



**Foundation** for a  
**Healthy St. Petersburg**

# HEALTHY PEOPLE 2025

APRIL 23, 2025



# BLANCA CATALINA GARCIA

IMPACT ASSOCIATE

FOUNDATION FOR A HEALTHY ST. PETERSBURG



# **DR. KANIKA TOMALIN**

**PRESIDENT AND CEO**

FOUNDATION FOR A HEALTHY ST. PETERSBURG



# LORRAINE PARKER, MSN, RN, CENP

CHIEF NURSING OFFICER

ORLANDO HEALTH BAYFRONT HOSPITAL

**ORLANDO**  
**HEALTH**<sup>®</sup> | **Bayfront**  
**Hospital**



# **JULIE ROCCO**

**SR. DIRECTOR OF GRANTS  
MANAGEMENT & ADMINISTRATION**

FOUNDATION FOR A HEALTHY ST. PETERSBURG



# **DR. SUSIE PATERSON**

**DIRECTOR OF RESEARCH,  
EVALUATION & LEARNING**

FOUNDATION FOR A HEALTHY ST. PETERSBURG

Health Equity Profile:

# Primary Objectives & Research Questions

**Objective** : Provide an updated health equity profile of south St. Petersburg, specifically zip codes 33705, 33711, & 33712.

**Research Questions** :

1. What are the greatest racial health disparities for South St. Pete?
2. How do community members and stakeholders perceive the health and well-being of their neighborhoods or communities?
3. What do residents identify as community priorities?

Health Equity Profile:

# Methods–Two Parts

## Part 1: Informing the Study

### 11 past studies/reports

Highlighted the opportunity for research to center **community involvement** and an **asset-based approach**.

### 27 interviews with local leaders & experts

Highlighted the need for research to include **multifaceted community involvement** and **center community voice**.



Health Equity Profile:

# Methods–Two Parts

## Part 2: Primary Data Collection

### Qualitative

- 7 resident focus groups
- 8 resident ranking activity opportunities
- 1 community mapping activity with residents

### Quantitative

- Health equity analysis: Census tract, Census Resiliency, & County-level data.

Health Equity Profile:

# Findings

## Common Themes

Across prior studies, local experts, and resident focus groups :

- Strong sense of community
- Food access
- Economic challenges
- Health Services
- Gentrification

Unique Theme: Resident Focus Groups

Chronic disease as the status quo

Health Equity Profile:

# Findings

## Ranking Activity

### Top Health Factors

- Health Insurance
- Mental Health
- Early Death
- Aging

### Top Social Factors

- Employment
- Neighborhood Safety
- Building Wealth
- Internet Access

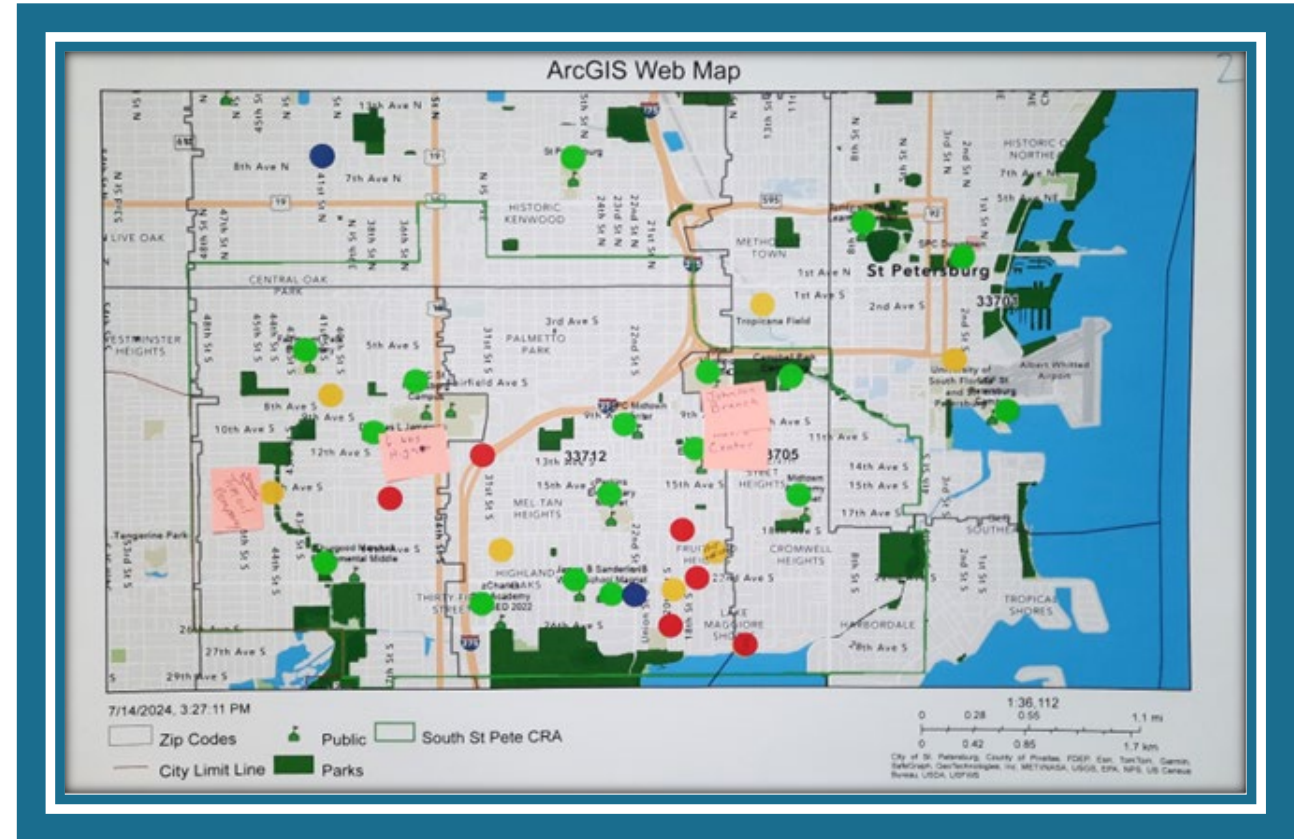
# Health Equity Profile:

# Findings

## Mapping Activity

### Themes:

- Community Engagement
- Environmental Concerns
- Resource Identification
- Advocacy for Improvement
- Future Planning



Health Equity Profile:

# Findings

## Analysis of Census and County Data

The greatest racial disparities in **South St. Petersburg compared to Pinellas County** were:

- Death due to **injury and violence** (homicide, firearms, drug overdose, etc.)
- Death due to **chronic disease** (liver cancer, heart disease, diabetes, etc.)
- Census tract -level data **not available** on mental health

<b>Injury and Violence (rate per 100K)</b>	<b>Pinellas</b>	<b>South St. Pete</b>
Unintentional Injury Deaths	98.2	19.4
Homicide deaths	5.2	40.8
Firearm related deaths	13.4	50.8
Drug poisoning deaths	46.3	132.4

<b>Chronic Disease (rate per 100K)</b>	<b>Pinellas</b>	<b>South St. Pete</b>
Female Breast Cancer Deaths per	34.2	41.9
Liver Cancer Deaths	12.3	28.3
Heart disease deaths	262.6	498.2
Diabetes deaths	37.5	94.2

**Data sources:** Community Resilience Estimates for Equity Profiles (U.S. Census Bureau) and the FLHealthCHARTS Community Dashboard (Florida Department of Health). Both sources use 2018-2022 5-year estimates from the American Community Survey. The exception is Life Expectancy, which is a 2016-2020 5-year estimate.

**78.7 years vs.  
73.3 years**

Residents of Pinellas County, FL have a life expectancy of 78.7 years compared to 73.3 years for South St. Pete.

# 4 MILES APART 16 YEAR GAP

66.5

Campbell Park



82.7

Snell Isle



**These disparities are NOT isolated outcomes.**

**They are the result of deeper systemic issues  
rooted in the social determinants of health  
(SDOH).**

**Social determinants of health (SDOH):**

**The non-medical factors that affect  
health outcomes.**

WHAT SHAPES OUR HEALTH

# Social Determinants of Health



Healthy People 2030

# How the study informs our work:

Identify  
greatest  
racial  
disparities

Systemic Issues  
Related to SDOH

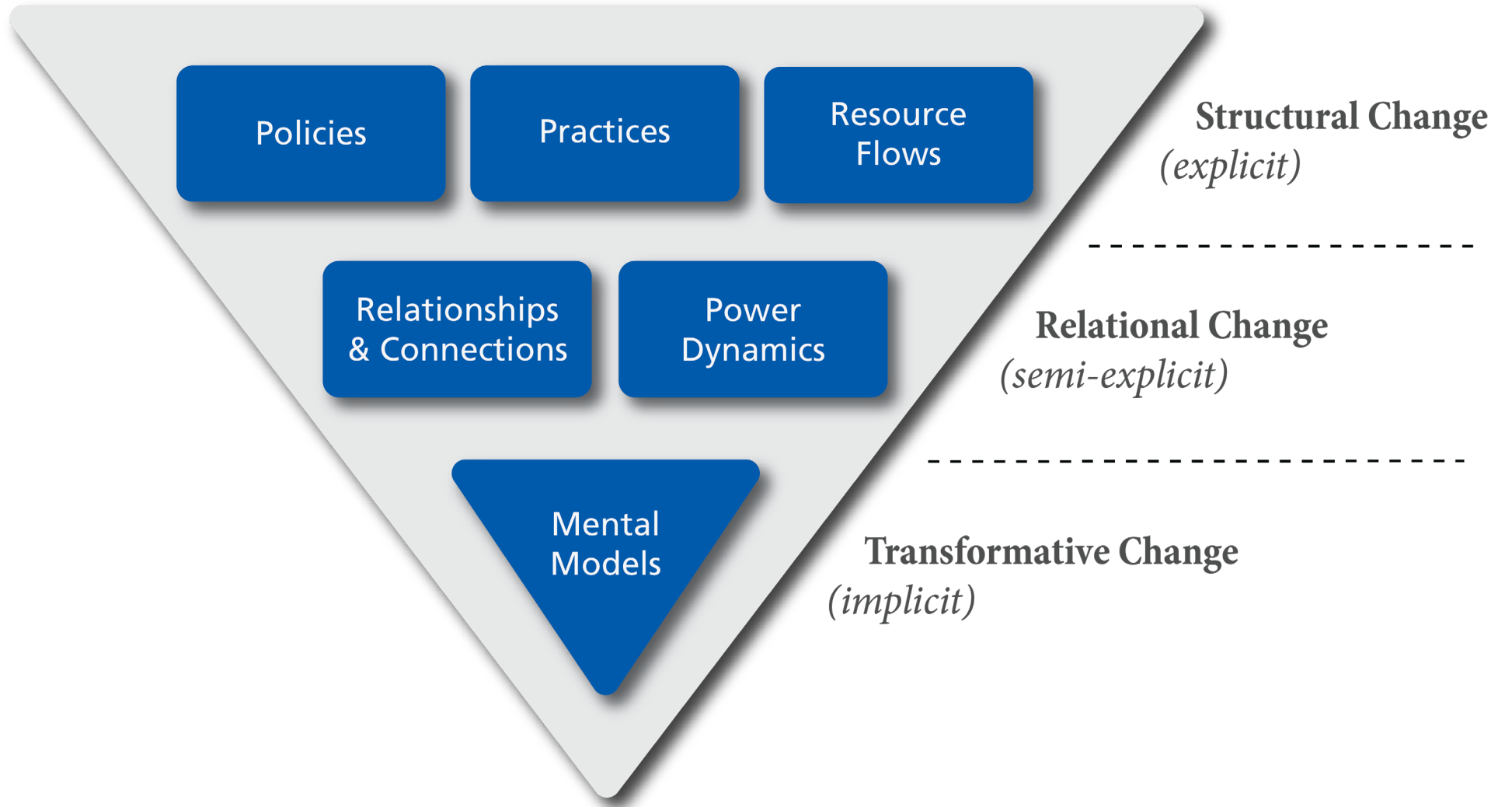
Center  
community  
voice &  
strengths

Together with Our Community

Affirms our  
efforts toward  
systems  
change

Systemic Approach

# Six Conditions of Systems Change



# QR Code to Submit Questions





# LISA BRODY

**CHIEF OPERATIONS OFFICER AND  
GENERAL COUNSEL**

FOUNDATION FOR A HEALTHY ST. PETERSBURG

# PANEL DISCUSSION



**DR. KANIKA TOMALIN**  
PRESIDENT AND CEO



**MARCUS BROOKS**  
CHIEF IMPACT OFFICER



**DR. STEPHANIE ROSADO**  
SENIOR ASSOC., REaL



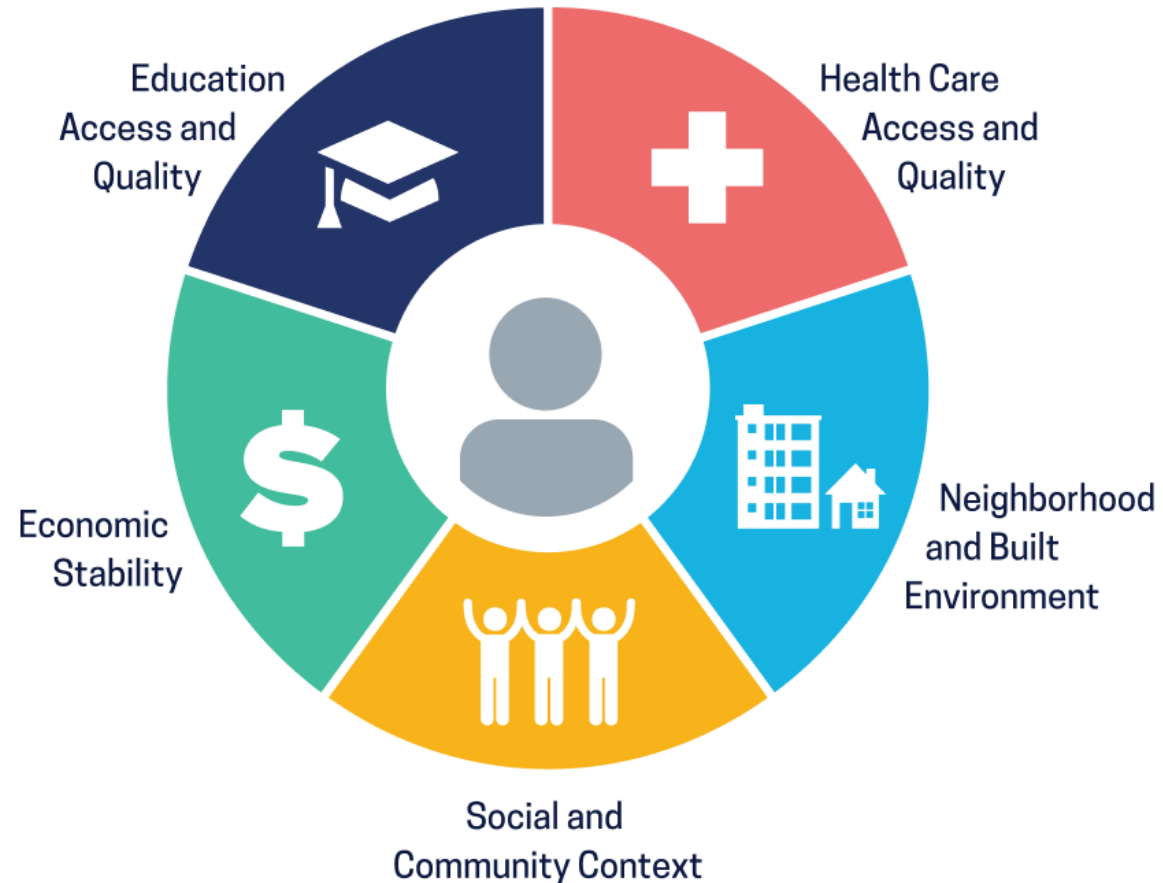


PLEASE SUBMIT  
ANY QUESTIONS  
HERE:

# PANEL DISCUSSION

WHAT SHAPES OUR HEALTH

# Social Determinants of Health



Healthy People 2030

# Systems Change: Going Upstream



**why?**

**Why?**

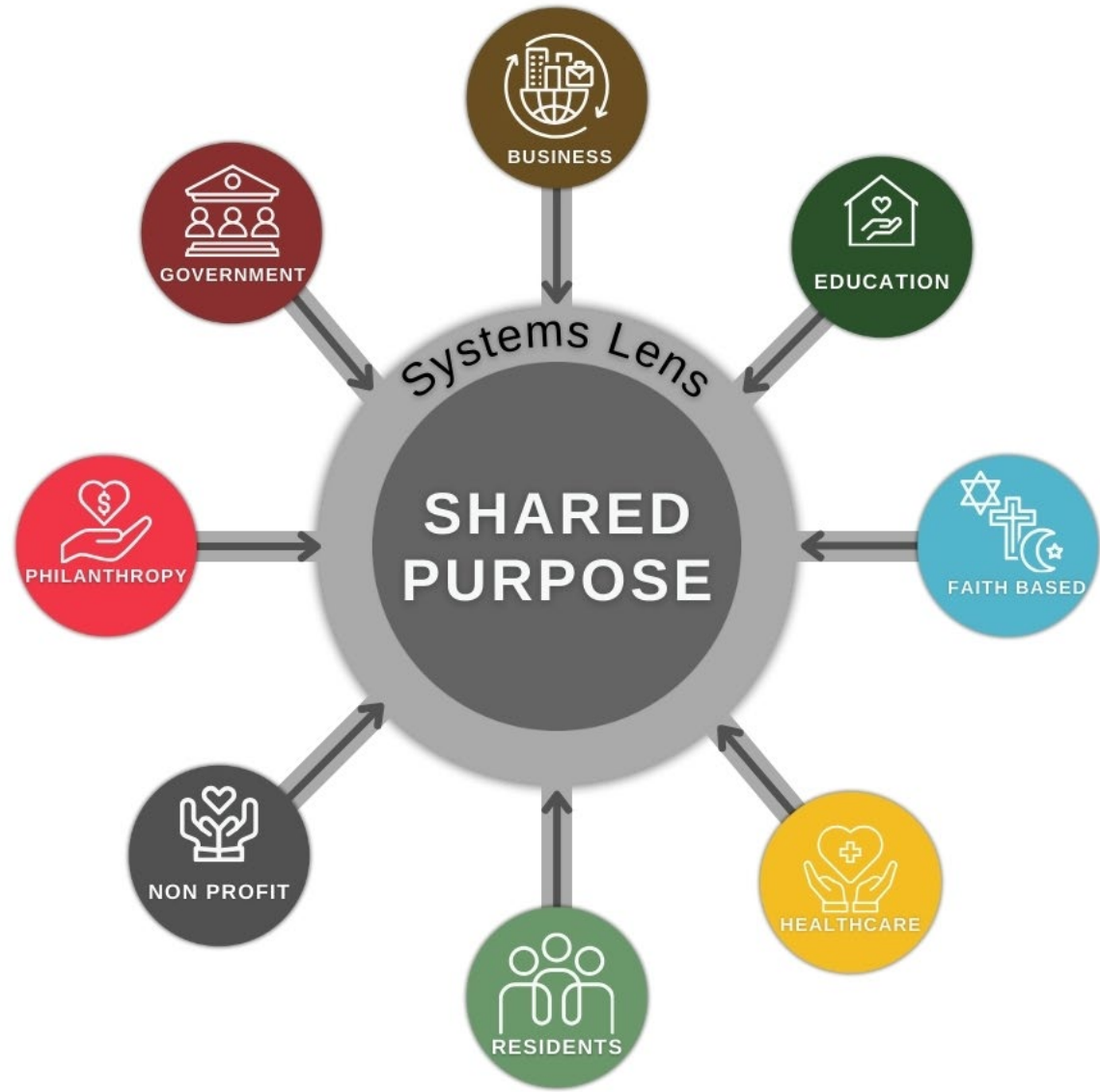
we're here



**WHY?**

# Systems Change: Example





# WHO'S MISSING?



**Experiencing  
Inequity**



**Providing  
Services**



**Neighborhood  
Support**

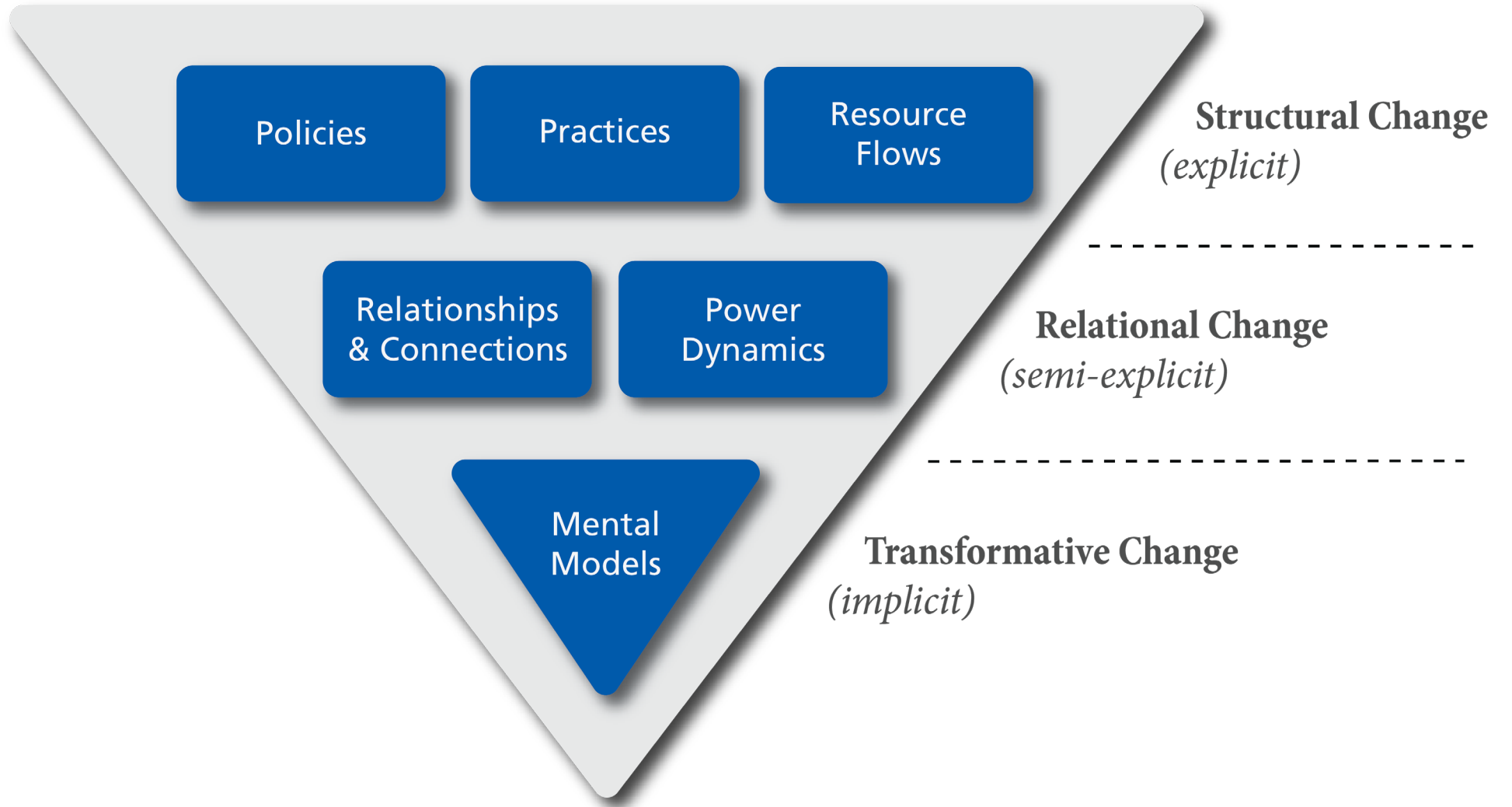


**Control  
Resources**





# Six Conditions of Systems Change





PLEASE SUBMIT  
ANY QUESTIONS  
HERE:

# PANEL DISCUSSION

# Healthy People 2025



**JULIE ROCCO**  
SR. DIRECTOR GRANTS  
MGMT & ADMIN.



**OLIVIA LONDON**  
SR. ASSOC., GRANTS MGMT  
& ADMIN.

**HEALTHY PEOPLE 2025**

**REQUEST FOR  
LETTERS OF INTEREST**

HEALTHY PEOPLE 2025

# Important Dates

RLOI Release: April 23, 2025, at noon

Letters of Interest Due: May 27, 2025, at 5:00 PM EST

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# 3 Major Components

1. **Social Determinants of Health:** (may address more than one)

- Economic Stability
- Education
- Social and Community Context
- Health Care Access and Quality
- Neighborhood and Built Environment

2. **Systems Change**

3. **Multi -Sector Collaboration**

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# Grant Eligibility Criteria

- You may apply for these funds if you have never been a funded partner of the Foundation or if you are a current funded partner, fiscal agent, and/or subcontractor within a currently funded grant.
- Must have an active 501(c)3, 509(a)1, or 509(a)(3).
- Must have the designation of a tax-exempt organization for a minimum of one year as indicated by the date the IRS officially established the organization as such.

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# Grant Eligibility Criteria

- FHSP will not fund activities that are political in nature, including lobbying, voter registration, legislative campaigns, or other political activities.
- All funding for the proposed multi-sector collaboration will benefit organizations serving the priority zip codes of 33705, 33711, and/or 33712.
- If your organization has received Foundation funding previously, you must be in compliance with all grant and/or racial equity loan requirements.



# **OVERVIEW OF LETTERS OF INTEREST SECTIONS**

HEALTHY PEOPLE 2025 LOI

# Sections for Lead Applicant

- Contact Information
- Organizational Information
- Request Summary

# HEALTHY PEOPLE 2025 LOI

## **Letter of Interest**

- Executive Summary
- Systems Change Approach
- Organizational Overview
- Collaboration Strategy

HEALTHY PEOPLE 2025 LOI

# Letters of Commitment

- Roles
- Responsibilities
- Resources

HEALTHY PEOPLE 2025 LOI

# Budget & Budget Narrative

Resources already committed to this project at the time of application

- Cash
- In-kind
- NOT proposed use of FHSP funds

HEALTHY PEOPLE 2025 LOI

# Supporting Documents

- IRS Determination Letter of Organizational Status Verification
- Organization 2024 Annual Financials
- List of Board of Directors

HEALTHY PEOPLE 2025

# Goals and Outcomes

The RLOI does not specially call out a request for goals and outcomes.

If invited to submit a full grant application, you will use *The Water of Systems Change* as the evaluation framework, along with anything you may already have in place.

**HOW TO APPLY:  
FLUXX  
GRANTS PORTAL**



# GRANTS PORTAL

# Fluxx

Healthystpete.fluxx.io

Please fully complete individual and organization profiles, including contact information.



**Foundation** for a  
**Healthy St. Petersburg**

Welcome to the Foundation for a Healthy St. Petersburg's Partner Portal

Login (all fields required)

Sign in

[Forgot Password?](#)

[LOG IN](#)

If you have already registered, please provide your username and password in the fields to the left to log in to the Grants Portal.

[REGISTER](#)

Please click on **Register** below to begin the registration process. Once your registration is submitted, please allow up to 48 hours to receive credentials to access the portal.

If you have further questions, please contact us at [grants@healthystpete.foundation](mailto:grants@healthystpete.foundation).

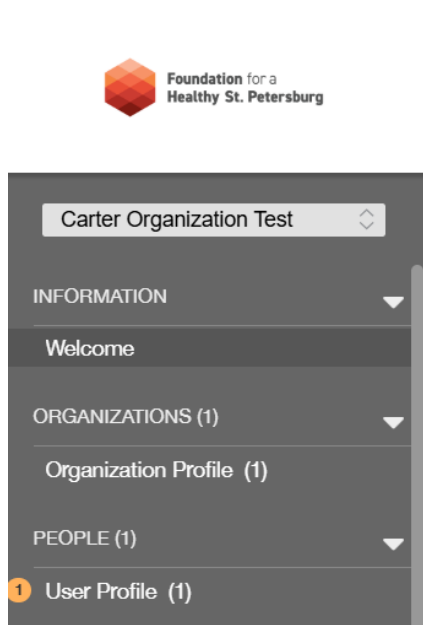
Register

 FLUXX

[Privacy Policy](#) [Accessibility](#)

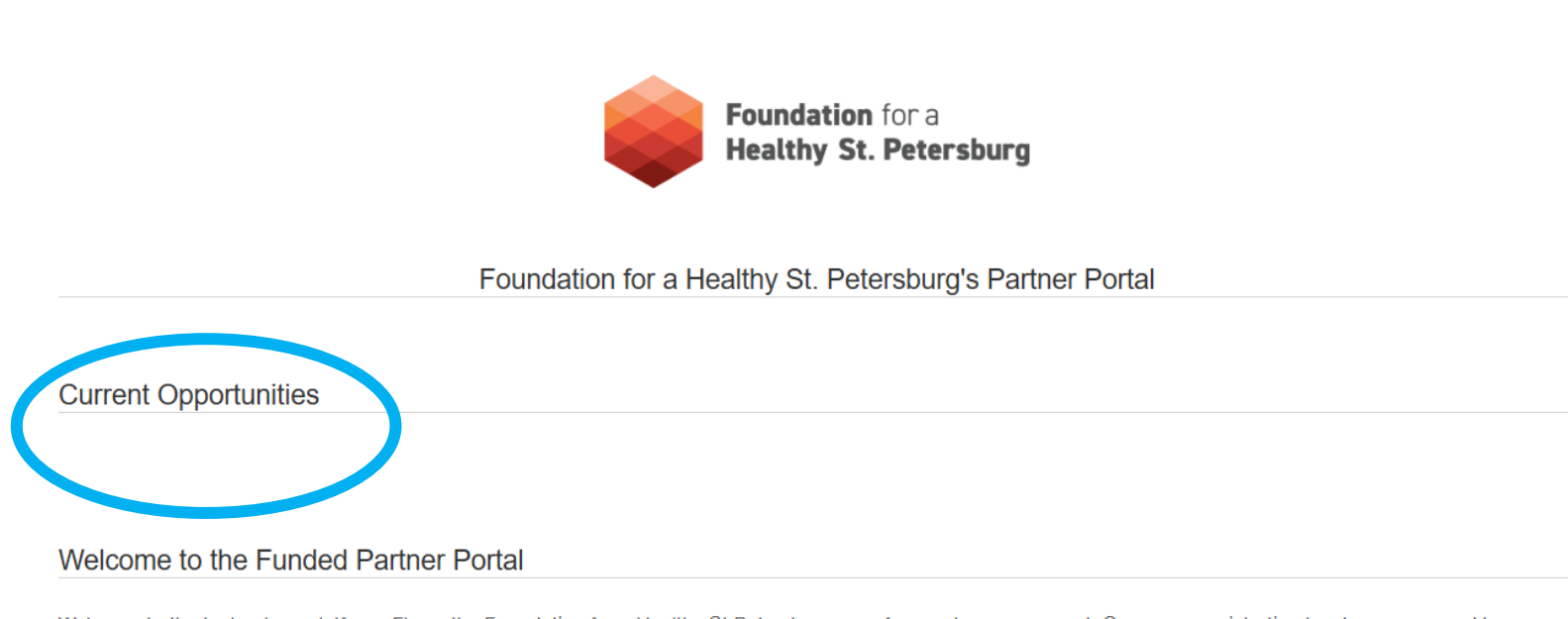
# GRANTS PORTAL

# Starting Your Application



The sidebar navigation menu includes the following items:

- Carter Organization Test
- INFORMATION
- Welcome
- ORGANIZATIONS (1)
- Organization Profile (1)
- PEOPLE (1)
- User Profile (1)



The main content area features the following elements:

- Foundation for a Healthy St. Petersburg logo
- Foundation for a Healthy St. Petersburg's Partner Portal
- Current Opportunities** (highlighted with a blue circle)
- Welcome to the Funded Partner Portal

# GRANTS PORTAL

## Navigating Fluxx

The screenshot displays the Fluxx Grants Portal interface. On the left is a dark sidebar navigation menu with the following categories: INFORMATION (Welcome), ORGANIZATIONS (2) (Organization Profile (2)), PEOPLE (1) (User Profile), PENDING REQUESTS (6) (Draft Requests (1)), Need More Info, Exit/Withdrawn (2), GRANTS AND LOANS (2) (Active Projects (2), Closed Projects), and REPORTS (5). A yellow circle highlights the 'PENDING REQUESTS (6)' category. The top of the page features the 'Foundation for a Healthy St. Petersburg' logo and a search bar. Below the search bar, a green header identifies the current grant as 'Healthy People Carter Organization Test' with ID 'R-2504-18898', Program Lead 'Julie Rocco', and Status 'Draft'. The main content area has a dark blue header with the title 'Carter Organization Test' and 'Demo'. It includes fields for 'ID: R-2504-18898', 'Program Lead: Julie Rocco', 'Duration: 11/1/2025 -', and 'Amount Requested:'. A 'Primary Grant Contact: Test Grantee' is listed. A progress bar shows the current status as 'Draft' (yellow), followed by 'Under Review' (orange) and 'Final Review' (pink). A yellow circle highlights the 'Edit' button and a printer icon in the top right corner. Below the progress bar is a 'Table of Contents' section with a dropdown arrow and the text 'Use these links to jump to different areas on the form.' The links listed are: Important Information, Contact Information: Lead Applicant, Organization Information: Lead Applicant, Request Summary: Lead Applicant, Letter of Interest: Lead Applicant, Letters of Commitment, Budget and Budget Narrative, Supporting Documents: Lead Applicant, and All Uploaded Attachments and Documents. An 'Important Information' section follows, containing instructions: 'Please review the application instructions related to this grant cycle for guidance while completing the application. Please complete all required fields and upload required attachments before submitting the application. IMPORTANT: This online portal does not automatically save content that has been typed into the portal. Please SAVE your work often.' At the bottom right, there are 'Withdraw' and 'Submit' buttons, with a yellow circle highlighting the 'Submit' button. The footer includes the 'FLUXX' logo and the text '1 - 1 of 1'.

## GRANTS PORTAL

# General Guidance

- Click “Edit” in upper righthand corner to begin inputting information.
- Save often.
- Contact us early with technical questions.
- When submitting, you must “Save & Close,” then click “Submit” in the bottom right corner.
- Fluxx will not allow you to submit with missing information – this is to make sure you have a complete application for review.

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# Additional Resources

- Fluxx Video Guides
  - Fluxx Orientation
  - Healthy People 2025 LOI Walkthrough
- Water of Systems Change
- FHSP South St. Pete Health Equity Profile
- Dr. Tomalin's Weekly Challenger Article

HEALTHY PEOPLE 2025 LOI

# Scoring Rubric = 100 Total Points

- Executive Summary
- Systems Change Approach
- Organizational Overview
- Collaboration Strategy
- Letters of Commitment from Collaborative Partners

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# Technical Assistance

All FHSP staff will be in a cone of silence.

Fluxx questions: Olivia is available for technology assistance at [olivia@healthystpete.foundation](mailto:olivia@healthystpete.foundation) or 727.440.7957.

You may submit questions for Q&A about RLOI in writing to [grants@healthystpete.foundation](mailto:grants@healthystpete.foundation). All questions will be answered in writing and shared on the Foundation's website.

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# Invitation to Submit

- Notifications Regarding LOI: Week of June 23, 2025
- Selected Applicants Complete Full Application: July 7, 2025, to August 28, 2025
- Only inviting up to 4 multi - sector collaborations to apply



HEALTHY PEOPLE 2025

# Together with Our Community

Resources Available During Grant Application Process:

- Grants Team
- Research, Evaluation, and Learning Team
- Impact Team

All requests for FHSP resources will be facilitated by the Grants Team.

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# Final Submission of Grant Application

- Final Grant Applications Due: August 29, 2025, by 5:00 PM EST
- Notification of Grant Awards: Week of October 6, 2025
- Start Date of All Funded Initiatives: November 1, 2025

**Q & A**



**Foundation** for a  
**Healthy St. Petersburg**

## **Contact Information**

Foundation for a Healthy St. Petersburg

grants@healthystpete.foundation

727-865-4650