



Request for Proposals (RFP): Advocacy for Community Health Workers

Proposal Due: August 30, 2024
Grant Award: up to \$65,000

Community health workers (CHWs) can play a vital role in improving health, targeting health disparities, and reducing costs. They are frontline workers who act as a bridge between their communities and the health care and social service systems. They build trusting relationships and learn about the lives of their clients, the resources and needs of their communities, and the barriers they face to being as healthy as possible.

Connecticut has made great strides in assuring that there is a pathway for training, certification, and payment of community health workers. Most recently, the state approved legislation which requires Medicaid to pay for community health worker services. When the law was passed the legislature did not provide funding for implementing coverage of this service. Advocacy will be needed to ensure that implementation occurs and that CHWs are paid for through Medicaid.

CT Health recognizes that there is a robust community of CHW advocates in the state who are interested in assuring that community health worker services, which have been linked to improved health outcomes, are available to all who can benefit from them. To support this goal, **CT Health seeks one or two partners who have existing relationships with CHWs and are well-positioned to advocate for the effective implementation of Medicaid payment for community health workers.**

RFP Grant Details

Goal and objectives

CT Health seeks to support an advocacy-oriented organization(s) that can educate community health workers about the legislative process, build the awareness of the importance of adequate funding for the implementation of the 2023 legislation mandating reimbursement for CHWs, grow and organize the base of supporters on the issue, and track legislative and administrative conversations related to CHWs.

Timeline and process

Application available	July 1, 2024
Information sessions	July 9 – 10, 2024
Required pre-application meeting	July 15 – Aug. 15, 2024
Proposal due	Aug. 30, 2024
Grantee award notification	Sept. 30, 2024

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

- Tuesday, July 9 at 1:30 pm: [Register here](#)
- Wednesday, July 10 at 1:00 pm: [Register here](#)

Interested applicants are required to schedule a meeting with the program team during virtual office hours. This conversation is required before applying for funding.

- Sign up for virtual office hours [here](#)

Eligibility

Full eligibility information for grantees can be found on the CT Health website. Take an [eligibility quiz](#) to ensure you are able to apply for funding. The foundation will prioritize application from eligible organizations* that have:

- A demonstrated understanding of policymaking, the legislative process, and state budgeting.
- A strong background in organizing and convening.
- Previous experience working with community health workers.

** CT Health has allocated \$65,000 to award up to two grants. Organizations that are interested in applying collaboratively for this funding opportunity should choose a lead organization to apply.*

Application process and questions

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.”

Proposal questions

1. Name / Organization / Title
2. Given where the state is in obtaining Medicaid reimbursement for CHWs, what strengths, gaps, and challenges have you observed in the CHW advocacy landscape?
3. What experience do you have in legislative and/or administrative advocacy?
4. What experience do you have convening and leading coalitions?
5. Who will you try to reach with your organizing efforts?
6. What opportunities do you see to convene people around this issue?
7. How long do you think it will take to effectively advocate for the implementation of Medicaid payments for CHW services? What does success look like for this one-year grant period?
8. What do you plan to do to reach your goal? Provide an overview of your planned strategies and tactics.
 - a. Objective & Activities
9. How will you measure results?
10. What existing relationships do you have with CHWs, CHW employers, and CHW associations? How do you plan on collaborating with existing CHW groups?

11. What decisionmakers are the audience for your advocacy efforts? What connection do you have to them already and what do you currently do to reach them?