

National Indian Health Board



HEAR HER CAMPAIGN: MATERNAL HEALTH PROMOTION FOR AMERICAN INDIAN AND ALASKA NATIVE COMMUNITIES 2023

Request for Applications (RFA)

Applications are due to esneddy@nihb.org

*This funding opportunity is made possible by the U.S. Department of Health and Human Services,
Office of Minority Health and the Centers for Disease Control and Prevention
and is part of NIHB's Hear Her Project.*

FUNDING OPPORTUNITY OVERVIEW

The National Indian Health Board (NIHB) is offering funding for American Indian and Alaska Native (AI/AN) **Tribes, Tribal organizations, consortium of Tribes, Tribal Epidemiology Centers (TEC) including Native serving 501©3 and Urban Indian Organizations** and/or other Tribal bodies with public health authority to support local communications and maternal mortality prevention capacity.

This funding opportunity is open for those interested in increasing the awareness of key actions to support positive maternal health outcomes while utilizing the Centers for Disease Control and Prevention (CDC) Hear Her campaign materials.

The goal is to support Tribes and/or Native serving organization's efforts in maternal mortality prevention and implementing campaign materials that meet their needs and speak to their perspectives of maternal health promotion.

[Hear Her campaign](#) is a national campaign supporting CDC's efforts to prevent pregnancy-related deaths by sharing potentially life-saving messages about urgent maternal warning signs.

You can learn more about the Hear Her campaign for American Indian and Alaska Native communities [here](#).

Campaign Goal + Objectives

CDC's Hear Her campaign seeks to raise awareness of urgent maternal warning signs during and after pregnancy and improve communication between patients and their healthcare providers.

- Increase awareness of serious pregnancy-related complications and their warning signs.
- Empower women to speak up and raise concerns.
- Encourage women's support systems to engage in important conversations with her.
- Provide tools for women and providers to better engage in life-saving conversations.

Campaign Audiences

- Pregnant women, women who have given birth within the last year (postpartum women), and their support network (including partners, family, and friends.)
- Healthcare providers that interact with pregnant or postpartum women.

NIHB will provide up to **3 subawards to Tribes, Tribal organizations, consortium of Tribes, Tribal Epidemiology Centers (TEC)**. Including, Native serving 501©3 and Urban Indian

Organizations or other Tribal bodies with public health authority in amounts of up to \$20,000 each. The completed application (Appendix A) is due by **11:59 PM EDT on March 2, 2023**. The project period will run from approximately April 2023- July 31, 2023 (4 months).

All completed applications should be sent to Esneddy@nihb.org with the subject line titled **“2023 NIHB Hear Her Campaign Application for Tribes”** in the subject line.

Additional questions about this RFA may be directed to Elisha Sneddy, Project Coordinator, esneddy@nihb.org.

NIHB staff will host a
Pre-Application Webinar
Tuesday, February 14, 2023 from 2-3 pm Eastern Time

Join the webinar at <https://us02web.zoom.us/meeting/register/tZlpcO-ppj0vHdOr8wUvEVFGTWU0M9Q3uO6Q>

Additional questions about this RFA may be directed to Elisha Sneddy, esneddy@nihb.org.

NIHB and CDC staff will not answer any questions or provide any information that may provide an unfair advantage to any applicants. Responses to questions received after the webinar will be addressed on the FAQs on the NIHB website.

This project is supported by the U.S. Department of Health and Human Services, Office of Minority Health and the Centers for Disease Control and Prevention. as part of a financial assistance award totaling \$150,000, Hear Her American Indian/Alaska Native Campaign Development, Partnerships and Dissemination, with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

ELIGIBILITY*

* Applicants must be an official Tribal entity defined as a federally recognized Tribal Government, Tribal organization, or inter-Tribal consortium as defined in the Indian Self-Determination and Education Assistance Act, as amended. This includes Native serving 501©3 organizations and Urban Indian organizations.

To be considered eligible for this funding opportunity the following criteria must be met:

- Applicants must be a federally recognized Tribe, Tribal health consortium, or a Tribal organization.
- Applicants must have a strong interest and/or demonstrated commitment to improving maternal health outcomes in American Indian or Alaska Native communities.

- Applicants who are interested in implementing the Hear Her campaign materials to their maternal mortality prevention/maternal health efforts.

PROJECT REQUIREMENTS

Selected Subawardees must agree to:

- Develop a work plan that includes an outline of the objectives and activities they plan to implement.
- Complete all activities in an agreed-upon work plan.
- Sign and return a contract with NIHB that stipulates the amount of funds to be distributed, a schedule of funds distribution, points of contact, and deliverables. NIHB will furnish the contract after funding decisions are made and announced.
- Designate one main point of contact to serve as the project coordinator. Even if this person will not be leading all project activities, the subawardee must designate one individual with whom NIHB will directly communicate on all matters related to this project. This person will be responsible for submitting all deliverables, participating in conference calls, and completing evaluation activities.
- Maintain records in accordance with 45 CFR 75 and 2 CFR 200 guidelines.
- Permit NIHB to share project success, lessons learned and deliverables as part of a broader information dissemination strategy.
- Participate in scheduled bi-monthly calls with NIHB to discuss progress, barriers, or any technical assistance that may be needed.
- Participate in project evaluation and technical assistance activities.
 - Participate in a pre- and post-assessment as a deliverable to NIHB.
- Submit a final report and financial statement to NIHB within 30 days upon completion of the project funding period on July 31, 2023.

Application Process:

- 1) Participate in the optional pre-application webinar on **February 14, 2023**.
- 2) Complete the application package (Appendix A).
- 3) Send the completed application package as a Word or PDF document to **ESNEDDY@NIHB.ORG** with the subject line titled “**2023 NIHB Hear Her Campaign Application for Tribes**” by 11:59 PM Eastern Time on **March 2, 2023**. No applications will be accepted by fax or postal mail. NIHB shall confirm the receipt of all applications.

The following will comprise a complete application package:

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| Section A: Tribe, Tribal Health Consortium, or Tribal Organization and Project Coordinator Contact Information | |
| Section B: Application Narrative and Scope of Work <ul style="list-style-type: none"> • Project Summary • Attached budget as a Word, Excel, or PDF document. • Supporting Documentation <ul style="list-style-type: none"> ○ Copy of most recent audit findings (Schedule of Findings) (required- can be submitted following acceptance) | |

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| <ul style="list-style-type: none"> ○ Completed W-9 (required) ○ Indirect Cost Rate Agreement (if applicable) ○ Letter from a Tribal/Health official (required) ○ Other Letter of support (optional) <ul style="list-style-type: none"> ● Proposed scope of work for subaward (Table 1) | |
|---|--|

| Key RFA Dates | Topic |
|--|--|
| February 2, 2023 | RFA released |
| February 14, 2023 | Pre-application webinar (optional) REGISTER HERE |
| March 2, 2023 | Applications due |
| March 21, 2023 | Award notifications |
| March 23, 2023 | Accept award |
| March 30, 2023 | Attend virtual kick-off meeting/ orientation |
| April- July 31, 2023 (4 months) | Funding period |

Selection Process:

- Incomplete application packages will not be reviewed.
- All complete applications will be reviewed by a team of qualified public health professionals with experience working in Indian Country, public health, and/or maternal health.
- NIHB shall notify all applicants of the status of their application by **March 21, 2023, 4pm ET.**

APPENDIX A: APPLICATION

Instructions: Fill out this application in its entirety by typing directly into this document. **All completed applications should be sent to ESNEDDY@NIHB.ORG by March 2, 2023 with “2023 NIHB Hear Her Campaign Application for Tribes” in the subject line.**

SECTION A: TRIBE, TRIBAL HEALTH CONSORTIUM, OR TRIBAL ORGANIZATION AND CONTACT INFORMATION

| SECTION A (REQUIRED): Tribe, Tribal Health Consortium, or Tribal Organization and Contact Information | |
|--|--------------------------------|
| Name of Tribe, Tribal Health Consortium, or Tribal Organization | |
| CONTACT INFORMATION | |
| POINT OF CONTACT Contact information for the individual to receive notification of application status: | Name: |
| | Title: |
| | E-mail Address: |
| | Phone Number: |
| | Mailing Street Address: |
| Tribal health department/organization | City, State, Zip Code: |
| | Name: |
| | Mailing Street Address: |
| Contact information for the Tribal Health Official/Director | City, State, Zip Code: |
| | Name: |
| | Title: |
| | Email Address: |
| | Phone Number: |
| Funding Check Information | |
| Name and Address where funding check should be sent should Tribe receive the funding (awardees will have the option to set up a direct deposit account for funds upon acceptance). | Pay to the order of: |
| | Mailing Street Address: |
| | City, State, Zip Code: |

| PROJECT COORDINATOR CONTACT INFORMATION | |
|---|-------------------------|
| Contact information for the individual to serve as Project Coordinator (if the same as above, then leave all fields blank). This person will be the main point of contact and be responsible for submitting all deliverables, participating in conference calls, and completing evaluation activities. | Name: |
| | Title: |
| | E-mail Address: |
| | Phone Number: |
| | Mailing Street Address: |
| | City, State Zip Code: |

SECTION B: APPLICATION NARRATIVE AND SCOPE OF WORK

PROJECT SUMMARY (300 words maximum)

Please add a brief description of your project and how it will strengthen efforts and/or launch targeted new efforts related to **Hear Her Campaign for American Indian and/or Alaska Native Communities**. (e.g., proposed project could include communications strategy for disseminating Hear Her campaign resources in your community (digital or print media), preparing additional materials that incorporate tribal-specific messages or images, hosting local events, workshops, or trainings with people who are pregnant or postpartum and their support networks, or any strategies you identify that would be impactful in your community)

AWARD BUDGET

Please attach a line-item budget with this application as a separate Word, Excel, or PDF document.

The requested amount should be appropriate to the level of effort required to engage in the proposed scope of work and produce the deliverables outlined in the next table.

Expected budget categories include salary, consultant, travel, supplies, equipment, other direct costs (subscriptions, fees, computer/internet services, printing, postage, etc.), and/or indirect costs.

These funds will be provided as follows:

Please note that 50% of the total subaward will be paid at the beginning of the subaward cycle to begin activities in the work plan. The balance of the subaward will be paid upon successful completion of all milestones and NIHB's receipt of the project deliverables and final report.

Awards may not be used to: provide direct support to external individuals (e.g., delivery of patient care); construction projects, purchase large equipment; pay for food or beverages; support ongoing general operating expenses or existing deficits, endowment, or capital costs; or support lobbying of any kind.

Subawards can be used to: develop and disseminate promoting positive maternal health media materials; conduct trainings, hosting talking circles, community, or local meetings on supporting campaign implementation; hire consultants; or complete other activities in the workplan.

Awards can be used for: salaries and wages, contractors, equipment, supplies, educational materials, implement training(s), or complete other activities in the workplan, infrastructure or IT improvements and indirect costs (to claim indirect costs, the applicant organization must have a current approved indirect cost rate agreement established with the cognizant federal agency. If you are claiming indirect costs, a copy of the most recent indirect cost rate agreement must be provided with the application).

The award will be \$20,000 to complete the deliverables outlined in the work plan.

SUPPORTING DOCUMENTATION

Before submitting, ensure that you have included the following sections and attachments:

Please select the corresponding box for all supporting materials being submitted with the application package (they can be added as additional pages to this document or as a separate PDF).

Letter of Support from Tribal Health Official/Leader or the leadership of a Tribal organization (mandatory).

- The signed letter of support should be from the Tribal health department's or the organization's director or CEO, the chair of the Tribal Health committee, Tribal chairperson, or other official that oversees all or a portion of the public health activities. The letter should include the relevant body's awareness of and/or commitment to the project activities and support for completion of all deliverables.

Letter(s) of Support from Other Entities (optional)

Copy of most recent audit findings (Schedule of Findings); can be submitted upon acceptance- however, this is required prior to signing a Memorandum of Agreement.

Indirect Cost Rate Agreement (if applicable)

Completed W-9 (mandatory)

The applicant may submit additional material to demonstrate their commitment and experience with maternal and child health programs. However, these are not required for a complete application package. We welcome

PROPOSED SCOPE OF WORK

All subawardees will have some aspects of their workplan and timeline the same and have been pre-filled in the workplan (in blue) below. There are blank fields available for the addition of activities specific to individual project needs. Please add any additional rows, if needed.

CONTINUE TO WORK PLAN TABLES BELOW

TABLE 1. PROPOSED SCOPE OF WORK FOR SUBAWARD

Work plans could include communications strategy for disseminating Hear Her campaign resources in your community (digital or print media), preparing additional materials that incorporate tribal-specific messages or images, hosting local events, workshops, or trainings with people who are pregnant or postpartum and their support networks with people who are pregnant or postpartum and their support networks, or any strategies you identify that would be impactful in your community

| Objective 1: [insert description] | | | |
|---|------------------|---------------------|-------------------------------|
| Expected Outcome 1: [insert description] | | | |
| Activities | Deadlines | Deliverables | Person (s) Responsible |
| Activity 1.1: | | | |
| Activity 1.2: | | | |
| Activity 1.3: | | | |

| Objective 2*: Participate in processes and evaluation to ensure effective and successful project implementation. | | | |
|---|------------------|----------------------|-------------------------------|
| Expected Outcome 2: Successful project implementation and reporting through collaboration with the National Indian Health Board. | | | |
| Activities | Deadlines | Deliverables | Person (s) Responsible |
| Activity 2.0: NIHB will host an introductory call with awardees to explain grant activities and agreement. | | 1 introductory call | |
| Activity 2.1: Attend periodic check-in calls with NIHB. | | periodic calls | |
| Activity 2.2: Submit a mid-project progress report to NIHB. | | 1 mid-project report | |
| Activity 2.3: Submit a project-end report to NIHB that will include evaluation data. (NIHB will | | 1 project-end report | |

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| conduct a post-award evaluation to identify additional TA, training, and resource needs. These may be related to communications capacity or maternal mortality prevention more broadly.) | | | |
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*This objective is mandatory for all NIHB subawardees to include in project work plan and budget.