

Preventative Health and Health Services Block Grant (PHHSBG) Chronic Disease NWS-03 FAQs

NEBRASKA DEPARTMENT OF HEALTH AND HUMAN SERVICES, DIVISION OF PUBLIC HEALTH,
CHRONIC DISEASE PREVENTION AND CONTROL PROGRAM

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1. What organizations are eligible?

- Health departments
- FQHCs
- Local non-profit organizations
- Tribal service agencies
- Religious organizations
- Local community organizations
- Universities or colleges
- Organizations with a foundation
- Other agencies and organizations as approved – if you're not sure, feel free to ask!

2. Are for-profit organizations eligible?

Decisions will be made on a case-by-case basis.

3. How does my organization apply?

Please send an email to sarah.godejohn@nebraska.gov indicating interest. Upon email receipt, you will receive a workplan template and budget to complete and submit back by August 3, 2026.

4. Can my organization receive any technical assistance with completing the application?

NE DHHS staff are available upon request to provide assistance during the budget development.

5. What happens if current funding guidelines as laid out in the funding opportunity/RFA change pending CDC determinations?

Changes to the funding opportunity will be updated at the information link provided on the Chronic Disease Prevention and Control Program's funding opportunities webpage as well as on this document. Any organization that has applied, is actively working on their application, or have otherwise expressed interest to the point of contact, will also receive an email update.

6. One of the unallowable uses is "Clinical care (except as allowed by law)" - Can you give more information on what this means?

PHHSBG funds cannot pay for direct medical care. CDC might allow an exception on very limited circumstances depending on legislation and if there is a declared public health emergency. But we'd have to reach out to CDC for approvals on a case-by-case basis.

7. Would purchasing a Stelo by Dexcom be an allowable expense? This would be used for educational purposes alongside activities; this isn't a reimbursable service.

We would need more information on this to give a better answer. We would need to know exactly how it's being used and how that use is relative to the overall purpose of the funding opportunity. We have allowed glucose monitors and test strips to be purchased for screening/educational purposes in the past, but these items typically cannot be "given away" for participants to keep. Right now, my main concern with the Stelo Dexcom device is that it is not reusable and without additional information looks like it might be purchased for a single-use reason.

Depending on how and why there was a plan to use this specific device for educational purposes, we might ask if a reusable monitor would work instead.

8. Would purchasing a Stelo by Dexcom be an allowable expense? This would be used for educational purposes alongside activities; this isn't a reimbursable service.

Possibly! We would need more information on what the program is. We'd also have a few follow-up questions regarding the workplan such as whether any other activities would take place over the course of the 13-month project period or if there would be a request for a shorter agreement, etc.

9. Can you help me discern the difference between these allowable and unallowable expenses relating to marketing costs?: "Digital/technology-enabled engagement strategies" (allowable cost) and "Advertising or campaigns" (unallowable cost).

"Digital/technology-enabled engagement strategies" were in part originally intended to cover the various avenues of advertising and campaigns, which as noted are also listed in the unallowable costs section. The CDC recently included advertising and campaigns along with the definitions provided on the RFA within the eCFR 200 as an unallowable cost. We are not sure what exactly this means or what will be allowed. We've reached out to the CDC and they are awaiting clarification from HHS. Until more guidance is given, we left both the Digital/Technology-enabled engagement strategies and Advertising and Campaigns in their respective spots on the RFA.

If anyone wants to do a media campaign or other advertising, they can plan for it but should be prepared to make changes if needed. We also advise that the media ties back to some sort of program and is in some way being used for recruitment and engagement purposes. We are hoping anything educational (PSAs) will be allowed but it is unfortunately unclear if that will be the case.

We've also previously allowed PHHSBG funds to be used to support the costs of data platforms (Cynchealth is a specific example) so long as the cost and platform use directly tied back to workplan activities and the overall purpose of the funding. In the example of Cynchealth, the partner planned to use the platform for biannual data with population health measures around diabetes risk, screening, diagnosis, and management with the intent of using that data for strategizing and recruiting to relative self-management programs being offered.

In short, "Digital/technology-enabled engagement strategies" were meant to encompass a variety of ideas and innovative approaches that fit under the purpose of the funding.

10. On the allowable activities, I am seeing "Digital/technology-enabled engagement strategies." Is this referring to remote patient monitoring and the services associated with that type of tool?

Remote patient monitoring is largely being funded under current RHTP initiatives and will also likely be flagged as something for clinical/treatment use under PHHSBG. Really anything with "patient" in

the name or included within a justification is going to be flagged. PHHSBG cannot be used for clinical purposes or treatment and must stay in the education and referral realm of things.

11. How will partners/subawards be selected?

Applications will be reviewed and weighted based on factors such as alignment with grant objectives, organizational capacity, proposed activities and outcomes, budget justification, and the ability to effectively implement and evaluate the proposed work.

For any additional questions, please email sarah.godejohn@nebraska.gov. Questions and answers will be updated here on a regular basis.