

County of Marin Community Service Fund Program Application Form

Fields labeled as "(public)" will be viewable to the public.

Request is for Fiscal Year: July 1, 2021 - June 30, 2022

Application Date (public) Thursday, March 31, 2022

Project Number 49

Organization Information

Full Legal Name (public) Zero Breast Cancer

Organization URL (public) www.zerobreastcancer.org

Mission

Grant Request Information

Program/Project Name (public) Healthy Hearts After Breast Cancer

Provide a very brief summary description of your project. (Limited to 250 characters) (public) ZBC will increase awareness of the heart disease risk among breast cancer survivors and the healthcare providers that serve them to increase quality and length of life through bilingual factsheets and a webinar featuring Marin health professionals.

Amount Requested Dollar (public) 5090

Total Project Cost (public) 13471

Being as specific as possible, describe the proposed project/program and its goal(s). Include implementation plans as related to the COVID 19 pandemic and identify what elements of the project would be paid for using County funds. (Limited to 2000 characters) (public)

ZBC will increase the awareness of the risk of cardiovascular diseases (CVD) among Marin breast cancer survivors and the healthcare professionals that serve them to increase quality and length of life and reduce economic burdens by developing bilingual printed factsheets and hosting a webinar featuring Marin cancer care providers.

We will edit and redesign a newsletter article on heart health that we created in collaboration with Kaiser Permanente Northern California's Department of Research and breast cancer survivors for a broader audience. The article was translated into Spanish and will be edited by native speakers.

We will print 500 English and 250 Spanish Factsheets to disseminate through our local partners at Marin Cancer Care, Kaiser Permanente-San Rafael Oncology Services and Breast Care Coordinator, Sutter Health-Novato's Breast Health Services, Marin Community Clinics, and other Marin venues

serving people with breast cancer.

In October 2022, ZBC will host a webinar featuring presenters from two of our local healthcare partners, with survivors to join for discussion. We will use the Zoom platform, a local editor to prepare the resulting video for posting on YouTube, and add Spanish subtitles to the video.

We will distribute flyers to promote the webinar to patients and local primary and cancer care professionals at partner and other organizations. Online promotion will range from ZBC eblasts to locally targeted paid Facebook ads and inclusion in newsletter and social media postings by local partners and co-sponsors (California Dialogue on Cancer and the California Rural Indian Health Board.)

County funds are requested for: printing and distributing factsheets (\$580); Zoom fees, local video editing & Spanish subtitles (\$1060); local speaker stipends (\$200); flyers, online ads promoting to Marin residents (\$800); partial staff time for editing and coordinating factsheets (\$850) and webinar preparation, hosting and post production (\$1600).

List all community interests that will be affected by the proposed project/program and the public benefit to be derived from it. (Limited to 2000 characters) (public)

Breast cancer is still far too common in Marin County. With some of the highest incidence rates and lowest mortality rates, we have more survivors per capita than any other California county. While women tend to worry more about cancer, they are much more likely to suffer and die from cardiovascular diseases (CVD), the leading cause of death in the County.

Breast cancer survivors are at particular risk because some treatments are known to increase the risk of CVDs. Eight years after a breast cancer diagnosis, a woman is more likely to die from heart disease than breast cancer. Unfortunately, most breast cancer survivors are not aware of these risks or what they can do to lower their odds of CVD. Many primary care providers and even oncology professionals are also unfamiliar with the higher risk among breast cancer survivors and the need for increased testing and monitoring.

In order to promote the length and quality of survivors' lives and reduce the economic and social burdens, Zero Breast Cancer is planning a heart health campaign modeled on existing ZBC efforts and leveraging our strong relationship with local healthcare organizations. Local patients, survivors and caregivers will learn about risk factors, what actions they can take for heart health, what medical interventions will help, and what local resources are available. Healthcare providers and professionals will gain an increased understanding of who is at risk and best practices for follow-up care and surveillance.

The goal of this project is to increase the length and quality of women's lives, decrease medical and other expenses, and reduce costs such as family caregiving. The English and Spanish Factsheets and this webinar will be targeted to marginalized communities, including Marin's 30,000 Spanish speakers, people who are older, non-native English speakers, and those with low income and/or education who generally have lower health literacy, and are at higher risk of poor health outcomes.

**Has your organization received
Community Service funds before?
(public)**

Yes

If Yes, please list the total amount received for the past three fiscal years: (public)

	Amount (\$)	Project
FY 2020-2021	4500	Helping Underserved Kids Be Healthy During the Pandemic & Health and Wellness Factsheets for Breast Cancer Survivors and Caregivers
FY 2019-2020		
FY 2018-2019		

Is your organization receiving any other County funding for this project or others? (public)

Yes

If Yes, please list type of other County funding and amounts: (public)

2021-2022 Non-profit Community Partners funding for Promoting Young Girls' Health through Breast Cancer Risk Reduction Activities, \$20,000.
 2021-2022 Non-profit Community Service Partners funding for Reducing Chemical Exposures to Improve Health Across Generations, \$8,020

Can you successfully complete your project by June 30, 2021 if you receive less than your requested amount of Community Service funds? (public)

Yes

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below.

Please fill in as applicable, and round to the nearest dollar. (public)

	Funding Agency	Funding Requested (\$)	Funding Received (\$)	Notes
County CSF		5090		
Federal Grant	National Cancer Institute / Kaiser Permanente	1021	4036	Pathways Breast Cancer Survivorship Study U01 - Y2 , does not include KP staff time already contributed to article development (est. \$2,000)
State Grant				

	Funding Agency	Funding Requested (\$)	Funding Received (\$)	Notes
Individual Contributions				
Other Local Agencies	CDOC, Wellness within	400		
In kind services		800	600	
Other				

Total Funding Requested \$7311

Total Funding Received \$4036

Please fill in as applicable, and round to the nearest dollar.

	Budgeted (\$)	Spent to Date(\$)	Notes
Personnel Costs	7225	3786	
Services and Supplies	6446	850	
Capital			
Other			

Total Budgeted Expenses (public) \$13671

Total Spent to Date (public) \$4636

This cycle is funded by proceeds from the American Rescue Plan Act and the following questions are necessary to satisfy federal reporting criteria. All applicants are required to respond to these questions for completion of this application, but the responses will not be used in evaluating whether your project will receive Community Service Fund program funds from the County of Marin.

Has your organization been significantly impacted economically by COVID (such as financial loss due to periods of closure, implementing additional COVID safety precautions, lost fundraising opportunities, or inability to meet payroll, rent or utilities?) (public)

Yes

If Yes, please provide a specific description of the impacts and quantifying impact where possible. (public)

Zero Breast Cancer has successfully turned into a remote workplace, conducting many program online, however fundraising has been significantly impacted by COVID, including our annual Dipsea Hike. Due to the fiscal impacts, ZBC qualified for two rounds of the Federal Paycheck Protection Program, with a 42.5% decrease in revenue comparing the second quarters of 2020 to 2019.

Are you serving disadvantaged, minority or low-income residents who have been negatively impacted by COVID? (public)

Yes

If Yes, please provide a specific description of how the people you serve have been impacted. (public)

ZBC targets all programming to disadvantaged, minority and low-income communities and individuals.

Does your organization have future plans for improvements needed to mitigate the impacts of COVID or to contain its spread? (public)

Yes

If Yes, please provide a description of your improvement plans with quantifying statements when possible. (public)

ZBC promotes health and wellness among all ages, from children to seniors. Our ongoing work helps to improve overall health thus reducing susceptibility to COVID, the risk of severe cases of COVID and the spread of the disease.