U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

HRSA
Health Resources & Services Administration

Maternal and Child Health Bureau
Office of Epidemiology and Research

Strengthen the Evidence for Maternal and Child Health Programs

Funding Opportunity Number: HRSA-18-077
Funding Opportunity Type(s): New, Competing Continuation
Catalog of Federal Domestic Assistance (CFDA) Number: 93.110

NOTICE OF FUNDING OPPORTUNITY

Fiscal Year 2018

Application Due Date: October 10, 2017

MODIFIED on August 25, 2017: Clarified requirements for supporting all Title V MCH Block Grant programs, National Performance Measures, and clarified goals for MCH Library. See pages 1-2, 8-9, and 17-19.

*Ensure your SAM.gov and Grants.gov registrations and passwords are current immediately!
Deadline extensions are not granted for lack of registration.
Registration in all systems, including SAM.gov and Grants.gov,
may take up to 1 month to complete.*

Issuance Date: August 7, 2017

Sylvia Sosa, MSc
Project Officer, Office of Epidemiology and Research
Telephone: (301) 443-2259
Email: ssosa@hrsa.gov

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

EXECUTIVE SUMMARY

The Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau, (MCHB), Office of Epidemiology and Research, is accepting applications for fiscal year (FY) 2018 for *Strengthen the Evidence for Maternal and Child Health Programs*. The purpose of this program is to improve the health and well-being of women and children in the United States by supporting the analysis and implementation of evidence-based/evidence-informed strategies for the Title V Maternal and Child Health (MCH) Services Block Grant to program. By supporting states with evidence analysis resources, expert consultation, and technical assistance, the program strenghtens the states' ability to improve the health of children and families.

Funding Opportunity Title:	Strengthen the Evidence for Maternal and Child Health Programs
Funding Opportunity Number:	HRSA-18-077
Due Date for Applications:	October 10, 2017
Anticipated Total Annual Available FY18 Funding:	$700,000
Estimated Number and Type of Award(s):	1 cooperative agreement
Estimated Award Amount:	Up to $700,000 per year
Cost Sharing/Match Required:	No
Project Period/Period of Performance:	February 1, 2018 through January 31, 2023 (5 years)
Eligible Applicants:	Per 42 CFR § 51a.3(a), any 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 for this federal funding opportunity. Faith-based and community-based organizations are also eligible to apply for these funds. See Section III-1 of this notice of funding opportunity (NOFO), formerly known as the funding opportunity announcement (FOA), for complete eligibility information.

Application Guide

You (the applicant organization/agency) are responsible for reading and complying with the instructions included in HRSA's *SF-424 Application Guide,* available online at http://www.hrsa.gov/grants/apply/applicationguide/sf424guide.pdf, except where instructed in this NOFO to do otherwise. A short video explaining the *Application Guide* is available at http://www.hrsa.gov/grants/apply/applicationguide/.

Technical Assistance

The following technical assistance conference call has been scheduled:

Conference Call

Day and Date: Tuesday, August 15, 2017
Time: 1:30 p.m. - 2:30 p.m. ET
Call-In Number: 1-888-989-0728
Participant Code: 4173938
Playback Number: 1- 866-396-4182
Passcode: 1517

Table of Contents

I. Program Funding Opportunity Description

1. Purpose

This notice solicits applications for *Strengthen the Evidence for Maternal and Child Health Programs*, the purpose of which is to improve the health and well-being of women and children in the United States by supporting the implementation of evidence-based/evidence-informed strategies for the Title V Maternal and Child Health (MCH) Services Block Grant program (hereafter referred to as Title V MCH Block Grant). By supporting states with expert consultation, technical assistance, and resources, the program strenghtens the states' ability to improve the health of children and families.

Specific aims/objectives

Increase the number of states demonstrating improvements in their National Performance Measures (NPMs), by implementing evidence-based strategies.

Methods/Activities

1. Provide ongoing technical assistance and support to the Title V MCH Block Grant state programs in developing, implementing, and evaluating evidence-based strategies. Technical assistance activities should have the capability of reaching all U.S. 59 state and jurisdictions Title V MCH Block Grant offices as needed. Activities should include:
   - Coordinate a review of the state-initiated Evidence-based or -informed Strategy Measures (ESMs) described in the Title V MCH Block Grant reports from 59 states and jurisdictions; block grant reports are accessible through a centralized database system. This review is typically conducted in July.
   - Assess the need for and provide follow-up technical assistance on writing effective ESMs, to states demonstrating a need for additional guidance, over a 4-6 month period following the July annual report review.
   - Refer grantees to resources beyond the scope of the cooperative agreement by participating in HRSA's Maternal and Child Health Bureau's (MCHB) technical assistance and referral system.

2. Develop and implement criteria in partnership with MCHB for assessing the need to update all 15 Title V MCH Block Grant National Performance Measures' (NPM) existing evidence analysis reports for each of the national performance measures over the 5-year program period. The program should be prepared to update all 15 NPM reports as need is determined in collaboration with states and MCHB. Below are additional suggestions on methodology with which to create the reports, as well as guidelines on how the reports may be shaped:
   - The methodology for report development may include:
     i. Assessment of the need for an updated evidence report for each of the topics previously reviewed.
     ii. Literature and evidence searches that parallel and/or build on the previous general search strategy and evidence analysis reports,

currently described in each evidence report. Please see [Resources](#) in Section IX. Other for the evidence reports link.

    iii. Integration of evidence generated from the Title V MCH Block Grant programs, as applicable, through ESMs.

    iv. Employment of key staff who have the background, skills and knowledge basis to conduct evidence analysis, write and/or review the evidence analysis reports.

    v. Engagement of subject matter experts, as appropriate, for each NPM evidence analysis report.

    vi. Engagement of relevant MCHB technical assistance centers tasked with supporting states in achieving their selected NPMs, Title V MCH Block Grant staff and other subject matter experts to review reports, and as appropriate, to ensure that reports are geared towards the Title V MCH Block Grant audience. Please see the "VIII Other Information, Resources" section for technical assistance center definition.

    vii. Creation and/or support of central program website, which ensures public access to all reports and resources produced by this project.

- Evidence analysis reports for use by grantees and the public should follow the below guidelines:

      i. Literature review: Literature included for review and analysis for evidence should include articles and resources as defined by the "Continuum of Evidence." More information is included in the "Resources" section.

      ii. Format: The evidence analysis reports should include: updated descriptions of the NPM background, a literature search as well as description of analytic methodologies, references, and findings, paralleling the general format of currently published reports.

      iii. Describe findings: Provide implementation and/or measurement recommendations, as applicable, including suggestions on what may be feasible and effective for Title V MCH Block Grant programs.

      iv. Provide executive summaries for each report that improves understanding of report findings for Title V MCH Block Grant leaders.

3. Convene a team of experts whose subject matter expertise includes a knowledge base and/or training in each of the 15 NPM subject areas. Experts should be available for technical assistance, consultation, and review of evidence reports, as need is determined in collaboration between the recipient and MCHB. Experts should have the ability to individually, or as a team, address current Title V MCH Block Grant technical assistance needs including:

       i. Participation, as applicable, in the development of updated evidence analysis reports for each NPM.

       ii. Occasional, strategically planned, in-person and/or phone consultation for technical assistance, or as part of a multi-state presentation/training opportunity.

4. Utilize state-generated best practices and program evidence analysis to develop complementary educational tools to help states utilize evidence effectively and achieve national performance measure outcomes. Tools and resources should aide in the translation and understanding of evidence-based/evidence informed strategies for implementation by Title V MCH Block Grant programs.
   - Identify successful ESMs from state annual block grant reports and share as "best practice" strategies via technical assistance or complementary tools and resources in an effort to improve the adoption of successful strategies across states working to achieve the same NPMs.
   - Incorporate innovative communications methods geared towards the adult learner prioritizing the Title V MCH Block Grant professional audience. Educational materials should include tutorials, videos, and other targeted media, as appropriate.
   - Adapt strategically to educational needs, as guided by MCHB and Title V MCH Block Grant leaders.
   - Post all online learning materials together on program website with the evidence analysis materials and program resources.
   - Share reports and resources strategically with MCHB technical assistance programs such as the MCH Workforce Development Center, the MCH Navigator program, and the Data Resource Initiative, in collaboration with MCHB project officers to ensure reach to priority MCHB audiences. Please see Section VII. Other Information, Resources.

5. Support and manage the online MCH Digital Library (http://mchlibrary.jhmi.edu/) to ensure functionality and public access.
   - Ensure Digital Library is functioning appropriately.
   - Ensure website is accessible to the public and operates at a basic level without technical assistance staff or staff librarian support.

2. Background

This program is authorized by the Social Security Act, Title V, § 501(a)(2) (42 U.S.C. § 701(a)(2)). Through the Title V MCH Block Grant program, states are encouraged to use funds on proven, evidence-based and/or evidence-informed strategies. Between Fiscal Year (FY) 2015 and FY 2017, the *Strengthen the Evidence for Maternal and Child Health Programs* cooperative agreement supported the analysis of all applicable published research and identifying proven evidence-based strategies. States then used the developed analytic resources, accompanying technical assistance and education to inform their action plans and to design progamming to achieve national performance and outcome goals. The program also created a fully searchable, digitally available, public, online resource. Moving forward, states will need ongoing technical assistance and updated analyses to effectively design and implement evidence-based/evidence-informed strategies to achieve MCH goals for their state and the nation.

II. Award Information

1. Type of Application and Award

Type(s) of applications sought: New, Competing Continuation.

Funding will be provided in the form of a cooperative agreement. A cooperative agreement is an award instrument of financial assistance where substantial involvement is anticipated between HRSA and the recipient during performance of the contemplated project.

HRSA Program involvement will include:
1) Assure the availability of MCHB personnel's services to participate in the planning and development of all phases of this activity.
2) Meet with recipient to review their project plan to ensure that the project goals and objectives align with the needs of the MCH Title V Block Grant state offices.
3) Participate in relevant meetings conducted as part of project activities.
4) Identify other organizations with whom the recipient can develop cooperative and collaborative relationships.
5) Assist the recipient to establish, review, and update priorities for activities conducted under the auspices of this cooperative agreement.
6) Consult with the recipient on the preparation and dissemination of materials and performance of the activities under the auspices of the cooperative agreement.
7) Communicate emerging issues and strategically support coordination as needed.
8) Provide MCHB technological resources such as Adobe presentation software, as appropriate.
9) Identify cost savings measures.
10) Review and provide advisory input to any publications and materials produced for meetings/conferences planned under the auspices of this cooperative agreement in a timely manner.

The cooperative agreement recipient's responsibilities will include:
1) Meet with HRSA program staff at the time of the award to review the current strategies and ensure current projects and goals align with MCHB priorities for this program.
2) Work closely with the federal project officer before scheduling any meetings/conferences that pertain to the scope of the work and at which the federal project officer's attendance may be appropriate.
3) Provide the federal project officer with the opportunity to review and provide advisory input to any publications, or other materials produced for the MCH Title V Block Grant audience provided at meetings/conferences planned under the auspices of this cooperative agreement. Such review should start as part of concept development and include review of drafts and final products.
4) Assess opportunities and associated mechanisms to address emerging technical assistance needs associated with the goals of the cooperative agreement.
5) Provide written commentary and guidance to Title V MCH Block Grant programs for each ESM. It is expected that ESMs be reviewed by a subject matter expert. This review process should be completed in a 2-3 week timeframe to ensure that

reviews and commentaries are available for the annual block grant meetings held in August.

6) Collaborate with MCHB in writing peer-reviewed articles related to relevant topical areas that arise as appropriate, as related to the goals of this cooperative agreement.

7) Allocate sufficient full time equivalent (FTE) time for coordination and management of the overall program, including staff time to coordinate and provide progress updates to federal staff.

8) Host and store the digital data associated with the existing MCH Digital Library.

9) Maintain the existing MCH Digital Library website in its current state and ensure the following are functional: (a) searchable and downloadable report functions; and (b) site-wide search tool.

10) Ensure all program resources including the MCH Digital Library historical collection are publically available through download and/or hard copy.

11) Promote program websites to Title V MCH Block Grant program audience, in particular, and encourage them to access and utilize program resources.

12) Attend two Title V MCH Block Grant meetings per year to provide in-person technical assistance, presentations, and/or other educational support as needed.

13) Meet with MCHB once per year in person for program planning and review of progress.

14) Acknowledge that MCHB reserves a royalty-free nonexclusive and irrevocable license for the Federal Government to reproduce, publish, or otherwise use any copyright-protected products produced under this cooperative agreement for federal purposes and to authorize others to do so, for example, to make products available in government-sponsored databases.

15) Acknowledge that a copy of all documents in addition to the coding held for all program materials including the MCH Digital Library historical collection must be transferred in their entirety without corruption to coding, files, or other technological aspects of the current functioning, publicly available website(s) in the event there is a new recipient for this cooperative agreement.

16) Adhere to HRSA guidelines pertaining to acknowledgement and disclaimer on all products produced by HRSA award funds, per Section 2.2 of the Application Guide (Acknowledgement of Federal Funding).

2. Summary of Funding

Approximately $700,000 is expected to be available annually to fund one (1) recipient. You may apply for a ceiling amount of up to $700,000 total cost (includes both direct and indirect, facilities, and administrative costs) per year. The actual amount available will not be determined until enactment of the final FY 2018 appropriation. This program notice is subject to the appropriation of funds, and is a contingency action taken to ensure that, should funds become available for this purpose, applications can be processed, and funds awarded in a timely manner. The project period is February 1, 2018 through January 31, 2023 (5 years). Funding beyond the first year is dependent on the availability of appropriated funds for *Strengthen the Evidence for Maternal and Child Health Programs* in subsequent fiscal years, satisfactory recipient performance, and a decision that continued funding is in the best interest of the Federal Government.

All HRSA awards are subject to the Uniform Administrative Requirements, Cost Principles and Audit Requirements at [45 CFR part 75](#).

III. Eligibility Information

1. Eligible Applicants

Under 42 CFR § 51a.3(a), any public or private entity, including an Indian tribe or tribal organization (as those terms are defied at 25 U.S.C. 450b), is eligible to apply for this federal funding opportunity. Faith-based and community-based organizations are also eligible to apply for these funds.

2. Cost Sharing/Matching

Cost sharing/matching is **not** required for this program.

3. Other

Applications that exceed the ceiling amount will be considered non-responsive and will not be considered for funding under this notice.

Any application that fails to satisfy the deadline requirements referenced in *Section IV.4* will be considered non-responsive and will not be considered for funding under this notice.

NOTE: Multiple applications from an organization with the same DUNS number **are allowable** if the applications propose separate and distinct projects with different program directors.

If for any reason (including submitting to the wrong funding opportunity number or making corrections/updates) an application is submitted more than once prior to the application due date, HRSA will only accept your **last** validated electronic submission, under the correct funding opportunity number, prior to the Grants.gov application due date as the final and only acceptable application.

IV. Application and Submission Information

1. Address to Request Application Package

HRSA *requires* you to apply electronically through Grants.gov. You must use the SF-424 application package associated with this NOFO following the directions provided at http://www.grants.gov/applicants/apply-for-grants.html.

Effective December 31, 2017 - You **must** use the [Grants.gov Workspace](#) to complete the workspace forms and submit your application workspace package. After this date, you will no longer be able to use PDF Application Packages.

HRSA recommends that you supply an email address to Grants.gov on the grant opportunity synopsis page when accessing the NOFO (also known as "Instructions" on Grants.gov) or application package. This allows Grants.gov to email organizations that supply an email address in the event the NOFO is changed and/or republished on Grants.gov before its closing date. Responding to an earlier version of a modified notice may result in a less competitive or ineligible application. *Please note you are ultimately responsible for reviewing the [Find Grant Opportunities](#) page for all information relevant to desired opportunities.*

2. Content and Form of Application Submission

Section 4 of HRSA's [SF-424 Application Guide](#) provides instructions for the budget, budget narrative, staffing plan and personnel requirements, assurances, certifications, and abstract. You must submit the information outlined in the Application Guide in addition to the program-specific information below. You are responsible for reading and complying with the instructions included in HRSA's [SF-424 Application Guide](#) except where instructed in the NOFO to do otherwise. Applications must be submitted in the English language and must be in the terms of U.S. dollars (45 CFR § 75.111(a)).

See Section 8.5 of the *Application Guide* for the Application Completeness Checklist.

Application Page Limit
The total size of all uploaded files may not exceed the equivalent of **80 pages** when printed by HRSA. The page limit includes the abstract, project and budget narratives, attachments, and letters of commitment and support required in the *Application Guide* and this NOFO. Standard OMB-approved forms that are included in the application package do not count in the page limitation. Indirect Cost Rate Agreement and proof of non-profit status (if applicable) will not be counted in the page limit. **We strongly urge you to take appropriate measures to ensure your application does not exceed the specified page limit.**

Applications must be complete, within the specified page limit, and validated by Grants.gov under the correct funding opportunity number prior to the deadline to be considered under this notice.

Debarment, Suspension, Ineligibility, and Voluntary Exclusion Certification
  1) The prospective recipient certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.
  2) Failure to make required disclosures can result in any of the remedies described in 45 CFR § 75.371, including suspension or debarment. (See also 2 CFR parts 180 and 376, and 31 U.S.C. 3321).
  3) Where the prospective recipient is unable to attest to the statements in this certification, an explanation shall be included in Attachment #: Other Relevant Documents.

See Section 4.1 viii of HRSA's [SF-424 Application Guide](#) for additional information on all certifications.

Program-Specific Instructions
In addition to application requirements and instructions in Section 4 of HRSA's *SF-424 Application Guide* (including the budget, budget narrative, staffing plan and personnel requirements, assurances, certifications, and abstract), please include the following:

i. Project Abstract
See Section 4.1.ix of HRSA's *SF-424 Application Guide*.

ii. Project Narrative
This section provides a comprehensive framework and description of all aspects of the proposed project. It should be succinct, self-explanatory and well organized so that reviewers can understand the proposed project.

Successful applications will contain the information below. Please use the following section headers for the narrative:

▪ *INTRODUCTION -- Corresponds to Section V's Review Criterion: Need*

Briefly describe the purpose of the proposed project in providing support and resources to assist Title V MCH Block Grant programs in developing evidence based/ evidence informed state action plans that respond to the NOMs, NPMs, and ESMs, facilitating the implementation of the Title V MCH Block Grant Program.

▪ *NEEDS ASSESSMENT -- Corresponds to Section V's Review Criterion: Need*

Outline the needs for the Title V MCH Block Grant programs regarding *Strengthen the Evidence for Maternal and Child Health Programs* in the context of implementing the Title V MCH Block Grant program. Your application should describe the Title V MCH Block Grant offices and stakeholders. Describe and document the unmet consultation and service needs of the Title V MCH Block Grant offices and their stakeholders, including the challenges and opportunities related to developing ESMs, and providing evidence-informed reports regarding the NOMs and NPMs to facilitate the implementation of the Title V MCH Block Grant Program. Use and cite data whenever possible to support the information provided. Describe challenges states have experienced in developing evidence based/evidence informed strategies including relevant barriers in the service area that the project hopes to overcome.

▪ *METHODOLOGY -- Corresponds to Section V's Review Criterion: Response*

Propose the methods that you will use to address program goals and meet each of the previously described program goals and expectations in this NOFO including:

1. Provide ongoing technical assistance and support to the Title V MCH Block Grant state programs reaching all 59 U.S. states and jurisdictions in developing, implementing, and evaluating evidence-based strategies.

2. Develop and implement criteria in partnership with MCHB for assessing the need to update the existing evidence analysis reports for each of the national performance measures over the 5-year program period and update reports as needed
3. Convene a team of experts whose subject matter expertise includes a knowledge base and/or training in each of the 15 NPM subject areas. Experts should be available for technical assistance, consultation, and review of evidence reports, as need is determined in collaboration between the recipient and MCHB.
4. Utilize state-generated best practices and program evidence analysis to develop complementary educational tools to help states achieve national performance measure outcomes.
5. Support and manage the online MCH Digital Library (http://mchlibrary.jhmi.edu/) to ensure functionality and public access.

- ▪ *WORK PLAN -- Corresponds to Section V's Review Criterion: Response and Impact*

    In a timeline format, list the goals and activities for the full 5-year program. The timeline should illustrate the annual completion of goals and tasks as well as estimated expenses and responsible staff. Ensure alignment between the methodology description and work plan. As appropriate, identify and describe meaningful collaboration with key MCHB stakeholders and their roles in the work plan.

    List estimated costs per activity or goal on the work plan to ensure MCHB understands the time and resources needed to accomplish each goal.

    Ensure that you allocate sufficient staff time for coordination and management of program goals, including sufficient staff time for routine coordination with the federal program staff. The work plan should include estimates for staff time for each goal and/or activity associated with the cooperative agreement in an effort to clearly communicate organizational resources and capacity to MCHB.

    Submit a logic model illustrating the design and management of the project. A logic model is a one-page diagram that presents the conceptual framework for a proposed project and explains the links among program elements. While there are many versions of logic models, for the purposes of this notice, the logic model should summarize the connections between the:
    - Goals of the project (e.g., objectives, reasons for proposing the intervention, if applicable).
    - Assumptions (e.g., beliefs about how the program will work and support resources. Base assumptions on research, best practices, and experience.);
    - Inputs (e.g., organizational profile, collaborative partners, key staff, budget, other resources).
    - Target population (e.g., the individuals to be served).
    - Activities (e.g., approach, listing key intervention, if applicable).
    - Outputs (e.g., the direct products from program activities).
    - Outcomes (e.g., the results of a program, typically describing a change in people or systems).

- *RESOLUTION OF CHALLENGES -- Corresponds to Section V's Review Criterion: Response*

  Discuss challenges that you are likely to encounter in designing and implementing the activities described in the work plan, and approaches that you will use to resolve such challenges. Activities may include:
    - Designing and implementing the activities described in the work plan and logic model including: Recruiting and coordinating a team of experts; providing technical assistance and education as described in this NOFO to Title V MCH Block Grant Programs in developing evidence-based/evidence informed State Action Plans.
    - Accessing the appropriate resources needed to update the evidence analysis reports for each of the National Performance Measures as described in this NOFO.
    - Developing and maintaining a website that provides public access to the evidence analysis reports and educational resources, as well as ensuring the proper function and maintenance of the MCH Digital Library.
    - Sharing state-generated best practices and program evidence analysis to develop complementary educational tools and resources that effectively reach the Title V MCH Block Grant professional audience.
    - Monitoring ongoing processes and progress towards the goals and objectives of the project.
    - Providing supplemental resources that effectively reach the Title V MCH Block Grant professional audience that are responsive to new and innovative ways adult learners are accessing information.

- *EVALUATION AND TECHNICAL SUPPORT CAPACITY -- Corresponds to Section V's Review Criteria: Evaluative Measures, Impact and Resources/Capabilities*

  You should describe the plan for the program performance evaluation that will contribute to continuous quality improvement. The program performance evaluation should monitor ongoing processes and the progress towards the goals and objectives of the project. Include descriptions of the inputs (e.g., organizational profile, collaborative partners, key staff, budget, and other resources), key processes, and expected outcomes of the funded activities.

  You should describe the systems and processes that will support your organization's performance management requirements through effective tracking of performance outcomes, including a description of how the organization will collect and manage data (e.g., assigned skilled staff, data management software) in a way that allows for accurate and timely reporting of performance outcomes. Describe current experience, skills, and knowledge, including individuals on staff, materials published, and previous work of a similar nature. As appropriate, describe the data collection strategy to collect, analyze and track data to measure process and impact/outcomes, and explain how the data will be used to inform program development and service delivery. You should describe any potential

obstacles for implementing the program performance evaluation and your plan to address those obstacles.

Describe the systems and processes that will support the organization's performance management requirements through effective tracking of goals and outcomes, including a description of how the organization will collect and manage data (e.g. assigned skilled staff, data management software) in a way that allows for accurate and timely reporting of performance outcomes. Describe current organizational experience, skills, and knowledge, including individuals on staff, materials published, and previous work of a similar nature. You should describe any potential obstacles for implementing the program performance evaluation and your plan to address those obstacles.

- *ORGANIZATIONAL INFORMATION -- Corresponds to Section V's Review Criterion: Resources/Capabilities*

Succinctly provide information on your organization's current mission and structure, scope of current activities, and an organizational chart, and describe how these all contribute to the ability of the organization to conduct the program requirements and meet the program expectations. Provide information on the program's resources and capabilities to support provision of culturally and linguistically competent and health care literate services. Discuss how the organization will follow the approved plan, as outlined in the application, properly account for the federal funds, and document all costs to avoid audit findings.

NARRATIVE GUIDANCE
To ensure that you fully address the review criteria, this table provides a crosswalk between the narrative language and where each section falls within the review criteria.

Narrative Section	**Review Criteria**
Introduction	(1) Need
Needs Assessment	(1) Need
Methodology	(2) Response
Work Plan	(2) Response and (4) Impact
Resolution of Challenges	(2) Response
Evaluation and Technical Support Capacity	(3) Evaluative Measures, (4) Impact, and (5) Resources/Capabilities
Organizational Information	(5) Resources/Capabilities
Budget and Budget Narrative (below)	(6) Support Requested – the budget section should include sufficient justification to allow reviewers to determine the reasonableness of the support requested.

iii. Budget

See Section 4.1.iv of HRSA's *SF-424 Application Guide*. Please note: the directions offered in the SF-424 Application Guide may differ from those offered by Grants.gov. Please follow the instructions included in the Application Guide and the additional budget instructions provided below. A budget that follows the Application Guide will ensure that, if the application is selected for funding, you will have a well-organized plan and by carefully following, the approved plan can avoid audit issues during the implementation phase.

Reminder: The Total Project or Program Costs are the total allowable costs (inclusive of direct **and** indirect costs) incurred by the recipient to carry out a HRSA-supported project or activity. Total project or program costs include costs charged to the award and costs borne by the recipient to satisfy a matching or cost-sharing requirement, as applicable.

The Consolidated Appropriations Act, 2017 (P.L. 115-31), Division H, § 202, states "None of the funds appropriated in this title shall be used to pay the salary of an individual, through a grant or other extramural mechanism, at a rate in excess of Executive Level II." Please see Section 4.1.iv Budget – Salary Limitation of HRSA's *SF-424 Application Guide* for additional information. Note that these or other salary limitations may apply in FY 2018, as required by law.

iv. Budget Narrative

See Section 4.1.v. of HRSA's *SF-424 Application Guide*.

v. Program-Specific Forms

Program-specific forms are not required for this application.

vi. Attachments

Please provide the following items in the order specified below to complete the content of the application. **Unless otherwise noted, attachments count toward the application page limit.** Indirect cost rate agreements and proof of non-profit status (if applicable) will not count toward the page limit. **Each attachment must be clearly labeled**.

Attachment 1: Work Plan
Attach the work plan for the project that includes all information detailed in the instructions for ii. Project Narrative. Include the required logic model in this attachment. If you will sub-award or expend funds on contracts, describe how your organization will ensure the funds are properly documented.

Attachment 2: Staffing Plan and Job Descriptions for Key Personnel (see Section 4.1. of HRSA's *SF-424 Application Guide)*
Keep each job description to one page in length as much as is possible. Include the role, responsibilities, and qualifications of proposed project staff. Also, please include a description of your organization's time keeping process to ensure that you will comply with the federal standards related to documenting personnel costs.

Attachment 3: Biographical Sketches of Key Personnel
>Include biographical sketches for persons occupying the key positions described in Attachment 2, not to exceed two pages in length per person. In the event that a biographical sketch is included for an identified individual who is not yet hired, please include a letter of commitment from that person with the biographical sketch.

Attachment 4: Letters of Agreement, Memoranda of Understanding, and/or Description(s) of Proposed/Existing Contracts (project-specific)
>Provide any documents that describe working relationships between your organization and other entities and programs cited in the proposal. Documents that confirm actual or pending contractual or other agreements should clearly describe the roles of the contractors and any deliverable. Letters of agreement must be signed, dated, and specifically indicate a commitment to the project/program (in-kind services, staff, space, equipment, etc.) as applicable.

Attachment 5: Project Organizational Chart
>Provide a one-page figure that depicts the organizational structure of the project.

Attachment 6: Tables, Charts, etc.
>To give further details about the proposal (e.g., Gantt or PERT charts, flow charts, etc.).

Attachment 7: Progress Report

>**For existing cooperative agreement recipient:** A well-documented progress report is a required and important source of material for HRSA in preparing annual reports, planning programs, and communicating program-specific accomplishments. The accomplishments of competing continuation applicants are carefully considered; therefore, you are advised to include previously stated goals and objectives in your application and emphasize the progress made in attaining these goals and objectives. HRSA program staff reviews the progress report after the competing continuation applications are reviewed by the objective review committee. See Section V.2 Review and Selection Process for a full explanation of funding priorities and priority points. [5 points]

>The progress report should be a brief presentation of the accomplishments in relation to the objectives of the program during the current project period. The report should include:

>(1) The period covered (dates)

>(2) Specific Objectives - Briefly summarize the specific objectives of the project.

>(3) Results - Describe the program activities conducted for each objective. Include both positive and negative results or technical problems that may be important.

Attachments 8 – 15: Other Relevant Documents (optional)
> Include here any other documents that are relevant to the application, including letters of support. Letters of support must be dated and specifically indicate a commitment to the project/program (in-kind services, dollars, staff, space, equipment, etc.).

3. Dun and Bradstreet Data Universal Numbering System (DUNS) Number and System for Award Management

You must obtain a valid DUNS number, also known as the Unique Entity Identifier, for your organization/agency and provide that number in the application. You must also register with the System for Award Management (SAM) and continue to maintain active SAM registration with current information at all times during which you have an active federal award or an application or plan under consideration by an agency (unless the applicant is an individual or federal agency that is exempted from those requirements under 2 CFR § 25.110(b) or (c), or has an exception approved by the agency under 2 CFR § 25.110(d))**.**

HRSA may not make an award to an applicant until the applicant has complied with all applicable DUNS and SAM requirements and, if an applicant has not fully complied with the requirements by the time HRSA is ready to make an award, HRSA may determine that the applicant is not qualified to receive an award and use that determination as the basis for making an award to another applicant.

If you have already completed Grants.gov registration for HRSA or another federal agency, confirm that the registration is still active and that the Authorized Organization Representative (AOR) has been approved.

The Grants.gov registration process requires information in three separate systems:
- Dun and Bradstreet (http://www.dnb.com/duns-number.html)
- System for Award Management (SAM) (https://www.sam.gov)
- Grants.gov (http://www.grants.gov/)

For further details, see Section 3.1 of HRSA's *SF-424 Application Guide.*

If you fail to allow ample time to complete registration with SAM or Grants.gov, you will not be eligible for a deadline extension or waiver of the electronic submission requirement.

4. Submission Dates and Times

Application Due Date
The due date for applications under this NOFO is *October 10, 2017 at 11:59 p.m. Eastern Time.*

See Section 8.2.5 – Summary of emails from Grants.gov of HRSA's *SF-424 Application Guide* for additional information.

5. Intergovernmental Review

Strengthen the Evidence for Maternal and Child Health Programs is not subject to the provisions of Executive Order 12372, as implemented by 45 CFR part 100.

See Section 4.1 ii of HRSA's *SF-424 Application Guide* for additional information.

6. Funding Restrictions

You may request funding for a project period of up to 5 years, at no more than $700,000 per year (inclusive of direct **and** indirect costs). Awards to support projects beyond the first budget year will be contingent upon Congressional appropriation, satisfactory progress in meeting the project's objectives, and a determination that continued funding would be in the best interest of the Federal Government.

The General Provisions in Division H of the Consolidated Appropriations Act, 2017 (P.L. 115-31) apply to this program. Please see Section 4.1 of HRSA's *SF-424 Application Guide* for additional information. Note that these or other restrictions will apply in FY 2018, as required by law.

You are required to have the necessary policies, procedures and financial controls in place to ensure that your organization complies with all legal requirements and restrictions applicable to the receipt of federal funding including statutory restrictions on use of funds for lobbying, executive salaries, gun control, abortion, etc. Like those for all other applicable grants requirements, the effectiveness of these policies, procedures and controls is subject to audit.

All program income generated as a result of awarded funds must be used for approved project-related activities. The program income alternative(s) applied to the award(s) under the program will be: additions, deductions, cost sharing, matching, or combination. Post-award requirements for program income can be found at 45 CFR § 75.307.

V. Application Review Information

1. Review Criteria

Procedures for assessing the technical merit of applications have been instituted to provide for an objective review of applications and to assist you in understanding the standards against which your application will be judged. Critical indicators have been developed for each review criterion to assist you in presenting pertinent information related to that criterion and to provide the reviewer with a standard for evaluation. Review criteria are outlined below with specific detail and scoring points.

These criteria are the basis upon which the reviewers will evaluate and score the merit of the application. The entire proposal will be considered during objective review. The objective reviewers will also score according to the extent to which you prioritize your program goals mirroring the priorities listed in "I. Program Funding Opportunity Description, 1. Purpose" in this NOFO.

Review criteria are used to review and rank applications. *Strengthen the Evidence for Maternal and Child Health Program*s has six review criteria:

Criterion 1: NEED (5 points) – Corresponds to Section IV's Introduction, Needs Assessment

The extent to which the application demonstrates:
- Appropriate understanding, background experience, and knowledge base in order to provide support and resources effectively to assist State Title V MCH programs in developing evidence based/evidence informed State Action Plans and in responding to National Outcome Measures, National Performance Measures, and Evidence based Structural Measures.
- Appropriate understanding, background experience, and knowledge base of the contributing factors to providing support and resources to assist Title V MCH Block Grant programs in developing evidence based/evidence informed State Action Plans in response to the National Outcome Measures, National Performance Measures, and Evidence based Structural measures, facilitating the implementation of the Title V MCH Block Grant program.
- Appropriate understanding and knowledge base of the historical and infrastructural barriers the Title V MCH Block Grant programs face when implementing the ESMs to achieve national and state performance measures.
- Appropriate understanding, background experience, and knowledge base for the need and infrastructural requirements to implement the MCH Digital Library and ensuring its reach to the Title V MCH Block Grant audience.

Criterion 2: RESPONSE (25 points) – Corresponds to Section IV's Methodology, Work Plan, and Resolution of Challenges

The extent to which the application:

Methodology 8 pts:
- Describes a feasible and attainable methodology for accomplishing the goals and priorities as described in this NOFO.
- Describes an in-depth understanding for the methodology of evidence-base analysis throughout their application.

Work Plan 9 pts:
- Describes measurable goals and timely program resources in the methodology, work plan, and resolution of challenges.
- Provides a work-plan that aligns with the proposed goals and activities, and is responsive to cost limitations and time estimates as described in this NOFO.
- Includes cost estimates for each goal or activity to ensure MCHB understands your budget and program expenses.
- Describes extensive experience in creating evidence analysis reports on the 15 Title V MCH Block Grant NPMs, taking into consideration a state and community maternal and child health professional audience.

Resolutions of Challenges 8 pts:
- Describes a feasible plan that utilizes state-generated best practices captured from all U.S. Title V MCH Program 59 states and jurisdictions Title V MCH Block Grant annual reports as well as findings from evidence analysis reports to develop complementary tools and improves the adoption of successful ESMs across states.
- Demonstrates the capacity to evaluate the need for and potentially update all 15 NPM reports and be responsive to updating requests as need is determined in collaboration with states and MCHB.
- For a new applicant that is not the current program grantee applying to this NOFO: includes a plan for receiving the MCH Digital Library in its entirety from the current organization, achieving all goals of functionality and accessibility, as described in this NOFO. Ensure the allocation of sufficient staff time and resources for coordination and data transfer to be accomplished in the first quarter of the first program year.
- Ensures all program resources and websites are publically available and reach the target audience of Title V MCH Block Grant program audience.
- Describes the tracking of website analytics and uses information to improve website interactions with targeted user base of Title V MCH Block Grant program audience.

Criterion 3: EVALUATIVE MEASURES (15 points) – Corresponds to Section IV's Evaluation and Technical Support Capacity

The strength and effectiveness of the method proposed to monitor and evaluate the project goals and outcomes and the extent to which the application:

- Describes a well thought out plan to embed Continuous Quality Improvement (CQI) within the process for implementing the program goals as demonstrated in the work plan and logic model.
- Describes an effective monitoring plan to ensure all the program goals are achieved in a timely manner, including an estimate on the number of updated NPM Evidence Reports that will be completed each year.
- Describes an attainable program performance evaluation, which will monitor ongoing processes and progress towards the goals and objectives of the project and has included descriptions of the inputs (e.g. organizational profile, collaborative partners, key staff, budget, and other resources), key processes, and expected outcomes of the funded activities.
- Describes the systems and processes that will support the organization's performance management requirements through effective tracking of performance outcomes, including a description of how the organization will collect and manage data (e.g. assigned skilled staff, data management software) in a way that allows for accurate and timely reporting of performance outcomes.

Criterion 4: IMPACT (25 points) – Corresponds to Section IV's Work Plan, and Evaluation and Technical Support Capacity

The extent to which the application:
- Describes an effective and logical work plan, and evaluation and technical support capacity to achieve the program goals as described in this NOFO.
- Describes a methodology and work plan that demonstrates a strong potential for successful impact by achieving the goals of the grant and serving the evaluation and technical support needs of the MCH Title V Block Grant audience in all 59 U.S. states and jurisdictions.
- Describes the impact of the program's technical support capacity resources and ability to coordinate a team of experts to ensure participation in technical assistance activities as described in this NOFO and reach all 59 U.S. states and jurisdictions of the Title V MCH Block Grant.
- Describes the impact of the methodology and ability to manage the evidence analysis and written reports, in a timely manner.
- Describes the effectiveness of the strategy to promote the use of tools and resources provided by this project to reach the Title V MCH Block Grant professional audience and the impact this has on the audience.

Criterion 5: RESOURCES/CAPABILITIES (25 points) – Corresponds to Section IV's Evaluation and Technical Support Capacity, Organizational Information

The extent to which the application:
- Describes your organization's capacity and experience to provide the needed support, resources, and technical assistance to Title V MCH Block Grant programs in developing evidence based/evidence informed state action plans and in responding to the NOMs and NPMs.
- Includes qualified program staff as evidenced by their qualifications and experience in leadership, which is demonstrated in their included biographical sketches. Describe proposed staff's ability and experience in working with and responding to the emerging needs of the Title V MCH Block Grant programs and stakeholders.
- Includes a team of experts that individually or as a group demonstrates the specific background, skillset, and experience to provide expert technical assistance and evidence report analysis for all 15 NPMs across the 5-year program period.
- Includes leadership with the breadth of background and experience demonstrating success in completing rigorous evidence analysis reports to achieve the 15 Title V MCH Block Grant program NPMs, helping states develop successful ESMs, and reaching all 59 U.S. states and jurisdictions Title V MCH Block Grant offices.
- Demonstrates the capacity to evaluate and update all of the 15 NPMs within the 5-year program in a timely manner.
- Describes how the organization's structure, resources and capacity aligns with the evaluation and technical support activities described in the NOFO.

Criterion 6: SUPPORT REQUESTED (5 points) – Corresponds to Section IV's Budget and Budget Narrative

The extent to which your application
- Includes a proposed budget that is reasonable given the scope of work as requested in this NOFO.
- Describes key personnel who have adequate time devoted to the project to achieve project objectives.
- Describes skilled staff with adequate FTE time to attend required meetings and achieve the goals as described in this NOFO.
- Describes skilled staff with the skills, background, and experience to achieve the goals of the grant including supporting 59 U.S. Title V MCH Block Grant programs in developing their ESMs for each of their selected 15 NPMs.

2. Review and Selection Process

The independent review process provides an objective evaluation to the individuals responsible for making award decisions. The highest ranked applications receive consideration for award within available funding ranges. In addition to the ranking based on merit criteria, HRSA approving officials may also apply other factors in award selection, (e.g., geographical distribution), if specified below in this NOFO. HRSA may also consider assessment of risk and the other pre-award activities described in Section 3 below.

Funding Priorities

This program includes a funding priority. A funding priority is defined as the favorable adjustment of combined review scores of individually approved applications when applications meet specified criteria. Prior to final funding decisions, HRSA will assess all applications within the fundable range for eligibility to receive priority points. You do not need to request a funding priority. The funding factor will be determined/reviewed by HRSA Staff. To minimize potential award activity disruptions and maximize the effective use of federal dollars, HRSA will award priority points to competing continuation applicants according to the criteria below.

Program Compliance (5 points):
HRSA will award 5 points if you have successfully achieved the previous award goals and objectives based on progress reports submitted during the project period and a detailed accomplishment summary (submitted with this application) describing how the objectives were implemented and achieved.

Please see Section 5.3 of HRSA's *SF-424 Application Guide* for more details.

3. Assessment of Risk and Other Pre-Award Activities

HRSA may elect not to fund applicants with management or financial instability that directly relates to the organization's ability to implement statutory, regulatory or other requirements (45 CFR § 75.205).

Applications receiving a favorable objective review are reviewed for other considerations that include past performance, as applicable, cost analysis of the project/program budget, assessment of your management systems, ensuring continued applicant eligibility, and compliance with any public policy requirements, including those requiring just-in-time submissions. You may be asked to submit additional programmatic or administrative information (such as an updated budget or "other support" information) or to undertake certain activities (such as negotiation of an indirect cost rate) in anticipation of an award. However, even at this point in the process, such requests do not guarantee that an award will be made. Following review of all applicable information, HRSA's approving and business management officials will determine whether an award can be made, if special conditions are required, and what level of funding is appropriate.

Award decisions are discretionary and are not subject to appeal to any HRSA or HHS official or board.

Effective January 1, 2016, HRSA is required to review and consider any information about your organization that is in the Federal Awardee Performance and Integrity Information System (FAPIIS). You may review and comment on any information about your organization that a federal awarding agency previously entered. HRSA will consider any of your comments, in addition to other information in FAPIIS in making a judgment about your organization's integrity, business ethics, and record of performance under federal awards when completing the review of risk posed as described in 45 CFR § 75.205 HHS Awarding Agency Review of Risk Posed by Applicants.

A determination that an applicant is not qualified will be reported by HRSA to FAPIIS (45 CFR § 75.212).

4. Anticipated Announcement and Award Dates

HRSA anticipates issuing/announcing awards prior to the start date of February 1, 2018.

VI. Award Administration Information

1. Award Notices

HRSA will issue the Notice of Award prior to the start date of February 1, 2018. See Section 5.4 of HRSA's *SF-424 Application Guide* for additional information.

2. Administrative and National Policy Requirements

See Section 2.2 of HRSA's *SF-424 Application Guide*.

Data Rights

The Federal Government has a royalty-free, nonexclusive, and irrevocable license for the Federal Government to reproduce, publish, or otherwise use the copyright-protected material developed under this funding opportunity for federal purposes and to authorize others to do so, e.g., to make it available in government-sponsored databases for use by other researchers.

As a means of sharing knowledge, HHS encourages awardees to arrange for publication of the results and accomplishments of HHS-supported activities. HRSA prior approval is not required for publishing the results of an activity under an award. Recipients also may assert copyright in scientific and technical articles based on data produced under the award and transfer it to the publisher or others where necessary to effect journal publication or inclusion in proceedings associated with professional activities. Any such transfer is subject to the royalty-free, non-exclusive and irrevocable license to the Federal Government under 45 CFR § 75.322, and any agreement should note explicitly that the assignment is subject to the government license.

Journal or other copyright practices are acceptable unless the copyright policy prevents the recipient from making copies for its own use under the originally-authorized purpose of this cooperative agreement (as provided in 45 CFR § 75.322(a)). The awardee should account for royalties and other income earned from a copyright-protected work as specified by HRSA.

3. Reporting

The new Discretionary Grant Information System (DGIS) reporting system will continue to be available through the Electronic Handbooks (EHBs). HRSA is enhancing the DGIS and will have these improvements available for recipient reporting on October 1, 2017. Once the new DGIS has been developed, tested, and deployed, MCHB will communicate with recipients and provide instructions on how to access the system for reporting. MCHB will also provide technical assistance via webinars, written guidance, and one-on-one sessions with an expert, if needed.

Recipients with active awards should be able to access the new DGIS between October 1, 2017 and February 28, 2018 to report their performance objectives for the remaining years of the grant/cooperative agreement. Once all recipients have reported their performance objectives, they will then return to the normal reporting schedule for reporting final 2017 performance data.

The updated and final reporting package incorporating all OMB-accepted changes can be reviewed at:

https://mchb.hrsa.gov/data-research-epidemiology/discretionary-grant-data-collection.

Award recipients must comply with Section 6 of HRSA's *SF-424 Application Guide* **and** the following reporting and review activities:

1) **Progress Report(s).** The recipient must submit a progress report to HRSA on an **annual** basis. Further information will be provided in the award notice.

2) **Final Report Narrative.** The recipient must submit a final report narrative to HRSA after the conclusion of the project.

3) **Performance Reports.** HRSA has modified its reporting requirements for Special Projects of Regional or National Significance (SPRANS) projects, Community Integrated Service Systems (CISS) projects, and other grant/cooperative agreement programs administered by MCHB to include national performance measures that were developed in accordance with the requirements of the Government Performance and Results Act (GPRA) of 1993 (Public Law 103-62). GPRA requires the establishment of measurable goals for federal programs that can be reported as part of the budgetary process, thus linking funding decisions with performance. Performance measures for states have also been established under the

Title V Block Grant provisions of Title V of the Social Security Act, MCHB's authorizing legislation.

a) Performance Measures and Program Data

After the notice of award (NOA) is released, the MCHB project officer will inform recipients of the administrative forms and performances measures they must report.

b) Performance Reporting Timeline

Successful applicants receiving HRSA funds will be required, within 120 days of the NOA, to register in HRSA's Electronic Handbooks (EHBs) and electronically complete the program-specific data forms that are required for this award. This requirement entails the provision of budget breakdowns in the financial forms based on the award amount, the project abstract and other grant/cooperative agreement summary data as well as providing objectives for the performance measures.

Performance reporting occurs in each year of the project period. Recipients will be required, within 120 days of the NOA, to enter HRSA's EHBs and complete the program-specific forms. This requirement includes providing expenditure data, finalizing the abstract and grant/cooperative agreement summary data, as well as finalizing indicators/scores for the performance measures.

c) Project Period End Performance Reporting

Successful applicants receiving HRSA funding will be required, within 90 days from the end of the project period, to electronically complete the program-specific data forms that appear for this program. The requirement includes providing expenditure data for the final year of the project period, the project abstract and grant/cooperative agreement summary data as well as final indicators/scores for the performance measures.

4) **Integrity and Performance Reporting.** The Notice of Award will contain a provision for integrity and performance reporting in FAPIIS, as required in 45 CFR part 75 Appendix XII.

VII. Agency Contacts

You may request additional information regarding business, administrative, or fiscal issues related to this NOFO by contacting:

Devon Cumberbatch
Grants Management Specialist
Division of Grants Management Operations, OFAM
Health Resources and Services Administration
5600 Fishers Lane, Mailstop 10SWH03
Rockville, MD 20857
Telephone: (301) 443-7532
Email: DCumberbatch@hrsa.gov

You may request additional information regarding the overall program issues and/or technical assistance related to this NOFO by contacting:

Sylvia Sosa, MSc
Project Officer, Office of Epidemiology and Research
Maternal and Child Health Bureau
Health Resources and Services Administration
5600 Fishers Lane
Rockville, MD 20857
Telephone: (301) 443-2259
Email: ssosa@hrsa.gov

You may need assistance when working online to submit your application forms electronically. Always obtain a case number when calling for support. For assistance with submitting the application in Grants.gov, contact Grants.gov 24 hours a day, 7 days a week, excluding federal holidays at:

Grants.gov Contact Center
Telephone: 1-800-518-4726 (International Callers, please dial 606-545-5035)
Email: support@grants.gov
Self-Service Knowledge Base: https://grants-portal.psc.gov/Welcome.aspx?pt=Grants

Successful applicants/recipients may need assistance when working online to submit information and reports electronically through HRSA's Electronic Handbooks (EHBs). For assistance with submitting information in HRSA's EHBs, contact the HRSA Contact Center, Monday-Friday, 8 a.m. to 8 p.m. ET, excluding federal holidays at:

HRSA Contact Center
Telephone: (877) 464-4772
TTY: (877) 897-9910
Web: http://www.hrsa.gov/about/contact/ehbhelp.aspx

VIII. Other Information

Logic Models

Additional information on developing logic models can be found at the following website: http://www.acf.hhs.gov/sites/default/files/fysb/prep-logic-model-ts.pdf.

Although there are similarities, a logic model is not a work plan. A work plan is an "action" guide with a time line used during program implementation; the work plan provides the "how to" steps. Information on how to distinguish between a logic model and work plan can be found at the following website: http://www.cdc.gov/healthyyouth/evaluation/pdf/brief5.pdf.

Technical Assistance

The following technical assistance conference call has been scheduled:

Day and Date: Tuesday, August 15, 2017
Time: 1:30 p.m. -2:30 p.m. ET
Call-In Number: 1-888-989-0728
Participant Code: 4173938
Playback Number: 1- 866-396-4182
Passcode: 1517

Resources

1) National Performance Measure Evidence Analysis Report Examples: http://www.semch.org, or contact the Project Officer for a copy.

2) MCH Digital Library: http://mchlibrary.jhmi.edu/

3) Title V MCH Block Grant Information System: https://mchb.tvisdata.hrsa.gov/

4) Title V MCH Block Grant Information: https://mchb.hrsa.gov/maternal-child-health-initiatives/title-v-maternal-and-child-health-services-block-grant-program

   - Application/Annual Report Guidance: https://mchb.hrsa.gov/sites/default/files/mchb/MaternalChildHealthInitiatives/TitleV/508CompliantMCHBGtoStatesGuidanceApr2017.pdf

5) MCHB Programs and Initiatives: https://mchb.hrsa.gov/maternal-child-health-initiatives

6) A Technical Assistance Center is an MCHB program tasked with providing support to the Title V MCH Block Grant programs and their stakeholders to achieve one or more national performance measures and/or MCH priority goals. Examples of MCHB technical assistance centers include:

- Data Resource Center for Child & Adolescent Health:
  http://childhealthdata.org/
- National Center for MCH Workforce Development:
  https://mchb.hrsa.gov/training/project_info.asp?id=357
- MCH Navigator: https://www.mchnavigator.org/

7) "Evidence Continuum" Definitions
   (http://www.semch.org/rating-the-evidence.html)

Rating	Explanation
Scientifically Rigorous	Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.
Moderate Evidence	Strategies with this rating are likely to work, but further research is needed to confirm effects. These strategies have been tested more than once and results trend positive overall.
Expert Opinion	Strategies with this rating are recommended by credible, impartial experts and are consistent with accepted theoretical frameworks. However, the strategies have limited research documenting effects; further research, often with stronger designs, is needed to confirm effects.
Emerging Evidence	Strategies with this rating have limited research documenting effects. These strategies need further research, often with stronger designs, to confirm effects.
Mixed Evidence	Strategies with this rating have been tested more than once and results are inconsistent or trend negative; further research is needed to confirm effects.
Evidence Against	Strategies with this rating are not good investments. These strategies have been tested in many robust studies, are not effective and sometimes produce harmful results.

IX. Tips for Writing a Strong Application

See Section 4.7 of HRSA's *SF-424 Application Guide*.