



Request for Proposals from Citizen Advocacy Groups (CAGs)

Quality Care, No Matter Where: Consumer Guides for Self-Advocacy

The National Consumer Voice for Quality Long-Term Care (formerly NCCNHR) is pleased to announce the availability of grants to three citizen advocacy groups (CAGs) in the amount of \$3,000 each to develop state/local long-term care consumer guides and conduct a consumer outreach campaign to the aging and disability communities over the course of six months.

These grants to CAGs are part of the Consumer Voice's project Quality Care, No Matter Where: Consumer Guides for Self-Advocacy, funded by the Milbank Foundation for Rehabilitation. This project supports the Consumer Voice in developing partnerships with the disability community and producing a national guide and piloting three state-specific guides for long-term care consumers. The consumer guides developed under this project will enable individuals including older adults and persons with disabilities to make informed decisions about long-term care, services and supports and empower them to be self-advocates for quality care. The guides will also provide information and resources to help people currently living in nursing homes that are considering or planning moving back into the community. Through the grants to CAGs, the project will provide support and assistance to CAGs who advocate on behalf of long-term care consumers at the state and local level. Our hope is that by reaching out to persons with

disabilities as part of this project, both the Consumer Voice and CAGs will develop new or deepen existing relationships with disability groups, building a bridge between the aging and disability communities.

Funded CAG Responsibilities

1. Create a state-specific guide for long-term care consumers. CAGs will be provided with a draft of the national guide for long-term care consumers developed by the Consumer Voice prior to the start of their work on this project. CAGs will then develop a state-specific version of the national guide.
2. Conduct a consumer outreach campaign to promote and disseminate the guide with a particular focus on reaching people with disabilities. CAGs are encouraged to reach out to at least the following groups that work with persons with disabilities in their states: Centers for Independent Living; The Arc; United Cerebral Palsy; Protection and Advocacy; the Brain Injury Association; and Disabled American Veterans.
3. Evaluate the state-specific guide's usefulness and effectiveness with consumers in the state (using post dissemination qualitative evaluations developed by the Consumer Voice, i.e. interviews or surveys).
4. Prepare and submit a summary report of their work for the Consumer Voice describing the steps the CAG took to develop and distribute the guide and the evaluation results. The summary reports will include at least the following information: how and from where the CAG gathered state-specific information; discussion of any problems the CAG encountered in trying to obtain state-specific information and how those problems were resolved; the way in which the CAG disseminated the guide or information about the

availability of the guide to long-term care consumers and particularly people with disabilities; the disability groups with which the CAG worked; discussion of any problems the CAG encountered in conducting its outreach campaign and how those problems were resolved; the results of the evaluation conducted to measure increase in consumer knowledge of state-specific options, resources and self-advocacy skills; and “lessons learned” from conducting the pilot and suggestions for other CAGs.

5. Participate in interviews with staff and consultants from the Consumer Voice to discuss lessons learned, etc.

CAG Support

1. The Consumer Voice will provide the three funded CAGs with ongoing technical assistance, guidance and support throughout their project work, and will monitor project progress.
2. The Consumer Voice will assist the funded CAGs in posting the state-specific guide on their websites (if assistance is needed) and provide CAGs with tips for making the guide more accessible to persons with disabilities.
3. The Consumer Voice will print 250 copies of the state-specific guide for each of the three CAGs for initial dissemination to consumers who cannot access the guide electronically (CAGs will be encouraged to print additional copies if resources are available).

Funded CAG proposals will be chosen by an advisory committee of consumers and other advocates (staff of the Consumer Voice will not weigh in on the grant decision-making). Grant funds will be distributed to the three selected CAGs in November 2010 and project work will

begin immediately. CAGs will have six months (November 1, 2010 through May 1, 2011) for their work on this project; this includes four months to complete their state-specific guide and two months for dissemination and evaluation to determine project effectiveness.

The due date for proposals is September 7, 2010 at 5:00pm EST.

Please submit your proposal to Jessica Brill Ortiz, Consumer Voice Program Manager

E-mail: jbrillortiz@theconsumervoice.org

Fax: 202.332.2949, Attention: Jessica Brill Ortiz

Mail: Jessica Brill Ortiz, Program Manager
The National Consumer Voice for Quality Long-Term Care
1828 L Street, NW, Suite 801
Washington, DC 20036

Please contact Jessica Brill Ortiz with questions: 202.332.2275, ext. 225.

Proposal Review and Selection Criteria

Immediately following the submission deadline, all proposals will undergo a review process by the advisory committee, which is made up of consumers and advocates from both the aging and disability communities. Proposals will be evaluated and selected using the criteria below. The percentage in parenthesis indicates the weight of each criterion in the advisory committee's final decision.

1. Demonstrated need for financial resources (10%)
2. Proposed plans for development of a state-specific guide (25%)
3. Proposed plans for an outreach campaign and disseminating the guide with a focus on reaching the disability community (25%)
4. Project request – why the CAG wants to work on this project (15%)
5. Demonstrated experience working with the disability community (10%)

6. What the CAG plans to accomplish with this project and how the project will strengthen the CAG (15%)

Proposal Status Notification and Next Steps

All proposal submitters will receive a notification via email (or postal mail, if an email address is not provided) regarding the acceptance or denial of their proposal by **October 15, 2010**. CAG grantees will need to sign a letter of agreement indicating their roles and responsibilities and commitment to meet the stated deadlines.

PROPOSAL SUBMISSION INFORMATION

CAG Contact Information

Name

Address

Phone

Fax

Email

Lead Proposal Contact Information

Name

Title

Organization

Address

Phone

Fax

Email

Secondary Proposal Contact Information

Name

Title

Organization

Address

Phone

Fax

Email

Areas to Address

This RFP process seeks to empower CAGs to be creative and innovative in how they approach the project. At the same time, it is designed to be as short and simple as possible in recognition of time and resource limitations experienced by many CAGs.

Proposals for funding must address each of the following areas, which correspond to the criteria that the advisory committee will use to evaluate the proposals (see Proposal Review and Selection Criteria section, above). The proposal must also adhere to the indicated length guidelines.

1. Demonstrated need for financial resources, including current year budget and a brief statement of financial need. (10%) (Two paragraph maximum, plus the budget)
2. Proposed plans for development of a state-specific guide. (25%) (One page maximum)
3. Proposed plans for an outreach campaign and dissemination of the guide with a focus on reaching the disability community. (25%) (One page maximum)
4. Project request – why the CAG wants to work on this project. (15%) (Two paragraph maximum)
5. Demonstrated experience working with the disability community. If you have this experience please list the organizations with which you've worked, and provide at least two letters of support along with your grant proposal. (10%) (Two paragraph maximum)
6. What the CAG plans to accomplish with this project and how the project will strengthen the CAG. (15%) (One page maximum)

Biographical Statement

Please include a brief biographical statement, brochure, fact sheet or other descriptive document about your CAG, including its history and mission.

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