



Women's Preventive Services Initiative

Funding Opportunity Number: HRSA-21-045
Pre-application Technical Assistance Webinar

Tuesday, August 18, 2020

3:00 – 4:00 pm EST

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Division of Healthy Start and Perinatal Services
Maternal and Child Health Bureau (MCHB)

Vision: Healthy Communities, Healthy People



Meeting Logistics

Please note the following:

This session is being recorded, and will be archived for future viewing within 7 business days on the MCHB website at <https://mchb.hrsa.gov/fundingopportunities/default.aspx>

You are encouraged to participate in the discussion by typing your questions into the chat box.



Webinar Agenda

1. HRSA Overview
2. Award and Eligibility Information
3. Program Purpose and Goals
4. Program Objectives and Impact Measures
5. WPSI Background
6. Application and Submission Information
7. Narrative Submission Highlights
8. Budget Information
9. Review Criteria
10. Q & A Period



Important Acronyms

- HRSA: Health Resources and Services Administration
- MCHB: Maternal and Child Health Bureau
- NOFO: Notice of Funding Opportunity
- WPSI: Women's Preventive Services Initiative
- Application Guide: SF-424 Application Guide
- PO: Project Officer
- GMS: Grants Management Specialist
- EHB: HRSA's Electronic Handbook



HRSA



Health Resources and Services Administration

Mission

To improve health and address health disparities through access to quality services, a skilled health workforce and innovative, high-value programs

Vision

Healthy Communities, Healthy People

<https://www.hrsa.gov/>



HRSA's Maternal & Child Health Bureau

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.

<https://mchb.hrsa.gov/>



Award and Eligibility Information



Award Information

(p. i of NOFO)

- Number of Awards: 1 Cooperative Agreement
- Award Amount: Up to \$950,000 per year
- Project Start Date: March 1, 2021
- Project Period: 5 Years (2011-2026)



Eligibility Information

(p. i and 8 of NOFO)

Eligible Applicants:

Any domestic public or private entity, including an Indian tribe or tribal organization (as those terms are defined at 25 U.S.C. 450b) is eligible to apply. See 42 CFR § 51a.3(a). Domestic faith-based and community-based organizations are also eligible to apply.

NOTE: Multiple applications from an organization are not allowable.



Program Purpose and Goals

Program Purpose

(p. 1 of NOFO)

The purpose of the program is to:

- 1) Identify and recommend evidence-based updates to the HRSA-supported Women's Preventive Services Guidelines (Guidelines);
- 2) Raise awareness and knowledge of these Guidelines; and
- 3) Increase clinicians' adoption and utilization of these Guidelines.



Program Goals

(p. 1 of NOFO)

The goal of this initiative is to improve awareness and increase utilization of recommended preventive health screenings and services, which may lead to improved health outcomes for women across the lifespan.



Program Objectives and Impact Measures

Program Objectives

(p. 1 -2 of the NOFO)

1) Program Implementation and Recommendation Development

- Annually, starting on **March 1, 2021**, the award recipient will engage in a process to consider and review new and existing Guidelines developed by a multidisciplinary group of women's health professional organizations.
- By December 1st of each year of the period of performance, beginning in 2021, the award recipient will review, synthesize, update, and/or reaffirm the existing recommendations, based on emerging scientific evidence, for women's preventive services and submit recommended updates to HRSA.



Program Objectives (cont.)

(p. 1 -2 of the NOFO)

1) Program Implementation and Recommendation Development (cont.)

- By **February 28, 2022**, the recipient will convene an expert panel comprised of a multidisciplinary group of women's health professional organizations aimed at developing recommended Guidelines for women's preventive services that are culturally- and linguistically-competent.
- By **February 28, 2022**, the recipient will convene or continue to convene an expert panel comprised of a multidisciplinary group of women's health professional organizations aimed at disseminating Guideline resources and tools to both patients and practitioners.



Program Objectives (cont.)

(p. 1 -2 of the NOFO)

2) Guideline Awareness

By **February 28, 2026**, the award recipient will:

- Produce and update patient and provider tools and resources (e.g., Well-Woman Chart, Billing & Coding Guides, and Patient Brochures).
- Disseminate HRSA-supported comprehensive Guidelines for use in clinical practice and by patient populations.
- Increase provider awareness and knowledge about the Guidelines.
- Increase patient access to and utilization of the Guidelines



Program Objectives (cont.)

(p. 1 -2 of the NOFO)

3) Guideline Adoption

By **February 28, 2026**, the award recipient will:

- Increase and/or broaden acceptance and sponsorship of the Guidelines by health professional organizations aimed at improving the health outcomes of women.
- Assess utilization of the Guidelines in clinical settings, and share the results of those findings with HRSA.
- Facilitate training on the Guidelines into workforce development of health care providers, public health professionals, and medical and nursing students/health professional students.



WPSI Background

WPSI Background

Award Recipient	American College of Obstetricians & Gynecologists (ACOG)
Project Period	March 2016 – February 2021
Funding	\$1 Million Per Year
Deliverables	Updated Recommendations Due December 1, 2016-2020



HRSA - Approved Recommendations

2011/2016 (Updated)

- Screening for Gestational Diabetes
- HPV Testing
- STI Counseling
- HIV Counseling and Testing
- Breastfeeding Support, Supplies, and Counseling
- Screening and Counseling for Interpersonal and Domestic Violence
- Well Woman Visits
- Contraceptive Methods and Counseling

2016 (New)

- Breast Cancer Screening
- ### 2017
- Screening for Diabetes Mellitus in the Postpartum Period
 - Screening for Urinary Incontinence
- ### 2019
- Screening for Anxiety



WPSI Well-Woman Chart

When women are healthy, communities thrive.

WPSI
Women's Preventive Services Initiative

Recommendations for Well-Woman Care - A Well-Woman Chart

RECOMMENDATIONS FOR WELL-WOMAN CARE

Preventive care visits provide an excellent opportunity for well-woman care including screening, evaluation of health risks and needs, counseling, and immunizations. Recommendations for Well-Woman Care - A Well-Woman Chart was developed by the Women's Preventive Services Initiative (WPSI). The Well-Woman Chart outlines preventive services recommended by the WPSI. U.S. Preventive Services Task Force (USPSTF), and Bright Futures based on age, health status, and risk factors. Additional recommendations for immunizations are provided in a separate table from the Advisory Committee on Immunization Practices. Clinical practice considerations, risk assessment methods, and the age and frequency of delivery services are described in the Clinical Summary Tables that accompany the chart. The recommendations for Well-Woman Care - A Well-Woman Chart provide a framework for incorporating preventive health services into your clinical practice. These services may be completed in a single visit or as part of a series of visits that take place over time. The recommendations are not intended as a deviation of the standard of care, and do not override all prior treatment or methods of care. Providers should use clinical judgment in applying these recommendations to individual patients, taking into account the needs and resources particular to the facility, the community, or the type of practice. The Chart is updated annually. The WPSI website (www.womenspreventiveservices.org) has the most up-to-date version of the Chart and Clinical Summary Tables.

HEALTH CARE SERVICES	AGE (Years)						
	13-17*	18-24*	25-39	40-49	50-64	65-75	>75
GENERAL HEALTH							
Well screening & counseling	●	●	●	●	●	●	●
Efforts to prevent CVD & GHD	●	●	●	●	○	○	●
Blood pressure screening	●	●	●	●	●	●	●
Smoking cessation counseling & methods	●	●	●	●	●	●	●
Diabetes screening	○	○	○	○	○	○	○
Depression screening	○	○	○	○	○	○	○
Vitamin D supplementation	○	○	○	○	○	○	○
Diet & activity counseling	○	○	○	○	○	○	○
Intentional violence screening	○	○	○	○	○	○	○
Eye screening	○	○	○	○	○	○	○
Hearing screening	○	○	○	○	○	○	○
Falls screening	○	○	○	○	○	○	○
Systemic lupus erythematosus (SLE) screening & counseling	○	○	○	○	○	○	○
Screening for osteoporosis	○	○	○	○	○	○	○
Screening for colorectal cancer	○	○	○	○	○	○	○
DISEASES							
Chlamydia screening	○	○	○	○	○	○	○
Gonorrhea screening	○	○	○	○	○	○	○
Trichomonas screening	○	○	○	○	○	○	○
HPV screening	○	○	○	○	○	○	○
Herpes screening	○	○	○	○	○	○	○
Screening for HIV	○	○	○	○	○	○	○
Screening for syphilis	○	○	○	○	○	○	○
Screening for hepatitis B	○	○	○	○	○	○	○
Screening for hepatitis C	○	○	○	○	○	○	○
Screening for tuberculosis	○	○	○	○	○	○	○
Screening for pertussis	○	○	○	○	○	○	○
Screening for tetanus	○	○	○	○	○	○	○
Screening for diphtheria	○	○	○	○	○	○	○
Screening for measles	○	○	○	○	○	○	○
Screening for rubella	○	○	○	○	○	○	○
Screening for mumps	○	○	○	○	○	○	○
Screening for varicella	○	○	○	○	○	○	○
Screening for pneumococcal disease	○	○	○	○	○	○	○
Screening for meningococcal disease	○	○	○	○	○	○	○
Screening for influenza	○	○	○	○	○	○	○
Screening for COVID-19	○	○	○	○	○	○	○

KEY:
 ● Recommended by the USPSTF (A or B rating), WPSI, or Bright Futures.
 ○ Recommended for selected groups.

MEMBERS OF THE ADVISORY PANEL SUPPORT THE WPSI



Application & Submission Information

Application & Submission Information

(p. 9-10 of NOFO)

- HRSA *requires* all applicants to apply electronically through Grants.gov, & encourages using the SF-424 workspace application package associated with this NOFO following directions at [For Applicants](#) page on Grants.gov
- Follow HRSA's [SF-424 Application Guide](#), which provides detailed instructions to help with the application preparation & submission process
- **Page Limit:** The total size of the uploaded files may not exceed **80 pages** when printed by HRSA.
- **Due Date:** Your application must be submitted and successfully validated by Grants.gov **no later than Monday, October 5, 2020 at 11:59 pm ET.**



Application Package

Applicants must include the following:

- ✓ **SF-424 Application for Federal Assistance**
- ✓ **Project Abstract**
- ✓ **Project Narrative**
- ✓ **SF-424A Budget**
- ✓ **Years 1-5 Budget Narrative**

✓ **Attachments**

1. **Work Plan, Project Logic Model, and Process Flow Chart**
2. **Project Organizational Chart**
3. **Staffing Plan and Job Descriptions**
4. **Biographical Sketches**
5. **Letters of Agreement/Existing Contracts**
6. **Year 5 Line Item Budget**
7. **Additional Tables/Charts**
- 8-15. **Other Relevant Documents**

Program Expectations

(p. 10-12 of NOFO)

- 1) Build upon and refine the existing WPSI process for developing recommendations to update the Guidelines.
- 2) Convene a multidisciplinary panel of experts representing women's health professional organizations for the purpose of developing and recommending
- 3) Create guidelines for women's preventive services that are culturally- and linguistically-competent.
- 4) Review, update, synthesize, and/or reaffirm existing recommendations, based on emerging scientific evidence, for women's preventive services.



Program Expectations (cont.)

(p. 10-12 of NOFO)

- 5) Disseminate HRSA-supported comprehensive Guidelines for use in clinical practice and by patient populations.
- 6) Test utilization of the Guidelines in clinical settings.
- 7) Develop and work to integrate a training strategy on implementation/use of the Guidelines by the health care workforce.



Application Narrative



Project Abstract

(pg. 12 of NOFO)

The Project Abstract must be included in the SF-424.

- Provide a summary of the application and brief description of the proposed project activities.
- Uploaded on the second page of SF 424 – Box 15.
- Single-spaced and limited to one page in length.



Project Narrative

Sections of the Project Narrative include:

- Introduction
- Needs Assessment
- Methodology
- Work Plan
- Resolution of Challenges
- Evaluation and Technical Support Capacity
- Organizational Information
- Budget and Budget Narrative



Project Narrative – INTRODUCTION

(p. 13 of NOFO)

- Demonstrate a clear understanding of the aims, expectations, and timeline of the project.
- Include a discussion that exhibits an expert understanding of women’s health issues, the HRSA-supported Women’s Preventive Services Guidelines, and issues related to the Affordable Care Act’s preventive services provisions, and, in particular, those related to women’s health.
- Demonstrate understanding of and expertise in the development of recommended clinical Guidelines for adult women’s preventive services.



Project Narrative – NEEDS ASSESSMENT

(p. 13 of NOFO)

- The current state of preventive health services for women.
- The target population's and/or audience's knowledge of recommended preventive services, and delivery or provision of recommended preventive services for women.
- The limitations of the current recommendations/Guidelines.



Project Narrative – METHODOLOGY (CONT.)

(p. 13-15 of NOFO)

1) Program Implementation and Recommendation Development

- a. Provide a process for recommendation development that: utilizes health professionals representing multiple disciplines, and is similar to that used by the U.S. Preventive Services Task Force and Bright Futures.
- b. Describe a plan to identify members to comprise an expert panel of women's health professionals representing multiple disciplines.
- c. Describe a process for obtaining continued participation of the expert panel of multidisciplinary women's health professional organizations aimed at developing recommended Guidelines for women's preventive services that are culturally-and linguistically-competent.



Project Narrative – METHODOLOGY (CONT.)

(p. 13-15 of NOFO)

2) Guidelines Awareness

- a. Describe a plan to expand the 508 compliant, public-facing, freestanding website for project resources, publications, evidence summaries, and recommendation statements, including the expertise required to accomplish this work.
- b. Propose a plan to disseminate the Guidelines that includes materials for both patients and women's health practitioners. Identify any additional appropriate patient and provider audiences and venues to receive project resources.



Project Narrative – METHODOLOGY (CONT.)

(p. 13-15 of NOFO)

2) Guidelines Awareness

- c. Develop a communication and dissemination strategy for the Guidelines, reports, products, and/or project outputs to ensure key audiences (e.g., patients and providers) receive project information through venues such as Social Media, Podcasts, and Brochures.
- d. Highlight plans to participate and attend meetings organized, and led by HRSA and other federal agencies (i.e., Annual Maternal Health Learning and Innovation Center Learning Institute and Maternal Health Summit).



Project Narrative – METHODOLOGY (CONT.)

(p. 13-15 of NOFO)

3) Guideline Adoption

- a. Provide a plan to identify appropriate clinical settings to test the adoption of the Guidelines. The plan should include the criteria for pilot testing selection through the Preventive Service Test Sites/Well-Woman Care Implementation Pilot Program.
- b. Discuss the method to test utilization of the Guidelines in clinical settings; replicate utilization practices at state-level through Preventive Service Test Sites/Well-Woman Care Implementation Pilot Program.



Project Narrative - METHODOLOGY (CONT.)

(p. 13-15 of NOFO)

3) Guideline Adoption (cont.)

- c. Discuss plans to host a biannual Women's Preventive Services Conference for WPSI Test Sites/Well-Woman Care Implementation Pilot Program.
- d. Describe a plan to develop training and continuing education components for medical and nursing students/health professional students and current practitioners to ensure early and ongoing awareness and proper utilization of the Guidelines that includes issues of cultural and linguistic competence related to the recommendations.



Project Narrative – Resolution of Challenges

(p. 17 of NOFO)

- Discuss challenges you may encounter in designing and implementing the project activities
- Describe the approaches you will use to resolve the challenges and barriers identified throughout the application

Project Narrative – EVALUATION & TECHNICAL SUPPORT CAPACITY

(p. 17 of NOFO)

- Describe the plan for the program performance evaluation that will contribute to continuous quality improvement.
- Describe the systems and processes that will support your organization's performance management requirements through effective tracking of performance outcomes.



Project Narrative – ORGANIZATIONAL INFORMATION

(p. 17-18 of NOFO)

Describe your organization's capacity, understanding, and expertise to provide oversight and management in the recommendation development process. At a minimum, address the following:

- State the mission of your organization and describe how WPSI fits within the scope of the organization's mission;
- Demonstrate an understanding of preventive health screenings and services for women;
- Describe the structure of your organization;
- Demonstrate that your proposed project will meet the program requirements regarding specific program staff;
- Provide a list of proposed partners, and identify partner roles in responsibilities for program implementation.



Budget Information

GMS Roles and Responsibilities

- Provides clarification on grants regulations and financial aspects of the project
- Reviews and make recommendations on continued Federal support
- 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)



BUDGET AND BUDGET NARRATIVE

(p. 18 – 19 of NOFO and HRSA's SF-424 Application Guide, Sections 4.1.iv and 4.1.v)

Budget: Total Project Costs are the total allowable costs (inclusive of direct **and** indirect costs) that you incur to carry out your project.

Budget Narrative:

- Describe how each line of your budget will support the achievement of your proposed objectives.
- Applications must include the budget narrative for all 5 years of the project. The narrative for Years 2–5 should only include information that changes from the Year 1 budget narrative.
- **Note:** The budget narrative portion of the application will be counted towards the application page limit.



Budget Summary

- WPSI requires a 5-year budget proposal.
- Applications must include an additional 1-year budget to cover the entire period of performance.

Budget information must include:

1. SF-424A Budget Information for Non-Construction Programs (included in the application package)
2. Program-Specific Line Item Budget Years 1-5
 - a. Budget Justification Narrative for Years 1-5
 - b. Subsequent budget years should only highlight changes from year one or indicate no substantive changes.



Budget Requirements: SF-424A

[View Burden Statement](#)

BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006
Expiration Date: 01/31/2019

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.			\$	\$	\$	\$	\$
2.							
3.							
4.							
5.	Totals		\$	\$	\$	\$	\$



Budget Requirements: SF-424A

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
a. Personnel	\$	\$	\$	\$	\$
b. Fringe Benefits					
c. Travel					
d. Equipment					
e. Supplies					
f. Contractual					
g. Construction					
h. Other					
I. Total Direct Charges (sum of 6a-6h)					\$
J. Indirect Charges					\$
k. TOTALS (sum of 6I and 6J)	\$	\$	\$	\$	\$
7. Program Income	\$	\$	\$	\$	\$



Program-Specific Line Item Budget

- Submit a separate line item budget for each year of the five year period of performance.
- Budget allocations must relate to proposed activities in your project narrative and be consistent with your work plan.
- Amount for each year must not exceed \$950,000.
- Total amount requested on the SF-424A and the line item budget must match.
- List personnel separately by position title and name, or note if the position is vacant.



Program-Specific Budget Narrative

- Must explain amounts requested for each line item in the budget. Line items should consist of:
 - Personnel Costs
 - Fringe Benefits
 - Travel
 - Equipment
 - Supplies
 - Contracts/Subawards
 - Other
 - Indirect Costs
- Subsequent budget years should only highlight changes from year one or indicate no substantive changes.
- Must be clear and concise.



Review Criteria

Application Review Information

- **HRSA's Division of Independent Review (DIR)**
- **Applications will be reviewed and rated based on the review criteria in Section V of the NOFO, if they:**
 - Are submitted by the published deadline
 - Do not exceed the 80-page limit
 - Do not request more than the ceiling amount, and
 - Pass the initial HRSA eligibility and completeness screening
- **The competitive objective review process is based solely on the merits of your application.**



Narrative Guidance

(p. 19 of NOFO)

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
Evaluation and Technical Support Capacity	(3) Evaluative Measures and (5) Resources/Capabilities
Organizational Information	(5) Resources/Capabilities
Budget & Budget Narrative	(6) Support

Review Criteria

(p. 22-25 of NOFO)

Criteria	Points
Criterion 1: Need	10
Criterion 2: Response <ul style="list-style-type: none">• Methodology (10 points)• Work Plan (15 points)• Resolution of Challenges (5 points)	30
Criterion 3: Evaluative Measures	10
Criterion 4: Impact	10
Criterion 5: Resources and Capabilities	30
Criterion 6: Support Requested	10

Additional Considerations

Applying for Funding

The application package is located at :

- HRSA's website at www.hrsa.gov/grants.
Click on “View HRSA Funding Opportunities”
- www.grants.gov, search by opportunity announcement (HRSA -21-045).

The application guide is available at:

<https://www.hrsa.gov/sites/default/files/hrsa/grants/apply/applicationguide/sf-424-guide.pdf>

Application Submission Tips

- Read the NOFO and the SF-424 Application Guide carefully
- Follow all instructions
- Apply early!
- Make sure the person who can submit for your organization will be available
- Ensure SAM.gov and Grants.gov registration and passwords are current
- Refer to Section 4.7 of the SF-424 Application Guide



Reminders

- Be mindful of the 80 page limit. Please print all materials, and count pages before submitting electronically.
- Your application must be electronically submitted through, and successfully validated by Grants.gov no later than October 5, 2020 at 11:59 pm ET.
- We recommend submission of the application at least three calendar days before the due date.

Additional Considerations

Award Notice (p. 27 of NOFO)

- The Notice of Award will be sent prior to the start date of **March 1, 2021**.
- See Section 5.4 of HRSA's *SF-424 Application Guide* for additional information.

Post-award Reporting Requirements (p. 27 – 28 of NOFO)

- DGIS Performance Reports
- Annual Progress Reports
- Integrity and Performance Reporting



Contact Information

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Grants.gov Contact Center

Telephone: 1-800-518-4726

Email: support@grants.gov

Self-Service Knowledge Base:

<https://grants-portal.psc.gov/Welcome.aspx?pt=Grants>



Q & A

Thank you for your participation

**A recording of this webcast, slides & FAQs will be posted at
<https://www.hrsa.gov/grants/find-funding/hrsa-21-045>**



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