

THE DUE DATE HAS BEEN EXTENDED until 5pm 8/14/2009.

Request for Application

Community Organization Partnership w/Illinois Poison Center Outreach Program

Abstract

The Illinois Poison Center (IPC) seeks organizations that work with community clients providing human services and education that are willing to integrate poison prevention and safety information into their current programs, services, and outreach activities. Selected organizations will receive poison prevention education training from IPC staff to enable organization staff/representatives to easily, effectively share poison prevention information with their community. All poison prevention materials will be provided free of charge by the IPC. A grant award ranging from \$500 - \$1,000 will be provided to each selected organization to integrate poison prevention education into their existing community education activities. Any organization selected must agree to the identified scope of work and apply the awarded grant per the terms of the grant. It is anticipated that 10-20 organizations will be selected to participate in this year's project.

MCHC Services & Programs

The Illinois Poison Center is a program operated by the Metropolitan Chicago Healthcare Council (MCHC). MCHC is a membership and service association comprising more than 140 hospitals and health care organizations working together, since 1935, to improve the delivery of health care services in the Chicago area. The Council's institutional members consist of hospitals (and their integrated delivery systems) in the eight-county Chicago area. Associate members include hospitals outside these counties, as well as physician groups, nursing homes, outpatient treatment centers, insurers, medical schools and other health care organizations. For more information about MCHC, go to www.MCHC.com.

MCHC is organized into specialized units that allow the Council to respond to changes in the health care environment. MCHC is a tax-exempt trade association and the parent organization of several entities including the IPC. The IPC, which became a program of the Metropolitan Chicago Healthcare Council (MCHC) in 1997, is a non-profit organization supported by federal, state, local, and private foundation grants, individual donors, and Illinois hospitals. About 91% of hospitals with emergency departments, including all eligible MCHC members, provide funding for the IPC.

The Illinois Poison Center (IPC)

Poisoning still remains a public health problem in the United States and Illinois is no exception. The Illinois Poison Center's vision is an Illinois that no longer suffers from the harm of poisoning. However, people unintentionally or accidentally encounter potentially poisonous and toxic substances everyday in their homes, communities, and job environments. The Illinois Poison Center (IPC) offers treatment advice and information about all types of poisoning exposures, including household products, medication errors, medication interactions, plants, vitamins and supplements, carbon monoxide, lead, gaseous fumes, insect or animal bites/stings and hazardous materials.

The Illinois Poison Center (IPC) delivers poison services to a total estimated population of more than 12.8 million throughout Illinois. It is the only certified, regional poison center in the history of Illinois. It operates a toll-free, confidential hot line, 1-800-222-1222, for health professionals and the public. Nurses, physicians, pharmacists and other poison specialists who staff the call center 24 hours a day answer questions and provide treatment recommendations for any poisoning or toxic exposure (minimal to fatal), including medication errors and interactions, household products, overdoses, alcohol and drug misuse, gaseous fumes, insect or animal bites and hazardous materials. IPC poison specialists are able to address three out of four calls on-site with treatment advice while on the telephone without referring callers to a healthcare provider. This saved an \$60 million in unnecessary hospital visits and medical costs annually for Illinois residents.

In 2008, the IPC handled more than 98,000 calls from the general public, healthcare workers, and emergency services professionals. More than 86% of those calls were for exposures to potentially toxic substances which included incidents of accidental ingestion of medicines and chemicals, lead poisoning, carbon monoxide, medication errors, and substance abuse. While treatment advice and consultation from the poison center is offered as a free service, the expertise to handle poison emergencies around the clock, 365 days a year, and support a vibrant intervention/prevention outreach program is very costly. Reducing the number of incidents of poisoning exposures is equally as important as directing calls to the poison center to achieve our goal of decreasing incidences of poisoning, improving patient outcome and saving healthcare dollars. The IPC uses a strategic plan that intensifies our capacity to manage outreach and education efforts to reach vulnerable populations that are otherwise underserved.

A carefully managed, successful satellite network and community organization partnership model promotes and supports quality call center services; reduces the incidence of poisoning through prevention education; and improves patient health and outcomes through the introduction of poison center services. The Illinois Poison Center (IPC) began to focus on outreach education in 2002. Since that time, efforts have increased tremendously, yielding dramatic success. IPC staff, satellite coordinators, and volunteer community educators range from experienced doctors, nurses and pharmacists to moms and average community members who reached out to others in their community, work environments, or social groups to educate more than 300,000 citizens on poison prevention through 2,351 outreach events throughout Illinois last year.

Programs and Services Provided by the IPC

- **Community-based Poison Prevention** Outreach provides poison prevention education in communities throughout the state. Through its innovative satellite education network comprising 12 hospital-based education centers located throughout the state, the IPC reaches diverse local communities with poison prevention information. The IPC has also developed an online training course on poison prevention to expand its outreach services to anyone working or living in Illinois interested in learning about and sharing poison prevention information with their communities (www.IllinoisPoisonCenter.org/outreach).
- **Telemedicine and Direct Consult** for health care professionals throughout the state, such as doctors, nurses, pharmacists and other professionals, who rely on poison center experts to provide consultation on various poisoning cases. In fact, nearly one in five calls to the IPC hotline is from a health care professional.
- **Disaster Preparedness Education** for health care professionals through its Advanced Hazmat Life Support courses, bioterrorism programs and state-of-the-art toxicology

lectures. The IPC is part of the largest and most successful health profession toxicology training programs in the nation.

- **Online Resource Center and Web Site** that features a range of poison resources for the public, educators and health care professionals, as well as educational materials, in English and Spanish, including poison prevention brochures, tip cards, newsletters, children's activity sheets that can be downloaded at no charge at www.IllinoisPoisonCenter.org.
- **Real-time Disease Detection Surveillance** services to improve the early detection, surveillance, and investigative capabilities of poison control centers for chemical, biological, radiological, and nuclear events detailed complete written epidemiological protocols of priority health conditions and syndromes based on available real-time IPC and other available data. The IPC in collaboration with its regional partners are investigating and identifying how to collect, process, analyze, view and report on the data for optimum situational awareness with recommended actions for various scenarios.

Proposed Partnership

The mission of the Illinois Poison Center (IPC) is to reduce the incidence and injury of poisoning in the communities of Illinois through immediate expert telephone treatment recommendations, innovative public and professional education, and focused research. To combat the rising costs and over-burdened status of emergency departments (ED) throughout the state, it is critical all outreach efforts focus on educating residents on poison prevention and redirecting callers when necessary to contact the poison center hotline rather than exhaust emergency services. This decreases unnecessary loss of work time, personal medical costs, and emotional stress for the caller.

Increasing our capacity to deliver poison prevention education to Illinois residents is essential to achieving our mission. Continuing to build strategic partnerships with community organizations, hospitals, and public health departments helps the IPC to educate residents in Illinois communities that are medically underserved, underinsured, and non-insured.

The IPC seeks active community organizations that provide health related human service assistance interested in integrating poison prevention materials and messaging into their existing program of information and sharing this information with their community. The agency can reach its clients through counseling, medical assistance, child care, housing assistance, or other personal services that include an education component that encourages life-style/behavior changes aimed at reaching an average of 300-500 clients per month on a regular or rotating basis.

Scope of Work

The current program funding provides an opportunity for the IPC to solicit community organizations who are interested in partnering with the IPC to provide poison prevention education when working with their clients or community members. Each participating organization will work with an IPC outreach specialist to integrate the IPC poison prevention materials into the organization's current outreach activities/events/programs. A minimum of five (5) organizational team members will be trained in poison prevention education and enrolled in the online educator system enabling the organization to download/order educational materials and presentation tools as needed for outreach activities/events. The IPC seeks between 10-20 organizations to form a partnership with the IPC. There are two levels of partnerships available based on an organization's ability to serve their community and the staff's capacity to meet the

partnership requirements. Stipends that are awarded must be used to support training connected with learning about poison prevention or expenses directly connected to providing outreach services about poison prevention. The grant period spans from 12 months to 18 months pending funding awarded and available.

Level 1 – Grant Award (Up to \$1,000)

A stipend of up to \$1,000 will be awarded (half after the completion of the initial training and the remaining balance at end of the grant period) upon completion of the identified deliverables as stated below:

Organization Requirements:

- Host a 2 hour train-the-trainer session(s) for health educator staff (minimum: 5 staff). Training will be conducted by the IPC staff.
- All trained staff will register on the IPC's online **Poison Prevention Education Resource Center** (which will allow them to download/order free educational material/presentation tools when needed).
- Integrate poison prevention and home safety messages into the organization's materials and protocols.
- Order/download IPC's poison prevention materials (free) from the IPC's online **Poison Prevention Education Resource Center**.
- Conduct a minimum of **3** outreach events/activities per quarter (health fair, presentation, distribution, display, home visit, etc.) after the training has been completed (total of 12).
- Monthly, report all poison prevention outreach activity to the Illinois Poison Center.;
- Complete year-end program evaluation.

The IPC will provide on-going continuing education for the staff of the selected organization at no charge as well as provide the requested poison prevention materials; presentation tools; and promotional items for all outreach events/activities hosted by the community organization partner. In addition, the IPC will communicate regularly with the community partner to ensure all staff of the organization are prepared and comfortable presenting poison prevention information.

Level 2 - No Grant Award

Organization Requirements:

- Host a 2 hour train-the-trainer session(s) for a minimum of 5 health educator staff (training will be conducted by the IPC staff) and/or have staff complete IPC's online **Poison Prevention Education Training Course**.
- Integrate poison prevention and home safety messages into the organization's materials and protocols.;
- Order IPC poison prevention materials (free) from the IPC's online **Poison Prevention Education Resource Center**.
- Conduct a minimum of **1** outreach event/activity per quarter (health fair, presentation, distribution, display, home visit, etc.) after the training has been completed (total of 4).
- Complete year-end program evaluation.

Note: Organizations that become a partner but do not receive a grant receive all the same benefits as those organizations that do receive a stipend but are required to conduct fewer quarterly events and are not required to do a monthly activity report

The IPC will provide on-going continuing education for the staff of the selected organization at no charge as well as provide the requested poison prevention materials, presentation tools, and promotional items for all outreach events/activities hosted by the community organization partner. In addition, the IPC will communicate regularly with the community partner to ensure all staff of the organization are prepared and comfortable presenting poison prevention information.

Application Process

Each interested organization should complete the attached RFP application form. The form is also located on the IPC website www.IllinoisPoisonCenter.org. **Completed applications are due on or before July 30th. THE DUE DATE HAS BEEN EXTENDED until 5pm 8/14/2009.** Use the return information provided on the application to ensure proper delivery of the application. Completed applications will be reviewed by the IPC Public Education Team and IPC Grant Development Coordinator. Selection of applicants will be based on an organization's ability to complete the scope of work and the benefits derived by IPC in partnering with the selected organization. IPC reserves the right to contact an organization and conduct an oral interview if additional information is required beyond what is included in the application to determine final selection.

Please complete the entire application and return it via US Mail or courier service. You may include organization brochures and materials that will demonstrate your involvement in the community and the type of educational outreach you provide. Please do not include video tapes or any other materials you would want returned. However, a CD may be substituted for printed materials.

Please be sure that all contact information is complete and accurate. Identify and describe the person who will be assigned as the lead team member for the partnership with your organization. This individual should already be on staff and experienced in working with your client audience. This individual will be the main contact with the IPC Outreach team and accountable for the reports required (if applicable).

Announcement of awarded organizations will be made on or before ~~August 15th~~. **September 1st**
The ability of the IPC to provide the stipend is dependent upon notification of Year 3 funding from HRSA or a local funding resource. IPC has been able to award 10 stipends at minimum per year for the past two years.

Evaluation Criteria

The following matrix will be used when evaluating applications from potential candidates.

If your organization has additional questions prior to responding to this RFP application, please email Vickie Dance, Public Education Manager at vdance@ilpoison.org. We prefer not to answer questions regarding this RFP over the telephone.

	Evaluation Criteria	Description	Total Points	
1.	Applicant/organization's mission aligns with COP program	Provide programs and services to increase personal, home, community safety and good health.	15	
2.	Compliments IPC outreach goals and strategies	Increase IPC capacity to deliver poison prevention education to IL residents, especially the medically underserved, underinsured, and non-insured.	15	
3.	Benefits expected by the applicant/organization	New service/program for community meets an unmet area of outreach; fulfills a professional need for staff.	10	
4.	Adds balance to current COP program and partners:	Programs offered are complimentary to existing COP/Satellite organizations and services.		
	a. Service area	Geographic reach of organization coordinates to meet needed service area for IPC outreach goals.	10	
	b. Community demographics	Ethnicity, age, population align to IPC outreach goals.	10	
	c. Current education/outreach programs (distribution channels)	Variety, frequency, type of events (health fairs, presentations, displays, distributions, etc.).	10	
5.	Readiness and availability:	Ability to start partnership is timely to IPC goals.		
	a. Staff training	Month, facility, # trainees is adaptable to IPC outreach	5	

		goals.		
	b. Ability to integrate poison prevention into current programs/services	Mode, type or program/service, frequency, staff responsible aligned to IPC outreach goals.	20	
6.	Funding sources	No conflicting sources of funding (i.e HRSA, IDPH); not sufficient need to receive stipend. Ability for IPC to leverage additional funding for organization through partnership.	10	
7.	Current outreach/education barriers	Financial, logistical, human resources, community support, etc can be managed with the implementation of IPC materials.	10	
	Total Points		120	

Application for Community Organization Partnership

~~Return Completed Application by July 30, 2009~~

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**Illinois Poison Center
Attn: V. Dance, Public Education Manager
222 S Riverside Plaza, Suite 1900
Chicago, IL 60606**

Questions, contact Vickie Dance at vdance@ilpoison.org

Use this Word doc to complete your application. Space allowances will roll with your answers.

Organization Name

Mailing Address

Telephone Number

Fax Number

Website URL

Main Organization
Contact

Title

Direct Telephone
Number

Alternate Telephone
Number

Email contact

FEIN #

DUNS #, if available

1. What is your organization's mission and vision? (100 words or less)

2. Describe the type of services or programs your organization provides to the community. How many people are on your staff? How are services delivered? What type of qualifications or expertise is required of a staff member to work with your clients? (1250 words or less)

3. Describe the demographic characteristics of your audience. Identify the target areas where you offer your service. Include the number of people you serve and how often you meet with them. (750 words or less)

4. Name your organization's top 5 funding resources and approximate financial support

5. What existing barriers do you already confront in providing service to your clients? (500 words or less)

6. How will your organization benefit by partnering with the IPC for poison prevention education and outreach. How many people do you anticipate reaching monthly with this information? (750 words or less)

7. How will the IPC benefit if your organization is selected? (500 words or less)

8. How will you integrate the IPC poison prevention and safety information/materials into your current programs, services, etc.? i.e. (1200 words or less).

9. Identify organizations with which you currently have active partnerships. Describe briefly how these partnerships work. (1200 words or less)

10. If selected, who in your organization is qualified to serve as the lead team member? How soon would you be able to host a staff training (2 hours required.) and integrate poison prevention materials into your programs and services (please provide a calendar or timeline of upcoming events and a list of services provided by your organization)?

11. Which Community Organization Partner option/level are you interested in:

_____ Level 1 Community Organization Partner (w/stipend)

_____ Level 2 Community Organization Partner (no stipend)

_____ Our organization is not interested in participating at the partner level at this time, but would like to have access to the free educational materials to share with our community and staff..