



March of Dimes Chapter Community Grants Program

2011 Request for Proposals Application Guidelines

March of Dimes
New Mexico Chapter
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PURPOSE

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education and advocacy to save babies.

Launched in 2003, the March of Dimes Prematurity Campaign is a multiyear, multimillion-dollar research, awareness and education campaign to help families have healthier babies. The campaign includes: 1.) funding research to find the causes of premature birth, 2.) educating women about risk reduction strategies, including the signs and symptoms of premature labor, 3.) providing support to families affected by prematurity, 4.) expanding access to health care coverage so that more women can get early and adequate prenatal care, 5.) helping health care providers learn ways to help reduce the risk of early delivery, and 6.) advocating for access to insurance to improve maternity care and infant health outcomes. For information about how your organization can become more involved with this campaign, contact the New Mexico Chapter.

As part of this effort, the New Mexico Chapter community grants program is designed to invest in priority projects that further the March of Dimes mission, support national campaign objectives, and further our strategic goal of reducing disparities in birth outcomes. Proposals will be accepted from organizations with the capacity, competence and experience to accomplish project goals and objectives.

The applicant must provide services in New Mexico.

ELIGIBILITY

In order to be eligible to receive a March of Dimes chapter grant, an organization must be an incorporated not-for-profit 501(c)(3) or for profit organization or government agency. **The March of Dimes does not award grants to individuals.** Applicants must disclose any conflict of interest due to representation by their organization on the chapter's Program Services Committee or the Chapter or Division Board of Directors.

2011 GRANT SCHEDULE

Applications due	11/16/2010 by 4PM MST
Notification of awards	January 2011
Grant period	January 2011-December 2011

PLEASE NOTE: March of Dimes chapter community grants do not fund scientific research projects. For information about research grants funded by the March of Dimes national office, please refer to the March of Dimes Web site at marchofdimes.com or e-mail the Office of Research and Grants Administration at researchgrants@marchofdimes.com.

FUNDING PERIOD

All chapter community grants are approved for one year only. Consideration of continued support in subsequent years requires resubmission of a proposal or planned

activities for the next year, and is based on review of progress and expenditure reports, and the availability of funding. Grants may be renewed only twice for a total project time span of three years.

FUNDING PRIORITY AREAS

All grant proposals must address the March of Dimes mission of improving the health of babies by preventing birth defects, premature birth and infant mortality. Priority will be given to projects that meet one or more of the following criteria: a) help reduce disparities in premature birth; b) are evidence-based; c) include measurable outcomes. Projects may focus on *consumers* and/or *health care providers*. The March of Dimes does not fund billable health care provider services.

1. Providing or enhancing **preconception health** education and/or services. For a list of 14 specific risk areas, go to <http://www.marchofdimes.com/professionals/19695.asp>. For more information, see the National Preconception Curriculum and Resources Guide for Clinicians at www.mombaby.org/beforeandbeyond/
2. Providing or enhancing **risk reduction** education and/or services. Risk reduction projects include, but are not limited to:
 - **Providing smoking cessation** education and/or services. Preference should be given to prenatal health education and information/referral services that utilize the "5 A's" counseling approach. For more information, go to www.acog.org/from_home/departments/smoking/smokingslides.ppt
 - Increasing health education and information/referral services available to pregnant women who use **alcohol or other drugs**.
 - Focusing on preterm birth **recurrence prevention** such as education about "17P" (17 α hydroxyprogesterone caproate) treatment for women who have had a previous singleton preterm birth).
 - Enhancing care through the **CenteringPregnancy®** model of group prenatal care. For more information, go to www.centeringhealthcare.org
 - Focusing on quality improvement programs that address **late preterm birth** through systems that ensure compliance with ACOG guidelines regarding elective labor inductions and c-sections performed prior to 39 weeks.
3. Providing education regarding **fertility treatments** and the associated risk of multiple births and prematurity, and ways to potentially reduce those risks.
4. Implementing disparity-related community programs that aim to decrease **racial and ethnic disparities** in birth outcomes. This may include March of Dimes programs like Stork's Nest®, Project Alpha and *Becoming a Mom/Comenzando bien*®.
5. Increasing pregnant women's **participation in state or local maternal child health programs** (e.g. Medicaid, SCHIP, WIC) through enhanced outreach, education and public awareness.
6. Enhancing the availability, quality and utilization of **genetics services** and/or other patient services related to preventable birth defects (i.e. outreach and education on newborn screening.)

7. Increasing education related to reducing the risk of **sudden infant death syndrome (SIDS)** in high-risk communities, consistent with the 2005 American Academy of Pediatrics Policy Statement: www.breastfeedingtaskforce.org/SIDS/AAP-Revised-SIDS-policy-1105.pdf

OUTCOMES

Reporting outcomes for your grant funded project does not have to be complicated. Outcomes are benefits to clients from participation in the program. Outcomes for March of Dimes projects are usually in terms of changes in knowledge, behavior or birth outcomes. Outcomes are often mistaken with program outputs or units of services such as the number of clients who went through a program. To measure outcomes, baseline data is needed for comparison with data collected during and after project implementation. **Proposals are expected to include at least one objective that seeks to change knowledge, behavior or birth outcomes. Proposals that meet this expectation will score higher in the review process.**

Information found on this website may help you identify an outcome objective for your project: http://www.managementhelp.org/evaluatn/fnl_eval.htm. Here are some sample objectives to give you ideas for content and wording. Please notice the references to baseline data.

- *Intent to Change Behavior* - By December 2011, 80% of participants will agree to make at least one positive behavior change as a result of attending the prenatal classes as measured by client interviews. (Baseline will come from intake interviews.)
- *Behavior Change* - By December 2011, at least 50% of participants enrolled in the program will have improved eating habits by reporting increased intake of fruits/vegetables and water consumption as measured by client surveys. (Baseline will come from intake interviews.)
- *Behavior Change* - By December 2011, the number of women accessing adequate perinatal care (at least 13 prenatal visits beginning in the first trimester of pregnancy) at XYZ Health Center will increase from 125/year (baseline) to 150/year through the services of a Patient Navigator as measured by a review of client records.
- *Change in Birth Outcome* - By December 2011, decrease the percentage of preterm births among women enrolled in the project from 18% (baseline) to 16.5% as measured medical records review.
- *Behavior Change* - By December 2011, increase the percentage of pregnant women enrolled in the project who have a prenatal visit in the first trimester of pregnancy from 40% (baseline) to 50% as measured by medical records review.
- *Behavior Change* - By December 2011, 50% of program participants will demonstrate a decrease in stress as measured by pre/post-tests. (Baseline will come from pre-test results.)

- *Knowledge Change* - By December 2011, 60% of program participants will demonstrate an increase in the perinatal knowledge test as measured by pre/post-tests. (Baseline will come from pre-test results.)

APPLICATION INSTRUCTIONS

Organizations interested in submitting an application that meets at least one of the listed funding priorities may apply for a grant between \$1,000 to \$8,000. Funds may be applied to support new or existing projects.

- Applications must be no longer than 12 double-spaced pages (excluding forms and attachments).
- Font size must be at least 12 point and margins must be at least 1 inch.
- All applications must include a Cover Sheet, Narrative (including Abstract), Budget Form and Objectives/Activities/Outcomes Form. The Narrative section must include the six required components, addressing each bullet listed. Application forms are attached.
- Attachments may be included; however, all information requested under each of the required components must be provided within the proposal narrative, observing page limitations.
- An original application and 5 copies must be received by the deadline date.
- Applications may not be faxed.
- Applications that exceed the maximum page limitation will not be reviewed.

Applications must be received by 4:00PM on 11/16/2010. Late applications will not be accepted. Proposals should be sent to:

Brandy Van Pelt, State Director of Program Services
March of Dimes New Mexico Chapter
7007 Wyoming Blvd NE Suite E-2
Albuquerque, NM 87109

If you have questions regarding the March of Dimes New Mexico Chapter community grants application or need additional application forms, please contact Brandy Van Pelt, State Director of Program Services, at 505-344-5150 or bvanpelt@marchofdimes.com

APPLICATION FORMAT

I. COVER SHEET

Completely fill out attached Cover Sheet

II. PROJECT NARRATIVE - Not to exceed 10 double-spaced pages total

A. Project Abstract - one (1) page

Provide a one-page summary of the project

B. Description - suggested length 2-3 pages

Please include the following information/address the following questions in your description:

Which of the funding priorities is the project addressing? *Do not alter wording of the priority area.*

Of the target population in your area, what needs are you addressing in this initiative? How will the project have an impact on these needs?

What is the capacity of the applicant to carry out the project (include agency's mission, key staff, clientele, and experience working with the target population group)? What planning activities will take place before project startup?

What are the staff responsibilities? What is the role of collaborating organizations (if applicable)?

C. Project Objectives, Activities & Outcomes

Please completely fill out the Methods, Activities & Outcomes form including information on baseline data, evaluation method and staff responsible.

For continuation funding, note progress made towards meeting objectives.

D. Evaluation Plan - suggested length 1-2 pages

Please consider the following questions when describing your evaluation plan:

What is the measurable objective(s) the proposed project aims to achieve?

For example:

One measurable objective of this project is to increase the percentage of pregnant women enrolled who have a prenatal visit in the first trimester of pregnancy from 40% (baseline) to 50% as measured by medical records review, or

One measurable objective of this project is to decrease the percentage of preterm births among women enrolled in the project from 18% (baseline) to 16.5% as measured medical records review.

How will you measure whether this objective was achieved?

What data or information will be needed to measure this?

How will this information be gathered? What tools will be used?

Who will be responsible for gathering this data?

Please include any evaluation tools (i.e. surveys, attendance sheets, summary health information) you will use to capture participant information, evaluate progress, etc.

Who will design and carry out the project evaluation? (If at all possible, have someone other than the program managers determine evaluation results.)

E. Project Impact, Visibility and Sustainability - suggested length < 1 page
Please consider the following questions when describing your plan:

Beyond the required press release, how will the project be announced to the community? In what ways will March of Dimes be visible?

In addition to scheduled progress reports, how will project results be shared? In addition to the March of Dimes, *with whom* and *how* will project impact be shared?

Describe the potential for sustainability beyond the funding period through alternate sources of funding or a change in organizational systems or procedures that will sustain the project's impact.

F. Budget

Please complete the attached budget form, and provide a one-page written budget justification to detail each item on the budget form. Please include the calculation(s) used to estimate costs. The attached budget form is not acceptable without a written budget justification.

Allowable Costs Include:

- Salary - grant funds may be used to cover salaries for project-related employees, but **cannot be used** to pay salary costs for employees who are **already** employed full time. Exceptions may be made in circumstances where a specified position is supported primarily by grant funds and the applicant can demonstrate that the requested funds would replace existing grant funds.
- Consultant fees
- Materials and supplies (e.g. office supplies, health-related materials, refreshments)
- Printing and travel that are reasonable and necessary for project implementation. March of Dimes funds will not pay for first class travel.

Not Allowable Costs Include:

These items should not be included in the grant budget request:

- Salary costs for staff who are already employed full-time by their organization (see exceptions above)
- Construction, alteration, maintenance of buildings or building space
- Dues for organizational membership in professional societies
- Tuition, conference fees or awards for individuals
- Billable services provided by physicians or other providers

- Permanent equipment (e.g. computers, video monitors, software printers, furniture) unless **essential** to project implementation and not available from other sources
- Educational materials from non-March of Dimes sources if comparable materials are available from the March of Dimes
- Indirect costs for grants under \$25,000
- Advertising materials and purchase of media time/space: Budget costs relating to these items may not be allowable depending on project specifics. Please consult with the chapter contact listed in this application regarding whether proposed items are allowable.

Please see the March of Dimes Policy on Child Care (February 2007) for recommendations regarding the provision of child care services for participants at trainings and/or workshops funded by chapter community grants.

III. ATTACHMENTS - No Page Limit

1. Letters of Support from any collaborating organizations.
2. Evidence of Institutional Review Board (IRB) submission as deemed appropriate.
3. Optional attachments may also be submitted, such as additional Letters of Support and/or other supporting materials relevant to the proposed project.

APPLICATION SUBMISSION CHECKLIST

Please refer to the following checklist to ensure that your application submission is complete.

- Application is not longer than 10 double-spaced pages (excluding forms and attachments).
- Font size is at least 12 point and margins are at least 1 inch.
- Project narrative (including one page abstract) includes all required components and addresses all questions.
- Priority area is clearly marked on the Cover Sheet and project objectives and activities are tightly focused on the selected priority area.
- Proposal includes at least one outcome objective that seeks to change knowledge, behavior or birth outcome.
- Grant amount requested falls within the allowable range, and requested line items fall within allowable cost items.
- Budget totals have been checked for accuracy.
- Application includes all required attachments
 - Completed and signed Cover Sheet (indicate one primary priority area)
 - Completed and signed Budget Form
 - Completed Objectives, Activities & Outcomes Form
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- Application includes optional attachments as deemed relevant to the application.