Connecticut Health
FOUNDATION

Changing Systems, Improving Lives.

Request for Proposals (RFP): Trusted Messengers to Support Health Care Coverage

Proposal Due: February 10, 2023
Grant Awards: Up to $15,000

The Connecticut Health Foundation recognizes the importance of health care coverage in achieving good health outcomes. Two major changes in health care coverage are expected to occur in 2023:

- Eligibility for HUSKY (Medicaid) will extend to all children aged 12 and younger, regardless of immigration status, beginning Jan. 1.
- The federal public health emergency is expected to end, which will cause more than 200,000 state residents to need to verify their eligibility for Medicaid or find another source of coverage.

To assure that the people affected by these changes receive information about their coverage options from a trusted source, the Connecticut Health Foundation seeks organizations to serve as trusted messengers to share information, answer questions, and connect people to resources as needed. Grants will be available for organizations conducting messaging related to coverage for undocumented children, or related to the coverage changes that will occur after the public health emergency ends, or both. Priority will be given to organizations working in communities where messaging on these topics might not otherwise be occurring.

Potential messaging activities include, but are not limited to:

- Distributing information to community members at their homes or common gathering places
- One-on-one conversations with community members
- Hanging posters in areas people visit, such as grocery stores or markets, bus stops, or pharmacies
- Conducting a social media campaign with local "influencers" who have a large reach within their community or with specific groups
- Hosting town hall events and conversations
- Posting messages, flyers or graphics on the organization's social media and website or websites of organizations that might reach the community
- Using interactions that already occur with community members to address questions or deliver information

RFP Grant Details

Goal

This funding is intended to support organizations to serve as trusted messengers to provide reliable information to their communities about one of two topics:

- The availability of HUSKY Health coverage for children who are undocumented, as well as coverage for undocumented individuals who are pregnant or who recently gave birth.
- The steps needed to maintain coverage or find new coverage for those with Medicaid who are affected by the end of the public health emergency.

Objectives

The proposed project should be designed to provide information to those who would not likely receive it from other sources, to answer people's questions, and to connect them to resources if needed.

Timeline and process

Application Available	Jan. 9, 2023
Proposal Due	Feb. 10, 2023
Grantee Award Notification	March 1, 2023

CT Health staff will hold two virtual informational sessions to answer questions about this funding opportunity before the proposal due date.

1. **Wednesday, January 11 at 4:00 pm: Register Here**
2. **Thursday, January 12 at 12:00 pm: Register Here**

Eligibility

Applicants must be 501(c)(3) organizations or have an identified fiscal agent. Successful applicants will have a demonstrated history of being a trusted source of information in their community.

To apply, visit CT Health's applicant portal at https://cthealth.fluxx.io and register for login credentials. Once you receive your credentials, log into the portal and navigate to "Apply: Requests for Proposals."

Application process and questions

Questions

1. Name / Organization / Title

2. What topic do you plan to focus on? (Check one)

   - Coverage for undocumented children

   - End of the public health emergency

   - Both

3. Who is the audience for your messaging? What connection do you have to them already and what do you currently do to reach them?

4. What information are you already sharing with your community about this topic, if anything?

5. What activities do you plan to use to deliver messaging? How many people do you expect to reach?

6. How would you determine if your messaging is successful? How would you plan to adapt if it is not working?

7. Are you currently receiving funding for outreach on your topic? If so, what is the source and amount of funding?