

Empowering Communities Recovering from COVID-19



"I absolutely feel this is one project where we have been trusted [and] given the autonomy to lead the work the way that makes most sense for our community. So in return, I feel I have trust in the funder."

In June 2021, NYSDOH/HRI received a \$33 Million grant from the Centers for Disease Control and Prevention (CDC) to address COVID-19 Health Disparities in New York State (outside of New York City.) The goal of the COVID-19 Health Disparities CDC grant is to fund community-based programs and services to reduce COVID-19 Health Disparities, increase COVID-19 Health Literacy and engage and build trust with nontraditional community partners, as well as build their capacity to respond to future public health emergencies and state funding opportunities.

Under this grant, NYSDOH awarded 182 community-based organizations with Small Wellness Mini Bids of \$49,999 each.

Sustainability:

Link community-based organizations to other funding opportunities, including from the NYS Title V Maternal and Child Health Services Block grant.

Provide training and enhanced technical assistance, so these new partners can successfully obtain the funding the need to support the critical programs they provide in the community.



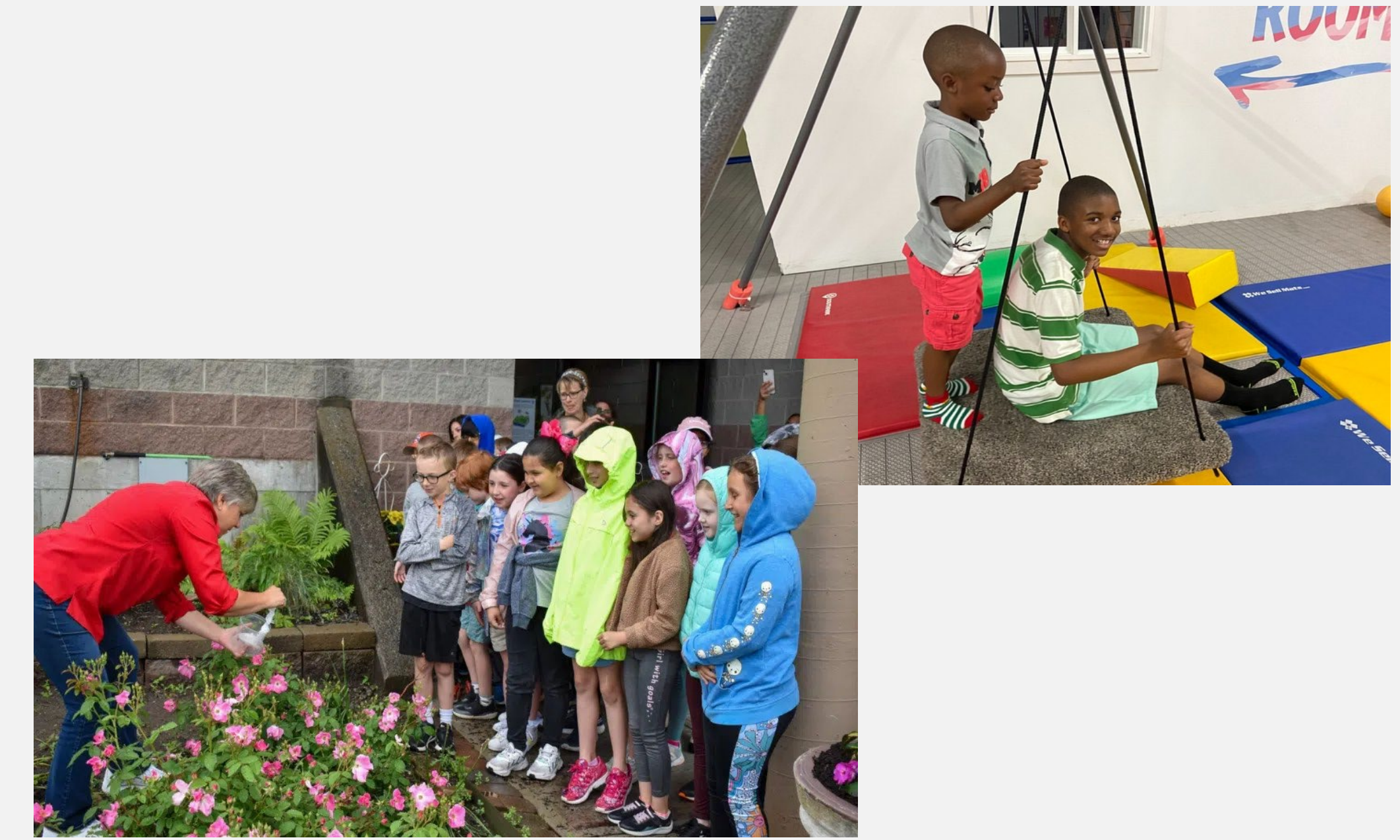
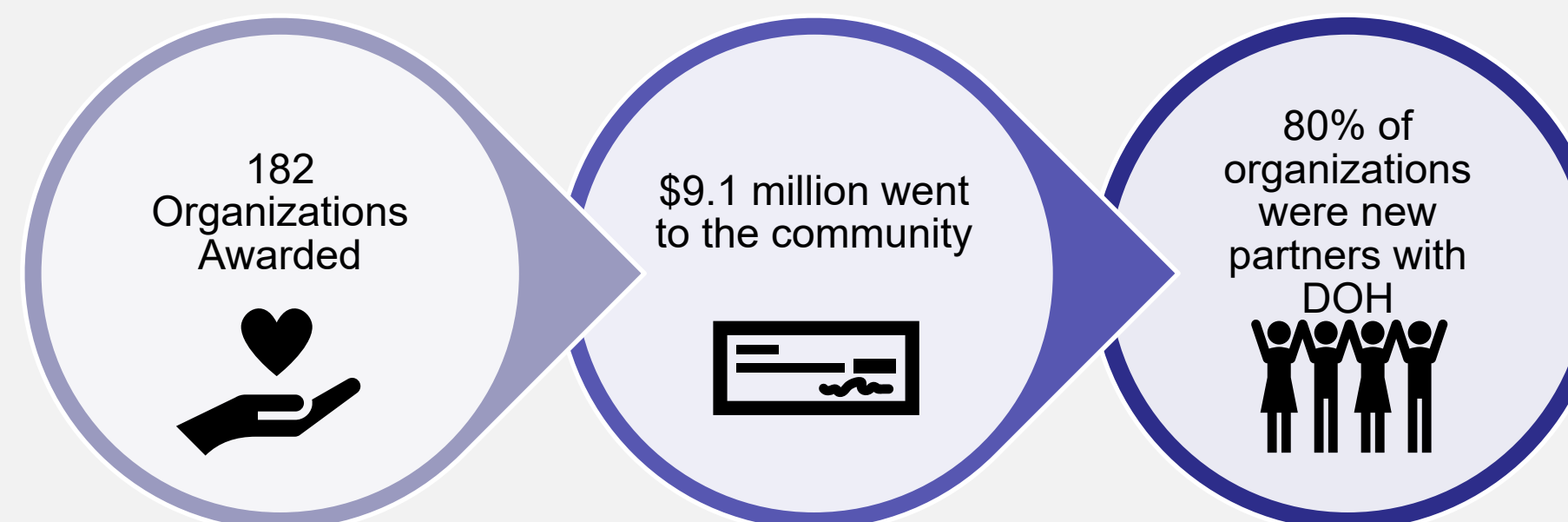
"The goals and objectives of the [funding] are a perfect fit for our work addressing the various impacts COVID has had on the community."

NYSDOH Built Equity Into These Funding Opportunities By:

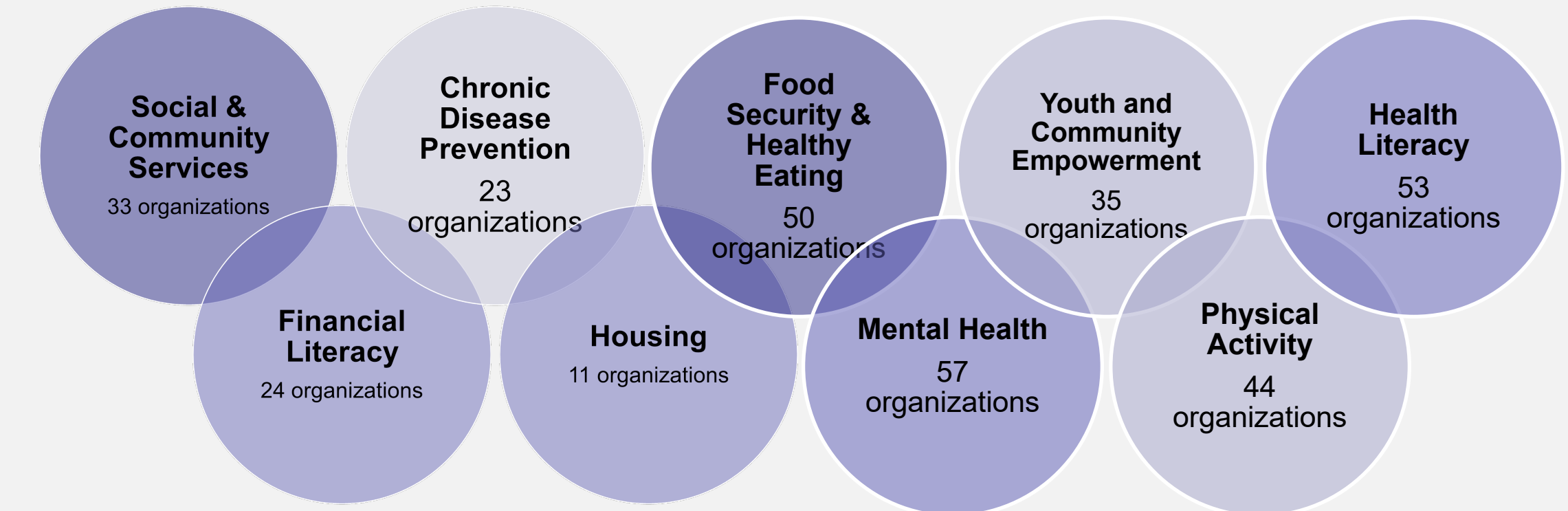
- 1 Simplifying the application process.
- 2 Utilizing Equitable Procurement Consultants to increase applications.
- 3 Hiring a diverse staff to provide enhanced technical assistance
- 4 Utilizing deliverable-based contracting and a standard consultant rate for all awardees.
- 5 Providing public health and infrastructure training and technical assistance and paying partners for their time
- 6 Soliciting community feedback and incorporating it into subsequent procurements and communication (continuous feedback loop).



Impact on communities affected by COVID-19:



Community-Based Organizations Served:



Small Wellness Projects Serve Every CDC Priority Population:



Authors:

Kirsten Siegenthaler, PhD; Wilma Alvarado-Little, MA MSW; Ellen Unruh, MSW; Kirstin O'Sullivan, MPH; Olivia Ash, BS