RHTP Community Health Worker (CHW) Initiative
Request for Applications (RFA)

Purpose of the Funding

The Rural Health Transformation Program (RHTP) Community Health Worker (CHW) Initiative seeks to expand the number of CHWs integrated, trained, deployed, and sustained within innovative healthcare and social service delivery models to improve population health outcomes.

This program is part of a broader initiative to impact population healthy through Maine's RHTP, supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $190,008,051.09 with 100 percent funded by CMS/HHS.

Awarded funds may not be used to supplant existing State, Federal, Tribal, local, or private funding, including infrastructure, services, or personnel costs. RHTP CHW funds will be administered and managed through contracts with the University of New England (UNE) on behalf of DHHS using this Request for Applications (RFA) process. Expansion of CHWs within Maine's five Tribal communities will occur outside of this RFA process.

We anticipate issuing at least three awards per geographic public health district from January 2027 through September 2031, with awards anticipated to at least one community-based organization and at least one healthcare provider in each geographic public health district. This RFA is for Year 1, which is anticipated to be January 1, 2027 through September 30, 2027.

Application Design Principles

This application is intentionally designed to emphasize the substance of the proposed CHW work rather than grant-writing expertise. Applicants are not expected to already have robust evaluation systems, CMS reimbursement pathways, extensive partnerships, or large administrative teams. Reviewers will consider whether applicants have a credible approach and a reasonable plan to build capacity where needed.

- For technical and application questions, email chwrfa@une.edu.
- Please do not upload zipped files.

Funding at a Glance

Important RFA dates	• RFA release November 2, 2026. • Submissions due 5 pm November 30, 2026 (ET). • Applicant questions due to chwrfa@une.edu by 5 pm November 9, 2026 (ET). • Responses posted by 5 pm November 16, 2026 (ET) on UNE proposal website.
Anticipated amount per award	$110,000 for the nine-month period
Year 1 spending period	January 1, 2027 through September 30, 2027

Potential continuation	Contracts may be renewed annually for a 12-month period through September 30, 2031, depending on continued RHTP funding from CMS.
Funding purpose	Expand, integrate, train, deploy, and sustain CHWs. These funds are intended to reach rural populations. *If applying from a partially rural county (Androscoggin, Cumberland, Penobscot, or York) applicants must ensure that the CHW will serve rural patients. Maine RHTP Rural Definition Eligibility.pdf
Key restrictions	RHTP funds may not supplant existing funding. If an organization is applying in more than one geographic public health district a separate application must be submitted.

1. Applicant and Geographic Public Health District

Please select the geographic public health district where the CHW(s) will be providing services.

Asterisks indicate partially rural counties.

☐ Aroostook District (Aroostook County)

☐ Central District (Somerset and Kennebec Counties)

☐ Cumberland District (Cumberland* County)

☐ Downeast District (Washington and Hancock Counties)

☐ Mid Coast District (Waldo, Lincoln, Knox, and Sagadahoc Counties)

☐ Penquis District (Penobscot* and Piscataquis Counties)

☐ Western District (Androscoggin*, Franklin, and Oxford Counties)

☐ York District (York* County)

2. Proposed CHW Application at a Glance

Please provide the following brief information.

Applicant organization (name)	
Legal address of organization **Proposal contact's name and contact information (phone number and e-mail)**	
Applicant type	☐ Community-based organization ☐ Healthcare provider ☐ Other _____
Primary health/social need addressed	
Population/community to be served (e.g., older adults, youth, families)	
Geographic area served	

3. Population Need and Vision

What rural populations will your CHW(s) serve, and what health and social needs or gaps will the CHW(s) address? Consider RHTP rural populations of interest (e.g., older adults, youth, families, MaineCare recipients, etc.).

Describe your vision for how CHW services will address these needs, collaborate with relevant partners, and improve population health outcomes.

If the proposed CHW(s) will be located in one of the four partially rural counties, please be sure to address how their efforts will focus on the rural populations in the county.

Maximum: 400 words

4. CHW(s) Role and Activities

CHWs are expected to be deployed into communities to improve population health outcomes. Listed below are the 10 core CHW roles defined by the National C3 Council.

Based on your answer to question #3, please select the **top three roles** the CHW(s) will offer, understanding that this may not encompass all the roles the CHW(s) will provide.

☐ Cultural mediation among individuals, communities, and health and social service systems

☐ Care coordination, case management, and system navigation

☐ Advocating for individuals and communities

☐ Providing direct services

☐ Conducting outreach

☐ Providing culturally appropriate health education and information

☐ Providing coaching and social support

☐ Building individual and community capacity

☐ Implementing individual and community assessments

☐ Participating in evaluation and research

In 500 words or less, explain how the three identified core roles will support your population need and vision and identify the most important activities and/or services your CHW(s) will provide for each role selected.

Maximum: 500 words

5. Integration and Support

Describe how your CHW(s) will be integrated into a collaborative team and supported within your organization. Include the roles of relevant providers or team members (e.g., nurses, clinicians, social workers, health educators, pharmacists), how team members will interact, who will supervise the CHW(s), and how the CHW role(s) will be clearly defined, communicated, and supported.

You may upload an organizational chart if it helps explain your model, but an organizational chart is not required.

<table>
<tr><td>CHW(s) supervisor's title/role</td><td></td></tr>
<tr><td>Please list top three team members (title and role) who the CHW(s) will work with and how the CHW(s) will interact with them.</td><td>1.
2.
3.</td></tr>
<tr><td rowspan="3">Key community partners (community partners could include community-based organizations, healthcare providers, public health organizations, schools, emergency service providers, etc.).

Please list the top three partners and include: individual's name, contact information, and a brief description of how your organization has worked (or will work) with each partner.</td><td>Partner 1</td></tr>
<tr><td>Partner 2</td></tr>
<tr><td>Partner 3</td></tr>
</table>

6. Training and Certification

Entities awarded funding will be expected to ensure that their CHW(s) complete, at a minimum, recognized CHW Core Competency Training or obtain CHW certification, consistent with Maine's workforce standards.

MCD Global Health's 80-hour CHW Core Competency Training ($1,700 tuition) and CHW Supervisor Training ($500 tuition) are fully funded through Maine's RHTP. Additional workforce development opportunities include CHW Registered Apprenticeship, specialty training, and ongoing skill development. Eligible CHWs may also pursue **CHW certification** through the Maine Community Health Worker Initiative (MECHWI), with RHTP covering the $100 certification fee. UNE and MCD Global Health will assist awardees in accessing training and certification resources. **These training and certification costs should not be included in the applicant's proposed budget.**

Please describe what CHW trainings your organization already has access to, if any, and identify what trainings or areas of support you anticipate your CHW(s) needing.

Note: This section is intended to help the State anticipate training needs and is not included in the scoring/evaluation framework.

Maximum: 250 words

7. Impact

Please share how you will know the CHW(s) is impacting the needs described in question #3. That is, briefly explain how you will gather feedback from 1) community members receiving services and from 2) team members on the progress and the impact of the CHW program, using practices like team meetings, satisfaction surveys, or tracking client goals/outcomes.

For examples of low-barrier evaluation strategies designed by and for CHWs, you can review the national **CHW Common Indicators Project Tools. [1]**

Maximum: 250 words

8. Sustainability

How do you anticipate sustaining CHW work after the RHTP award period? Select all that apply.

☐ MaineCare reimbursement

☐ Medicare reimbursement

☐ Alternative payment model

☐ Organizational funding

☐ Grant / philanthropic funding

☐ Partner funding

☐ Not yet determined

☐ Other: _____

Based on the selection(s) above [for sustainability], briefly describe your sustainability approach or what you need to develop one.

Note: Existing pathways for CHW reimbursement include alternative payment models in MaineCare and fee-for-service models through Medicare, including Principal Illness Navigation codes, Community Health Integration codes, and billing for the National Diabetes Prevention Program.

Maximum: 250 words

9. Budget

Please download the Excel template from the UNE proposal website and complete and upload it as an Excel file to the submission platform. Budget instructions can be found in the template file.

10. Applicant Confirmation

By submitting this application, the applicant confirms that the information provided is accurate to the best of their knowledge and that proposed activities are consistent with the purpose and requirements of the RHTP CHW Initiative.

Applicant Authorized Signature

☐ I confirm the above. _____ (please type name as proxy for signature)

Name, Address, Phone number and e-mail address of the above signee:

How Applications Will Be Evaluated

Applications will be reviewed and evaluated by a panel using the scoring framework and criteria below. The purpose of the review is to identify CHW approaches that respond to important community needs, can be implemented effectively, and have potential to improve population health and be sustained over time.

Review Process

- Applications will first be reviewed for basic eligibility and alignment with the requirements of this funding opportunity.
- Eligible applications will then be scored using the six criteria below, for a total of 100 points.
- Reviewers will consider the substance of the proposed CHW approach rather than the sophistication of the application or the size of the organization.

Evaluation Criteria

Criterion	Points	What reviewers will consider	Question most directly informing domain
Population Need and Vision	25	The clarity and importance of the population need being addressed and the potential for CHW services to make a meaningful difference.	3
CHW Role	25	Whether the proposed CHW activities are appropriate to the CHW role and responsive to the community and population served.	4,5
Feasibility & Integration	20	Whether there is a realistic plan for CHW deployment, supervision, teamwork, communication, training, and organizational support.	4,5
Partnerships	15	The extent to which the approach makes effective use of relevant partnerships.	3, 5
Impact & Sustainability	10	The applicant's ability or willingness to measure outcomes and learn from implementation and the potential to sustain CHW services beyond the award period.	7,8
Budget	5	Budget provides adequate detail, is reasonable and justifiable and does not supplant other funds.	9

Total: 100 points