

SUMMARY

What and Why of This Proposal:

The XYZ Health System, requests funding through the Blue Cross Blue Shield of North Dakota (BCBSND) Caring Foundation to offset a portion of the cost of hosting a community health fair to be held in the summer of 2020.

While the XYZ Health System will function as the lead applicant other entities such as the two other clinics in the community, local pharmacies, and public health will also be invited to participate.

The community health fair will provide wellness related education, health evaluations, discounted laboratory testing and a fun run.

Funding received through the BCBSND Caring Foundation will allow for discounted laboratory testing, educational materials, tee shirts for those participating in the fun-run and at least two newspaper advertisements.

Project Description

The community health fair will be open to all individuals. It will be a one day event consisting of the following activities focused on promoting health and wellness:

At a minimum the following components will make up the activities of the community health fair:

1. Education presentation by Dr. Johnson on the importance of screening colonoscopies.
2. General presentation on diabetes management.
3. Presentation by the local pharmacies on:
 - a. Vitamin D deficiency in North Dakota.
 - b. Drug-Drug interactions
4. Presentation on the benefits of walking
5. Presentation by the public health department on childhood immunizations.
6. Presentation on telehealth services available in MyTown.
7. Conduct a fun-run in the morning.

The goal of the community health fair is to increase public awareness of health related activities. An adjunct goal is to motivate the public to undertake lifestyle changes that will improve overall health.

Key objectives are:

1. Provide wellness related education on:
 - a. Screening colonoscopies
 - b. Diabetes Management
 - c. Vitamin D deficiency
 - d. Drug-drug interactions
 - e. Health benefits of walking
 - f. Childhood immunizations
 - g. Telehealth services
2. Provide written materials in the form of pamphlets and brochures that the public can take.
3. Provide a discounted screening laboratory panel consisting of:
 - a. Comprehensive Metabolic Panel (CMP)
 - b. Hemoglobin
 - c. Hematocrit
 - d. White Blood Count
 - e. Lipid Panel
 - f. Thyroid Stimulating Hormone (TSH)
4. Conduct a wellness related activity in the form of a fun run.

Describe the target population and target service area of the proposal.

The target population is all age groups. It is anticipated that the majority of participants will live within a 50 mile radius of MyTown, North Dakota.

Describe the measures of success, i.e., what factors/measurements are the triggers of a successful event, initiative, or program.

Success will be measured by holding the community health fair and having public participation.

Explain the role and responsibility of the network members (if applicable) in accomplishing the goals and objectives. Show how members will collaborate to implement the project.

The XYZ Health System will serve as the project lead but other entities such as the local Public Health Department, Statle and Mercantile clinic, Thompson's Drug Store and Kennedy's Pharmacy, and the MyTown Wellness Center will also participate through providing educational sessions and the various other outlined activities.

Describe the role of the community members and/or the community organizations in the project. How will the community be kept informed?

Those entities slated as participating in the community health fair will be invited to attend a planning session where the agenda will be developed and various activities finalized.

The community will be informed of the event through various modalities such as social media posts on Facebook, a sandwich board on Main Street and at least two newspapers advertisements.

Project Management and Partner Responsibility

- a. Include information on applicant's ability to manage the grant funds (e.g. previous grant project management).
- b. Describe the current resources, skills, and staffing expertise that will be utilized for the project.

The XYZHS has been a multi-year recipient of grants from the Center for Rural Health. This administrator has been awarded individual grants in excess of \$1,000,500.00.

Project Sustainability

- a. Describe specifically how the proposed program, event, initiative or project will continue once the grant funding period ends.

While this will be the first year for a community health fair, The XYZHS does intend to continue to hold similar fairs in subsequent years. Given the relative low cost to produce such, funding will be sought in subsequent years from other grant sources or if needed, the healthcare system does obtain various donations from the public to our foundation. As such this could be funded from funds held by the foundation.

Evaluation

- a. Describe the method and process measures for assuring that the proposed goals and objectives are achieved by the proposed timeline.
- b. Describe how you will measure the impact of the proposed project, and what measures of success will be used to evaluate effectiveness.

The success of this project will be measured by and thus deemed successful:

1. Once the community health fair is conducted.
2. If there is public participation.
3. If the partner entities participate.

Memorandum of Agreement (MOA) (required for network based proposals)

a. Provide a MOA stating the role and responsibility of each partner. If resources (in-kind or financial) are provided, describe that contribution. Have each partner organization sign the document. This is intended to help both the grant reviewers and the applicant to understand that all partners are committed to the project and are aware of their role, responsibility on the proposed project.

This is not a network based proposal. The XYZ Health System will serve as the project lead and will fund any of the costs not covered by the grant. The other entities participating are only providing educational presentations and should they elect not to participate others will be solicited for their participation.

Line Item Budget Worksheet and Budget Narrative

a. The budget is divided into two parts: 1) line-item budget worksheet; and 2) budget narrative. The worksheet lists costs associated with the proposed budget. The budget narrative is where you describe in detail how the funds requested for each line item will be spent and how the amount was determined. Use your best judgment when projecting expenses (see the attached Sample Budget).

XYZ Health System requests \$5,331.00 from the Blue Cross Blue Shield of North Dakota Caring Foundation.

BUDGET & BUDGET NARRATIVE

Budget:

Item	Support Requested	Other Contributions
1. Staff Expense	\$ 0.00	2,150.88
2. Fringe Benefits @ 26%	0.00	559.23
3. Advertising	641.00	0.00
4. Fun Run	1,440.00	0.00
5. Brochures, Pamphlets, etc.	1,250.00	0.00
6. Dr. Johnson stipend	2,000.00	0.00
7. Discounted laboratory testing	0.00	21,375.00
Sub totals:	\$ 5,331.00	\$24,085.11
Total Project Cost:		\$ 29,416.11

Budget Narrative:

The XYZHS is making application to the Blue Cross Blue Shield of North Dakota Caring Foundation for \$5,331.00 whereas the total project cost as outlined above is \$29,416.11.

Staff Expense:

During the grant period the team anticipates an aggregate of 30 staff-hours from our CEO, CAO, CFO, and various staff will be utilized in either the gathering of materials or discussions and meetings in preparation for hosting the community health fair. The anticipated cost of these hours would be borne by the healthcare system at an estimate of \$2,150.88.

Fringe Benefits:

Fringe Benefits are calculated at 26% of the staff expense amount.

Advertising and Postage Expense:

Advertising cost of two ¼ page ads in the Rolling County Herald at 641.00.

Fun Run:

Based on other Fun Runs conducted in the community we anticipate 80 participants. The cost of tee shirts would be \$18.00 per participant for a total cost of \$1,440.00. The tee shirts would reflect on the back Blue Cross Blue Shield of North Dakota Caring Foundation is a sponsor of the Fun Run.

Brochures, Pamphlets:

The design and printing costs for a total of 500 brochures, pamphlets is estimated at \$1,250.00.

Dr. Johnson stipend:

The XYZ Health System pays the UND Rural Surgery Support Program \$2,000.00 per day for access to Dr. Johnson.

Discounted Laboratory Testing:

It is anticipated that 125 individuals will utilize the discounted laboratory testing offered at the Community Health Fair. The charge will be \$35.00 for a health screen panel consisting of a Comprehensive Metabolic Panel (CMP), Hemoglobin, Hematocrit, White Blood Count, Lipid Panel and Thyroid Stimulating Hormone (TSH). The difference between what the participant will pay and the charge for the testing per participant is \$171.00. For 125 individuals the aggregate discount amount is \$21,375.00.

Current Demographic Data and Other Background Sources:

Data from the North Dakota Statewide Housing Assessment Resource Project show the population projections for both Rolling County and North Dakota through 2015, 2020, and 2025. Rolling County shows an increase of 85.1 percent from 2010 to 2015, an increase of 144.5 percent from 2010 to 2020, and an increase of 169.0 percent from 2010 to 2025. This compares to North Dakota increasing 11.5 percent from 2010 to 2015, increasing 19.9 percent from 2010 to 2020, and increasing 25.2 percent from 2010 to 2025. These data project an incredible growth rate for Rolling County compared to North Dakota.

Target Population and Target Service Area:

This project will address the needs of the citizens of Rolling County, North Dakota. The 2011 estimate sets the census of Rolling County at 7,019 residents. Unofficial census would indicate that we have minimally an additional 4,000 residents in Rolling County as a result of an influx of residents due to oil-related employment.