Session 4

PROVIDING EFFECTIVE CATCH TECHNICAL ASSISTANCE
Providing Effective TA: “How can I get a CATCH Grant?”

Nathan McFarland MD FAAP
Providing Effective TA: “How can I get a CATCH Grant?”

Nathan McFarland MD FAAP
Disclosures:

....
Objectives

• Understand the CATCH mission statement and how it relates to the application and scoring process
• Identify the key components of a successful CATCH application
• Review techniques to assist applicants in creating successful projects and applications
• Use existing slides wherever possible
The Quote

“Technical Assistance is the most important thing you will ever provide.”

Nathan McFarland MD FAAP
What is TA?

• Primary role of the CCF and DCF positions
• Vastly more important than scoring grants
• Fundamental to the CATCH philosophy and goals
• Requires knowledge of CATCH, community pediatrics, and good communication skills
What is TA?

• ENERGY
• ENTHUSIASM
• EFFORT
• ENGAGEMENT
TA Includes:

- **Before the application:**
  - Introduction to the principles of CATCH
  - Idea development
  - Assistance with collaboration and networking

- **During the application**
  - Grant writing
  - Proofreading
TA Includes:

• After the application:
  – Assistance with implementation
  – Troubleshooting barriers
  – Participation
  – Constructive feedback

• After the project
  – Final report
  – Connections
  – Encouragement/next steps
The CATCH Network

- CCF
- DCF
- CATCH National Staff
- Former grantees
- Other AAP Resources
Resources & Tools
This page provides links to a variety of resources and tools to help you plan and implement community-based initiatives to improve child health.

- Access to Health Care
- Adolescent Health
- Advisory Boards
- Bright Futures
- Child Care
- Community Development
- Community Pediatrics Bibliography
- Community Resources
- Cultural Competence
- Cultural Effectiveness and Health Disparities
- Data Sources/Statistics
- Evaluation & Questionnaire Design
- Evidence-based Practice and Model Programs
- Family Participation
- Funding Resources
- Government Agencies and Clearinghouses
- Grant/Project Search
- Grant Writing & Proposal Preparation
- Community Pediatrics Teleconferences
- Health Literacy
- Health Project Databases
- Medical Home
- Native American Child Health
- Oral Health
- Policy Statements
- Prevention and Public Health
- Residents
- Rural Health
- School Health
- Technical Assistance
And the Statistics

Data Sources and Statistics

The National Center for Juvenile Justice
(http://ojjsdp.ncjrs.org/ojstatbb/dat.html)
The National Center for Juvenile Justice (NCJJ) Web site, under the commission of the Office of Juvenile Justice and Delinquency Prevention, provides several "Easy Access" online data analysis tools on juvenile statistics at the national, state, and county levels.

National Survey of Children's Health Data Resource Center
(www.nschdata.org)
The Data Resource Center for the National Survey of Children's Health provides online access to the survey data that allows users to compare state, regional, and nationwide results - plus resources and personalized assistance for interpreting and reporting findings. This is a great resource to help find existing state level data on child health issues, such as physical, dental and mental health, health insurance coverage, school activities, and neighborhood safety.

Data Resource Center for the Child and Adolescent Health Measurement (CAMHi)
(www.childhealthdata.org/desktopDefault.aspx)
The Data Resource Center (DRC) on Child and Adolescent Health Web site makes national, state and regional survey findings readily available to you. You can search the National Survey of Children's Health or the National Survey of Children with Special Health Care Needs to query over 60 child health indicators, obtain state profiles, or develop your own.
Providing TA

• “How can I get a CATCH Grant?”
• “What is a CATCH Grant?”
• Most important piece of TA
• Easy to answer
• Mission Statement
“The mission of CATCH is to support pediatricians who work with communities to ensure that all children have a medical home and access to other needed healthcare services.”
“The mission of CATCH is to support pediatricians who work with communities to ensure that all children have a medical home and access to other needed healthcare services.”
Support pediatricians

• Support
  – Develop skills
  – Achieve goals

• Community pediatricians
  – Not grant writers
Need $3000 for Medical Home
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<tr>
<th>SECTION I: APPLICATION CRITERIA</th>
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<td>Target population is described: number of children affected identified and demographic information supplied.</td>
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<td>Community in which target population is located is clearly described.</td>
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<td>Community barriers impacting access to a medical home and other needed health care services are clearly described.</td>
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<td>Proposed project addresses access barriers in the community.</td>
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<td>Present and future collaborative partners and their roles described, including community members.</td>
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<td><strong>Pediatrician’s leadership is evident.</strong></td>
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<td>Project-related planning activities completed to date documented.</td>
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<td>Overall goals of the program clearly stated.</td>
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<td>Project activities for grant period described, with timeline clearly presented.</td>
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|---|---|---|
| 23 |
“The mission of CATCH is to support pediatricians who work with communities to ensure that all children have a medical home and access to other needed healthcare services.”
Who work with communities

- Tailored to the community
- Partners with the community
- Takes place in the community
- Reflected in both Prerequisites and Priorities
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“The mission of CATCH is to support pediatricians who work with communities to ensure that all children have a medical home and access to other needed healthcare services.”
All Children

Reflects CATCH commitment to:

• Underserved
• Healthcare Disparities
• Special Needs
• Reflected in the Priorities
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Medical Home

• Create
• Link to
• Improve access to
• Strengthen the medical home
• Scored in Prerequisites and Priorities
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Access

- Medical home
- Child health insurance
- Other needed healthcare services
- CATCH creates access
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What is a CATCH Grant?

- By a pediatrician
- Community centered
- Underserved/disparities in care
- Medical home
- Access
Is it a CATCH Grant?

- There are many great ideas that will benefit children that are not CATCH projects
- Not everything is a CATCH grant
“I’ve got this great idea for a CATCH grant!”
Is it a CATCH Grant?

I want to hire someone to apply fluoride varnish to my pediatric patients in my clinic.
Challenges

• Not really pediatrician led
• Not community based
• Doesn’t seem to address disparities
• Does not create, link to, or enhance access to a medical home
• “Good luck with that”
• “Let’s talk about CATCH”
First Steps

• Read the RFP
• Read the application
• Search the CATCH Grants Database
The CATCH Database

Grant/Project Search

This database archives previously funded Community Pediatrics grant projects, including those funded through the CATCH Program, the Healthy Tomorrows Partnership for Children Program, the Community Pediatrics Training Initiative and the Healthy People 2010 Chapter Grants. The database is searchable by seven major categories: target population, health topic, state/territory, project activity, AAP program, AAP district, and project year.

By searching this database through the Member Center, you can obtain contact information of the grantees.
Challenges

• Not really pediatrician led
• Not community based
• Doesn’t seem to address disparities
• Does not create, link to, or enhance access to a medical home
Pediatrician Led

• Take charge of the project
• Lead the collaborative
• Develop the strategy
• Write the grant
• Apply the varnish
Community Based

• Identify community barriers to access
• Identify the true stakeholders and partners
• Form a collaborative
• Move the project out of the office
Nobody wants to partner with me

- There is someone for everyone
- Don’t be afraid to reach out
- Understand agendas
- Tailor your approach
Multi-tiered Collaborative

• Stakeholders
  – interested, informed
  – no direct role

• Partners
  – integral
  – invested

• Leadership
  – responsible
Disparities of Care

- Successful CATCH Projects:
  - address healthcare disparities
  - Serve underserved populations
  - Provide access to those with the greatest need and least resources
- This is a prerequisite
Health Professional Shortage Areas (HPSA) - Primary Health Designated Populations

Designated Population - a population within an area that is designated as a HPSA.

Designated Population Group:
- American Indian
- Homeless
- Low Income
- Low Income/Homeless
- Low Income/Migrant Farmworker
- Low Income/Migrant Farmworker/Homeless
- Low Income/Migrant Seasonal Farmworker
- Low Income/Migrant Seasonal Farmworker/Homeless
- Medicaid Eligible
- Medically Indigent
- Migrant Farmworker
- Migrant Seasonal Farmworker
- Non-English Speaking
- Total Population

Source: Health Resources and Services Administration - HRSA, Bureau of Health Professionals; April 11, 2011.

Note: Alaska and Hawaii not shown to scale.
Health Professional Shortage Areas (HPSA) - Mental Health

HPSA Clinician Priority Scores

HPSA Scores are developed for use by the National Health Service Corps in determining priorities for assignment of clinicians.

Scores range from 1 to 25.
Higher scores equal greater priority.

Source: Health Resources and Services Administration - HRSA, Bureau of Health Professionals; January 4, 2011.

Note: Alaska and Hawaii not shown to scale
Disparities of Care

- Identify the need
- Understand the barriers
- Tailor the project to the underserved
Disparities of Care

• Partner with homeless shelter, foster care program, low income daycare, etc
• Identify a medically underserved population and address specific barriers (language, cultural, geographic, etc)
• Utilize existing community resource (community center, parks and rec, faith based, school)
Medical Home

- CATCH grants should create, link to, create access to or strengthen existing medical homes
- Few grants actually create medical homes
- Any grant can screen for medical home access and link to existing medical home or refer to one where needed
My grant doesn’t do that

- Do it any way
- Any grant can (should) include this component
- May have effects more far reaching than your grant project
- It’s easy
Do you have a medical home?
What’s a medical home?
Here’s some information for you...
Medical Home

• Partner with a medical home
• Screen for medical home status
• Refer families when needed
• Requires a community based project and a partner who can offer a medical home
• Essential to any successful grant
Creating Access Opportunities

• Underserved populations may have significant barriers to access
  – Lack of insurance
  – Geographic
  – Language
  – Cultural
  – Transportation
  – Disabilities
Creating Access Opportunities

• Assess the barriers and find practical or innovative solutions
  – Assistance with SCHIP
  – Telemedicine
  – Mobile clinics
  – Language/cultural accommodation

• Create the conditions that allow for medical home access
My grant has nothing to do with that

- Do it anyway
- Create an opportunity for access
- Screen for child health insurance status
- Link children to CHIP if they don’t have any
- May be life changing for the child/family
- It’s easy
Do you have health insurance?
No...
Here is some information for you...
Health Insurance Access

• Partner with SCHIP, Medicaid, or application assistance
• Screen for child health insurance status
• Refer families to SCHIP, Medicaid, and application/enrollment assistance when needed
Sustainability

- Plan for it from the beginning
- Identify potential community, grant based, and foundation based funding sources
- Understand their agendas
- Collect photographs, anecdotes and data from the beginning of the project
Sustainability

- MCH Regional Program Consultants
- Centers for Disease Control and Prevention (CDC)
- Federal Registry (gov. document announcing the availability and deadlines for federal grants)
- Catalog of Federal Domestic Assistance (lists specific contacts for information and includes helpful grant writing assistance)
- Network with your Public Officials (ie, Department of public health, elected officials, Social Services agencies)
Sustainability

- www.Fdncenter.org
- Chronicle of Philanthropy
- www.cfda.gov
- www.hhs.gov/grantsnet
- The Foundation Directory
- Local forum or collaboration of donors
- AAP National CATCH Staff
Sustainability

• Healthy Tomorrows
  – Plan ahead
  – Read the Healthy Tomorrows RFP during project implementation
  – Collect key data
  – Align with Healthy Tomorrows goals and criteria
The CATCH Project

• Partners with a local school in low income area with a high prevalence of a medically underserved population (language/culture)
• Partners with local dentist/dental school to jointly develop oral health education materials with the pediatrician
• Partners with a local FQHC clinic to accept referrals of families needing a medical home
• Partners with local SCHIP/Medicaid enrollment assistance program to assist families in applying for insurance
• Partners with national retail store to provide free oral health supplies
• Community advisory board is led by the pediatrician and includes dentist, outreach coordinator from the FQHC clinic, school nurse, parent of child in target MUP, others
• Parents get an educational handout/consent to treat form (linguistically and culturally targeted) for the varnish day
• Form screens for insurance/ medical/dental home status
• Children get the jointly developed educational program and varnish applied at their school
• Application assistants and clinic staff are present to assist with medical home and insurance enrollment
The CATCH Project

- Pediatrician led
- Community based
- Targets the underserved/disparities in care
- Links to medical home
- Creates access opportunities through SCHIP enrollment
- Promotes oral health and fluoride varnishing
TA Wrap Up

- Understand the CATCH Mission Statement
- Understand the scoring process
- Have some basic resources
- Utilize the CATCH network extensively
- Be an integral part of the team
TA Wrap Up

- Applicants get out of it what you put into it
- ENERGY
- ENTHUSIASM
- EFFORT
- ENGAGEMENT
Thank You CATCH!
CATCH Fax-ill-it-tater