



## Wellstar Mobile Market Sites Request for Proposals

The Wellstar Center for Health Equity, in partnership with the Wellstar Foundation and Goodr, is starting our second year of the food access program, Wellstar Mobile Market. This initiative will mobilize food markets at locations across the Wellstar service area from February - June 2022. During the COVID-19 pandemic, food resources are needed more than ever before.

### About Wellstar

[Wellstar Health System](#), formed in 1993 and headquartered in Marietta, Georgia, is one of the largest integrated, community health systems in Georgia. A not-for-profit health system, Wellstar has patient care services in 27 counties which include: 11 hospitals, 10 emergency departments, 300+ medical office locations, 9 cancer centers, 55 rehabilitation centers, 3 hospice facilities, 1 retirement village, 21 imaging centers, 15 urgent care locations and 5 health parks.

Nationally ranked and locally recognized for our high-quality care, inclusive culture, and exceptional doctors and caregivers, Wellstar cares for close to 3 million patients annually and is the largest indigent care provider in the state. Seven of our 11 hospitals serve as the designated safety net hospitals for our service areas, including Troup, Paulding, Douglas, Spalding, Butts, and Cobb counties. In certain rural communities, Wellstar provides the only health care available.

In 2019, the system provided over \$785 million in uncompensated care and additional health services to the communities across Georgia. This includes our community programs, but also charity care for patients who qualify, or were unable to pay; State and Federal shortfalls in reimbursing for the cost of care under the Medicare and Medicaid programs; and other unreimbursed costs of care.

### About the Wellstar Center for Health Equity

[Wellstar's Center for Health Equity](#) activates system-wide strategies, initiatives and programs that are addressing health disparities. Driven by a cross-functional team, the Center leverages Wellstar's diverse leadership and expertise so we can show up for our community when and where they need us most.

To learn more about Wellstar's Center for Health Equity, please review the attached infographic.



## About Wellstar on Wheels: Mobile Market

A mobile market program provides healthy food options in communities that did not formerly have access to fresh produce and other nutritious food choices. In the 2019 Community Health Needs Assessment (CHNA) reports, all communities within Wellstar's service area had areas of food insecurity with low access to grocery stores and healthy food options. The mobile market program will address the populations that have been identified most in need of food resources. This innovative model is in partnership with Goodr and funded by the Wellstar Foundation.

[Goodr](#), a sustainable food waste management company, leverages block chain-enabled technology to reduce food waste. This organization also provides community programming to address food access. Goodr has produced its signature pop-up grocery store since 2017 and in partnership with Wellstar, will provide socially distanced, drive-thru food markets to ensure the safety of the community.

The Wellstar Center for Health Equity is accepting applications for Mobile Market sites that can serve as a monthly location over the five-month program. This initiative will mobilize food markets at locations across the Wellstar service area from February- June 2022. Each location will serve at least 100 households per month through a client choice, family friendly, culturally appropriate drive-thru market. The program goal is to increase food access and provide nutrition education to those in the community are most in need.

Food is another form of medicine and the Wellstar on Wheels: Mobile Market will ensure community members are consistently provided with access to healthy food resources and a connection to additional food assistance programs.

## Eligibility

Wellstar Health System will partner with up to nine organizations with demonstrated experience in serving the community. Each application will be evaluated using specific measures for the sites in the pilot program and eligibility criteria will prevent organizations from applying if they do not qualify. **The formal application must be submitted electronically to [wellstar.smapply.io](https://wellstar.smapply.io) by 11:59pm EDT, Thursday, November 4, 2021.**

### Eligibility criteria includes:

Wellstar Mobile Market locations are a key part of ensuring program success and as community site partners, we need support in the following ways:

- Program commitment from February-June 2022



- Organization location in Butts, Clayton, Cobb, Douglas, Fulton, Paulding, Spalding, and Troup counties
- On-site, outdoor space to host a drive-thru mobile market
- Ability to promote the mobile market to the population your organization serves
- Recruit volunteers to provide on-site to Wellstar Community Health and Goodr teams

**Each application is carefully considered, and we encourage all applicants to review this Request for Proposals in full. Priority will be given to applicants who:**

- Provide services or programs that serve populations that are at a higher risk for food insecurity; these populations include senior adults, minority communities, rural communities or households with children
- Describe the community served by this organization and provide additional information regarding number of community members impacted each year
- Illustrate how the organization can partner with Wellstar as a host site including specific examples of how assistance can be provided for community member recruitment and program volunteerism
- Provide evidence of past success in hosting community-based programs at location, preferably in an outdoor space

#### **Important Dates**

- Application Portal Opens: Friday, October 15, 2021
- Application Deadline: Thursday, November 4, 2021
- Notice of Site Selection: Wednesday, December 1, 2021
- Program Begins: Tuesday, February 1, 2022
- Program Ends: Thursday, June 30, 2022

**Proposals must be submitted electronically by 11:59pm EDT, Thursday November 4, 2021.**

#### **Scoring Criteria**

Proposals will be reviewed by Wellstar Health System based on fulfillment of criteria using a defined rubric.

#### **Contact Us**

Wellstar Mobile Market  
[communityhealth@wellstar.org](mailto:communityhealth@wellstar.org)