Subject: Maximizing the Impact & Funding of Prevention in California

Dear Colleagues:

Thank you for your interest in the recently released announcements from the Centers for Disease Control and Prevention about new opportunities to apply for prevention funds. We represent organizations that have a history of working together to facilitate a coordinated response from California applicants to federal funding opportunities such as Communities Putting Prevention to Work (CPPW), and Community Transformation Grants (CTG). In our experience, a coordinated response that aims for broad collective impact as well as individual project goals is a winning formula. For that reason, we are encouraging California applicants for federal prevention funds to include in their strategies the following core principles that can lead to greater learning and impact throughout the state:

- Collaboration across sectors and between community and government
- Equity as an underlying element of all strategies
- Strategies that build on relevant prior experience in California, including lessons from CPPW, CTG and other initiatives
- Sharing lessons and tools widely in real time

We invite you to join us in encouraging a coordinated response from California applicants for the federal prevention funds. We will continue to meet to develop technical information and suggest strategies that aim to leverage California’s rich experience and deep talent in population-level prevention work.

Next Steps

There is a webinar scheduled on June 23rd (10-11:30 PT) looking at these opportunities through a national lens, co-hosted by PolicyLink, Prevention Institute, the Public Health Institute, Trust for America's Health, and Convergence Partnership:


Look for an upcoming announcement of a California-focused webinar we are planning to conduct in the week or two following the national one. In the meantime, we are gathering existing materials that could be helpful in developing your proposals. We will be sending a web link where these materials can be accessed, understanding that new materials will be added as they come to our attention.

If you haven’t yet signed up for updates and announcements, or wish to alert interested colleagues, please sign up here.

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¹ By coordinated response we do not mean a single statewide response, nor do we mean to discourage applications from qualified entities.
Regards,

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