



**THE CENTER**  
*at Sierra Health Foundation*

# **Welcome to the Health Ambassadors for People Experiencing Homelessness Request for Applications Review Webinar**

**July 8, 2022**



**THE CENTER**  
*at Sierra Health Foundation*

# Agenda

- **Background**
- **The Funding Opportunity**
- **How to Apply**
- **How to be Competitive**



**T H E C E N T E R**

*at Sierra Health Foundation*

- **Launched in 2012**
- **Brings people, ideas and infrastructure together to create positive change in California**
- **Dedicated to health and racial equity**
- **Managing entity of the Health Ambassador for People Experiencing Homelessness program in partnership with California Department of Public Health**



**THE CENTER**

*at Sierra Health Foundation*

- Federal COVID-19 funds have enabled CDPH to launch a pilot peer health ambassador program for people experiencing homelessness
- Throughout the funding opportunity, the CDPH Office of Health Equity (OHE) - Housing and Homelessness Equity Specialists will work closely with The Center at Sierra Health Foundation and Homebase
- CDPH is excited to fund grantees who will employ, mentor, and train people with current or recent lived experience of homelessness to become trustworthy peer health ambassadors to other people experiencing homelessness through the Peer Health Ambassador Program

*This opportunity was developed in partnership with the California Department of Public Health.*



# Health Ambassador Programs

# Who We Are

---

*Homebase is a San Francisco-based nonprofit technical assistance firm dedicated to addressing homelessness and its root causes.*

Subject matter expertise in homelessness and cross-system coordination, especially between homeless response and health care systems

---

Assist communities to establish systems and programs to help people experiencing homelessness achieve housing stability and improve health and wellness

---

Work at the federal, state, and local levels with an emphasis in California

---

# Why Health Ambassadors

# Need for Better Health Care Access

---

- People experiencing homelessness are at greater risk for poor health.
- Homelessness inhibits the long-term, consistent care, aggravating health conditions and making them more dangerous.
- People experiencing homelessness face numerous barriers to effectively access health care, even when enrolled in Medi-Cal or other insurance.
  - This is particularly true for preventative health
  - For many people experiencing homelessness, emergency departments = primary care



# Homelessness and Infectious Diseases

---

- People experiencing homelessness, especially long term, have high susceptibility to symptomatic infection, due not only to advanced age, but also the accelerated physical decline and mental weathering that frequently results from repeat exposure to harsh elements
- Many individuals experiencing homelessness are unsheltered or in congregate shelter settings, which impacts ability to:
  - access critical information and resources relating to safety
  - distance and isolate
  - maintain good hygiene practices and sanitation
- People experiencing homelessness infected with COVID are potentially 2-4x as likely to require critical care and 2-3x as likely to die compared to the general population.

# Access and Continuity

---

Two **proven strategies** that can improve the health of people experiencing homelessness:

Access

Those without **access** to health care are at increased risk for later-stage diagnosis of disease, poor control of manageable conditions, and hospitalization for preventable conditions.

Continuity

And without **continuity**, the trust that is necessary to make change over time is impossible to gain.

**Addressing the health care needs of unsheltered people is absolutely critical to health equity.**

# How Health Ambassador Programs Can Help

---

- ✓ Improve health care literacy and confidence
- ✓ Provide trusted connections to health care resources and programs/providers
- ✓ Funded collaboration: Begin or strengthen collaboration between health care and homeless response systems
- ✓ Expand upon or launch proven successful health care programs such as street medicine and public health vaccination efforts by incorporating peer specialists

# Importance of Peer Specialists

Lived experience of homelessness is essential to engaging people experiencing homelessness in healthcare (and other homelessness services) and building trust quickly: *“As mentors and role models, peer specialists can provide familiarity and support.”* - NHCHC

# Instilling Equity in Health Ambassador Programs

---

- Take specific health needs into consideration
- Acknowledge racialized trauma in program planning
- Center diversity, equity, inclusion and belonging (DEIB) practices in program design, staffing, training, and evaluation
- Integrate peers and peer specialists in program planning, design, and implementation



# Peer Models

---

Peer models are frameworks for providing services and support that center around peer support.



**Peers** are those who share similar experiences or backgrounds.

- A **peer supporter** is a person who has knowledge from their own experiences with a condition, or of the circumstances of those they help, or has received training to be empathic and understanding in helping
- A **peer specialist** is a person with lived experience of a specific healthcare need (e.g., homelessness and recovery from substance use) who has been trained and certified to help his or her peers gain hope and achieve specific life and recovery goals.

# Why peer models?

## Challenges engaging homeless in healthcare

- Finding, engaging individuals in a way that builds trust, respect, mutual understanding
- Keeping those experiencing homelessness or formerly homeless engaged in healthcare

## Peer support

- Non-hierarchical, reciprocal, flexible
- Complements, enhances other health care services
- Supports trust-building and engagement

## Peer support in health ambassador programs

- Outreach
- Trust building
- Familiarity and support

# Contributions and benefits of peer support:

---

Link **people** to share knowledge and experience

Provide **health education** to individuals and communities

Give **practical assistance** to achieve and sustain complex health behaviors

Offer **emotional and social support**

Help people **cope with the stressors** that accompany health problems

Help people **access and navigate clinical care** and **community resources**

Increase **individual and community capacity** for understanding health problems and promoting ways to address them

**Advocate** for patients and their communities

Build **relationships based on trust** rather than expertise

Build **cultural competence** of health care providers

Improve **two-way communication** between patients and healthcare teams

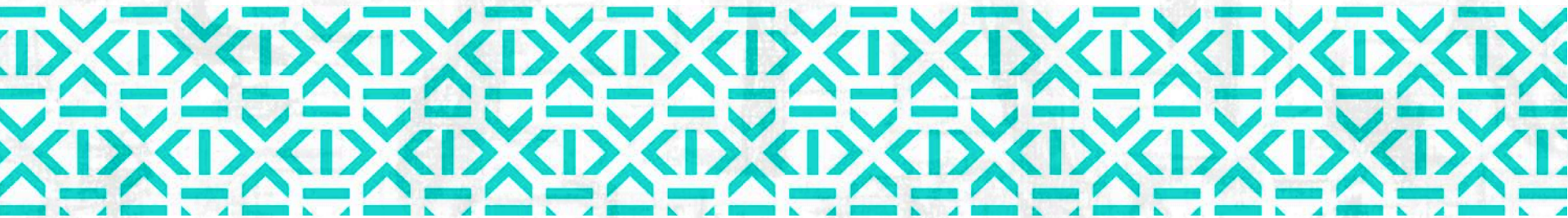
Help address **complex multi-morbidities**, serving as a bridge between primary care and behavioral health



# Equity in peer models

Training	Trainings for peer workers on equity.
Representation	Ensure that peer workers are representative of the populations they are supporting.
Compensation	Ensure peer workers are fairly compensated for their expertise, time, and labor.
Opportunities	Ensure that people who would like to be peer specialists and do not have requisite or recommended training have opportunities to acquire that training so that they are eligible.

# Examples of Health Ambassador Program Models and Structures



# Potential Program Models

---

- ❖ **Site-based:** A program based at a needle exchange, General Assistance payee site, clinical vans, methadone clinics, hospital, community center, emergency shelter, “pop-up” testing or vaccination event, or other physical location.
- ❖ **Street outreach or street medicine:** A program building upon an already existing street outreach or street medicine effort or as a means of creating a street outreach or street medicine program, where homeless system staff and/or health care providers coordinate to connect with people and provide services where they are at (e.g., on the street, in parks, in safe parking sites).
- ❖ **Combination:** A program that engages people both at a site-based locations but also involves ambassadors in street medicine and/or street outreach teams.

# Potential Elements

---

Staffing Model

Employee or contractor

Full- or part-time; Seasonal or year-round

Outdoors or indoors or combination

Compensation vs. Incentives

For ambassadors (e.g., based on # of vaccinations; making contact and sharing vaccine or other health info or supplies)

For people experiencing homelessness who get vaccinated, tested, etc.

Sole agency or partnership/ collaboration

Program design, development, administration, evaluation

Ambassador recruitment, training, oversight

Data collection and analysis

# Example Programs

## Health Care for the Homeless (HCH) Program + Emergency Shelters

- Vaccines administered at mobile van units in partnership with street outreach teams and at HCH medical offices.
- Prior to launch, HCH surveyed shelter staff to better understand vaccine hesitancy and fears among shelter clients.
- HCH partnered with shelter guests to serve as ambassadors.
- Training provided by HCH.
- Educational materials available in multiple languages.
- Outreach conducted at shelters using posters and 1:1 conversations.

## County Health Department + Community-based Organization

- Expansion of existing program that employs people experiencing homelessness as “vendors” to sell org’s newspaper. Program pays \$20/hour and focuses on empowering vendors to move on to full-time jobs.
- Vendors conduct street outreach regarding availability of vaccines, pass out info packets, dispel myths, and conduct surveys to learn how to increase vaccine rates.
- Training provided by local university and street medicine program.
- Health Department also partnered with other homeless service providers to conduct outreach and host vaccination clinics.

# Technical Assistance

# How Technical Assistance Can Help

---

- ❖ Help center health ambassador program within the homeless system of care
- ❖ Create forums for exchange of ideas
- ❖ Facilitate cross-system partnerships
- ❖ Provide tools and expertise to support program design and sustainability planning



**THE CENTER**  
at Sierra Health Foundation

# Funding Opportunity Overview







**THE CENTER**  
*at Sierra Health Foundation*

# Health Ambassadors for People Experiencing Homelessness

The Center is seeking applications from organizations such as community-based organizations to provide ongoing outreach to help people experiencing homelessness feel more confident about COVID-19 vaccines and will link them to testing, vaccine resources and other health-related services through a health ambassador model.

- Project Period: **September 1, 2022 to April 30, 2024**



**THE CENTER**  
*at Sierra Health Foundation*

## Scope of Work

Activities supported by this funding opportunity must be related to a health ambassador program and must be focused on the following outcomes:

- Increasing vaccination rates and testing for COVID-19 and other illnesses for people experiencing homelessness
- Strengthening partnerships between stakeholders in the homelessness system of care and local public health and health care systems
- Identifying and documenting best practices and lessons learned to support scale-up and sustainability
- Providing connections to healthcare and housing-related resources and information for people experiencing homelessness

This funding opportunity is focused on people experiencing homelessness.



**THE CENTER**  
*at Sierra Health Foundation*

# Key Terms

## Peer Health Ambassadors

A Health Ambassador is a compensated volunteer or paid employee who provides outreach and education around the importance and efficacy of testing and vaccinations, sharing personal reasons for confidence in vaccines based on personal experience, and helps connect people experiencing homelessness to available testing and vaccine resources.



**THE CENTER**  
at Sierra Health Foundation

# Key Terms

## Technical Assistance

[Homebase](#) will provide direct technical assistance (TA) to grant recipients in the form of intensive coaching to develop and launch their health ambassador programs, including identifying and facilitating collaboration among potential partners. The TA will cover all aspects of designing, implementing, monitoring and reporting a successful health ambassador program, as well as support in complying with grant requirements



**THE CENTER**  
at Sierra Health Foundation

## Eligibility

- Located in California
- Provide services in California
- Are a 501(c)(3) community-based organization, government entity or not-for-profit health provider
- Have demonstrated experience serving people experiencing homelessness
- Applicant organizations and their partners must have evidence of inclusivity and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation or military status in any of its activities or operations.



**THE CENTER**  
*at Sierra Health Foundation*

# Use of Project Funds

Project plans should:

- Focus on engaging with people experiencing homelessness to better understand barriers
- Empower ambassadors with information and resources to address barriers
- Build or develop partnerships with homelessness, housing and public health stakeholders



**THE CENTER**  
*at Sierra Health Foundation*

## Potential Funded Activities

- Costs of recruiting, training and compensating health ambassadors
- Equipment such as computers and phones to support the health ambassadors
- Staff time and relevant expenses for convening planning and implementation sessions with program partners and key stakeholders
- Setting up data systems, data collection and reporting
- Participation in technical assistance activities



**THE CENTER**  
*at Sierra Health Foundation*

## **Award Amount**

**The award range for this opportunity is \$100,000 to \$250,000 for 18 months.**





**THE CENTER**  
*at Sierra Health Foundation*

## **If Awarded: Funding Information**

- Support health ambassadors
- Staff training, program development and program administration may be included
- Grantees are be expected to participate in technical assistance



**THE CENTER**  
at Sierra Health Foundation

## If Awarded: Reporting and Data Requirements

Partners will be required to submit **regular reports** responding to the performance measures identified in their grants, as well as financial reports.

Report	Period	Due Date to The Center
Progress Report 1	9/1/2022 – 3/31/2023	4/30/2023
Progress Report 2	4/1/2023 – 9/30/2023	10/31/2023
Cumulative Final Report	10/1/2023 – 5/30/2024	6/15/2024



**THE CENTER**  
*at Sierra Health Foundation*

# Questions?



**THE CENTER**  
at Sierra Health Foundation

# **Health Ambassadors for People Experiencing Homelessness**

## ***Application Process***



**THE CENTER**  
*at Sierra Health Foundation*

# Application

→ ↻ 🔒 sierrahealth.tfaforms.net/34

**Health Ambassadors for People Experiencing Homelessness**

Save my progress and resume later | Resume a previously saved form



**THE CENTER**  
*at Sierra Health Foundation*

Use **Tab** key or **mouse click** to move from field to field. Clicking **Enter** will attempt to **Submit** incomplete application. If you are a Mac user - Press and hold the Command key, then click the Drop Down Items.



**THE CENTER**  
*at Sierra Health Foundation*

# Application

sierrahealth.tfaforms.net/34

## Health Ambassadors for People Experiencing Homelessness

Save my progress and resume later | Resume a previously saved form



**THE CENTER**  
*at Sierra Health Foundation*

Use **Tab** key or **mouse click** to move from field to field. Clicking **Enter** will attempt to **Submit** incomplete application. If you are a Mac user - Press and hold the Command key, then click the Drop Down Items.



**THE CENTER**  
at Sierra Health Foundation

# Application

## *Applicant Information*

- Applicant organization information
- Applicant organization CEO/Director information
- Application contact information – for questions related to the proposal



**THE CENTER**  
at Sierra Health Foundation

# Application

## *Project Information*

- Project Name and Brief Purpose
- Project Start and End Dates
- Requested Amount
- Geography – Counties the Project will Impact





**THE CENTER**  
at Sierra Health Foundation

# Application

## *Questions for Project Narrative*

- 1) Organization Description
- 2) Need
- 3) Project Goals and Outcomes
- 4) Track Record with Proposed Focus Population
- 5) Project Activities
- 6) Track Record with Proposed Project Activities
- 7) Staffing
- 8) Equity Implementation
- 9) Partnerships
- 10) Monitoring and Evaluation
- 11) Organizational Capacity
- 12) Additional Funding



**THE CENTER**  
*at Sierra Health Foundation*

# Attachments



**THE CENTER**  
at Sierra Health Foundation

# Application

## Required Application Attachments

- Proposed project budget
- Proposed project budget justification
- Applicant organization's W-9
- Support letter signed by the applicant organization's administrator/executive
- Support letter and/or written agreement from partners (if applicable)



### **Proposed Project Budget**

Download the Center's budget form in the Attachments tab of the online application form, fill it in and upload it. Be sure to complete a budget for each year. Each budget will roll up to the total budget spreadsheet.. You can download the form [here](#) \*

**Choose File** No file chosen

### **Proposed Project Budget Justification**

Please describe expense line items and what they will support. You may download a template in the Attachments tab of the online application form for use. You can download the form [here](#) \*

**Choose File** No file chosen

### **Applicant organization's W-9** \*

**Choose File** No file chosen

### **Support Letter 1**

Signed by the applicant organization's executive, or if you are applying as a coalition, support letter signed by each coalition member stating their role in the project and signed by that organization's executive. The support letter should affirm the applicant's ability to submit data and financial progress reports . \*

**Choose File** No file chosen

### **Support Letter 2**

Signed by any applicant partners . The support letter should document any collaborative effort between partner organizations for this project



**THE CENTER**  
*at Sierra Health Foundation*

# Proposed Budget



**THE CENTER**  
at Sierra Health Foundation

The Center Proposed Project Budget				
Applicant Organization:				
Start Date:	9/1/2022	End Date:	4/30/2024	
	<b>Total Project Budget</b>	<b>Requested Funds</b>	<b>Other Funding Committed to Project</b>	
<b>I. Personnel</b>				
	FTE			
Salaries		\$0.00	\$0.00	\$0.00
1		\$0.00	\$0.00	\$0.00
2		\$0.00	\$0.00	\$0.00
3		\$0.00	\$0.00	\$0.00
4		\$0.00	\$0.00	\$0.00
Payroll Taxes and Benefits				
Consultant Fees		\$0.00	\$0.00	\$0.00
1		\$0.00	\$0.00	\$0.00
2		\$0.00	\$0.00	\$0.00
3		\$0.00	\$0.00	\$0.00
4		\$0.00	\$0.00	\$0.00
<b>Total Personnel</b>		\$0.00	\$0.00	\$0.00
<b>II. Other Expenses</b>				
Office Supplies		\$0.00	\$0.00	\$0.00
Postage		\$0.00	\$0.00	\$0.00
Printing/Duplicating		\$0.00	\$0.00	\$0.00
Information/Materials		\$0.00	\$0.00	\$0.00
Equipment		\$0.00	\$0.00	\$0.00
Rent / Utilities		\$0.00	\$0.00	\$0.00
Travel				
Miscellaneous (List)		\$0.00	\$0.00	\$0.00
1		\$0.00	\$0.00	\$0.00
2		\$0.00	\$0.00	\$0.00
3		\$0.00	\$0.00	\$0.00
4		\$0.00	\$0.00	\$0.00
<b>Total Other Expenses</b>		\$0.00	\$0.00	\$0.00
Indirect (up to 20% of direct costs)		\$0.00	\$0.00	\$0.00
<b>Total Grant Expenses</b>		\$0.00	\$0.00	\$0.00



**THE CENTER**  
at Sierra Health Foundation

**The Center  
Proposed Project Budget**

Applicant Organization:					
Start Date:	<b>9/1/2022</b>	End Date:	<b>4/30/2024</b>		
		<b>Total Project Budget</b>	<b>Requested Funds</b>	<b>Other Funding Committed to Project</b>	
<b>I. Personnel</b>					
Salaries	FTE	\$0.00	\$0.00	\$0.00	
1		\$0.00	\$0.00	\$0.00	
2		\$0.00	\$0.00	\$0.00	
3		\$0.00	\$0.00	\$0.00	
4		\$0.00	\$0.00	\$0.00	
Payroll Taxes and Benefits			\$0.00	\$0.00	
Consultant Fees		\$0.00	\$0.00	\$0.00	
1		\$0.00	\$0.00	\$0.00	
2		\$0.00	\$0.00	\$0.00	
3		\$0.00	\$0.00	\$0.00	
4		\$0.00	\$0.00	\$0.00	
<b>Total Personnel</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<b>II. Other Expenses</b>					
		\$0.00	\$0.00	\$0.00	
Office Supplies		\$0.00	\$0.00	\$0.00	
Postage		\$0.00	\$0.00	\$0.00	
Printing/Duplicating		\$0.00	\$0.00	\$0.00	
Information/Materials		\$0.00	\$0.00	\$0.00	
Equipment		\$0.00	\$0.00	\$0.00	
Rent / Utilities		\$0.00	\$0.00	\$0.00	
Travel					
Miscellaneous (List)		\$0.00	\$0.00	\$0.00	
1		\$0.00	\$0.00	\$0.00	
2		\$0.00	\$0.00	\$0.00	
3		\$0.00	\$0.00	\$0.00	
4		\$0.00	\$0.00	\$0.00	
<b>Total Other Expenses</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
Indirect (up to 20% direct costs)		\$0.00	\$0.00	\$0.00	
<b>Total Grant Expenses</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	
<span style="font-size: 2em; vertical-align: middle;">↓ ↓ ↓</span>					



**THE CENTER**

*at Sierra Health Foundation*

## **Budget Justification**

- List each line item
- Include full-time equivalents (FTE) for staff
- Identify other funding secured for the proposed activities, if applicable
- In your Budget Justification, describe the purpose of each line item and in-kind support





**THE CENTER**  
*at Sierra Health Foundation*

# Questions?



**THE CENTER**  
*at Sierra Health Foundation*

# How to be Competitive



**THE CENTER**  
*at Sierra Health Foundation*

## Selection Criteria

Competitive applications will demonstrate:

- Track record of successfully being led by, serving and/ or partnering with people experiencing homelessness
- Experience providing culturally appropriate services to people experiencing homelessness from a diverse range of backgrounds and communities
- Application of trauma-informed care, harm reduction, motivational interviewing and cultural humility approaches
- Commitment to hiring and nurturing the skills of people with lived experience of homelessness and, where possible and desired, to assist with linking Ambassadors to ongoing work opportunities after the program ends



**THE CENTER**  
*at Sierra Health Foundation*

## Selection Criteria

Competitive applications will demonstrate:

- The use of an equity framework that recognizes the need to focus health intervention resources on communities that bear the heaviest burden of health inequities due to systemic racism, ableism, poverty and other related structural conditions
- A comprehensive engagement plan that is responsive to the evolving COVID-19 pandemic
- Prevention and education that is tailored and utilizes a stigma-reducing approach



**THE CENTER**  
*at Sierra Health Foundation*

## Selection Criteria

Competitive applications will:

- Demonstrate the ability through staffing, partnerships, program strategies and approaches to provide a comprehensive health ambassador program that is culturally responsive and linguistically appropriate.
- Demonstrate the organization's capacity to implement this project and plans for capacity-building, where applicable.



**THE CENTER**  
*at Sierra Health Foundation*

## Selection Criteria

Competitive applications will:

- Affirm the applicant's ability to submit progress and financial reports every six months.
- Affirm participation in technical assistance and learning exchange activities.



**THE CENTER**  
*at Sierra Health Foundation*

## Proposal Writing Tips

- Read and follow application guidelines and instructions
- Verify your organization is eligible
- Answer questions clearly and provide enough detail about the proposed activities so that the reviewers can fully understand your plan
- Clearly explain your proposed project and what change will result from receiving funding



**THE CENTER**  
*at Sierra Health Foundation*

## Proposal Writing Tips

- Check for consistency in the project description, budget narrative and budget line items
- Have someone who is not involved in the project read your draft application and tell you what they think you're applying for
- Review the Attachments Checklist to ensure you have all required documents





**THE CENTER**  
at Sierra Health Foundation

## Checklist

- ✓ Review Application Instructions and Criteria
- ✓ Complete the application in the online application:
  - ✓ Completed application questions
  - ✓ Project Budget
  - ✓ Project Budget Justification
  - ✓ W-9
  - ✓ Support letter from administrator/executive
  - ✓ Support letters from partner organizations (if applicable)



**THE CENTER**  
*at Sierra Health Foundation*

## Timeline

- Application deadline → **July 20 at 1 p.m.**
- Award Announcement → **Late August - September**
- Funds Available → **September**



**THE CENTER**  
at Sierra Health Foundation

## Contacts and Resources

### Contact:

If your question wasn't answered, e-mail questions to: [centergrants@shfcenter.org](mailto:centergrants@shfcenter.org)

Please include "Health Ambassador Question" in your subject line.

### Resources:

Health Ambassador web site: <https://www.shfcenter.org/programs-and-initiatives/health-ambassadors-for-people-experiencing-homelessness/>

The Center: [www.shfcenter.org](http://www.shfcenter.org)