

NWX-HRSA MCHB

**Moderator: Michelle Tissue
January 14, 2021
12:00 pm CT**

Coordinator: Welcome and thank you for standing by. At this time all participants are on a listen-only mode until the question-and-answer session of today's conference. At that time to ask a question press Star 1 on your phone and record your name at the prompt. Today's call is being recorded. If you have any objections you may disconnect at this time. I would now like to turn the call over to Michelle Tissue. Thank you. You may begin.

Michelle Tissue: Thank you so much (Alyssa). Good afternoon and welcome to the Notice of Funding Opportunity Technical Assistance Session for HRSA 21043, the MCH Workforce Development Center Program. My name is Michelle Tissue and I am the Project Officer for the MCH Workforce Development Center Program and I'm delighted to be joined virtually by a number of my colleagues from the Maternal and Child Health Bureau.

I am also joined by Hazel Booker, my colleague from HRSA's Division of Grants Management Operations and the Grants Management Specialist for this program, and you will hear from Hazel a little later in this presentation.

Before we begin let's briefly review logistics for today's session. The session is being recorded and will be made available after the call for your reference. You may ask a question at any time throughout the presentation by using the chat pod in Adobe Connect. We will also accept questions at the conclusion of the presentation via phone using an operator assisted Q&A.

If your question is not answered during today's session, please feel free to follow up by email. You may adjust the size of your slides at any time and view them in a full screen format by clicking the icon with four arrows in the top right corner of the slide.

In today's technical assistance session we will briefly review background information on the Health Resources and Services Administration or HRSA and the Division of MCH Workforce Development. I will summarize the Notice of Funding Opportunity which you will hear referred to as the NOFO then you'll have time for a question-and-answer session.

Let's start with an overview of HRSA. HRSA supports more than 90 programs that provide health care to people who are geographically isolated and/or economically or medically challenged. Support is provided through grants and cooperative agreements to over 3000 awardees. These include community and faith-based organizations, colleges and universities, hospitals, state, local and tribal governments and private entities.

Every year HRSA programs serve tens of millions of people including people living with HIV/AIDS MCH population and those otherwise unable to access quality healthcare.

Our mission at HRSA is to improve health outcomes and address health disparities through access to quality services a skilled health workforce and

innovative high value programs. HRSA's 2019 to 2022 strategic plan has five key goals you see on your screen.

There are five bureaus and 11 offices within HRSA one of which is the Maternal and Child Health Bureau or MCHB. The Division of Maternal and Child Health Workforce Development is one of the divisions of MCHB and is responsible for developing current and future generations of MCH leaders through three types of programs, undergraduate pathways and graduate education, support for practicing MCH professionals and community-based programs.

The Division of MCH Workforce Development supports a continuum of these training programs with the goal of supporting both future and practicing MCH workforce. These programs include exposure to MCH concepts through our Undergraduate Pathways Program, Interdisciplinary Graduate Education Programs and support for the practicing MCH workforce. The MCH Workforce Development Center is a key investment for the division and our support of the practicing MCH workforce.

The division also supports community-based programs through our Healthy Tomorrows Partnership for Children program. You can learn more about MCHB and the division through the bureau's Web site.

We will now move into a summary of HRSA (21043). This presentation will provide a high-level summary of the NOFO but please do review the NOFO in its entirety. The due date for applications is April 6, 2021. You must apply for the MCH Workforce Development Center Program to apply for the additional funding available for building capacity to advance population health approaches for children and youth with special health care needs.

We anticipate that the MCHB Workforce Development Center program will be funded at up to \$1,720,000 per year for five years. We anticipate that up to \$250,000 will be available during the first budget period to support building capacity to advanced population health approaches for children and youth with special health care needs.

HRSA estimates that up to one cooperative agreement will be funded under this announcement and up to one MCH Workforce Development Center recipient may receive the optional additional funding in the first budget period. The period of performance will be September 1, 2021 through August 31, 2026 -- a five year cycle for the MCH Workforce Development Center Program.

The additional funding will be for a 12-month period during the first budget period of the MCH Workforce Development Center Program. Eligible applicants for MCH training grants including the MCH Workforce Development Center Program includes domestic, public or nonprofit private institutions of higher learning. Please note you must apply to the MCH Workforce Development Center Program to request the additional funding in year one of this program.

This program is authorized by Title V of the Social Security Act and is funded as part of the Special Projects of Regional and National Significance or SPRANS.

Please note that HRSA will provide funding for the MCH Workforce Development Center Program in the form of a cooperative agreement. HRSA anticipates substantial involvement with the recipient during the period of performance. And I encourage you to familiarize yourself with recipient and HRSA roles and responsibilities on Pages 4 and 5 of the NOFO.

The purpose of the MCH Workforce Development Center Program is to strengthen the practicing and future MCH workforce by providing training and collaborative learning for state Title V MCH services Block Grant program leaders and staff. Training will focus on three key topic areas related to health formation including ongoing implementation of the Title V block grant.

Those topic areas include systems integration, change management and adaptive leadership and evidence-based decision-making. I encourage you to review the background section of the NOFO for an overview of the need for this program and for training in the focused areas outlined above.

There are four key objectives of the MCH Workforce Development Center Program listed on your screen, to coordinate and implement a national training strategy to address all three key topic areas within the center's purview, to develop and offer multiple modalities of training to Title V leaders and staff, to support summer practicum and internship placements for the future Title V workforce undergraduate and graduate students and to establish and strengthen academic practice partnership with state Title V programs and national public health practice partners.

Also in this notice is the opportunity to apply for additional funding to support building capacity through advance population health approaches for children and youth with special health care needs. Applying for this additional funding is optional and I will discuss the optional funding later in this presentation.

Now we will walk through the program specific instructions which begin on Page 8 of the NOFO. Please note that the abstract will count towards the 80 page limit of the MCH Workforce Development Center Program application. I

encourage you to review the content in Section 4.1 of the SF424 R&R Application Guide for general guidance on preparing an abstract and ensure you refer to the additional instructions in the NOFO which provide required headings and content for MCH Workforce Development Center applicants.

We will now move into an overview of the narrative requirements of the NOFO. Successful applications will contain the narrative information outlined beginning on Page 9. Please use the section headers for the narrative specified in the NOFO.

Introduction section of your application you must completely describe the purpose of the proposed project. In the Needs Assessment section you should describe the background of the proposal evaluating the national and MCH specific need and demand for workforce development in all three topic areas of the centers -- systems integration, change management and its active leadership and evidence-based decision-making.

You should document the relationship between your proposed project and the purpose of the program as outlined in the NOFO and describe how a well-trained workforce contributes to improvements in MCH population health outcomes. In the methodology section you must be responsive in addressing all six areas covered within this section which include goals and objectives, a training plan, training the future Title V workforce, academic practice partnerships, ongoing needs assessments and open source content in collaboration with MCH Navigator.

The methodology section is scored as part of the response review criteria and has a standalone sub criteria worth 20 points. Please note this as you are preparing your application.

And now I'll walk through those six components within the methodology section. You must state the overall goals of your proposed projects and outline specific objectives that support these goals. The objectives should be Specific, Measurable, Achievable, Relevant and Time-oriented or SMART and includes specific outcomes for each project year.

You must indicate how your stated goals will respond to the need of the project and address MCH workforce development gaps that you have identified in the needs section of your application.

Part 2 of the methodology section pertains to a training parameter outline. This will be included as Attachment 1 of your application. You must describe a comprehensive plan for the development and delivery of training and technical assistance for Title V leaders and (unintelligible) a training outline again must be included as Attachment 1.

You should consider six elements in developing your training plan. Let's walk through them briefly now.

The first section is around training opportunities and reach. Your training plan must include opportunities to engage Title V leaders and staff in short and long-term training experiences. Universal training should provide exposure to basic principles in the three core areas center and should be available to staff in all states and jurisdictions.

Intensive training should focus on comprehensive in-depth technical assistance and coaching over a multi-month engagement and should focus on the application of knowledge and skills to state projects including implementation of state Title V action plans. As part of your plan, you should demonstrate that over the five-year period of performance we will engage at

least 150 Title V staff from 30 states or jurisdictions in intensive training opportunities.

While we encourage you to engage prospector partners in intensive training activities Title V staff should compose at least 50% of each state team and you should obtain the support of each participating state or jurisdiction Title V director. We always – we also encourage you to think about how diverse perspectives can be engaged as part of Title V teams.

In addition to the universal and intensive training you're encouraged to propose additional innovative cross sector opportunities to build the capacity of Title V professionals and extend the reach of the center. You should also discuss how intensive services will be tailored for each participating state and jurisdiction to account for workforce capacity and competing priorities.

The second component is around the training content. We must outline the training content for each of the three focus areas -- system integration, change management and adaptive leadership and evidence-based decision-making including how the content will align to both universal and intensive training and how engaging in training across all three content areas will maximize the impact of training and enhance implementation of Title V programs and activities.

Please review the list of HRSA and MCHB programs provided on Page 10 of the NOFO and discuss how the center's content will not duplicate content for these (five V) programs or other public health training providers and how content produced by the center can be adapted for use in training the future Title V workforce, undergraduate students.

Finally you should describe develop training content to meet ongoing and emerging needs such as health equity, implementation science and family engagement.

The next section of your training plan or outline will include training delivery method. Title V participants should be offered a variety of capacity building experiences and you may consider using tailored one on one consultations with Title V agencies to achieve your proposed workforce development activities.

You should clearly outline how intensive training delivery methods will provide an opportunity for Title V leaders and staff to enhance and apply skills in a real-world context and with attention to apply implementation to drive translation of evidence to practice.

The next component of your training plan is around competencies. You must identify the competencies expected of learners of completing training activity. And this should be aligned to the intensity and the modality of the training engagement. Please indicate alignment with key public health frameworks and we have provided a list of some sample frameworks on Page 11 of the NOFO.

The next part of your training plan will include an outreach and recruitment strategy. Please provide a detailed description of how you will recruit Title V leaders and staff to participate in the center's universal and intensive training opportunity. You should propose a plan for how you will select states to participate in intensive training activity and describe efforts to recruit states and jurisdictions who have not previously worked with the center then how you will insured geographic diversity of participating states.

Please refer to links in the NOFO for key information on who has been reached by the current MCH Workforce Development Center investment.

The final part of your training plan will include how you engage with Title V over the period of performance. Title V leaders and staff should be consulted in the design and delivery of training to ensure activities are relevant and appropriate for Title V program staff and to continue to gather information about Workforce Development Center needs. You may consider convening an advisory committee comprised in part of the target audience.

We'll now move on to the next part of the methodology section which is around training the future Title V workforce. A key audience for the center's activities is also the future Title V workforce undergraduate and graduate students.

And you should also develop a plan to enhance knowledge and skills of the future Title V workforce and provide exposure to careers in state MCH workforce. These opportunities may include distance learning opportunities and through practicum or internship placement. We also encourage you to highlight innovative methods you may need to develop and support the future Title V workforce.

The next section of the methodology focuses on academic practice partnerships. You must document active functioning collaborative academic practice partnerships with Title V MCH programs and other relevant state and local and private sector programs and your letters of support which will be included as Attachment 2 must demonstrate these academic practice partnerships.

You should also describe how Title V programs can strengthen academic practice partnerships with local academic institutions and MCHB funded training programs including connecting states to faculty and/or trainees. These ongoing relationships should assist Title V in advancing evidence in decision making and implementing evidence-based programs and policies.

Next in the methodology is the ongoing needs assessment. You must describe a plan to conduct an annual review of Title V workforce needs and outline the sources for regularly monitoring needs and how this ongoing assessment will inform your continuous review and improvement of training content. You should also describe a plan to contribute to the assessment of MCH workforce needs nationally including how you engage with partners to ensure adequate data are available to inform MCH workforce strategic priority.

The last part of the methodology section is around open source content and collaboration with the MCH Navigator. All distance-based self-paced training must be accessible online and must be available free of charge. We strongly encourage you to use MCH Navigator as the vehicle for posting training to reduce duplication.

The next part of your application will focus on a work plan and logic model. Applicants are expected to formulate both a work plan and logic model to guide the implementation of your program. Both documents must be submitted in Attachment 3.

Your workplan should describe activities that is used to achieve each objective including a timeline for each activity, identify responsible staff and as appropriate meaningful support in collaboration with key stakeholders in planning, designing and implementing all activities.

Your logic model should describe program process and outcomes, identifying inputs and outputs contributing to the expected outcome measures. The logic model in the appendix of the NOFO serves as a conceptual model for the center. This may also serve as a sample format for your logic model submission which can be as short as one page.

The next part of your application will focus on a resolution of challenges. Here you'll identify and discuss the challenges that you are likely to encounter in designing and implementing the program activities that are outlined in your work plan. You should also describe the approaches that will be used to resolve these challenges.

The next section of your application will be evaluation and technical support capacity. Describe how you will measure short, intermediate and long-term outcomes including those listed on your screen. You should indicate how these short and long-term outcomes can advance population health outcomes for MCH populations. And I encourage you to review the NOFO for these sample outcomes that are provided.

Your evaluation plan should also relate specific outcomes of interest for the future Title V workforce and outline a plan to assess the impact of this program on a enhancing academic practice partnership and the transfer of new or innovative methods for training and workforce development. Again there are sample outcomes on Page 14 of the NOFO.

In addition this section should include a description of the systems and processes that will support your organization's tracking and collection of MCHB's required performance measures and the data selection strategy to collect, analyze and track data to measure process and impact and outcome.

You should present potential obstacles for implementing the program performance evaluation and how your program will address those obstacles.

Also included in the Evaluation and Technical Support Capacity Section is a discussion of dissemination and sustainability. Under dissemination you should document a plan for disseminating center products, methods and outcomes and highlight special efforts to disseminate products and project results to MCH public health graduate education programs such as the centers of excellence in MCH and MCH public health catalyst programs. You must also demonstrate compliance with Section 508 requirements.

Finally describe a plan for sustaining key elements of your projects including distance-based learning opportunities and academic practice partnership.

The organizational information section of your application is broken into two sections. The first is related to your organizational structure and capacity. In this section describe your organization's mission, structure and scope of current activities and administrative and organizational structure within which the program will function.

You should document key academic practice partnerships that will contribute to the center's ability to carry out the proposed projects and include a project organizational chart as Attachment 4. You must demonstrate expertise and knowledge in all three focus areas of the center which may be demonstrated through formal strategic partnership.

Finally describe your knowledge and experience of implementation science to drive the design and delivery of technical assistance and training.

The second component of the organizational information section is related to the project director and faculty and staff qualifications. The MCH Workforce Development Center project director should have direct functional responsibility for the program. He or she should have robust leadership in MCH public health experience and expertise and building capacity of the Title V workforce and experience in developing and maintaining academic practice partnerships to advance workforce development.

The project director is expected to commit a minimum of 30% effort to this project. This 30% effort cannot be shared but it may be a combination of grant support or in combination with in-kind support. Note that only one project director is formally recognized by HRSA on the Notice of Awards.

For key personnel you must document key personnel's experience in working with state Title V programs in successful academic practice partnership and in comprehensive knowledge of MCH issues and workforce development.

You should document staff capacity and adult learning theories and implementation science. A staffing plan and job description for key personnel should be included in Attachment 5.

Your budget and budget justification narrative should include - your narrative should fully explain and justify your resources needed and clearly document partnerships with academic and practice partners. Please follow the instructions in Section 4.1 of HRSA's SF424 R&R Application Guide and note that in direct costs are capped at 8%. And your grants management specialist for this program will provide additional budget details shortly.

There are five required attachments that MCH Workforce Development Center Program as outlined here. Please review them in detail and ensure you

have each attached in your final application. Attachment 6 is optional and it's only required if you are applying for additional funding to support building capacity to advance population health approaches for children and youth with special health care needs. Attachment 6 will not be scored during objective review. So let's talk a little bit more about Attachment 6 now.

Again you must apply for the MCH Workforce Development Center Program to apply for this additional one-year funding. I will reiterate that Attachment 6 is optional and is not scored during objective review.

Attachment 6 does not count against the 80 page limit of the MCH Workforce Development Center application, however Attachment 6 must be no longer than five pages.

These additional one year funds should be used to convene a topic specific applied learning opportunity for up to eight state Title V program teams in the first budget period of the Workforce Development Center Program.

This learning engagement will focus on building capacity in the center's three focus areas as it relates to developing and implementing population health approaches for children and youth with special health care needs. Your plan as included in Attachment 6 should include a mechanism to recruit up to eight state Title V teams, a training curriculum that will help state Title V teams build capacity and proposed training modalities that will facilitate peer to peer work and interactions across state teams including virtual and in person training opportunities as possible.

You must document experience working with states to develop capacity to implement population health approaches for children and youth with special

health care needs. And again experience may be demonstrated through strategic partnership.

Possible population approaches for state teams are included in the NOFO on Page 19 and I encourage you to review those if you're interested in applying for this additional funding.

A separate line item budget justification is required for this additional funding and you may request up to \$250,000 includes the direct cost for the proposed additional funding. The budget justification does count towards the five page limit of Attachment 6.

This chart provides a crosswalk of the review criteria with the corresponding sections in the narrative and lists their point value. Please ensure that you carefully analyze each of the review criteria as these will be used to score your application during the objective review. In fiscal year 2020 73% of successful applications for MCHB programs scored 95 points or higher. Every point counts.

The appendix in the NOFO serves as a sample logic model only. You are not required to use this format for your logic model. I will also note that since 2016 the NOFO no longer requires a competing - no longer requires competing continuation applicants to provide a summary progress reports or accomplishment summary.

Please pay careful attention to the application page limits that are outlined in the NOFO. The total size of all uploaded files included in the page limit may not exceed 80 pages for the MCH Workforce Development Center program or 85 pages if you apply for the additional funding.

The 80 page limit includes the abstract project and budget narratives, attachments including biographical sketches and letters of commitment and support. Standard OMB forms that are included in the workspace application package do not count in the page limit.

And at this time I am pleased to ask the HRSA Grants Management Specialist Hazel Booker to provide some additional information on the budget components of your application. Hazel I'll turn it over to you.

Hazel Booker: Thank you. Hello everyone, Hazel Booker your Grants Management Specialist and I'm going to talk about the grants management role.

The grants management role is to advise and assist with the interpretation of the grants management policies, to oversee the business and the fiscal and the other non-program aspects of the grant or cooperative agreement.

And the SF424 on our application guide. The purpose of this application guide is to provide detailed instructions for the application prepare submission process. I'm sorry, and the SF424 Application Guide is HRSA's Notice of Funding Opportunity. This document does not replace the program specific guidance provided to you in the NOFO. Applicants are responsible for reading and compiling their information into the HRSA SF424 R&R Application Guide.

Salary limitation. The Department of Defense and Labor Health and Human Services and Educational Appropriations Act of 2019 continuing on Appropriations Act 2019, Public Law 115245 Division of CE 202 indicates there is a salary limitation and you can do your research on that. All the information is right here. Please read carefully the additional information

found in the funding opportunity in the application guidance on the salary limitation.

Your budget narrative must explain the amounts requested for each budget line item, personnel salary, fringe benefits, travel supplies. Be very detailed in those. Percentages of time, physician titles and duties for all personnel must be provided in the budget narrative.

Contract information, please be very clear and explain the purpose of each contract's subaward and the cost estimated. Please, please submit a current copy of your recent indirect cost word agreement which as Michelle discussed before is a cap of 8%.

Provide a one year budget for each year of the project period. Each budget must be described how each item will support and achieve the proposed objectives. You must support and be consistent with all costs allocated for this form. This cannot be used to expand your - on your project narrative.

Here is some key requirement information. Please have a valid DUNS number and that must be in the application. Please make sure that that is done early. Things do happen so please make sure that it's done early. Please register and SAM early also and your financial management.

And here is contact information for myself and for Michelle. And at this time I'll turn it back over to Michelle unless there is any questions for me.

Michelle Tissue: Thanks Hazel.

Hazel Booker: Thank you.

Michelle Tissue: We'll get to questions in just a second.

Hazel Booker: Oh.

Michelle Tissue: And so you'll see on your screen there is contact information for me, Michelle and also for Hazel as the grants management specialists of this program.

I will let you know that the - this coordinating or this technical assistance section session will be available at the link you see on your screen. This link is also provided in the NOFO. We expect a recording is usually available in a week to two weeks after this session so you can refer back to it as needed.

And at this time we're happy to take any questions you have about programmatic or budgetary aspects of this NOFO or your application. So as a reminder you may type your questions directly into the chat pod. And at this time I'll also ask (Alyssa), our operator to remind participants how to ask a question over the phone.

Coordinator: Thank you. If you'd like to ask a question please press Star 1 on your touch-tone phone. Make sure your phone is on muted and record your name clearly when prompted. Your name will be required to introduce your question.

If you need to withdraw your question you can press Star 2. Again to ask a question please press Star 1 and record your name. We'll take a moment for questions to come through. Please stand by.

Michelle Tissue: Thank you (Alyssa). And while we wait for any questions over the phone there is one question in the chat pod. It reads, "There is some strong focus on alignment between this opportunity and the centers of excellent and other

academic centers. What is the desired outcomes of this strengthened alignment within this five year period?"

Thanks for your question (Amy). So I think our intended goals are really to create strong and sustainable academic practice partnership particularly with states and academic institutions that they might work with after the centers engagement has been completed, so really creating and helping to strengthen those partnerships and also really to think about bidirectional exchange.

So where the center has practice models that should be incorporated into undergraduate and graduate curriculum or where there are evidence based policies or new research emerging that could be translated into practice. We really want those partnerships to help strengthen the translation from research to practice.

And (Amy) let me know if you have any follow-up questions related to that. There is also a question about whether there is a minimum number of students expected each year to participate in the internship program.

(Dorothy) there's no minimum provided but certainly we would expect any proposal of an internship to align with those budgetary asks in terms of, you know, dollars to support those activities and then also the anticipated outcomes.

And another question about budgets, "So will the budget count against the 80 page limit? I understand that the budget narrative does."

Hazel can you answer the question about the SF424 budget forms? I assume (Rachel) maybe you can specify that you need in SF424 Budget Form?

Hazel Booker: That was going to be my question. Does she mean...

Michelle Tissue: So she said yes, the SF424 R&R our Budget Form.

Hazel Booker: Does it count against the narrative?

Michelle Tissue: Does it count against the 80 page limit?

Hazel Booker: No because that's part of her form.

Michelle Tissue: Yes.

Hazel Booker: Is she talking the narrative or the form? I want to make sure I understand that?

Michelle Tissue: It's just the form. So she said she understands that the budget narrative does count towards the page limit and...

Hazel Booker: Okay.

Michelle Tissue: ...that the forms themselves, the OMB standard budget forms do not...

Hazel Booker: Okay.

Michelle Tissue: ...count against the 80 page limit.

Hazel Booker: Correct.

Michelle Tissue: Thank you. Another let me pause. (Alyssa) are there any questions on the phone?

Coordinator: Yes we do have one question from (Rachel Howe). Your line is open.

Michelle Tissue: Okay. Rachel says she asked it on the computer so operator you can go ahead...

Coordinator: Okay. I'll go ahead and close that line.

((Crosstalk))

Coordinator: Thank you.

Michelle Tissue: Thank you. And we have one other – one additional question. "In Adobe Connect can you say more about the national training strategy requested related to the three core areas? What's the purview of that training strategy?"

So when we think about a national training strategy (Amy), we want to think of about the reach of the center so again thinking about how the multiple modalities of training universal and intensive will have the ability to reach a national audience for all 59 states and jurisdictions understanding that proposed intensive training may reach a subset of that audience but certainly the opportunity for all states and jurisdictions to receive training and technical assistance from the center either through universal or through intensive services.

I'm not seeing any additional questions in Adobe Connect. Let's check in on the phone one more time.

Coordinator: I show no questions in the queue at this time.

Michelle Tissue: Thank you. So I'll give it another 30 seconds or so. If you have any additional questions please feel free to type them in the chat pod now. I'm also going to put up my contact information and Hazel's contact information. And you can feel free to reach out to us by email at any time as you think of additional questions or if you need any clarifying information based on the questions asked today.

Okay last call for questions. It looks like there's one more person typing so we'll just give it one more second. Oh, just a thank you. Thank you (Dorothy) for joining us.

So at this time we'll conclude today's NOFO technical assistance session. Thank you so much for joining us. Again please refer us to the NOFO for a link that will include a recording of this session. And please don't hesitate to reach out to us if you have any questions at all during the application period. Thank you so much and enjoy the rest of your day. Bye-bye.

Coordinator: That concludes today's conference. Thank you for participating. You may disconnect at this time.

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