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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

**Announcement of Requirements and Registration for The REACH
Lark Galloway-Gilliam Nomination for Advancing Health Equity
(REACH Lark Award)**

Authority: 15 U.S.C. 3719

AGENCY: Centers for Disease Control and Prevention (CDC),
Department of Health and Human Services (HHS)

AWARD APPROVING OFFICIAL: Rochelle Walensky , M.D., MPH,
Director, Centers for Disease Control and Prevention, and
Administrator, Agency for Toxic Substances and Disease
Registry

ACTION: Notice

SUMMARY: The Centers for Disease Control and Prevention
(CDC) located within the Department of Health and Human
Services (HHS) announces the launch of the REACH Lark
Galloway-Gilliam Nomination for Advancing Health Equity

Award (REACH Lark Award). Racial and ethnic disparities in health remain pervasive across the United States. Over the last 22 years, the Racial and Ethnic Approaches to Community Health (REACH) program has demonstrated success in addressing these disparities and promoting health equity by engaging with diverse communities and implementing culturally tailored interventions. For more information about the REACH Program, visit <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/reach/index.htm>.

This award honors extraordinary individuals organizations or community coalitions associated with the REACH program that have made significant advances in the science and/or practice of improving health equity, and the elimination of health disparities at the national, state, or local levels. The intent of the challenge is to recognize individuals and organizations or community coalitions that meaningfully assisted with and carried out culturally tailored interventions that advance health equity, reduce health disparities, and increase community engagement to address preventable risk factors (tobacco use, poor nutrition, physical inactivity, and inadequate access to clinical services) in populations/groups disproportionately affected by chronic disease; specifically, African

American/Black, American Indian or Alaska Native, Asian, Hispanic or Latino, and Native Hawaiian or other Pacific Islander persons. To support the science and practice of improving health equity, this challenge can help further the goals of the REACH program by documenting and further disseminating the innovative or unique interventions that led to reduced health disparities achieved by those applying and/or nominated for this award. To compete for this award, individuals and organizations may be nominated by others or self-nominate.

DATES: The Challenge will accept nominations from February 7, 2022 through March 18, 2022

FOR FURTHER INFORMATION CONTACT: Kristy Mugavero, Division of Nutrition, Physical Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 4770 Buford Hwy, N.E., Mailstop S107-5, Atlanta, GA 30341, Telephone: 770-488-2047, Email: dnpaopolicy@cdc.gov; subject line of email: REACH Lark Award.

SUPPLEMENTARY INFORMATION:

Subject of Challenge Competition: The challenge is authorized by Public Law 111-358, the America Creating Opportunities to Meaningfully Promote Excellence in Technology, Education and Science Reauthorization Act of 2010 (COMPETES Act).

The “applicant” refers to each individual or organization/community coalition who submits an application or nomination. The “nominee” refers to each individual or organization/community coalition who is nominated, including both self-nominated nominees and those nominated by a separate applicant.

Applicants will be asked to respond to a series of questions related to how the nominee assisted with and carried out culturally tailored interventions to advance health equity, reduce health disparities, and increase community engagement to address preventable risk factors (tobacco use, poor nutrition, physical inactivity, and inadequate access to clinical services) in populations/groups disproportionately affected by chronic disease; specifically, African American/Black, American Indian or Alaska Native, Asian, Hispanic or Latino, and Native Hawaiian or other Pacific Islander persons.

Eligibility Rules for Participating in the Competition:

The REACH Lark Award is open to the public. To be eligible for this award, nominees must meet the following eligibility requirements:

- (1) Shall have completed the application for the competition under the rules promulgated by HHS/CDC;
- (2) Shall have complied with all the requirements under this section and satisfy one of the following requirements:
 - a. Be a currently- or previously-funded CDC REACH recipient that has not previously received the REACH Lark Award in any year; or
 - b. Be a technical assistance provider to former or current REACH recipients (Current and past REACH recipients can be found at: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/reach/index.htm>); or
 - c. Be a partner organization, part of a partner network, or coalition members that collaborated with current or previously funded REACH recipients;
- (3) Not previously a REACH Lark Award recipient in any year

- (4) Shall be a U.S. citizen or legal resident eighteen years of age or older. In the case of a private entity, shall be incorporated in and maintain a primary place of business in the United States, and in the case of an individual, whether participating singly or in a group, shall be a citizen or permanent resident of the United States. The United States means a State, the District of Columbia, the Commonwealth of Puerto Rico, and any other territory or possession of the United States; and
- (5) Shall not be a Federal entity or Federal employee acting within the scope of their employment.
- (6) Shall not be an HHS employee working on their applications or submissions during assigned duty hours;
- (7) Shall not be an employee of or contractor at/within CDC;
- (8) Federal grantees may not use Federal funds to develop COMPETES Act challenge applications for this challenge.
- (9) Federal contractors may not use Federal funds from a contract to develop COMPETES Act challenge applications or to fund efforts in support of a COMPETES Act challenge submission.

- (10) An individual or team shall not be deemed ineligible because the individual or team used Federal facilities or consulted with Federal employees during a competition if the facilities and employees are made available to all individuals and entities participating in the competition on an equitable basis.
- (11) By participating, the applicant represents, warrants, and agrees that the entry contains accurate information. If an applicant is nominating an individual or organization/ community coalition (eg., not self-nominating), the applicant must provide acknowledgement in writing that the nominee consents to being nominated.
- (12) Applicants and nominees must agree to be recognized if selected as an awardee, and agree to participate in an interview with CDC staff to inform a success story that describes the intervention(s) that promoted health equity. Awardees may be recognized on the Division of Nutrition, Physical Activity, and Obesity, CDC website and/or the CDC website generally.
- (13) Applicants and nominees who are not selected for the award may be asked for permission for CDC to share

information about successful interventions that promoted health equity on CDC's Division of Nutrition, Physical Activity, and Obesity website, or the CDC website, and attributed to the applicant or nominee. CDC will obtain approval from the applicant and/or nominee before sharing information about the applicant/nominee publicly.

(14) By participating in this challenge, individuals and organizations agree to assume any and all risks related to participating in the challenge.

Individuals or organizations also agree to waive claims against the Federal Government and its related entities, except in the case of willful misconduct, when participating in the challenge, including claims for injury; death; damage; or loss of property, money, or profits, and including those risks caused by negligence or other causes.

(15) No cash prize will be awarded. The selected nomination will receive a plaque and recognition.

Registration Process for Participants:

To compete for this award, individuals and entities may submit an application. Interested parties should go to

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/reach>

[/index.htm](#) or <https://www.challenge.gov>. On these sites, applicants will find the guidelines for participating. Applying will require applicants to provide responses to six questions describing how the applicant or nominee assisted with and carried out culturally tailored interventions that achieve health equity, reduce health disparities, and increase community engagement to address preventable risk factors (tobacco use, poor nutrition, physical inactivity, and inadequate access to clinical services) in populations/groups disproportionately affected by chronic disease. Answers to each question should be no longer than 300 words.

Amount of the Prize:

No cash prize will be awarded. A maximum of two nominees (one individual and one organization/community coalition) will receive a plaque ("Winner"). While the winners may be invited to meetings by CDC or non-federal individuals/organizations from outside the agency, attendance at such events is not required as a condition of accepting the Prize.

Basis upon Which Winners Will Be Selected:

DNPAO Policy Office will facilitate a panel of three to five experts to review the applications and select up to two award recipients (one individual and one organization or community coalition) from all eligible entries based on the following:

- The extent to which the problem/challenge is clearly identified.
- The extent to which the strategies/solutions are described, including:
 - o The nominee's role in the strategies/solutions.
 - o The extent to which nominee's work addresses one or more of the following preventable risk factors: tobacco use, poor nutrition, physical inactivity, and inadequate access to clinical services that are related to chronic diseases such as hypertension, heart disease, type 2 diabetes, and obesity.
 - o The extent to which the nominee's work aligns with the National Center for Chronic Disease Prevention and Health Promotion's (NCCDPHP's) goals of achieving health equity by addressing social determinants of health. Examples of social determinants health include, but are not limited

to the built environment, community-clinical linkages, food and nutrition security, social connectedness, and tobacco-free policies.

- o The extent to which the solutions are culturally-tailored, evidence or practice-based, and designed specifically to reduce health inequities for populations/groups disproportionately affected by chronic disease or related risk factors.
- o The extent to which the nominee has actively and effectively engaged community members and partners across different sectors, such as, but not limited to transportation, healthcare, agriculture, emergency food systems, faith-based organizations
- The impact of the nominee's work in addressing preventable risk factors in populations/groups disproportionately affected by chronic disease.

Judges will use a point system out of 100 to select the winners. Applicants can also submit evidence that demonstrates that the criteria were met through publications, links to online content, and other forms of written material.

Additional Information:

Information for the Winners, such as the name of the individual or organization/community coalition, location, priority population, and health outcomes may be shared through press releases, the challenge website, and Division of Nutrition, Physical Activity, and Obesity and CDC Resources. Details regarding the Winners and their applications may be shared with the public as part of recognition efforts.

The award is named in honor of **Lark Galloway-Gilliam**, the founding Executive Director of Community Health Councils, Inc. (CHC). CHC began in 1992 to support planning, resource development, and policy education in response to the growing health crisis in the South Los Angeles area and other under-resourced and marginalized communities throughout LA County. Lark led the CHC team to engage communities and strengthen the connections among organizations in order to improve health, eliminate disparities, and achieve health equity. Under Lark's leadership, CHC became an expert in health equity in Los Angeles, across California, and the country. Lark also served in several leadership roles, including the first president of the National REACH Coalition, the MLK Medical center Advisory Board, and the IP3 Board of Directors for Community Commons.

Compliance with Rules and Contacting Challenge Winners:

Applicants/Nominees and the Challenge Winners must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements herein. The Winners will be notified by email, telephone, or mail after the date of the judging.

Privacy:

If applicants choose to provide HHS/CDC with personal information by registering or filling out the submission form through the Challenge.gov website, that information is used to respond to Contestants in matters regarding their submission, announcements of entrants, finalists, and winners of the Contest. Information is not collected for commercial marketing. Winners are permitted to cite that they won this contest.

General Conditions:

HHS/CDC reserves the right to cancel, suspend, and/or modify the Challenge, or any part of it, for any reason, at HHS/CDC's sole discretion.

Participation in this Challenge constitutes an applicants' full and unconditional agreement to abide by the Challenge's Official Rules found at www.Challenge.gov.

Authority: 15 U.S.C. 3719

Date:

Sandra Cashman,

Executive Secretary,

Centers for Disease Control and Prevention