

Request for Proposals

# SUPPORTING STATEWIDE ADVOCACY ORGANIZATIONS TO CREATE ORAL HEALTH EQUITY

“Power is held in place in part by existing patterns of connection and resource flows. And power is not finite. Abundance and alternatives do not necessarily dry up, but get held up, held back, held by and/or flow between and to some and not others. Shifting and reclaiming flows through network activity can create new power arrangements and priorities.”

– Interaction Institute for Social Change, 2014

# REQUEST FOR PROPOSALS

The DentaQuest Partnership for Oral Health Advancement (DentaQuest Partnership) seeks to partner with statewide advocacy organizations to support policy advocacy efforts driven through collaboration and community partnerships. Successful organizations will demonstrate experience in convening traditional and nontraditional partners, a commitment to social justice and health equity, and have the capacity to build or strengthen authentic, active partnerships with community-based organizations.

This RFP is intended to support activities that have an impact in at least one of the DentaQuest Partnership's three focus areas by shifting power dynamics, conversations, and share of voice in statewide or national oral health movements. The three focus areas, with brief descriptions of intent, are:

- **Adult dental benefit:** Position an extensive Medicare dental health benefit as a campaign topic in the 2020 presidential campaign and statewide advocacy for an extensive adult Medicaid dental benefit in all states.
- **Person-centered care:** Develop models and advance knowledge around medical-dental integration, value-based care, interprofessional care strategies, and the intersection of social determinants of health (SDOH).
- **Oral health measurement:** Support and convene groups working on measurement to come to consensus on a core set of national, state, and practice measures that can be used to understand health outcomes in the U.S. and the impact of initiatives, campaigns, funding, care delivery models, policy change, etc. targeted at creating reliable and consistent oral health.

For more information on the focus areas, see [2019 DentaQuest Partnership Launch Webinar](#) or see our website at [www.dentaquestpartnership.org](http://www.dentaquestpartnership.org).

In addition to driving advocacy and engagement in their communities, awardee organizations will be, or become, active members of the Oral Health Progress and Equity Network (OPEN). You can find out more about OPEN by visiting [www.oralhealth.network](http://www.oralhealth.network).

## Key Dates and Deadlines

### October 21, 2019

Release of Request for Proposals

### November 29, 2019

Deadline for proposal submission via Fluxx

### Mid-January 2020

Awardee notified

## Contact

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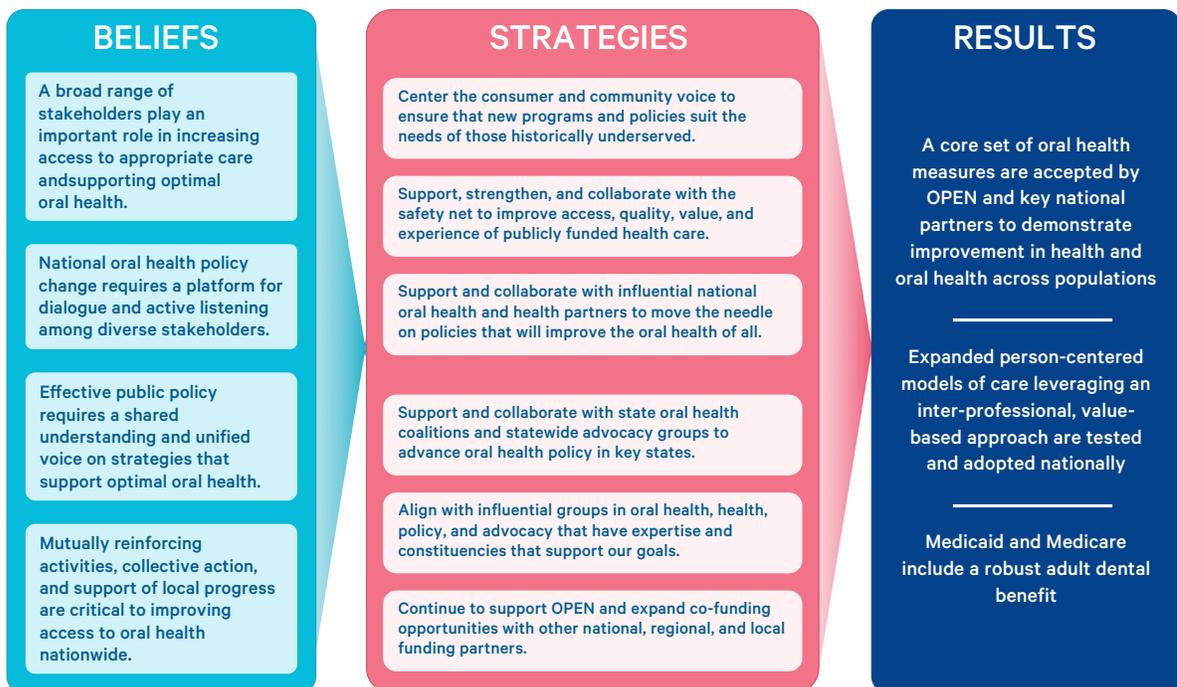
## BACKGROUND

The mission of the DentaQuest Partnership (formerly the DentaQuest Foundation and the DentaQuest Institute) is to revolutionize oral health to create an effective and equitable health system that results in improved oral health and well-being for everyone. We believe that the importance of good oral health to overall health is not widely understood, that access to care across populations is inequitable and inadequate, and that the system of dental care and payment is designed around surgically treating disease rather than preventing it. Furthermore, those who are underserved by the current oral health system are frequently the same communities that have been historically marginalized in other areas of health and wellness for decades, leading to a complex web of social determinants that continue to produce poor health outcomes and in turn affect myriad other aspects of community and individual wellbeing.

The DentaQuest Partnership believes that public policy, advocacy, and centering community voice are key components to creating systems change and will therefore invest in statewide advocacy organizations that have community voice meaningfully represented.

**While these efforts have been historically led by state oral health coalitions, statewide advocacy organizations interested in this RFP are not required to be an oral health coalition to apply.**

## Grantmaking Theory of Change 2020-2025



## ALIGNMENT WITH DENTAQUEST PARTNERSHIP'S FOCUS AREAS

Applicant organizations should be able to demonstrate how their work does, or will, impact one or more of the three focus areas of the DentaQuest Partnership by shifting power dynamics, conversations, and share of voice in statewide or national oral health movements. Below is a sample (though not exhaustive) list of questions that applicants can consider when determining how their work aligns. We welcome other ideas and proposals that combine policy advocacy and community voice, though they must be related meaningfully to a focus area.



### National Measurement System

- How is oral health measurement/data, including social determinants data, currently collected and used in your state or community?
- If this is not happening, what opportunities are you pursuing to improve this?
- How is, or isn't, oral health measurement/data being used to drive policy and advocacy?



### Person-Centered Care

- What can community-based and statewide advocacy groups bring to models of person-centered care, value-based care, or interprofessional practice to drive better health outcomes?
- What policy opportunities exist that could better support models of person-centered care, the integration of alternative payment models and value-based care and/or interprofessional practice?
- What opportunities are there in advancing policies and systems that address the structural barriers to accessing care and the structural barriers to health (i.e. social determinants)?



### Adult Dental Benefit

- What opportunities exist for strengthening public adult dental benefits in your state (Medicaid) or at the national level (Medicare)?
- How can public adult dental benefit policy strategies be bolstered through deeper engagement of consumers, community-members, and stakeholder communities?

## COMMUNITY VOICE

The DentaQuest Partnership believes that a deep and meaningful representation of community voice is fundamental to any systems-change, policy advocacy, or health equity effort. Acknowledging that the current oral health system created and continues to perpetuate poor and inequitable outcomes for a wide segment of the population and is especially negatively impactful to certain underserved communities, the DentaQuest Partnership embarked on a multi-year investment strategy with three goals: to demonstrate the central role community engagement must play in impactful social change, to elevate health equity as a core value, and to position oral health as a key social justice issue. Oral health, like other systemic problems, is not a standalone issue, but one that should be an integral component of any effort to address disparities in health outcomes across racial, socioeconomic, and demographic lines. Truly making change requires thought and action across a variety of socioecological domains that address both explicit and implicit conditions (see below chart).

To achieve new outcomes, it is essential to engage new partners and perspectives—specifically those from communities most negatively impacted by the current system—and to work in a new and different way. We

believe that for the broader oral health movement to be successful, state and national leaders must not only make space for community voices at the table, but also be guided by the lived experiences, stories, and input of people experiencing the existing health care policy, coverage, financing, and the availability of community resources. In order to create transformative change as described in the model above, existing systems must be disrupted. As such, in addition to demonstrating policy advocacy, applicants for the Statewide Advocacy Groups to Build Oral Health Equity RFP must be able to demonstrate active and authentic collaboration with community-based, grassroots partners.

Community-based organizations that are working closely with statewide advocacy organizations are welcome to apply for the [Building Community Power to Create Oral Health Equity RFP](#). If projects span state and community-based applicants, please describe collaboration in each proposal.

### Shifting the Conditions that Hold the Problem in Place

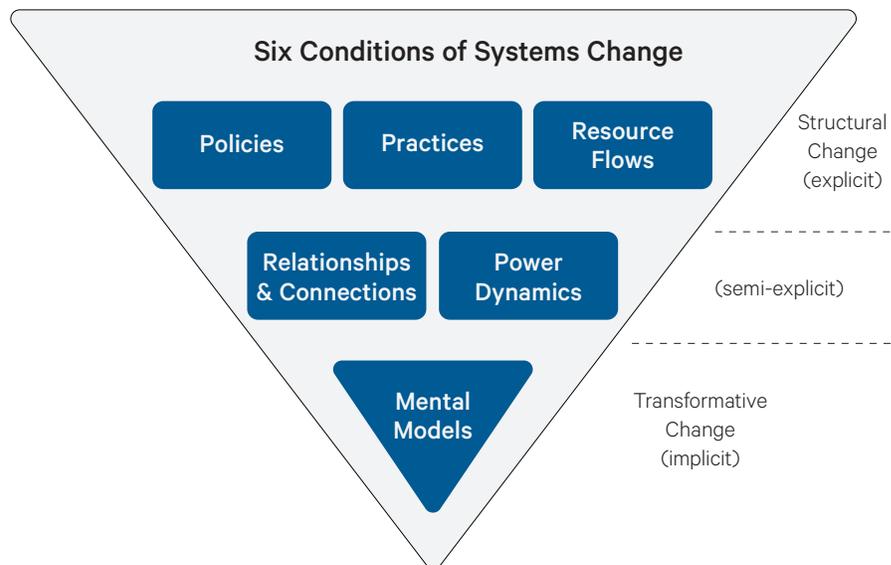


Figure from *The Water of Systems Change*, FSG, June 2018.

## ELIGIBILITY AND EXPECTATION

The purpose of this initiative is to support policy advocacy and power redistribution in states in order to move oral health policy forward that supports the DentaQuest Partnership focus areas: **National Measurement System, Person-Centered Care, and Public Adult Dental Benefits.**

We are seeking to support statewide advocacy organizations that can demonstrate experience in convening traditional and nontraditional partners, a commitment to social justice and health equity, and active partnerships with community-based, grassroots partners. Organizations must be able to demonstrate a thorough connection to stakeholder communities and/or the community-based organizations that represent them, as well as demonstrate the ability to center the lived experience of communities that are disproportionately suffering. This includes not just who an organization is serving, but how they are, or will be, changing power dynamics in communities. Organizations must also be willing to engage in advocacy efforts, which may include strengthening capacity, designing campaigns, and connecting stakeholders with local, state, or federal policy issues.

The specific work that awardee organizations undertake as part of this initiative should be directed by their deep connection to, and understanding of, the unique needs and strengths of the communities that they serve, with an eye toward systems change, shifting power dynamics, and/or policy advocacy in the oral health sector. Where applicable, proposals may highlight the networks, advocacy organizations, or other partnerships that support and/or inform the work.

Proposals will be evaluated based on :

- The contribution of the project to the three DentaQuest Partnership priority areas
- Demonstrated interest, understanding, experience in, and a specific, well-conceived workplan for:
  - Policy analysis and advocacy/organizing
  - Centering community voice
  - Coalition-building
  - Strategic communications
- A detailed plan to incorporate racial justice and healthy equity into the project
- Consideration of sustainability and the possibility of engaging other funding partners in the work moving forward
- Willingness to engage in OPEN
- The opportunity for oral health systems or policy change and/or shifting the power dynamics within a state or the national conversation

## USE OF GRANT FUNDS

Grant funds may be used for project staff salaries, subgrants to coalition member organizations, consultant fees, data collection and analysis, meetings, supplies, activities related to fundraising and development, project-related travel, and other direct project expenses. Grant funds, including subgrants, may not be used for direct service.

## KEY DATES AND DEADLINES

**RFP released:**

October 21, 2019

**Deadline for proposal submission via Fluxx:**

November 29, 2019

**Awardees notified:**

Mid-January 2020

## REQUEST FOR PROPOSALS FAQs

**Are applicants eligible that are not a formal State Oral Health Coalition?**

Yes, any statewide advocacy organization that can demonstrate the criteria within the eligibility and expectations is eligible to apply. Organizations must have 501c3 nonprofit status, or fiscal agent.

**What is the funding level for this grant program?**

The funding level for this grant is approximately \$75,000-\$150,000 per organization, but individual amounts will vary based on the proposed scope of work.

**What is the geographic scope for this RFP?**

We expect that the work will have a local or state-based strategy, but we are also interested in thinking about how to apply learnings and findings from this work to national-level policy change, and we will welcome our grantee partners to engage in that conversation.

**This kind of work takes more than a year. How long is the award/relationship for?**

The award is for one year with the potential of renewal for multiple years.

**Can multiple proposals be submitted by the same organization if our potential work fits under more than one DentaQuest Partnership focus area?**

Any number of proposals can be submitted, however, if work falls within more than one focus area, the preference is for an organization to demonstrate how their multiple buckets of work have alignment within one proposal.

# PROPOSAL QUESTIONS TO BE COMPLETED BY APPLICANTS

## **Environmental Scan**

Provide an overview of the geographic, demographic, and/or community landscape that exists in your state relative to health, oral health, and oral health inequities. Specifically speak to the policies and structures that are enabling these circumstances to exist. What are the circumstances that make this timely and/or critical to happen now (in other words, what is the window of opportunity)? Please also describe your organization's capacity and/or experience in engaging in policy advocacy. Please be as specific as possible. *(750 word limit)*

## **Community Stakeholders and Partners**

Describe your stakeholders, partners, and network involved in this work. Be specific about why stakeholder groups were engaged and how they fit into the existing network. Tell us the ways in which community voice and community-based organizations are or will be integrated within your organization's and your work. Please include "who," but also "how" they are engaged and in what ways these partners are informing and/or contributing to the work. *(750 word limit)*

## **Health Equity**

Please describe how you've used a health equity and/or racial justice lens in the development of your workplan. Detail the equity and/or racial justice that exists within the outcomes of your proposed work, including both the populations impacted by the current lack of equity and how those populations are, or will be, represented in the work activities themselves. *(750 word limit)*

## **Workplan Narrative**

Please provide a detailed description of your proposed work. How does it align with one or more of the DentaQuest Partnership areas of focus? How does it build on previous work and/or existing expertise, infrastructure, or partnerships? *(1,500 word limit)*

## **Outcomes & Impact**

Identify the changes that will result from successful implementation of your proposed work. What results do you hope to see within the short term (one year) and the longer term (three or more years), especially at the systems- and policy-change levels? How will you know/measure whether you have reached these results? Who will be impacted by these results and in what way will they be impacted? *(750 word limit)*

## **Sustainability and Longevity**

Besides DentaQuest Partnership funding, what other resources do you anticipate seeking to complete the workplan or related work? (This could include other sources of funding, technical assistance, other partnerships, etc.) How will this work, or the results from this work, lead to developing/accumulating additional resources or support? This section should speak to your organization's efforts to sustain this work over time. *(750 word limit)*

## HOW TO APPLY

- 1. IF YOU DO NOT HAVE A FLUXX ACCOUNT:**  
Using the **Google Chrome, Safari, or Microsoft** web-browser, create an account with the online grants management system, Fluxx:  
<http://dentaquestpartnership.fluxx.io>
- 2.** Please allow for 2-3 days for registration to be approved. Once approved, you will receive an automated email with login instructions.
- 3. ONCE LOGGED INTO YOUR ACCOUNT,**  
click on the “Apply Now” button in the bottom left hand corner.
- 4.** In the Program Area field, select “2020 Requests for Proposals”
- 5.** In the Sub Program field, select “Supporting State Advocacy”
- 6.** Complete Project Title and questions. You may click “Save” at anytime and return later.
- 7.** When you have completed the proposal, you have the option to “Submit Draft” and schedule a Draft Proposal call with the Grants Team. To schedule call, contact Grants Team member below.
- 8.** If you have a Draft Proposal call, the proposal will be made available again following the call for any potential edits to be made. Once finalized, click “Submit Final.” If you choose not to have a Draft Proposal call, once the proposal is complete, click “Submit Final.”

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