in Washington, DC*	
May 2019 through October 2020	Monthly coaching calls with core team and other coaching activities as needed	
Late summer or fall 2020	Final in-person convening in Washington, DC*	
October 2020	Final reports due to NCHH	

**Applicants should plan for at least two staff members to attend the in-person convenings. The \$25,000 grant may be used to support this travel. No additional or supplemental funding will be available. Dates for the 2019 convening may be finalized during the application period. This RFP and the FAQs page for the funding opportunity will be updated to reflect the final set of dates.*

Overview

What are the benefits of being selected?

Communities that are selected will receive support to advance their local lead poisoning prevention efforts. These benefits include, but may not be limited to:

- **Coaching and support:** Eighteen months of coaching and support from national experts at the [National Center for Healthy Housing](#), [Environmental Defense Fund](#), [ChangeLab Solutions](#), [National League of Cities](#), [Earthjustice](#), and more
- **Peer learning:** Opportunities to interact and learn from other communities tackling the same issues
- **Cost/Benefit analysis:** An analysis of the costs and benefits of lead poisoning prevention policies tailored to their jurisdictions, conducted by [Altarum Institute](#). The [analysis](#) is intended to help communities estimate the local burden of lead exposure and the benefits of specific lead remediation policies
- **Grant award:** A \$25,000 grant to support activities and travel

What is the coaching and support and are there related grantee expectations to note?

Coaching and support will be provided to grantees both remotely and in-person over the duration of the project period (May 2019-October 2020) to enable grantees to on-demand and structured feedback, mentoring, and advice from national experts. Grantees will also have the opportunity to learn from peer communities, and to share their own successes and challenges. Opportunities may include but are not limited to grantee participation in: a project “kick-off” webinar; monthly coaching calls with applicable national partners; an on-site visit by applicable national partners; two in-person, peer convenings in Washington, DC; submission of a final report; and other activities as needed (e.g., additional topic-specific, capacity building webinars (e.g., focused on drinking water, legal levers, financing, data integration, health equity, or cross-sector partnerships) or coaching calls with peer mentors).

The coaching and support will be customized to community needs, interests, and capacity, building on the recommendations of the [10 Policies to Prevent and Respond to Childhood Lead Exposure](#) (10 Policies) report. For example, coaches can help communities identify priority areas for action (e.g., important populations, settings, or exposure sources) as well as the types of strategies they are interested in pursuing (e.g., data initiatives, policy or financing solutions, coalition building). NCHH will work with communities to assess opportunities and develop a path to action, building on the recommendations and case studies of the [10 Policies](#) report.

Application Process

Can a community submit more than one application?

A community may submit more than one application. However, a maximum of one application per community will be selected.

What types of activities can be supported?

Funding should be used to build capacity within a community and help communities achieve policy, practice, or systems change. NCHH coaches will use a ladder of engagement framework to transform initial interest and sporadic action into sustained engagement and increased impact. The examples in Table 1 below illustrate this concept. Communities that start lower on the ladder of engagement may not achieve systems change during the project period, but should still articulate a plan and commitment to laying the groundwork for systems change and/or putting new policies, services or programs in place. Coaches will assess each community's baseline level of engagement and track activities and movement up the ladder of engagement.

Priority will be given to applicants who articulate plans to advance policy and system changes, such as those outlined in the [10 Policies report](#). Implementation track applicants will likely be in the silver, gold, and platinum levels of the above ladder of engagement, whereas emerging/exploring grants will likely be at the bronze level.

Communities may apply to use funding for an initiative that is already underway if they can demonstrate how the additional funding will substantially enhance the impact or reach of the work.

Funding may NOT be used to support attempts to influence legislation through direct or grassroots lobbying. For example, funds cannot be used for signage that endorses pending legislation or an elected official.

Funding should also not be used to support the direct costs of remediation. Also, funding is not intended to support standalone awareness or outreach and education activities. However, outreach/education activities that are linked to policy, practice, or systems change may be included as part of a proposal.

What outcomes will successful applicants be expected to demonstrate?

Given the relatively short project period (roughly eighteen months), communities will be expected to articulate a long-term goal and measure progress towards that goal, even if the end goal is not expected to be reached during the project period. Examples of outcomes might include:

- Stronger partnerships (e.g., as measured by new agreements, collaborative initiatives)
- New or more accessible data that can help target remediation, increase community engagement, or drive policy and systems change
- Increased involvement or leadership by affected residents
- Increase in policymaker, practitioner, and/or advocates who have evidence-based information for decision-making or mindset shifts among these groups
- New or additional funding or financing in place with a particular focus on under-resourced

communities

- New or improved policies, services, or programs in place *or in progress* with a particular focus on under-resourced communities
- Increase in equitable access to services or programs

Table 1. Ladder of Engagement Framework for Proposed Work

Level	Description	Example Outcomes*
<p>*NOTE: The examples below are a small sample of potential outcomes that illustrate each of these levels. Reviewers are not looking for applications containing only these specific outcomes.</p>		
Platinum	System change level	Example outcomes: Adoption of proactive code enforcement for lead; passage of a bond to pay for replacement of lead service lines; adoption of policies to enforce renovation, repair, and painting rules; adoption of requirements to protect tenants from eviction or displacement as a result of childhood lead poisoning.
Gold	Advanced action level	Example outcomes: Mature coalition pursues implementation of agreed upon strategic priorities; multidisciplinary team achieves programmatic or practice changes.
Silver	Early action level	Example outcomes: Formation of a lead coalition representing multiple sectors, sources, and settings to develop a shared agenda and take steps toward implementing that agenda; meetings/convenings with key decision-makers to change mindsets around lead poisoning prevention; citizen science efforts to engage community members.
Bronze	Learning level	Example outcomes: Problem definition (e.g., identification of sources and settings representing the greatest risk); asset identification (e.g., identifying the potential key stakeholders, decision-makers, and policy and financing levers).

Evaluation Criteria

How will communities be selected?

This is a competitive grant award. Applicants will be evaluated based on need, clarity of plan, readiness, potential impact, community partnerships, and potential for sustained change.

Applications must demonstrate the following:

- **Demonstrated need as evidenced by available data, including lived experience**
- **Clear outcomes for the work and a thoughtful plan for achieving them**
- **Potential for policy and systems change**
- **A demonstrated commitment to advancing health equity**
- **A strong, effective plan for meaningfully involving multi-sector stakeholders, including community members and community-based organizations, private sector interests, policymakers, and other relevant agencies and groups**

While not a requirement, applicants are encouraged to collaborate with philanthropic organizations to increase the impact of this work and/or sustain the work at the end of this project period. The application will allow you to describe the status of such partnerships and submit letters of support if desired/applicable.

We will seek to produce a geographically balanced cohort. Proposals will be reviewed primarily using the criteria listed above.

Applications will be reviewed by a selection committee comprised of staff from the National Center for Healthy Housing, Environmental Defense Fund, National League of Cities, ChangeLab Solutions, and the Robert Wood Johnson Foundation using the criteria articulated above.

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What information do I need to apply?

NCHH accepts grant applications **ONLY** through online submission; it does **NOT** accept the application in PDF format. Applicants can preview all of the application questions here ([PDF copy of full application](#)).

NCHH recommends preparation of the application responses in advance, as the online application must be completed and submitted entirely in one session. We recommend using the PDF copy of the full application ([available here](#)) to work offline with your team to pre-determine answer selections and/or draft responses for questions as appropriate. Developing full text responses in a Word document for the open response sections of the application will allow you to draft, edit, and save your responses as needed, as well as check character counts, before copying/pasting your final responses into the application on the SurveyMonkey platform. NCHH also recommends printing a copy of the completed application before submitting it.

When are applications due?

Applications may be submitted at any time, but are due no later than 5 p.m. ET on March 22, 2019.

When will the grants be announced?

We anticipate that successful applicants will be notified by early May.

Where can I get more information?

Contact Laura Fudala (lfudala@nchh.org) or Sarah Goodwin (sgoodwin@nchh.org) or visit <http://bit.ly/LPPECgrants19> for more information. Answers to other submitted questions will also be posted on that webpage. All questions must be received by March 13 2019.

Join the [funding announcement listserv](#) to be notified of new developments (e.g., newly posted FAQs) for this grant opportunity.

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* 1. Information about the primary applicant:

Agency/Organization Name:

Website (if applicable):

City or County:

State:

* 2. Please identify a primary contact at your organization/agency:

Name:

Title:

Email:

Phone:

3. Will the grant be used to support an activity or event in the community listed above?

- Yes, the grant will be used to support work in the community listed above.
- No, the grant will be used to support work in a different community (please specify below).
- The grant will be used to support work in multiple communities (please specify below).

Additional details about communities that will benefit from this grant (Limit: 1500 characters or less, including spaces):

* 4. What type of organization is applying for this grant?

- Local or regional nonprofit or community-based organization (includes public health institutes)
- County, local, or tribal government agency
- Other (please specify and note eligibility requirements above): (Limit: 1,000 characters or fewer, including spaces):

Additional or clarifying comments (Limit to 1,000 characters or fewer, including spaces):

* 5. What is the primary focus of your organization? *Select all that apply.*

- Lead poisoning prevention
- Healthy housing
- Housing
- Health
- Healthcare
- Environmental justice
- Education
- Early childhood
- Community or neighborhood action
- Other (please specify below)

Additional details or clarifying comments (Limit: 500 characters or fewer, including spaces):

6. What is the approximate size of the population served by your agency or organization?

If your organization or agency is not at the city or municipal level (e.g., if you are a county-level agency or a regional nonprofit), please indicate whether there are any small to mid-size cities within your jurisdiction that will be a focus of or primary beneficiary of the proposed work. Note that small to mid-size cities are those with populations of 50,000-400,000. Applicants serving communities with a population smaller than 50,000 will be considered on a case-by-case basis. Please limit your response to 1,000 characters or fewer, including spaces.

* 7. Tell us a little about your organization. *Be sure to include a description of how lead poisoning is relevant or connected to your organization's mission. (Limit: 2,000 characters or fewer, including spaces):*

* 8. Which track are you applying for (*select one*):

- Emerging/Exploring Track:** Communities should consider applying in this track if they need assistance in identifying or prioritizing promising strategies and/or they are in the early stages of the proposed work (e.g., corresponding to a bronze level on the ladder of engagement [see detail above in Table 1]).
- Implementation Track:** Communities should apply in this track if they have defined priorities and objectives and/or they have some infrastructure in place to build on to achieve the proposed work (e.g., corresponding to a silver or higher level on the ladder of engagement [see detail above in Table 1]).

* 9. Please respond to the following statements to help us learn more about the landscape for your current lead poisoning prevention work. *Note: The selection committee aims to provide grants to a mix of communities with different levels of experience with lead poisoning, so please be candid in your rating. If you'd like to elaborate on your ratings (e.g., for instance describe a past campaign or policy initiative that failed and your lessons learned), you may use the comments box.*

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
Decision-makers are knowledgeable about lead poisoning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The general public is knowledgeable about lead poisoning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have established coalitions and partnerships that work on lead poisoning prevention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our existing coalitions and partnerships are active and function effectively.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have good community resources to help residents find and fix sources of lead exposure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have good community resources to help provide follow-up services for children already exposed to lead.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments (Limit to 2,000 characters or fewer, including spaces.):

10. Why does your community need this support? *Please feel free to respond as makes sense for your community. Possible responses could include quantitative data and/or lived experiences to describe the burden of lead poisoning in your community, any specific populations that are disproportionately burdened, the need for services to address and prevent lead poisoning, existing political will to address the problem, how your community will be affected if you do not receive this funding, etc. (Limit: 2,000 characters or fewer, including spaces).*

* 11. Describe what success looks like for you at the end of the 18-month project? What is your specific plan for achieving that goal? How will the coaching, grant award, and other activities advance your progress? (Limit: 3,000 characters or fewer, including spaces):

* 12. Describe how your community will work with the coaching team. Who will be the main point of contact? What existing partners will be engaged? What new partnerships will be formed? How will the affected community be included and engaged in the process? (Limit: 2,000 characters or fewer, including spaces):

* 13. How does the work in this grant relate to your longer term lead poisoning prevention plans? How might it help you sustain your efforts? (Limit to 3,000 characters or fewer, including spaces.)

* 14. Does your organization or agency have any prior experience conducting work like this?

- Yes (please describe below and note any specific accomplishments or lessons learned)
- No

Additional details about previous relevant work (Limit to 1,500 characters or fewer, including spaces.):

* 15. Is there another funder (e.g., a local community foundation, utility, healthcare payer) who is willing to contribute funding for the proposed work either during the project period or to help sustain work after the project period?

- Yes, a letter from the funder(s) has been submitted per the instructions provided at <http://bit.ly/LPPECgrants19> (please describe below)
- No
- Maybe (please describe below)

Additional details about leveraging (limit to 2,000 characters or fewer, including spaces):

16. Community partnerships and sustainability:

Is the proposal led by an organization representing affected residents or community members? If not, is there a clear and reasonable plan to engage or represent the perspectives of affected communities? Is it likely that there will be adequate capacity in the community to sustain this work after the TA period ends (e.g., adequate staff/partner capacity, political will, funding)? (Limit: 2,000 characters or fewer, including spaces).

17. Please provide a general description/estimate of how the \$25,000 grant funding will be used; suggested categories include labor, indirect costs, and other direct costs. *Be sure to include travel expenses for two team members to travel to two in-person meetings in Washington, DC (in August or September of 2019 and summer/fall 2020) or certify that these travel expenses will be covered by other funding. If you need guidelines for estimating costs of travel to DC, the following resources may be helpful:*

<https://www.rwjf.org/en/how-we-work/grants-explorer/grantee-resources/legal-and-policy-information/travel.html>

<https://www.gsa.gov/travel/plan-book/per-diem-rates>

Please limit your response to 2,000 characters including spaces.

18. Is there any other information you'd like to provide the selection committee about your community's application for this grant (*limit to 1,500 characters or fewer, including spaces*)?

* 19. Please confirm your understanding and agreement that communities selected for funding may not use any portion of the funds for lobbying activities, including but not limited to those described in the following statement:

No aspect of Awardee activities performed under this award may consist of attempts to influence legislation through direct or grassroots lobbying. For example, funds cannot be used for signage that endorses pending legislation or an elected official.

- Yes, I certify that I understand and agree to the prohibition of using these funds for lobbying activities.
- No, I cannot certify my agreement with or understanding of this statement.