



Florida Health Literacy Initiative
A statewide initiative managed by the Florida Literacy Coalition and
sponsored by the Florida Blue Foundation

GRANT PROPOSAL GUIDELINES

Purpose: Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

According to the National Adult Assessment of Literacy, 14% of Americans cannot comprehend basic health information. The study indicates that health illiteracy is especially prevalent among: 1) adults who did not complete high school, with 49% having below basic health literacy, and 2) Hispanic adults, who have lower health literacy than any other ethnic/racial group, with 41% having below basic health literacy.

Adults with low literacy levels often fail to engage in early detection and preventive health care. They also have significant difficulties navigating the health care system and following their doctors' treatment plans. Florida ranks 33rd out of 50 states in the 2015 study "America's Health Rankings". The state's greatest health challenges include a high rate of uninsured population, a low high school graduation rate, and high prevalence of diabetes.

In 2008, responding to the need for comprehensive health literacy curricula for adult ESOL teachers and their students, FLC partnered with the Florida Department of Education to develop a student book and teacher's guide centered on basic health literacy - *"Staying Healthy: An English Learner's Guide to Health Care and Healthy Living."*

The Florida Health Literacy Initiative is funded through a grant from the Florida Blue Foundation and managed by the Florida Literacy Coalition. The initiative provides training, resources, and funding to help Florida adult ESOL and family literacy programs integrate health education into their instruction. This program has served more than 15,000 students, enabling them to gain information and skills needed to make informed choices regarding their health and nutrition.

Florida Blue is committed to improving the health and well-being of all Floridians and seeks to find real and meaningful solutions to some of the most critical social issues facing Florida's communities. Because a literate, educated, and informed society is key to our state's overall success, Florida Blue has made supporting family and healthy literacy programs a cornerstone of its community investments strategy.

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Eligibility Criteria:

Organizations interested in applying must:

- Be a 501(c)(3) nonprofit organization or government-based agency that provides adult ESOL and/or family literacy instruction in Florida;
- Provide literacy services via classes, small groups, and/or one-to-one tutoring; and
- Commit to basic reporting requirements.

Entities and organizations ineligible to receive a Health Literacy grant include:

- Individuals;
- For-profit entities;
- Civic, fraternal, labor, and political organizations;
- Religious organizations, if funds will be used to educate/benefit a specific denomination or congregation or the group intends to proselytize to program participants and/or participants' family members; and
- Groups that discriminate based on age, sex, race, religion, creed, sexual orientation, or marital status.

NOTE: Agencies/organizations with multiple programs/sites (i.e. library systems, school districts, community colleges) may submit up to three applications for consideration per year.

Definition of Family Literacy Programs: For grant purposes, family literacy programs should include the following four components: 1) parent literacy instruction; 2) interactive literacy activities between parents and their children; 3) training for parents regarding how to be the primary teacher for their children and full partners in the education of their children; and 4) age-appropriate education for children.

Grant Award: We plan to award fourteen grants of up to \$5,000 in 2017. **Applications must be received by March 24th, 2017.** Grant funds are to support adult ESOL and/or family literacy program expenses over the twelve-month period beginning May 1, 2017 and ending May 1, 2018. Appropriate administrative and travel expenses may be paid for with grant funds. Grant recipients from prior years are eligible to reapply. The ability or need to secure matching funds is not required for this grant.

Non-allowable Expenditures:

- Fundraising events, contributions, and donations;
- General operating expenses;
- Expenses obligated prior to or after the grant period;
- Lobbying or attempting to influence federal, state, or local legislation;
- Capital expenditures (including acquisitions, building projects, remodeling, or renovation of facilities) with the exception of unfixed equipment;
- Bad debts, contingencies, fines and penalties, interest, and other financial costs;
- Private entertainment.

Curriculum and Materials: While applicants are encouraged to incorporate the *Staying Healthy* curriculum and materials into their programs, either solely or in conjunction with other guides/materials, they are not required to do so. Should applicants choose to use the *Staying*

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Healthy materials, up to 80 complimentary copies of the *Staying Healthy: An English Learner's Guide to Health Care and Healthy Living* or *Staying Healthy for Beginners* student books. Teacher's guides are freely available to download online. Organizations/programs that field-tested the *Staying Healthy* curriculum found that a minimum of 22 hours of instruction was often needed to complete the curriculum. Please note that neither curriculum is well suited for low beginning level students. [Click here](#) to view online copies of each curriculum.

Reporting Requirements: Grantees will be asked to complete a brief mid-year progress report as well as a year-end final report on the status and accomplishments of their projects. The reports will include: 1) student pre- and post- health literacy knowledge assessments; 2) teacher and student evaluation/feedback forms; and 3) other information detailing the project's accomplishments. Programs will also be asked to document and share a group project/activity that students developed during the year (see Project-Based Learning below). [Click here](#) to view the pre- and post- health literacy assessment.

Project-based Learning: Project-based learning (PjBL) is a collaborative approach to teaching in which learners are placed in situations where they use authentic language to accomplish whatever is needed to complete the project objectives. The best projects are those that have an impact outside of the classroom, so students feel they are part of an effort that will make a difference for others. [Click here](#) to learn more about Project-based Learning and to view sample adult learner classroom projects.

Collaboration and Partnerships: Applicants are highly encouraged to address/include events and opportunities for outside partners to interact with instructors and students as part of their health literacy program/proposal. Grant funds may be used for related costs.

Recognition: Applicants, as part of the application process, will be asked to demonstrate how they will recognize Florida Blue for its generous support, should they be awarded a grant.

Notification: Grant recipients will be notified via e-mail in April. One representative from each awarded organization will be invited to participate in a mandatory meeting and recognition program during the [33rd Annual Florida Literacy Conference](#) on May 10, 2017 in Captiva, Florida. In addition, representatives will also be invited to participate in a recommended health literacy pre-conference training to be held May 9th.

Conference Call for Prospective Applicants: A conference call will be conducted for prospective applicants on **February 6, 2017** from 10:30 A.M. to 11:15 A.M. to provide an overview of the grant application and answer any questions. Participation is optional.

Dial-in Number: 1-800-930-8721

Access Code: 6577983

Please RSVP for this call to Heather Surrency at surrencyh@floridaliteracy.org