MATERNAL TELEHEALTH ACCESS PROJECT:

COLLABORATION AND INNOVATION FOR EQUITY AND HEALTHY FAMILIES

REQUEST FOR APPLICATIONS WEBINAR
AUGUST 20, 2020

HTTPS://MATERNALHEALTHLEARNING.ORG/TELEHEALTH/REQUEST-FOR-APPLICATIONS/
TODAY

- Overview
- Funding
- Timeline
- Details of the application process
- Additional Resources
- Question and answer period

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OVERVIEW

**Who:** Health Resource Services Administration/Maternal Child Health Bureau (HRSA/MCHB) awarded $15 million in 2020 Coronavirus Aid, Relief and Economic Security (CARES) Act emergency funds

**What:** HRSA awarded 1-year awards to increase telehealth access and infrastructure for families and providers to improve access to health care during the pandemic

- Pediatric Care
- State Public Health Systems
- Family Engagement for Children with Special Health Care Needs
- Maternal Health Care

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The RFA will provide funding for services and supports to support maternal health care before, during, or after pregnancy via telehealth during COVID-19.
MATERNAL HEALTH – COVID-19 - TELEHEALTH

- Barriers to telehealth are vast and include
  - Bandwidth, WIFI, lack of technology
  - Maternity care desserts
  - Rural or frontier communities
  - Legal issues and policy barriers

- Certain groups of people are at increased risk for poor maternal and infant health outcomes due to barriers in accessing and using telehealth

- HRSA’s charge: Increase access to supports and services via telehealth
  - Access for health care providers
  - Advancing the demand for telehealth
  - Ensuring telehealth is available for all via equitable policies
## TIMELINE

<table>
<thead>
<tr>
<th>Dates</th>
<th>Description</th>
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<tbody>
<tr>
<td>RFA out</td>
<td>Monday, August 17, 2020</td>
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<tr>
<td>Webinar (optional)</td>
<td>Thursday, August 20, 2020 @ noon ET</td>
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<tr>
<td>FAQ/TIPS</td>
<td>Monday, August 24, 2020 by noon ET</td>
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<tr>
<td>Budget and HRSA Form Webinar (strongly encouraged)</td>
<td>Monday, August 31, 2020 from 230pm – 4pm ET</td>
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<td><a href="HTTPS://MATERNALHEALTHLEARNING.ORG/TELEHEALTH/REQUEST-FOR-APPLICATIONS/">Register Here for the Budget Webinar</a></td>
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<tr>
<td>RFA Due to UNC-CH</td>
<td>Monday, September 14, 2020 by 5:00pm ET</td>
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<td>Successful Applicants Notified</td>
<td>Friday, September 25, 2020 by 5pm ET</td>
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<tr>
<td>Contract Begins</td>
<td>~Tuesday-Wednesday, October 1 – 2, 2020</td>
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<tr>
<td>1st Welcome/Orientation Webinar for Successful Applicants</td>
<td>Friday, October 4, 2020 @ noon ET</td>
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REQUEST FOR APPLICATION DETAILS

- **Funding:** Available from October 1, 2020 – April 30, 2021 through a sub-contract through University of North Carolina – Chapel Hill

- **Available Amount:** Up to $100,000 per applicant

- **Who:** Any public or private agency, organization, community-based or faith-based organization working in maternal health before, during, or after pregnancy + COVID-19 + Telehealth

- **What:** Can be used for services and supports (see next slide for examples of fundable activities)

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EXAMPLES OF SUPPORTS AND SERVICES

- Materials and equipment
- Telehealth systems and infrastructure
- Outreach and education
- Training and technical assistance

REQUIREMENTS

- Provide a Federal DUNS Number
- Make their organization’s financial records available for review or audit upon request of the Health Resources and Services Administration, the University of North Carolina at Chapel Hill or the Government Accountability Office
- Enter into a sub-contractual relationship with the University of North Carolina at Chapel Hill, who will establish the schedule of funds distribution (funds reimbursed after expenditure in most cases)
- Designate one individual to serve as the main point of contact for all project deliverables and financial requirements, as well as be responsible for submitting regular reports and participating in conference calls upon request
- Report progress throughout the grant period.
  - Permit UNC-Chapel Hill and the Health Resources and Services Administration to share project successes, lessons learned and tangible products as part of a broader dissemination strategy
- Participate in project evaluation activities
- Register for a SAM Number when the contract begins if your agency is not already registered.

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APPLICATION SCORING AND EVALUATION CRITERIA

Criteria:
- Demonstrated knowledge of the needs for services or supports for maternal health via telehealth during COVID-19
- Demonstration of proven track record of experience working with the identified maternal health population(s)
- Demonstrated understanding of how equity is centered in the organization’s current and proposed work
- Identified strategies that are likely to increase and improve the uptake and utilization of maternal telehealth supports or services
- Completeness and quality of the proposal

Who:
- Review team will be a multi-disciplinary team of maternal health and community experts.

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EVALUATION AND REPORTING CRITERIA

- Reports will be due electronically via Qualtrics or another online system
  - October 1, 2020 – December 31, 2020 by January 10, 2021 (1st quarter)
  - January 1, 2021 – March 31, 2021 by April 10, 2021 (2nd quarter)
  - April 1 – 30, 2021 – by May 10, 2021 (final month)

- The following information will be requested
  - How much did we do? (i.e. People served, and activities implemented)
  - How well did we do it? (i.e. Quality of service delivery)
  - What are the impacts and outcomes for the recipients from the implemented support and services?

- Both qualitative and quantitative data will be requested
We want to hear from you!
- Blogging, Vlogging Success Stories

Virtual Showcase – In April or May 2021, grantees will participate in a virtual showcase, highlighting their work and successes during the funding period.
- Grantees will be asked to participate in the development and planning of the Showcase.
- More information will be forthcoming

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THE LINKS FOR THE APPLICATION

RFA Overview, Eligibility, Timeline

Apply online [here](https://maternalhealthlearning.org/telehealth/request-for-applications/)
Download RFA Application

The following documents will need to be completed for the RFA. Click on each document, download the fillable-PDF to your computer before completing it.

HRSA Budget Form
HRSA Budget Form Instructions
Letter of Intent
HRSA Attachment 3B form

Examples of fundable supports and services
Definitions used throughout the application and overview
THE APPLICATION

- Organizational information
- Primary contact information
- Financial contact

- Identify your organization type
  - Community-based organization, faith-based, other 501-C3
  - Private health care clinic
  - Public health department, FQHC, etc.
  - For-profit hospital
  - Not-for profit hospital
  - Academic center
  - Other

- Additional Information
  - Number of employees, contractors, sub-contractors
  - Main maternal health activities or roles your organization providers
  - Populations your organization works with
  - Types of insurance coverage your population has
  - The race/ethnicity of the population you serve
  - State (HRSA Region)
  - How your organization delivers supports or services

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THE APPLICATION: THE MEAT

- Tell us about your organization – (up to 350 words)
  - Mission, vision
  - Supports or services offered
  - Strengths and challenges
  - How equity is centered in your work

- Highlight your organization – Video or Written Paragraph (up to 250 words)

- How the funding will increase or initiate maternal telehealth supports or services (up to 200 words)

- Talk about the single most important need the funding could address (up to 150 words)

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THE APPLICATION: THE MEAT

- **Scope of Work** – upload a 1 – 2 page, single spaced document
  - Description of each activity, including where, how, when, by whom and for whom.
  - The number of people who will be reached with the supports or services; supplies or materials distributed; outreach and advocacy events; etc. Please note: If the population you propose to serve with these funds, differs significantly from your current population, please describe.
  - Describe how equity will be centered in the activities that your organization is proposing.
  - Identify any barriers or challenges you foresee with the activity(ies) and how the organization will address these.
  - How success/impact will be measured.
THE APPLICATION: HRSA REQUIREMENTS

The following eligibility questions are required by HRSA to be answered during the RFA process.

- a. Does your organization have the capability to identify, in its accounts, all Federal awards received and expended and the Federal programs under which they were received?

- b. Does your organization maintain internal controls to assure that it manages US Federal awards in compliance with applicable laws, regulation and the provision of contracts and grants?

- c. Does your organization comply with all applicable law and regulations?

- d. Is your organization able to prepare appropriate financial statements, including the schedule of expenditures on federal awards?

- e. Does your organization have any outstanding audit findings which would impact agreement costs? If there are findings, submit a copy of the most recent report that describes the findings and steps to be taken to correct the findings: folami_cook@med.unc.edu

- f. Is your organization and/or any participating individuals presently debarred, suspended, proposed for debarment, or declared ineligible for US Federal contracts?

- g. Is your organization and/or any participating individuals presently indicted for, or otherwise criminally or civilly charged, by a government entity?
# THE APPLICATION: HRSA REQUIREMENTS

## The Letter of Intent –
- Available on the online application
- Click on the link and it will pop up in another tab for
- Download, complete and sign

- An example will be put online!
HRSA Required 3B Form

- Available on the online application
- Click on the link and it will pop up in another tab for
- Download & complete

An example will be put online!
**THE APPLICATION: HRSA REQUIREMENTS**

**HRSA Budget Form**
- Available on the online application
- Click on the link and it will pop up in another tab for
- Download, use the Budget Instructions for support to complete the budget
- Attend the Budget Webinar on Monday, August 31, 2020 from 2:30pm – 4:00pm, to register **LINK go to the website to register: maternalhealthlearning.org**

- An example will be put online!

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**SUBTOTALS**
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**CONSULTANT COSTS**

**EQUIPMENT**

**SUPPLIES**

**TRAVEL**

**INPATIENT CARE COSTS**

**OUTPATIENT CARE COSTS**

**ALTERATIONS AND RENOVATIONS**

**OTHER EXPENSES**

**CONSORTIUM/CONTRACTUAL COSTS**

**TOTAL DIRECT COSTS FOR INITIAL BUDGET PERIOD**

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ONLINE RESOURCES

https://maternalhealthlearning.org/telehealth/request-for-applications/

Request for Applications

Supporting Providers and Families to Access Telehealth and Distant Care Services for Maternal Health Services

DUE DATE: Monday, September 14, 2020, 5 pm ET

NOTICE OF FUNDING OPPORTUNITY: The goal of this funding opportunity is to ensure that women at highest risk receive quality maternal care services before, during, or after pregnancy via telehealth during the COVID-19 pandemic. A competitive Request for Applications (RFA) was released on Monday, August 17, 2020 for time-limited funding around maternal health service care before, during, or after pregnancy.

APPLY ONLINE HERE

- RFA Overview and Details
- Examples of fundable supports and services
- Definitions used throughout the application and overview

Resources to Support RFA

- Grant Writing Tools for Nonprofit Organizations from Nonprofit Guides
- Community Toolbox Resources on Applying for Grants
- Grant Adviser Guides to Fundraising

For more information, please contact Fatami Cook.

DOWNLOAD ANNOUNCEMENT
National Birth Equity Collaborative (NBEC)

Programmatic Criteria
- Applicants with place-based, community-driven proposals to advance birth equity in communities of color will be prioritized
- Applications are due by September 13, 2020 by 11:59pm EST

Administrative Criteria
- Organizations must have an annual operating budget of $1 million or less
- Minimum Award: $5,000
- Maximum Award: $25,000

Links for more information:
- [https://birthequity.org/telehealth-project-mtap/](https://birthequity.org/telehealth-project-mtap/)
- Available next week.

Reaching our Sisters Everywhere (ROSE)

Who Should Apply?
- Individuals, community-based organizations that serve Black Indigenous People of Color (BIPOC), marginalized and rural communities who work in perinatal health services
- Agencies that serve birth workers, community-health workers, lactation consultants, etc.
- Telehealth – perinatal and postpartum support

Awards
- $200,000 is available for distribution
- Amounts of $1,000, $2,500 or $5,000
- Applications: due by September 8, 2020 by 11:59pm EST

Link for more information:
- [http://www.breastfeedingrose.org/vipscohort/](http://www.breastfeedingrose.org/vipscohort/)
FOR INFORMATION OR QUESTIONS ABOUT THE RFA

FOLAMI COOK: folami_cook@med.unc.edu or 919-966-1041

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