Alliance for Innovation on Maternal Health (AIM)

Pre-Application Technical Assistance Webcast
Notice of Funding Opportunity HRSA 18-085
January 9, 2018

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Maternal and Child Health Bureau (MCHB)
Health Resources and Services Administration (HRSA)
Webcast Outline

1. HRSA and MCHB Mission & Vision
2. Purpose of the Notice of Funding Opportunity
3. Award and Eligibility Information
4. Application and Submission Information
5. Budget Content
6. Application Review Criteria
7. Question and Answer Period
Important Acronyms

- Application Guide – SF 424 Application Guide
- NOFO: Notice of Funding Opportunity
- HRSA: Health Resources and Services Administration
- MCHB: Maternal and Child Health Bureau
- PO: Project Officer
- GMS: Grants Management Specialist
- AIM: Alliance for Innovation on Maternal Health
- MM: Maternal Mortality
- SMM: Severe Maternal Morbidity
- Bundles: Maternal Safety Bundles
Health Resources and Services Administration

**Vision**
Healthy Communities, Healthy People

**Mission**
To improve health and achieve health equity through access to quality services, a skilled health workforce and innovative programs.

https://www.hrsa.gov/
Vision
An America where all children and families are healthy and thriving, and have a fair shot at reaching their fullest potential.

Mission
To improve the health of America’s mothers, children and families.

https://mchb.hrsa.gov/
Alliance for Innovation on Maternal Health

- AIM was launched by HRSA on September 1, 2014, through a four-year cooperative agreement to the American College of Obstetricians and Gynecologists (ACOG).

- Lessons Learned
  - Financial Support to State-Based Teams and Partners
  - Data Collection and Analysis
  - Program Evaluation
  - Public Awareness Campaign
Alliance for Innovation on Maternal Health

Collaboration

Quality Improvement

Patient Safety & Maternal Safety Bundles

AIM
Maternal Safety Bundles

1. Maternal Early Warning Signs
2. Hemorrhage
3. Hypertension in Pregnancy
4. Venous Thromboembolism
5. Supporting Intended Vaginal Births
6. Reduction of Peripartum Racial Disparities
7. Postpartum Care Basics for Maternal Safety
8. Obstetric Care for Opioid Dependent Women
Purpose

- This NOFO solicits applications for the fiscal year (FY) 2018 Alliance for Innovation on Maternal Health (AIM) initiative.

- Purpose: To reduce maternal deaths and severe maternal morbidity by engaging provider organizations, state-based public health systems, consumer groups, and other stakeholders within a national partnership to assist state-based teams in implementing evidence-based maternal safety bundles.

Authority: Social Security Act, Title V, § 501(a)(2) (42 U.S.C. § 701(a)(2)), as amended

Please refer to page one of the NOFO.
Program Activities

1. Lead a **national partnership** of organizations focused on reducing maternal mortality and severe maternal morbidity by facilitating multidisciplinary collaborations;

2. Direct widespread implementation and adoption of the maternal safety bundles through collaborative **state-based teams**; and,

3. Collect and analyze process, structure and outcome **data** to drive continuous improvement in the implementation of safety bundles by state-based teams, through a continuous quality improvement framework.

*Please refer to page one of the NOFO.*
Program Objectives

By August 31, 2023, the AIM program is expected to:

1. Facilitate widespread implementation of the current maternal safety bundles and/or resources by maintaining the existing 10 AIM state-based teams, and accepting 25 new state-based teams;

2. Develop new maternal safety bundles and/or resources that address new topics in the quality and safety of maternity care practices;

3. Develop and implement a national campaign focused on the current state of maternal mortality and severe maternal morbidity that highlights the impact of AIM, and how the maternal safety bundles improve maternity care practices; and,

4. Prevent 1,000 maternal deaths and 100,000 cases of severe maternal morbidity in the United States.

Please refer to page one of the NOFO.
Award Information

- Number of Awards: 1 Cooperative Agreement
- Award Amount: Up to $2,000,000 per year
- Project Start Date: September 1, 2018
- Project Period: 5 Years (2018-2023)

Please refer to pages six and seven of the NOFO.
Eligibility Information

- Any public or private entity, including an Indian tribe or tribal organization, is eligible to apply. Faith-based and community-based organizations are also eligible to apply.
- Foreign entities are not eligible to apply.
- Multiple applications from an organization are not allowable.
- Cost sharing/matching is not required for this program.

Please refer to page eight of the NOFO.
Application and Submission Information

- HRSA requires all applicants to apply electronically through Grants.gov.

- **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 February 16, 2018 at 11:59 pm ET.

*Please refer to pages eight and 18 of the NOFO.*
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
2. Project Logic Model
3. Staffing Plan & Job Descriptions
4. Biographical Sketches
5. Letters of Agreement/Existing Contracts
6. Project Organizational Chart
7. Additional Tables/Charts
8. Year 5 Line Item Budget
9. Progress Report (Competing Continuations Only)
10. Other Relevant Documents
Project Abstract

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

- The abstract must provide a summary of the application, and brief description of the proposed project activities.
- The abstract must be uploaded to SF 424 – Box 15. The abstract is often provided to the public and Congress.
- The abstract is limited to one page in length.

*Please refer to page 10 of the NOFO, and Section 4.1.ix, page 37, of HRSA’s SF-424 Application Guide for detailed instructions.*
Sections of the Project Narrative include:

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

Please refer to pages 10-14 of the NOFO.
Project Narrative - Introduction

- Describe the proposed project.

- Discuss your organization’s understanding of the issues in addressing MM and SMM in the United States.

- Describe your understanding of the key activities outlined for the project.

- Describe how patient safety frameworks can be used to address the quality and safety of maternity care.
Project Key Activities

- Convene National Partners
- Collect and analyze data on bundle implementation at state/hospital level
- Develop data metrics and create online data collection system
- Propose and create new maternal safety bundles
- Implement a national communication strategy to advance awareness of MM and SMM

Please refer to page two of the NOFO.
Project Narrative – Needs Assessment

- Describe the target population and its unmet health needs, including socio-cultural determinants of health and health disparities.
- Cite the most recent demographic data to support the information provided.
- Discuss any barriers that the project aims to overcome, and outline plans to address the barriers identified.
Project Narrative - Methodology

**Purpose:** To describe the strategies and activities for addressing the unmet needs/gaps/barriers identified in the needs assessment, and to achieve the project goals.

Applicants must:

- Describe the framework for the national partnership.
- Describe how the partnership will engage and support state-based teams with implementation of the bundles.
- Describe how collaboration, quality improvement, and patient safety and use of the bundles will be used as framework for the activities.

*Please refer to pages 10-11 of the NOFO.*
Project Narrative – Methodology Continued

- List potential new state-based teams to engage in AIM.
- Describe technical and financial support strategies that will be provided to state-based teams.
- Describe organizational processes for managing subawards.
- Outline plans for the creation and utilization of central data center/platform.
- Identify potential barriers that may affect state-based team participation.
- Outline a plan for project sustainability after the project period ends.

*Please refer to pages 10-11 of the NOFO.*
Project Narrative – Work Plan

**Purpose:** A work plan is a concise and easy to read overview of your goals, strategies, objectives, timeline, and those responsible for implementing the activities. Applicants should:

- Submit as *Attachment 1*
- Include a Project Logic Model as *Attachment 2*

*Please refer to pages 11-12 of the NOFO.*
Challenges and Resolutions

- 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.

*Please refer to pages 12 of the NOFO.*
Project Narrative – Evaluation and Technical Support Capacity

- Describe the plan for program performance evaluation that will support continuous quality improvement towards achieving the project goals and objectives.
- Describe inputs, processes, and expected outcomes.
- Describe current experience, skills, knowledge, and previous work on improving maternal health.
- Describe the data collection strategy, and explain how it will be used.

*Please refer to pages 12-13 of the NOFO.*
Project Narrative – Organizational Information

**Purpose:** To describe your organization’s capacity and expertise to conduct the program requirements and meet program expectations.

This includes:

- Mission
- Organizational Structure
- Scope of Current Activities
- Organizational Chart as *Attachment 6*
- Project Personnel, Proposed Partners, and Staffing Model
- Experience with AIM activities
- Projects to Improve Maternal Health Outcomes

*Please refer to pages 13-14 of the NOFO.*
Budget Summary

- Include within the budget proposal the level of support, expected to be between 50-60% of the annual award, that will be provided to national partners and state-based teams.

- Budget proposal must include costs for convening an annual meeting.

Please refer to page 15 of the NOFO.
Budget Requirements

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. (Attachment 8 – 5th Year Line Item Budget)
3. Budget Justification Narrative for Years 1-5
   a. Subsequent budget years should only highlight changes from year one or indicate no substantive changes.

*Please refer to page 15 of the NOFO, and 20-34 of the SF-424 Application Guide*
## Budget Requirements: SF-424A

### BUDGET INFORMATION - Non-Construction Programs

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

### SECTION A - BUDGET SUMMARY

<table>
<thead>
<tr>
<th>Grant Program Function or Activity (a)</th>
<th>Catalog of Federal Domestic Assistance Number (b)</th>
<th>Estimated Unobligated Funds</th>
<th>New or Revised Budget</th>
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<td>Federal (c)</td>
<td>Non-Federal (d)</td>
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<td>Federal (e)</td>
<td>Non-Federal (f)</td>
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<td>5. Totals</td>
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**HRSA Maternal & Child Health**
### Budget Requirements: SF-424A

**SECTION B - BUDGET CATEGORIES**

<table>
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<th>6. Object Category</th>
<th>1. Grant Program, Function or Activity</th>
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<td>a. Personnel</td>
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<td>b. Fringe Benefits</td>
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<td>c. Travel</td>
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<tr>
<td>d. Equipment</td>
<td></td>
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<td></td>
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<tr>
<td>e. Supplies</td>
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<td>f. Contractual</td>
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<tr>
<td>g. Construction</td>
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<td>h. Other</td>
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<tr>
<td>i. Total Direct Charges (sum of 6a-6h)</td>
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<td>j. Indirect Charges</td>
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<td></td>
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<td>k. TOTALS (sum of 6l and 6j)</td>
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</tbody>
</table>

**HRSA**

**Maternal & Child Health**
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 $2,000,000.

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.

Please refer to page 31-34 of the SF-424 Application Guide.
Indirect Cost Rate Agreement

- Indirect Costs Rates include rent, electricity, and heat.

- Organizations must have an indirect cost rate in order to be reimbursed for indirect costs.

- If there is no established indirect cost rate, the grantee is authorized to use the amount of 10% for salaries and fringe benefits.

- Applicants should include the current negotiated indirect cost rate agreement in the application.
Attachments

1. Work Plan (Required)
2. Project Logic Model (Required)
3. Staffing Plan and Job Descriptions for Key Personnel (Required)
4. Biographical Sketches (Required)
5. Letters of Agreement, MOU’s, Existing Partnerships (Required)
6. Project Organizational Chart (Required)
7. Tables and Charts (If Applicable)
8. 5th Year Line Item Budget (Required)
9. Progress Reports (For Competing Continuation Only)
10. Other Relevant Documents (If Applicable)

Please refer to pages 15-17 of the NOFO.
Application Review Information

HRSA

MCHB

AIM
Application Review Information

- HRSA’s Division of Independent Review (DIR) is responsible for managing the objective and independent application review performed by a committee of qualified experts.

- 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. It is critical that you paint a clear picture of your proposed project, and the capabilities that your organization brings to the work.
Application and Submission Information

Review Criteria are used to review and rank applications. For this NOFO, there are six review criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1: Need</td>
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</tr>
<tr>
<td>Criterion 2: Response</td>
<td>25</td>
</tr>
<tr>
<td>Criterion 3: Evaluative Measures</td>
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</tr>
<tr>
<td>Criterion 4: Impact</td>
<td>10</td>
</tr>
<tr>
<td>Criterion 5: Resources/Capabilities</td>
<td>35</td>
</tr>
<tr>
<td>Criterion 6: Support Requested</td>
<td>10</td>
</tr>
</tbody>
</table>

Please refer to pages 19-22 of the NOFO.
The Notice of Award will be sent prior to the start date of September 1, 2018.

See Section 5.4 of HRSA’s *SF-424 Application Guide* for additional information.
Applying for Funding

HRSA

MCHB

AIM
Applying for Funding

- The application package is located on HRSA’s website at www.hrsa.gov/grants.
  Click on “View HRSA Funding Opportunities”
At www.grants.gov, search by opportunity announcement (HRSA 18-085).

- The application guide is available at:
Application Submission Tips

- Read the NOFO and the SF-424 Application Guide carefully and follow the instructions.
- Apply early! Don’t wait until the last minute in case you run into challenges!
- 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 for a link to additional tips on writing a strong application.
Resources for Applicants

- Section VIII: Other Information Pages 28-29
  - Websites
  - Existing AIM State Teams
  - Existing AIM Partner Organizations

- References Included in NOFO
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 February 16, 2018 at 11:59 pm ET.

- We recommend submission of the application at least two business days before the due date.
Grants.gov Contact Information

- When to contact Grants.gov Helpdesk:
  - Error Messages
  - Other Technical Issues
  - Application did not transmit to HRSA
  - Any submission problems, please contact Grants.gov immediately!

- Grants.gov Contact Center (24/7 except Federal Holidays)
  - 1-800-518-4726
  - support@grants.gov, or
  - https://www.grants.gov/web/grants/support.html
Agency Contact Information

Program Contact
Kimberly Sherman
Sandra Lloyd
MCHB
wellwomancare@hrsa.gov
(301) 443-0543

Grants Contact
Mary Worrell
Grants Management Specialist
HRSA Office of Federal Assistance Management
mworrell@hrsa.gov
(301) 443-6343

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Twitter: twitter.com/HRSAGov
Facebook: facebook.com/HHS.HRSA
Thank you for your participation!

A recording of this webcast will be posted at: https://mchb.hrsa.gov/fundingopportunities/