



Emerging Issues in Maternal and Child Health (HRSA-21-080)

Technical Assistance Webinar

*January 26, 2021
2 – 3pm ET*

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Maternal and Child Health Bureau (MCHB)

Vision: Healthy Communities, Healthy People



Agenda

- Housekeeping Items
- HRSA and MCHB Overview
- Program Overview
- Project Narrative Details
- Budget Details
- Review Criteria
- Q&A



Housekeeping Items

- Download the NOFO and today's presentation in the "File Share" pod
- A recording of this presentation and a copy of the NOFO will be posted on the program website: <https://www.hrsa.gov/grants/find-funding/hrsa-21-080>
- Please type questions in chat box or hold until the end during the verbal Q&A session
 - To participate in the Q&A please make sure you are dialed in using the call-in information



How to Access the NOFO

Option 1: www.hrsa.gov/grants/find-funding

Option 2: Grants.gov

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HRSA-21-080
Emerging Issues in Maternal and Child Health
Department of Health and Human Services
Health Resources and Services Administration

Apply

SYNOPSIS VERSION HISTORY RELATED DOCUMENTS PACKAGE

General Information

Document Type: Grants Notice
Funding Opportunity Number: HRSA-21-080

Emerging Issues in Maternal and Child Health
Department of Health and Human Services
Health Resources and Services Administration

Apply Subscribe

IS VERSION HISTORY RELATED DOCUMENTS PACKAGE

Print Package List ?

Grant Opportunity Package

PLEASE READ BEFORE APPLYING!
Review and complete your application package using Grants.gov downloadable PDF forms, you MUST have Adobe Reader installed. You may receive an error using incompatible versions of Adobe Reader. To prevent a validation error, it is now recommended you uninstall any earlier versions of Adobe Reader and install the latest compatible version of Adobe Reader. If more than one person is working on the PDF forms, ALL applicants must be using the same Adobe Reader version. [Click for more information on Adobe Reader Compatibility.](#)

Opportunity Package(s) Currently Available for this Funding Opportunity:

DA	Competition ID	Competition Title	Opportunity Package ID	Opening Date	Closing Date	Actions
10	HRSA-21-080	Emerging Issues in Maternal and Child Health	PKG00264820	01/08/2021	04/09/2021	Preview Apply



HRSA Overview

- **Mission** – to improve health outcomes and address health disparities through access to quality services, a skilled health workforce, and innovative, high-value programs
- **Vision** – Health Communities, Healthy People



Learn more at www.hrsa.gov/about

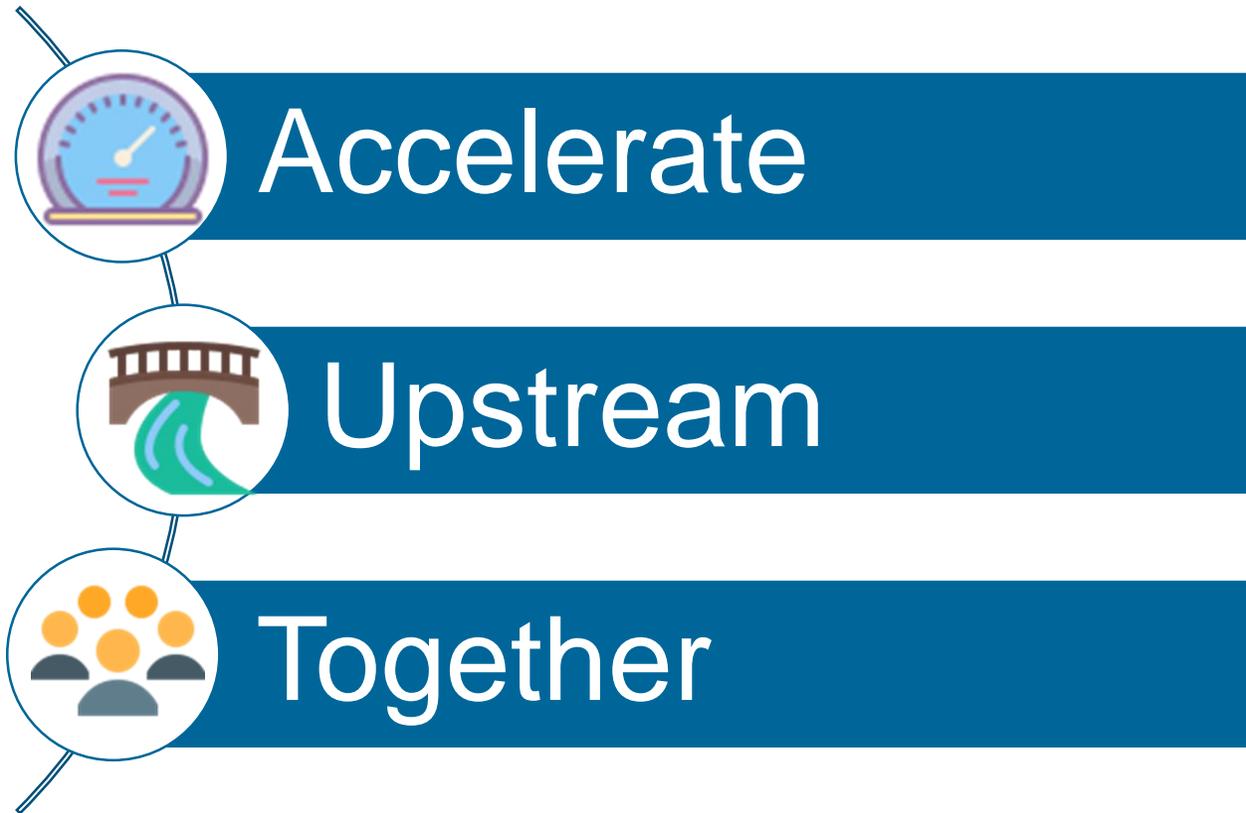
MCHB Overview

- **Mission** – to improve the health and well-being of America’s mothers, children, and families
- **Vision** – an America where all mothers, children, and families are thriving and reach their full potential



Learn more at www.mchb.hrsa.gov

Paradigm for Improving Maternal and Child Health



Emerging Issues – Background

- Emerging issues are often novel and unpredictable
- MCHB recognizes that these issues are often difficult to anticipate and set aside resources for
- This NOFO allows prospective applicants to tailor their proposal to the specific needs of their states or local communities

Emerging Issues – Program Overview

- **Purpose** – to strengthen the capacities of state- and/or local-level organizations to respond to emerging public health issues affecting maternal and child health (MCH) populations
- **Goal** – to increase state- and/or local-level organizations’ abilities to respond effectively to emerging issues affecting MCH populations
- **Objectives**
 1. Strengthen state- and/or local-level organizations’ capacities under at least one area, as detailed in the NOFO’s Program Expectations section
 2. Demonstrate innovative approaches to address emerging issues at the state or local level that affect MCH populations
 3. Implement strategies to sustain capacity improvements beyond the period of performance and remain responsive to future emerging issues



Award Information

**Annual
Funding**

**Approximately \$1,500,000
per year**

**Number of
Awards**

Up to six

**Award
Amount**

Up to \$250,000

**Period of
Performance**

September 1, 2021 - August 31, 2022



Eligible Applicants (NOFO Page 3)

- Any domestic public or private entity, including an Indian tribe or tribal organization
 - Domestic faith-based and community-based organizations are also eligible to apply
- Applicants are encouraged to demonstrate their organizations currently possess a baseline capacity to implement and complete your proposed project within the 1-year period of performance, including but not limited to:
 - Knowledgeable personnel
 - Facilities and other physical infrastructure
 - Financial resources
 - Existing partnerships



Program Expectations (NOFO Page 5)

- **Select at least one capacity area:**
 - Data and Informational Systems
 - Workforce Development
 - Strategic Partnerships
- **Identify an emerging issue and identify your target MCH population**
 - Select an emerging issue specific to your state or local community and that aligns with the NOFO's definition
 - MCH populations under this NOFO include women, children (birth to 21), children with special health care needs (CSHCN), adolescents, and families
- **Demonstrate innovation and sustainability**



Application Package

- Applications must comply with HRSA's SF-424 Application Guide unless otherwise stated
- Applications may not exceed **40 pages** – sections included in the page limit include:
 - Project Abstract
 - Project Narrative
 - Budget Narrative
 - Attachments



Project Abstract (NOFO Page 8)

- All project abstracts are expected to include the following information:
- The requested amount of funding
- Your selected capacity area(s) and associated activities
- The emerging issue you selected and the MCHB population that it affects
- Specific, measurable objectives you expect to achieve
- The geographic scope of your project



Project Narrative – Introduction (NOFO Page 9)

- This section should provide a brief overview your proposed project and include:
 - The chosen capacity area(s) of focus
 - The selected emerging issue
 - The MCH population your emerging issue affects



Project Narrative – Needs Assessment (NOFO Page 9)

- This section should describe the needs of your organization and the state or local community your project will address
- In this section, you are expected to:
 - Outline your current capacity/capacities in the area(s) you've chosen to improve
 - Describe the barriers that limit your ability to address your selected emerging issue
 - Discuss your emerging issue and the threat it poses to MCH populations

Project Narrative – Methodology (NOFO Page 9)

- This section should clearly outline your proposed method for achieving the NOFO's goal and objectives and include:
 - Specific and measurable project-specific objectives
 - Clear alignment of the methodology to the capacity areas described in the NOFO's program expectations
 - Discussion of how the methodology is sustainable beyond the 1-year period of performance
 - How the methodology will result in evidence (data, policies, products/services) that your project's outcomes have a positive impact on MCH populations

Project Narrative – Work Plan (NOFO Page 10)

- The work plan should demonstrate that your organization has the ability to implement and carry out your proposed project successfully
- Include an outline of:
 - Specific activities and steps that you will take to achieve your project's objectives
 - Key personnel responsible for each of these activities
 - A clear and detailed plan for sustaining each of these activities
 - Descriptions of engagement with relevant stakeholders
- This section should also include a logic model that presents the conceptual framework for your project

Project Narrative – Resolution of Challenges

(NOFO Page 11)

- Describe in this section any challenges you are likely to encounter and a plan to address these them
- Challenges include but are not limited to:
 - Completing the project and achieving its objectives within the 1-year period of performance
 - Developing and implementing a sustainability plan
 - Overcoming barriers discussed in your needs assessment section
 - Completing work in accordance to your state or local guidelines to reduce the spread of COVID-19



Project Narrative – Evaluation and Technical Support Capacity

(NOFO Page 11)

- This section should describe how you will collect, manage, and analyze data to track your project's outputs and outcomes
- Submit a project evaluation plan that includes:
 - Inputs and expected outputs and outcomes
 - Baseline measurements necessary to demonstrate improvements in the selected capacity area(s)
 - A plan to disseminate any evidence that your project's outcomes have a positive impact on MCH populations
 - How the evaluation plan demonstrates that the measures will effectively assess that your project achieved its objectives
 - Any obstacles you may face in implementing the project evaluation and a plan to address these obstacles



Project Narrative – Organizational Information

(NOFO Page 12)

- This section should highlight key information about your organization and include:
 - Your organization’s current mission, structure, and scope of activities
 - Existing skills, capabilities, and resources that demonstrate a baseline capacity to implement and complete the project
 - A staffing plan and biographical sketches
 - How your organization will follow the approved plan to properly account for federal funds and document all costs to avoid audit findings
 - Your organization’s experience with the fiscal management of grants and experience managing federal grants



Attachments (NOFO Page 13)

Attachment 1	Work Plan and Logic Model
Attachment 2	Staffing Plan and Job Descriptions for Key Personnel
Attachment 3	Biographical Sketches of Key Personnel
Attachment 4	Letters of Support, Memoranda of Understanding, and/or Description(s) of Proposed/Existing Contracts
Attachment 5	Project Organizational Chart
Attachment 6	Tables, Charts, etc.
Attachment 7	Other Relevant Documents



Budget Information



Division of Grants Management Operations (DGMO)

Emerging Issues in Maternal and Child Health

Notice of Funding Opportunity Technical Assistance Session

HRSA-21-080

***David Colwander, Grants Management Specialist
Division of Grants Management Operations
Health Resources and Services Administration (HRSA)***



Roles and Responsibilities of Your GMS

- Provides clarification on grants regulations and financial aspects of the project including budgetary matters.
- Monitors compliance with grant requirements and cost policies
- Monitors receipt of all required reports and follow-up as necessary to obtain delinquent reports
- Issues Notice of Awards (Signed by the HRSA GMO)

Tips and Reminders

- Total Award Amount – Up to \$250,000
- One Year Project – Budget period
- The Indirect Cost Agreement should be included with your application. If you do not have an IDC Agreement you can use the De Minimis Rate of 10% if you have never negotiated a rate with the Division of Cost Allocation (please indicate you are using the De Minimis Rate in your budget narrative).
- Applicants must completely breakdown all costs in the Budget Narrative and costs must correspond with the 424A.

Required Budget Form - SF424A

Section A

BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1.		\$	\$	\$	\$	\$ 0
2.						0
3.						0
4.						0
5. Totals		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Required Budget Form - SF424A Continued

Section B

Use Columns to provide the object class category breakdown for the entire project period.

SECTION B - BUDGET CATEGORIES					
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)		
a. Personnel	\$	\$	\$	\$	\$ 0.00
b. Fringe Benefits					0.00
c. Travel					0.00
d. Equipment					0.00
e. Supplies					0.00
f. Contractual					0.00
g. Construction					0.00
h. Other					0.00
i. Total Direct Charges <i>(sum of 6a-6h)</i>		0.00	0.00	0.00	0.00
j. Indirect Charges					0.00
k. TOTALS <i>(sum of 6i and 6j)</i>	\$	0.00	0.00	0.00	\$ 0.00

Budget Narrative

- Provide a Budget Narrative that explains the amounts requested for each line of the budget in Section B. Object Class Categories.
- The Budget Narrative should specifically describe how each item will support the achievement of proposed objectives.

Personnel & Fringe - Cost Category

Personnel: Are all positions described in the narrative also included in the budget?

Example:

- full name (or indicate if the position is vacant)
- position title
- annual/base salary
- Federal amount requested
- percent of effort/FTE funded under HRSA grant (or if in-kind, include the source)
- description of role/responsibilities on project

****Note Salary Cap is \$199,300****

Fringe Benefits: You must include the means by which these fringe benefits were calculated and what is included in the fringe benefits.

Travel - Cost Category

Travel: Itemize and justify costs requested

Example:

ABC Conference July 12-16, 2021, Chicago, IL. The purpose of this conference is to learn infant mental health techniques. Amy, Brad, Charlotte, and Devin from the state MIECHV team will attend. Each attendee will have the following costs:

- Airfare, \$300
- Hotel, \$450
- Per diem, \$150
- Registration, \$350
 - Total cost = \$1250/attendee x 4 attendees = \$5000

Supplies & Equipment - Cost Category

Supplies: Provide clear justification for all supplies requested.

Example:

General office supplies, \$500 based on 5 staff and \$100 per staff person. Our department provides basic office supplies (printer paper, pens, paper clips, binder clips, staplers) to each employee at a cost of \$100/employee.

Equipment: Is tangible, non-expendible property charged directly to an award having a useful life of more than one year and an acquisition value of \$5,000 or more per unit or whatever value your organizations capitalizes equipment.

Each item of equipment requested must have its specific cost per unit listed and its need explained/justified.

Contractual & Other - Cost Category

Contracts: Provide a clear explanation as to the purpose of each contract/subaward, how the costs were estimated, and the specific contract/subaward deliverables.

Other: Each item or service being requested in the Other budget category must have its specific cost listed and the need explained/justified.

Example:

- printing costs
- telephone fees
- training activities
- office space rent (if not already included in IDC)

For assistance on Grants Administration

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Review Criteria

- The following six review criteria are the basis upon which objective reviewers will evaluate and score the merit of each application
- In FY 2020, nearly 75% of successful applications to MCHB NOFOs received a score of 95 or above in the objective review
- The difference between an application being funded or not often came down to one point

Application Crosswalk (NOFO page 13)

Narrative Section	Review Criteria
Introduction	(1) Need
Needs Assessment	(1) Need
Methodology	(2) Response and (4) Impact
Work Plan	(2) Response and (4) Impact
Resolution of Challenges	(2) Response and (4) Impact
Evaluation and Technical Support Capacity	(3) Evaluative Measures and (5) Resources/Capabilities
Organizational Information	(5) Resources/Capabilities
Budget and Budget Narrative	(6) Support Requested



Criterion 1 – Need (NOFO Page 17)

- Reviewers will consider:
 - The degree to which you justify your selection of an emerging issue and cite at least one of the data sources listed in the NOFO's program expectations
 - The extent of the unmet health needs of the MCH population affected by the emerging issue
 - The extent to which you describe your organization's existing capacity in the area(s) chosen and current ability to respond to the identified emerging issue



Criterion 2 – Response (NOFO Page 17)

- 2(a) Methodology
 - The approach your project will take to achieve the NOFO's objectives
- 2(b) Feasibility of Work Plan
 - How effectively the Work Plan outlines feasible activities that will lead to successful implementation and completion of the project
- 2(c) Justification of Response
 - The strength of the evidence the application provides to justify your project and its proposed methodology

Criterion 3 – Evaluative Measures (NOFO Page 18)

- This section corresponds directly to the Evaluation and Technical Support Capacity section of the project narrative
- Reviewers will consider:
 - The strength of the systems and processes that you will use to collect, manage, and analyze your data
 - The strength of evidence that your proposed evaluation plan will assess: 1) to what extent the project’s objectives have been met, and 2) to what extent these can be attributed to the project
 - The effectiveness in which any baseline measurements will demonstrate improvements to your capacity area(s) when compared to end-line measurements



Criterion 4 – Impact (NOFO Page 18)

- 4 (a) – Sustainability
 - The degree to which you incorporate a feasible sustainability plan into your work plan, and the extent to which it aligns with the program expectations
- 4 (b) – Impact on MCH Populations
 - The extent to which you demonstrate your project will result in evidence (e.g., data, policies, evidence-based products/services) that your project's outcomes will have a positive impact on the health of MCH populations



Criterion 5 – Resources and Capabilities (NOFO Page 19)

- Key considerations:
 - The extent to which your staffing plan demonstrates key personnel will devote adequate time to the project
 - ✓ The total sum of all key personnel's is expected to equal at least one full-time equivalent
 - The degree to which biographical sketches demonstrate at least one key personnel has:
 - ✓ Three or more years of project management experience or equivalent amount of post-baccalaureate education
 - ✓ Experience and/or education in MCH activities relevant to your project and the MCH population affected by the emerging issue



Criterion 6 – Support Requested (NOFO Page 19)

- Corresponds to the Budget (Section IV. 3) and Budget Narrative Sections (Section IV. 4)
- Reviewers will consider
 - The degree to which the costs described are reasonable given the scope of work and period of performance
 - The strength of evidence in the budget and budget narrative that your primary use of funds intends to support capacity-strengthening activities



Application Reminders

- Read and follow all instructions in the NOFO and SF-424 Application Guide carefully
- Be mindful of the **40 page limit**
- All applications must be submitted electronically through grants.gov no later than April 9, 2021 at 11:59 p.m. ET



Contact Information

- **Programmatic Questions**

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- **Budget/Financial Questions**

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Questions



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