2023 State and Territory Public Health Strategic Planning
Capacity Building and Technical Assistance Opportunity

Request for Applications

Application Deadline: September 4, 2023

Summary Information

**Purpose:** The Association of State and Territorial Health Officials (ASTHO), with support from the CDC’s Public Health Infrastructure Center (PHIC), is pleased to announce a call for applications for the 2023 non-monetary capacity building and technical assistance (CBTA) opportunity to build state and territorial health agency capacity around a self-identified need in public health strategic planning. This CBTA opportunity will provide teams up to six (6) states and four (4) territorial or freely associated state health agencies (S/THAs) with the opportunity to:

- Learn and apply model practices to strengthen S/THA capacity in public health strategic planning.
- Network and problem solve with peers across state and territorial and freely associated state health agencies doing similar work.
- Receive one-on-one technical assistance from a national subject matter expert on public health strategic planning.

**Eligibility:** State, territorial, and freely associated state health departments

**Request for Applications Released:** August 11, 2023

**Applications Due:** September 4, 2023

**Selection Announcement Date:** September 15, 2023

**Project Period:** Oct. 16, 2023 – April 12, 2024

**ASTHO Point of Contact:** Marta McMillion, Director, Public Health Systems and Planning

**Sponsors and Partners:** CDC’s Public Health Infrastructure Center (PHIC)
**Program Description**

The Association of State and Territorial Health Officials (ASTHO), with support from CDC's Public Health Infrastructure Center (PHIC), is pleased to announce a call for applications for the 2023 non-monetary capacity building and technical assistance (CBTA) opportunity to build state and territorial health agency capacity around a self-identified need in public health strategic planning. This CBTA opportunity will provide teams at up to six (6) states and four (4) territorial health agencies (S/THAs) with the opportunity to:

- Learn and apply model practices to strengthen S/THA capacity in public health strategic planning.
- Network and problem solve with peers across state and territorial health agencies doing similar work.
- Receive one-on-one technical assistance from a national subject matter expert on public health strategic planning.

This learning opportunity will provide new and seasoned planning professionals with a valuable opportunity to delve into the essential steps and crucial aspects of organizational strategic planning. Throughout the six-month commitment, attendees will actively engage with their peers, sharing practical examples and lessons acquired from real-world experiences. By the end of the program, participants will have developed a distinct and self-identified product aimed at strengthening their organization’s strategic planning capabilities. This unique learning experience aims to empower professionals, equipping them with the knowledge and tools needed to effectively enhance their strategic planning processes.

**Health Equity**

ASTHO is committed to supporting health agencies in their work to address health disparities and advance health equity. This commitment is evident in ASTHO’s vision statement and 2022–2024 Strategic Plan. Applicants are encouraged to incorporate health equity in their project proposals.

**Goals and Objectives**

At the conclusion of this CBTA project, participants will:

1. Enhance their capability to effectively implement a purposeful strategic planning process and create a strategic plan that aligns with key public health plans and priorities.
2. Expand their network of connections with performance improvement and planning staff from peer agencies, increasing opportunities for ongoing exchange of experiences and best practices.

**Sponsors and Partners**

This work is supported by Cooperative Agreement Number, OT18-1802.NU38, funded by CDC's Public Health Infrastructure Center (PHIC).
Expectations of State and/or Territorial and Freely Associated State Teams

Selected applicants will commit to complete all activities and deliverables associated with the CBTA opportunity. Once selected, participants will be expected to take part in:

- **Project kick-off virtual meeting** in which selected sites will introduce themselves to other participating sites, provide an overview of their current work, share expectations for the next six (6) months, learn about project deliverables, project timelines, and meet project staff/subject matter experts.

- **Up to two (2) one-on-one capacity building and technical assistance virtual meetings** facilitated by ASTHO and/or a subject matter expert. The calls will also address progress on deliverables, success, and challenges experienced. Additional resources and support will be shared, as needed.

- **Monthly virtual learning community calls** with other sites led by ASTHO and/or a subject matter expert. These teaching and sharing sessions will use a case-based approach to facilitate discussions that enhance collective learning and lead to improvements and innovations in practice. Participants will be expected to share their progress on their final deliverable(s) during these calls.

  Participants will also have the opportunity to interact with others in the learning community in an asynchronous online discussion forum. Participants will be able to share questions, ideas, and resources in this forum throughout the six-month period.

- **Final evaluation** at the close of the project to evaluate the progress, utility, and impact of the CBTA provided by ASTHO.

- **Final deliverable(s)** as chosen by the jurisdiction as meaningful tools or resources to aid them in improving strategic planning efforts. ASTHO may share agency-specific products with other health departments to use as resources and/or with partners and funders as outcomes of this project through ASTHO’s national website, various newsletters, and other communications associated with this project.

Eligibility

This CBTA opportunity will support up to six (6) states and four (4) island health agencies (S/THAs).

Project Timeline and Activities

The following is a draft timeline and is subject to change. Dates will be determined based on participant availability.

Timeline:
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2023</td>
<td>RFA Released</td>
</tr>
<tr>
<td>September 2023</td>
<td>Application Deadline</td>
</tr>
<tr>
<td>September 2023</td>
<td>Cohort Announced</td>
</tr>
<tr>
<td>October 2023</td>
<td>Start of Project Period</td>
</tr>
<tr>
<td></td>
<td>Kickoff Call</td>
</tr>
<tr>
<td></td>
<td>One-on-one TA calls</td>
</tr>
<tr>
<td>November 2023</td>
<td>Virtual Learning Community</td>
</tr>
<tr>
<td>December 2023</td>
<td>Virtual Learning Community</td>
</tr>
<tr>
<td>January 2024</td>
<td>Virtual Learning Community</td>
</tr>
<tr>
<td></td>
<td>One-on-one TA calls</td>
</tr>
<tr>
<td>February 2024</td>
<td>Virtual Learning Community</td>
</tr>
<tr>
<td>April 2024</td>
<td>Project Wrap Up</td>
</tr>
<tr>
<td></td>
<td>Evaluation &amp; Final Deliverable Due</td>
</tr>
</tbody>
</table>

**Application Outline and Submission Instructions**

**Application Package**

Participation in this opportunity is open to all S/THA interested in improving their capacity around public health strategic planning. The application package consists of the following: statement of interest, organizational need and potential benefits for agency participation, and a proposed final deliverable to be completed.

**Application Type and Submission Process**

Below is a list of potential strategic planning subtopic areas health departments may identify as desired learning priorities:

- Strategic planning fundamentals
- Health equity in strategic planning
- Operationalizing a strategic plan
• Using a branding strategy to align your work
• Engaging with a governing body during strategic planning
• Organizational structure and getting the right people to the table
• Internal communication, engagement, and buy-in for performance management and strategic planning
• Strategic planning post pandemic
• Other

Use this form to complete the application by **11:59 p.m. ET on September 4**. Incomplete applications or applications received after the deadline will not be considered. If you are having issues accessing the online application, please contact Marta McMillion at performanceimprovement@astho.org for other submission options.

**Application Review and Notification**

The application package will be scored on the following elements:

1. Team Identification (20 points)
2. Statement of interest (40 points)
3. Intended outcomes and proposed final deliverable to be completed (40 points)