

June 8, 2020

Dear Colleagues,

The Epilepsy Foundation of America (EF) announces the availability of funds to award up to ten (10) mini grants during fiscal grant 2020-2021 to support epilepsy awareness projects focusing on health education in minority communities. Grant funds of \$10,000 per applicant will be awarded to local chapters and affiliates of the Epilepsy Foundation (Epilepsy Network), State Offices of Minority Health (SOMHs), and/or their community partners.

This is a limited competition application process that is part of Foundation's National Epilepsy Education and Awareness Collaborative (NEEAC). This Minority Outreach Mini-Grantee Program is funded through the cooperative agreement between the Epilepsy Foundation and the Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Division of Adult and Community Health.

Based on estimates from the CDC 2017 MMWR Report and 2018 Census Data of the 3.4 million Americans living with active epilepsy, nearly a third are African Americans and Hispanics. Racial and ethnic minorities are just over 40% of people living with active epilepsy in America. The Epilepsy Foundation wants to increase the community and clinical linkages between minority populations impacted by epilepsy and existing epilepsy resources, including self-management programs. The purpose of the Minority Outreach Mini-Grantee Program is to promote effective and impactful engagement with minority and racial and ethnic populations to increase awareness of epilepsy education and resources and link more diverse individuals living with epilepsy to care.

Members of the Epilepsy Network, National Association of State Minority Health Offices (NASOMH), or community- or faith-based minority health agencies with previous epilepsy education experience are eligible for seeking this opportunity to successfully complete epilepsy awareness activities from August 2020 to January 2021.

Enclosed in this packet are the Project Contact Sheet, the Action Plan, Budget Sheet, and Project Activity guidelines. Priority will be given to applicants in geographic areas of the US where there are existing epilepsy self-management programs and/or an Epilepsy Learning Health System (ELHS) site since connecting racial and ethnic populations living with epilepsy and people living with epilepsy in rural or hard-to-reach communities is of the utmost importance to the Epilepsy Foundation.

Additionally, strong consideration will be given to applicants who are trained, or have established plans to become trained, in the recently launched Seizure First Aid Certification Training by the Epilepsy Foundation.

The mini-grant application is due to Thometta Cozart no later than **Friday, July 10, 2020 via email to tcozart@efa.org**. If you have questions regarding the packet, please contact Thometta Cozart at tcozart@efa.org.

Sincerely,

Thometta Cozart

Thometta Cozart, MS, MPH, CHES, CPH
Multicultural Outreach Director
Programs & Services, Epilepsy Foundation

ELIGIBILITY

Applications will be accepted from chapters and affiliates of the Epilepsy Foundation, community-based, faith-based or state-level minority health agencies, NASOMH members or their stakeholders.

To receive consideration for funding, applicants must:

- Be a minority health agency or part of the Epilepsy Foundation Network;
- Demonstrate frequently utilized and effective communication strategies to reach stakeholders and the public, including newsletters, email listservs, and multiple social media platforms;
- Develop a plan to provide epilepsy education and increase epilepsy awareness in minority, racial and ethnic, rural and/or vulnerable communities from August 2020 to January 2021.
 - The plan must describe how **connections** will be made with, or exist between, part of or all of the following entities:
 - Existing Epilepsy Self-Management Programs administered locally or online through the **Managing Epilepsy Well (MEW) Network**;
 - Established **Epilepsy Learning Health Systems**, currently located in AZ, Eastern PA; OH; Orange County, CA; Houston/Dallas, TX; & New England (MA, ME, RI, NH);
 - Epilepsy ECHO Projects for school nurses or providers; and/or
 - Local or state Office of Minority Health or Office of Rural Health's existing outreach efforts or 2019 EF Minority Outreach Mini-Grant Recipient.
- State how efforts may be sustained beyond this limited funding opportunity;
- Have competent and available individuals/staff to manage proposed plan; and
- Grantee must comply with all current and applicable laws, regulations, rules, and administrative guidelines of the federal government regarding the acceptable use of federal grant funds.

The following are ineligible for funding consideration:

- Individuals.
- Organizations applying for the sole purpose of acquiring funds to supplement existing programs without any plan for enlarging their scope of work.
- Organizations applying to solely purchase equipment.
- Organizations proposing activities not related to epilepsy health education.
- Organizations in the process of creating or starting a "community-based health group" for the sole purpose of applying for grant funds.
- Organizations with no established track record or history of working with minority communities, racial and ethnic populations, or vulnerable populations.

PROPOSAL GUIDELINES

No more than ten awards will be granted through this funding opportunity. Each award will be funded up to \$10,000. An estimated itemized budget must accompany the grant application. The supplementation of salaries for key project staff is not allowed but stipends or reimbursements for work completed as part of the grant can be given to project staff.

Activities should be within these categories: health education, outreach, media and communications, awareness, or training. Applicants that are funded will be required to evaluate all program activities and are mandated to report on proposed activities.

Critical Guidelines

- Projects are required to provide epilepsy health education and awareness activities for at least **six months** (*August - January 2021*), including a planning period. Activities **MUST** occur during November 2020 for National Epilepsy Awareness Month.
 - Planning activities may include finalizing collaborations with partners, confirming training dates and securing necessary resources, such as usage of online platforms, i.e. Zoom, etc.

- Projects featuring public health education and awareness meetings/events for **epilepsy patients** are required to include **self-management information**.
- Patient education activities **must** provide strong educational components and result in the transference of skills (i.e. health literacy, relaxation, exercise, positive thinking, proper dietary practices and other techniques that will improve coping mechanism of persons with epilepsy and/or their caregivers). Grant funds may be used to pay for expert presenters. Resources from, and connections back to, the **Managing Epilepsy Well (MEW) Network** should be utilized whenever possible.
- Projects featuring public health education and awareness activities targeting **minority populations** are required to include **seizure first aid information** and/or **training**.
- Projects featuring public health education and awareness information through **communications channels, such as newspapers, radio, social media**, etc., are required to include seizure first aid information from the **Stay, Safe, Side Campaign**.
- Projects may include participation in existing local or **virtual** epilepsy activities, such as walks or trainings. For example, a minority health agency may help diversify the participation of an existing seizure first aid training hosted by the local epilepsy affiliate by assisting with event promotion and marketing.
- Project funding may **not** be used to support fundraising activities (such as walks or galas) other than to the extent of educational and awareness activities.
- Grant funds **cannot** be used to develop educational materials. **The Foundation will provide epilepsy health materials to all grantees. Grantees should provide the type of materials needed, target audience, quantities needed and shipping address for requested materials. Many resources are also available online.**
- Grant funds can be used for efforts to garner media attention for epilepsy awareness events and/or to provide epilepsy health education to the community at-large. This public awareness campaign can be used to generate more public support for epilepsy concerns. Public awareness campaigns **may** be exclusive activities and **should be connected to existing EF media minority outreach efforts**, such as the Essence or Chinese New Year ads. *EF Minority Outreach Program staff should be consulted prior to publishing newspaper, radio or digital ads to ensure marketing and messaging is consistent.*

An applicant may demonstrate proposed activities in patient, provider and public education:

Patient Education Examples

- Create and distribute a referral list of area facilities and physicians that provide medical treatment for epilepsy and seizure related medical conditions (i.e. neurologists, epilepsy nurses, etc.) with local community health clinics or federally qualified health centers that see a large population of minority patients
- Schedule and promote online training opportunities that enhance self-management or seizure first aid for patients' families
- Help MEW and/or ELHS sites recruit minorities living with epilepsy for self-management programs
- Provide outreach to minorities with epilepsy or at-risk of having seizures via telephone hotline, literature updates, online education sessions, teleconference education discussions, home/sick-and-shut-in drive-by parades, peer counseling, and self-management skills.
- Create honoring/celebration activities for epilepsy patients, caregivers and/or their children in Epilepsy Awareness Month by making and highlighting their stories through videos, social media or local media
- Distribute COVID-19 and epilepsy information to patients online

Public Education Examples

- Conduct or schedule presentations on epilepsy health education and/or seizure first aid training in the community or online
- Participate in Epilepsy Awareness Month activities and host activities at your organization (November).
- Enhance public education via media outlets, including social media, such as being interviewed on a local television station or placing a seizure first aid flyer in local newspaper.
- Advocacy efforts for policies, such as all school personnel being required to know seizure first aid or schools having seizure safe plans, etc.; funds may not, however, be used for direct lobbying.

Provider Education Examples

- Coordinate epilepsy disparities educational sessions or seizure first aid trainings online (with or without continuing education units) for health providers, including physicians, nurses, public health staff and/or others. [*The Foundation is a provider of CPH and CHES continuing education units. Through partnership with other CE providers, CME or CNE units may also be provided for trainings.*]
- Provide local health providers and public health officials with epilepsy health education materials to display in their lobbies or distribute online for patients
- Train Community Health Workers (CHWs) or lay health workers using the Epilepsy CHW Curriculum
- Promote epilepsy health education opportunities, such as Project ECHO, to providers through local chapters of medical and health-related associations, such as the National Medical Association, National Hispanic Medical Association, Chi Eta Phi Black Nursing Sorority or the National Black Nurses Association.

Important Reference Links:

- **Managing Epilepsy Well (MEW) Network** - <https://www.cdc.gov/epilepsy/research/MEW-network.htm>
- **Epilepsy Learning Healthcare Systems** - <https://www.epilepsy.com/make-difference/learning-healthcare-system/elhs-community>
- **Stay, Safe, Side Seizure First Aid Campaign** - <https://www.epilepsy.com/learn/seizure-first-aid-and-safety/first-aid-seizures-stay-safe-side>
- **Epilepsy Project ECHO** - <https://www.epilepsy.com/article/2019/9/cincinnati-echo-epilepsy-and-neurology-2019-2020>
- **Epilepsy Project ECHO for School Nurses** - <https://www.epilepsy.com/article/2019/9/managing-students-seizures-echo-registration-2019-2020>
- **Schools and Seizure Safety** - <https://www.epilepsy.com/learn/schools-and-seizure-preparedness>
<http://advocacy.epilepsy.com/seizuresafeschools>
- **COVID-19 and Epilepsy** - <https://www.epilepsy.com/article/2020/3/concerns-about-covid-19-coronavirus-and-epilepsy>
- **Examples of how to use online platforms to engage individuals online while social distancing due to COVID-19** - the Raise Me Blog that features how universities are engaging students:
<https://www.raise.me/blog/universities/higher-ed-guide-for-social-media-platforms-covid-19/>

MINI-GRANT TIMELINE

- June 8 – July 10: Grant proposal announcement and acceptance period
- July 13 – 20: Mini-Grant decision period and award announcements
- July 24: Mini-Grant Orientation Group Meeting
- July 27 – August 11: Revise Action Plans & confirm partner collaborations; Distribution of first \$5,000
- August 14: Finalized Action Plans due & TA Group Meeting
- Mid-August – Mid-January: Public, Patient, & Provider outreach activities occur
- September 25: TA Group Meeting
- October 23: TA Group Meeting
- November: National Epilepsy Awareness Month activities
- December 4-8: American Epilepsy Society Conference
- December 11: TA Group Meeting
- January 13, 2021: Project Success Webinar – Group Meeting
- January 29, 2021: Final Reports Due & Distribution of Second \$5,000

GRANT REPORTING/PARTICIPATION REQUIREMENTS

Prior to submitting this application, please be aware that there are grant reporting mechanisms and evaluation reports that are required to be submitted to the Epilepsy Foundation when funded. The Epilepsy Foundation's Program and Services Unit will provide **technical assistance** for this grant in the following areas: outreach strategies, social media engagement and analytics, seizure first aid training, self-management and wellness, and evaluation and reporting.

Grant management is required by your agency; you will be responsible for:

- Submission of detailed and signed invoices
- Submission of Final Project Report in January 2021
- Copy of agency IRS letter or certificate of nonprofit status
- Copy of W-9 to receive funds from Epilepsy Foundation

If you have questions regarding this application, please contact Thometta Cozart at tcozart@efa.org. Thank you.

MINORITY MINI-GRANTEE PROJECT ACTION PLAN – FY 2020

Agency Name:

Note: Project Action Plan should support the proposed activities in the program application.

Goals/Objectives	Approach	Activities	Evaluation	Responsibilities	Timeline
<p>Ex. 1) How many persons with epilepsy does your agency plan to serve?</p> <p>2) How many individuals do you plan to make aware of epilepsy through proposed activities?</p> <p>3) What are your specific public education plans?</p>	<p>How will you do it?</p> <p><i>(Increase public awareness, train providers in seizure first aid, etc.)</i></p>	<p>What will take place?</p> <p><i>(Online trainings, media outreach, virtual walk, etc.)</i></p>	<p>What results do you expect?</p> <p>How will you measure it?</p> <p><i>(# of impressions or shares; event impact surveys; patient feedback; etc.)</i></p>	<p>Who will be responsible?</p> <p>Are you partnering with other agencies?</p>	<p>Applicants must list the proposed month or date for the activity along with the frequency of each activity if applicable.</p>

INSTRUCTIONS FOR COMPLETING THE PROJECT ACTION PLAN

GOALS/OBJECTIVES:

- Establish clearly defined and measurable goals/objectives (using numbers not percentages).
- Must support the program narrative methodology.

APPROACH:

- Describe what plan or method will be implemented.
- Identify strategies for achieving objectives.

ACTIVITIES:

- Develop a list of activities or tasks related to each strategy.
- Set priorities among activities/tasks related to achieving the objectives
- Is the strategy culturally specific? Does it consider beliefs, attitudes and practices of the specific population?

RESPONSIBILITY:

- Name the person or collaborating organization responsible for task completion.

TIMELINE:

- Planning activities should also be included, such as meeting with boards and partners, etc.
 - Provide outcomes specific to the timing of the specific task or activity.
 - Consider if the implementation timeframe is reasonable and realistic.
 - Activities should occur between August and January 2020
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**Epilepsy Foundation
 Programs and Services - Minority Outreach Initiative
 Contact Sheet and Project Overview for Minority Outreach Mini-Grants
 Fiscal Year 2020**

Please complete the information below.

Name of Organization or Institution:		
Address line 1:		
Address line 2:		
City:	State:	Zip:

Primary Contact Person:

First Name	Middle Initial	Last name
Credentials:		
Title:		

Email address:
Phone number:
Organization Website URL:
Organization Social Media Handles:

Primary Project Lead (if different from Contact Person):

First Name	Middle Initial	Last name
Credentials:		
Title:		

Name of Organization or Institution:		
Address line 1:		
Address line 2:		
City:	State:	Zip:

Email address:
Phone number:

Type of Agency (Please check only one)

- Epilepsy Chapter or Affiliate
- State Minority Health Office
- Community-Based Minority Health Agency
- Faith-Based Minority Health Agency
- Multi-Stakeholder Health Collaboration: Number of partners:

Please complete all applicable sections below:

Description of Applicant Agency (including history and current staff):

History working with minority, racial and ethnic, rural and/or underserved populations:

History providing epilepsy education and/or working with epilepsy patients:

Project Name/Title (optional):

Target Population (including reason for choosing specified population; rationale may include demographics of geographic location):

Project Goals (3 max):

Project Management (Who will work on this project?):

Project Partners (Who will help you complete this project, including local epilepsy or minority health contacts?):

Project Evaluation (How will you measure each activity?):

Project Summary/Abstract: You may write 100-200 words to briefly describe your project.

Please provide a summary of the information above, including the project title, goals, target audience and overarching activities.

Applicants must submit the following supporting documents:

- Estimated Itemized Budget for \$10,000 (Required Document)
- Project Action Plan (Required Document)
- 501©3 Verification (If non-Epilepsy Foundation Chapter or Affiliate)

Mini-Grantees may submit the following supporting documents:

- Letters of commitment from partnering agencies
- Documentation of past epilepsy minority outreach efforts

Applications and supporting documentation should be compiled into a PDF document and emailed to Thometta Cozart at tcozart@efa.org by or before Friday, July 10, 2020.