

# CALIFORNIA HEALTH ADVOCACY ACCELERATOR (CHAA)

## REQUEST FOR PROPOSALS

The Asian & Pacific Islander American Health Forum (APIAHF) is pleased to announce a new training opportunity for community-based organizations (CBOs) in California. **The California Health Advocacy Accelerator (CHAA)** will help CBOs serving Asian Americans, Native Hawaiians, and Pacific Islanders (AA and NHPs) to accelerate their capacities to advance public policy for health and health equity.

AANHPIs are the fastest growing racial groups in California comprising over 17% of the state's population, and the needs of the communities are wide and diverse. As important frontline service providers, CBOs provide critical culturally and linguistically tailored programs and accurate information. As CBOs, you are experts on your community needs and driven by missions to ensure these communities are not harmed or left behind in local, state and national level efforts to improve health and public health. Whether established or emerging, CBOs in California are ready for increasing their advocacy capacities.

**CHAA Aims to Boost CBOs' Ability to Advance Public Policy.** CHAA will develop the capacity of AANHPI-serving CBOs by increasing their knowledge, skills, and efficacy to be more resilient, inspiring, strategic, and impactful in addressing structural barriers and advancing health and other policy solutions. We believe CHAA will accelerate the growth of strong, sustainable AANHPI-serving CBOs that have policy as an organizational strategy and can engage in full scope public policy advocacy (the ability to exercise the broad spectrum of advocacy strategies and tactics).

This 9-month program will begin with a 4-day in-person **CHAA Immersive** in Oakland, that brings together two-person teams from each CBO. The Immersive will provide a strong foundation in APIAHF's full scope public policy advocacy framework, covering: (1) Advocacy Essentials; (2) Strategic Communications; and (3) Relationship Building. Following the Immersive, CBOs will convene through 6 distance-based learning sessions.

**Due Date:** Wednesday, January 29, 2020 at 5pm PST to Lauren Pongan, [Lpongan@apiahf.org](mailto:Lpongan@apiahf.org).

**Project Period:** March 1, 2020 – November 30, 2020

**Locations:**

- March 23-26, 2020, Immersive training in Oakland, CA (Fly in 23rd & Fly out 26th)
- Monthly online cohort calls through the Zoom video platform

**Who Can Apply:** The CHAA program is open to all CBOs that currently work on issues of health and health equity for AA & NHPI communities in California. CBOs interested in applying must be nonprofits with 501(c)(3) status, who are able to dedicate a two-person team consisting of 1) a director-level and/or policy program staff member and 2) a communications program staff member. Grantees must be able to attend the 4 day Immersive in March 2020.

## Through CHAA, each organization selected will:

- Receive training and technical assistance through a 4-day in-person **CHAA Immersive** in Oakland, that brings together pairs of director-level or policy program staff members and communications program staff from CA-based CBOs. Through this immersive training experience, attendees will increase their knowledge, skills, and efficacy advancing health and other policy solutions. Curriculum will cover topics that may include:
  - **Advocacy Essentials:** Introduction to advocacy; CBO strengths assessment; forming an advocacy agenda; creating a shared internal vision for policy change.
  - **Strategic Communications:** Storytelling for action; VPSA (Values Problem Solution Action) communications messaging; establishing goals to increase communications footprint during the program period; engaging on digital media platforms.
  - **Relationship Development with Key Stakeholders and Policymakers:** Mapping key stakeholders & decision-makers that are essential to advancing their policy priorities; cultivating relationships with stakeholders and decision-makers; creating effective multi-racial and multi-sectoral policy campaigns; developing relationships with local, state and federal officials and their staff; educating officials about the communities that CBOs serve.

As part of the CHAA Immersive, CBO staff will receive travel stipends for transportation to and from Oakland, as well as covered meals and hotel.

- Following the in-person CHAA Immersive, the cohort will convene as a learning community through 6 distance-based learning sessions via monthly online video meetings covering curriculum including peer-coaching models, Interpersonal Leadership Styles, curating content in a CBO's authentic voice, and how to use and create campaign toolkits.

## CALIFORNIA HEALTH ADVOCACY ACCELERATOR OVERVIEW

**Number of Grantees:** 5-7 organizations

**Proposal Due Date:** Wednesday, January 29, 2020 by 5 pm PST to [Lpongan@apiahf.org](mailto:Lpongan@apiahf.org)

**Notification of Selection Date:** Friday, February 14, 2020

**Project Period:** March 1, 2020 – November 30, 2020

**Grantee Requirements/Key Program Activities:**

- Identify 2 staff persons to engage in the CHAA Program: one senior staff with decision-making ability on advocacy issues and one staff member who oversees or influences the agency's communications work.
- With support from APIAHF staff, create one "leave-behind" paper for policy makers, describing your organization or an issue that impacts your community.
- Apply CHAA strategic communications practices, to increase CBOs audience engagement around health equity issues via social media, newsletters or other communications platforms.
- Actively participate in a national learning community through monthly video calls.
- Attend CHAA Immersive in Oakland, CA from March 23-26, 2020.
- Submit mid-project and project-end reports.
- Participate in APIAHF-led national process and outcome monitoring and evaluation efforts, including a baseline assessment.

## APPLICATION INSTRUCTIONS

Please send the complete application by email to Lauren Pongan, Network Innovations Manager, at [Lpongan@apiahf.org](mailto:Lpongan@apiahf.org) with the subject line: "[Organization Name]- CHAA Application" by Wednesday, January 29, 2020 by 5pm PST.

## **PROPOSAL COMPONENTS**

**Program Narrative** No more than 5 pages total, at least 12-point font, single spaced. Within the 6 pages, please provide information on the following:

1. **Cover Sheet (5 points; recommended 0.5 page):**
  - Name of CBO
  - Address of CBO
  - Primary contacts (2 staff persons to be engaged in Accelerator Lab): name, position, direct phone number, and email
  - Executive Director contact: name, position, direct phone number, and email
2. **Organizational Background (20 points; recommended 0.5 - 1 page).** In this section, please provide brief background about your organization. Please share:
  - A description of your organization's staff, focus issue areas, programs and/or departments
  - How long you have been operating
  - Your organization's mission, vision, and/or values statements
3. **Community Background (20 points; recommended 0.5 - 1 page).** Tell us, using both data and descriptive evidence, about your client-base and the community you serve, including barriers and disparities they face. How can California state policies better support their needs?
4. **Project staffing (10 points; recommended 1/2 page).** Please include staff title(s), a sentence description of current responsibilities.
5. **Agency's Advocacy, Communications, and Relationship Building Experience (40 points; recommended 1 page).** In this section, please describe your existing experience and how the California Health Advocacy Accelerator will expand your CBO's strategies in the following fields:
  - **Advocacy Experience and Capacity:** [Note: It is okay to use examples of advocacy on topics other than health.] Please share any current health and/or other relevant policy issues you are working on or plan to engage in at the local, state or national level.
  - **Strategic Communications Experience and Capacity:** [Note: If you do not currently have social media, do digital organizing and mobilization, or strategic communications, please discuss your strategies and plans to develop this capacity and how this will impact your organization's work.] Please provide an example of your organization's communications' strategies around an advocacy issue that you're proud of (can show with pictures or links to multimedia and short description). This could be a campaign you engaged on, a community member's story you shared, or a call to action.
  - **Relationship Building Experience and Capacity:** Please tell us about a time your organization built a coalition or a strategic relationship. Show what values guided the process of relationship building and how this multi-sector relationship or partnership contributed to your organization's mission, vision, or a program goal.
6. **Technical Assistance and Training Needs (10 points; recommended 0.5 - 1 page).** What are your organization's greatest learning edges and what skills will you need to take your policy and advocacy engagement to the next level? In this section, please provide a brief description of the technical assistance and training topics that would be helpful to help accelerate your organization's advocacy capacities.

Only online submissions will be accepted. Due to the volume of applications we expect to receive, please limit your application to the criteria listed above. Late and/or incomplete applications will not be considered for review or funding.

Any questions regarding this mini grant opportunity should be directed to Lauren Pongan, Network Innovations Manager, at [Lpongan@apiahf.org](mailto:Lpongan@apiahf.org) or 415-568-3311.