

**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**



Maternal and Child Health Bureau  
Office of Epidemiology and Research

***National Maternal and Child Health Data Resource Initiative***

**Funding Opportunity Number:** HRSA-18-084  
**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: January 5, 2018**

*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: November 3, 2017**

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

## EXECUTIVE SUMMARY

The Health Resources and Services Administration (HRSA), Office of Epidemiology and Research is accepting applications for fiscal year (FY) 2018 for the National Maternal and Child Health Data Resource Initiative (DRI). The purpose of this program is to support Title V Maternal and Child Health Services (MCH) Block Grant programs and partners in accessing and effectively utilizing national, state and community-level data to inform MCH policy and practice by publishing MCH data and providing related technical assistance and training.

Funding Opportunity Title:	National Maternal and Child Health Data Resource Initiative
Funding Opportunity Number:	HRSA-18-084
Due Date for Applications:	January 5, 2018
Anticipated Total Annual Available FY18 Funding:	\$900,000
Estimated Number and Type of Award(s):	Up to 1 cooperative agreement
Estimated Award Amount:	Up to \$900,000 per year
Cost Sharing/Match Required:	No
Project Period/Period of Performance:	May 1, 2018 through April 30, 2023 (5 years)
Eligible Applicants:	Under 42 C.F.R § 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. If otherwise eligible, faith-based and community-based organizations are eligible to apply for these funds.

### **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: Thursday, November 16, 2017

Time: 1 - 2 p.m. ET

Conference Number: 1-888-324-7185

Participant Passcode: 2819181

Playback Number: 800-937-2124

Passcode: 2259

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# **I. Program Funding Opportunity Description**

## **1. Purpose**

This notice solicits applications for the *National Maternal and Child Health Data Resource Initiative (DRI)*, the purpose of which is to support Title V Maternal and Child Health (MCH) Services Block Grant programs (hereafter called Title V Block Grant) and partners in accessing and effectively utilizing national, state and community-level data to inform MCH policy and practice by publishing MCH data and providing related technical assistance and training.

### **Specific objectives**

Increase the use of the National Survey of Children's Health (NSCH) and other MCH priority data systems by Title V Block Grant recipients and partners by:

- Increasing the efficiency with which data set requests are fulfilled with the goal of providing timely, universal access to HRSA MCHB-funded data sets;
- Increasing the number of completed technical assistance requests from Title V Block Grant recipients and partners in a timely manner; and
- Increasing the number of unique visits to and downloads from <http://www.childhealthdata.org>.

### **Methods/Activities**

Develop/maintain a website to provide MCH data and resources to the public.

- Provide interactive resources that allow users to access data in a variety of ways.
- Ensure user-friendly navigation and access to data and data tables.

Provide technical assistance to Title V Block Grant recipients on the appropriate use of data to support the development, implementation and evaluation of effective state MCH programming through multiple modalities including webinars and in-person trainings at conferences and seminars.

- Ensure technical assistance is responsive to the needs of, and challenges facing Title V Block Grant recipients.

Support users with training options to increase the accessibility, appropriate analysis, and effective use of MCH data.

- Provide a variety of ways through which users can access technical assistance, such as short online video tutorials, strategically planned trainings at conferences, and one-page downloadable guides.

Incorporate new data sets from the latest rounds of the NSCH onto the website within 2 months after completion of the data file by the data collection contractor.

- Work with HRSA to ensure NSCH data is available in a timely manner, adhering to partner technical and procedural requirements.

## **2. Background**

This program is authorized by the Social Security Act, Title V, § 501(a)(2) (42 U.S.C. § 701(a)(2)), as amended. In 2015, HRSA revised the Title V Block Grant guidance in order to reduce burden, maintain flexibility, and increase accountability for states as they seek to improve the health of women, children, and families. A key component of this effort is the states' use of federally-supported data to monitor key health indicators.

In previous competitive cycles, the MCH Data Resource Initiative (DRI) developed and enhanced an infrastructure to support the widespread use of NSCH and the National Survey of Children with Special Health Care Needs, which serve as the only source of state-level data on multiple indicators of child health and health care use, access, and quality. Since its inception in 2005, the MCH DRI has maintained and expanded the <http://www.childhealthdata.org> website, which provides direct access to survey data through customized data sets, an interactive tool that produces easy-to-read tables and graphics in response to user-defined queries, and a range of survey- and topic-specific informational products targeted to diverse user groups. To date, the website has been visited over 42 million times by approximately 700,000 unique users.

This program supports the development of analytic and research capacity among state and local governments, communities, families, and other MCH stakeholders. For MCH professionals, the recipient will enhance the utility of <http://childhealthdata.org/> to provide data, data analysis training and technical assistance, and other tools to support the effective use of extant and new MCH data sources. For the public, the recipient will provide state, national, and regional data summaries, fact sheets, and other non-technical reports to support data-driven decision-making at multiple levels.

## **II. Award Information**

### **1. Type of Application and Award**

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

HRSA will provide funding in the form of a cooperative agreement. A cooperative agreement is a financial assistance mechanism where substantial involvement is anticipated between HRSA and the recipient during performance of the contemplated project.

#### **HRSA Program involvement will include:**

- 1) Participate in the planning and development of all phases of this activity.
- 2) Meet with recipients to review their project plan, to ensure that the project goals and objectives align with the needs of target populations.
- 3) Participate in relevant meetings conducted as part of project activities.
- 4) Identify other organizations with whom the recipient will be asked to 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 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; make HRSA resources available when possible.
- 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:**

- Maintain a user-friendly, up-to-date website, which provides a centralized access point for MCH data and related resources. Ensure the validity and integrity of all data publicly showcased on the DRI website.
  - Maintaining compliance with Designated Agent Agreement protocols and other governmental protocols pertaining to information security.
  - Ensuring that the website links to and acknowledges HRSA/MCHB as appropriate.
- Support states in accessing MCH data to inform policy and program development, implementation and monitoring in multiple ways, including, but not limited to:
  - Incorporating additional MCH data sets used to monitor National Outcome Measures (NOMs) and National Performance Measures (NPMs) under the Title V Block Grant onto the DRI website when feasible.
  - Producing state-specific descriptive summary sheets of NOMs and NPMs for the Title V Block Grant, when the data for such measures are publicly available, for display on the DRI website.
  - Developing and maintaining, as needed, a secure online repository available only to states engaged in state-initiated tracking of "real time" data for a selected number of high-priority MCH indicators.
- Support the development, implementation and dissemination of NSCH data in multiple ways, including, but not limited to:
  - Incorporating new data sets from the latest rounds of the NSCH onto the DRI website as they become available.
  - Strategically and scientifically documenting the design, use and validation of NSCH items showcased on the DRI's website.
  - Providing input to MCHB to inform the design and implementation of the NSCH in order to maximize the utility of resulting data for use by MCH Title V Block Grant leaders.
- Provide technical assistance and training on the appropriate use of data to support the effective development, implementation, and evaluation of Title V Block Grant programs and their partners in multiple ways, including, but not limited to:
  - Developing easy-to-understand resource materials and training modules that address the topical and methodological needs of Title V Block Grant offices.
  - Providing effective technical assistance that responds to the needs and learning preferences of Title V Block Grant programs.

- Providing technical assistance and data processing, as needed, to support states engaged in state-initiated tracking of “real-time” data for a selected number of high-priority MCH indicators.
- Disseminate MCH-related research through a variety of means, including, but not limited to:
  - Utilizing social media and other emerging technologies to disseminate research findings, strengthen community-based partnerships and promote a healthy MCH population.
  - Contributing to the publication of MCH project findings in peer-reviewed journals by federal, state, local, and community partners.
- Facilitating the inclusion of publicly available data in national efforts to improve health outcomes for children, youth, families and communities through measurement development and standardization (e.g., activities overseen by the National Quality Forum and/or National Academy of Medicine).
- Documenting and reporting periodically to HRSA measures of program effectiveness including, but not limited to: the number of unique users of the DRI, the number of web “hits,” the number and type of technical assistance requests, and the number of states and localities to whom technical assistance was provided.
- Adhering 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).
- Meeting with HRSA program staff in person at the time of the award to review the current strategies and ensure current projects and goals align with the priorities for this program.
- Attending one MCH Block Grant Annual Meeting and one Title V Block Grant Technical Assistance Meeting per year (total: two in-person meetings per year).
- Meeting with HRSA once per year in person for program planning and review of progress.
- Working 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.
- Providing the federal project officer with the opportunity to review and provide advisory input to any publications, or other materials produced for the Title V Block Grant audience provided at meetings/conferences under the auspices of this cooperative agreement. Such review should start as part of concept development and include review of drafts and final products.
- Communicating with HRSA as needed, regarding opportunities and associated mechanisms to address emerging technical assistance needs associated with the goals of the cooperative agreement.
- Writing peer-reviewed articles related to relevant topical areas that arise as appropriate, as related to the goals of this program.
- Allocating sufficient FTE time for coordination and management of the overall program, including staff time to coordinate and provide progress updates to federal staff.
- Promoting program websites to Title V Block Grant program audience, in particular, and encouraging them to access and utilize program resources.



- Acknowledging that HRSA 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.
- Acknowledging that a copy of all documents in addition to the coding held for all program materials must be transferred in their entirety without corruption to coding, files, or other technological aspects of the current functioning website(s) in the event there is a new recipient for this cooperative agreement.

## **2. Summary of Funding**

Approximately \$900,000 is expected to be available annually to fund one (1) recipient. You may apply for a ceiling amount of up to \$900,000 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 federal 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 May 1, 2018 through April 30, 2023 (5 years). Funding beyond the first year is dependent on the availability of appropriated funds for the *National Maternal and Child Health Data Resource Initiative* 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 C.F.R § 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. If otherwise eligible, faith-based and community-based organizations are 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 # **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 notice of funding opportunity (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 9: 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 Block Grant programs in facilitating the implementation of the transformed Title V Block Grant Program.

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

Outline the needs for the Title V Block Grant programs regarding the *Data Resource Initiative*. Outline the analytics and data needs of MCH programs and the larger MCH community. Data should be used and cited whenever possible to support the information provided. Discuss any relevant analytics barriers currently faced by the MCH community that this project will address. This section should help reviewers understand the community and organizations that will be served by the proposed project.

- **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 requirements and expectations in this NOFO. Include a plan to evaluate the need for updated evidence analysis reports, and to disseminate reports, products, and educate the audience of Title V Block Grant audience. If you are not the current cooperative agreement recipient, describe your previous experience achieving similar or parallel goals as described in this NOFO including successful strategies to overcome barriers. If you are the current grantee, your attached annual report should describe your achievements during your last program cycle and the barriers overcome to achieve program goals.

As appropriate, include development of effective tools and strategies for ongoing staff training, outreach, collaborations, clear communication, and information sharing/dissemination with efforts to involve patients, families, and communities of culturally, linguistically, socio-economically and geographically diverse backgrounds if applicable. Include a plan to disseminate data, tools, reports, products, and other relevant project outputs so that project information is provided to the Title V Block grant audience.

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

In a timeline format, list the goals and activities as defined in this NOFO for the total 5 years of the program. The timeline should illustrate the annual completion of goals and tasks with as well as estimated expenses and responsible staff. Ensure alignment between the methodology description and this work plan (Attachment 1). As appropriate, identify and describe meaningful collaboration with key MCHB stakeholders and their roles in the work plan.

Estimated costs per activity or goal should be listed on the work plan to ensure MCHB understands the time and resources needed to accomplish each goal.

Ensure that sufficient staff time is allocated 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 this grant in an effort to clearly communicate organizational resources and capacity to HRSA.

You must submit a logic model for designing and managing 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 (i.e., the direct products or deliverables of program activities); and
- Outcomes (i.e., 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, such as:

- Designing and implementing the activities described in the Work Plan and Logic Model
- Developing and maintaining a website to provide MCH data and resources to the public
- Providing technical assistance to Title V Block Grant offices in a timely manner
- Increasing the number of unique visits to and downloads from <http://www.childhealthdata.org>
- Provide interactive resources that allow users to access data in a variety of innovative ways.

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

You must 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 project goals and objectives. 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 must 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 must describe any potential obstacles for implementing the program performance evaluation and your plan to address those obstacles.

Incorporate an approach for demonstrating and documenting measurable progress toward achieving the stated goals. Describe expectations for assessment and coordination with key staff. Describe key staff who are skilled at leading complex federal programs, who have the experience to be responsive to changing federal priorities within a limited budget, and the ability to ensure the program goals as defined in this NOFO remain on target for completion.

Describe the plan for the program performance evaluation that will contribute to CQI (continuous quality improvement). Describe your plan to embed CQI within the processes for implementing the program's goals as demonstrated in the work plan and logic model. Your program performance evaluation should monitor ongoing processes and progress towards the goals and objectives of this 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.

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 must 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 describe your organization's current mission and structure, scope of current activities, including an organizational chart, and describe how these elements all contribute to the organization's ability to conduct the program requirements and meet program expectations. Discuss how the organization will follow the approved plan, as outlined in the application, properly account for the federal funds, and document all costs so as to avoid audit findings. Describe how you routinely assess and improve the unique needs of target populations of the communities served.

<b>NARRATIVE GUIDANCE</b>	
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.	
<u><b>Narrative Section</b></u>	<u><b>Review Criteria</b></u>
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](#).

In addition, the *Data Resource Initiative* program requires the following:

**v. Program-Specific Forms**

Program-specific forms are not required for 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 Section IV. ii. Project Narrative. If applicable, also include the required logic model in this attachment. If funds will be sub-awarded or expended 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 and dated.

*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: For Multi-Year Budgets--5<sup>th</sup> Year Budget (NOT counted in page limit), if applicable*

After using columns (1) through (4) of the SF-424A Section B for a 5-year project period, you will need to submit the budget for the 5<sup>th</sup> year as an attachment. Use the SF-424A Section B. See Section 4.1.iv of HRSA's [SF-424 Application Guide](#).

*Attachment 8: Progress Report*

**(FOR COMPETING CONTINUATIONS-ONLY)**

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.

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 9 – 15: Other Relevant Documents*

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 *January 5, 2018 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**

The National Maternal and Child Health Data Resource Initiative is not a program 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 \$900,000 per year (inclusive of direct and indirect costs). Funding requests totaling more than the stated budget will be considered non-responsive. 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 the "addition" method. 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.

Review criteria are used to review and rank applications. The *Data Resource Initiative* has 6 review criteria:

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

The extent to which the application clearly discusses the need for data upon which to base and evaluate maternal and child health programming, the organizations and individuals who would use these data and how data could be used, the challenges that these users face in accessing and analyzing the data, the role of the applicant in fulfilling those needs, and the benefit to the maternal and child health population if these needs could be better met.

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

The extent to which the application

- Describes plans to support Title V Block Grant offices in accessing and effectively utilizing national, state and community-level data to inform MCH policy and practice by publishing MCH data and providing related technical assistance and training.
- Describes the ability to increase the use of NSCH and other MCH priority data systems by state Title V Block Grant offices and the ability to successfully implement the following activities:
  - Increase the efficiency with which data set requests are fulfilled with the goal of providing timely, universal access to NSCH;
  - Increase the number of completed technical assistance requests from Title V Block Grant and partners in a timely manner; and
  - Increase the number of unique visits to and downloads from <http://www.childhealthdata.org>.
- Describes the ability to successfully:
  - Develop/maintain a website to provide MCH data and resources to the public.
  - Provide technical assistance to Title V Block Grant offices and their partners on the appropriate use of data to support the development, implementation and evaluation of effective state MCH programming through multi modes including webinars and in-person trainings at conferences and seminars.
  - Support users with training options to increase the accessibility, analysis, and effective use of MCH data.
  - Incorporate new NSCH data sets from the latest rounds onto the website within 2 months after completion of the data file by the data collection contractor.

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

The extent the program demonstrates strength and effectiveness of the method proposed to monitor and evaluate the project results, including:

- Evidence that the evaluative measures will be able to assess: 1) to what extent the program objectives have been met, and 2) to what extent these can be attributed to the project.
- Integration of recipient responsibilities into the work plan.
- Maintaining a user-friendly, up-to-date website which provides a centralized access point for MCH data and related resources.
- Supporting the development, implementation and dissemination of NSCH data.
- Supporting states in accessing MCH data to inform policy and program development, implementation and monitoring.
- Providing technical assistance and training on the appropriate use of data to support the effective development, implementation, and evaluation of MCH programs.
- Disseminating MCH-related research through a variety of means.
- Maintaining periodic, structured communication with HRSA to support informed, strategic decision-making that best reflects the needs and priorities of HRSA leadership and key partners.

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

The extent to which the proposed project demonstrates the ability to:

- Contribute to improving the valid and standardized use of the national and state level survey data to Title V Block Grant programs and their partners to understand health and health system utilization and performance for children and families including children and youth with special health care needs and to take action to advance positive health outcomes for women, children, youth, families and communities.
- Increase both the availability of relevant data and the analytic capability of stakeholders to better evaluate the effectiveness of MCH programming through the use of national and state-selected performance measures.
- Increase the number of completed technical assistance requests from Title V Block Grant offices and partners in a timely manner.
- If a competing continuation applicant: the extent to which Attachment 7 Progress Report demonstrates the progress made in attaining previously stated goals and objectives.

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

The extent to which project personnel are qualified, as demonstrated by training and/or experience listed on their cv/resume, to implement and carry out the project including having:

- Significant experience and knowledge base in maternal and child health issues across the country and to be able to track changes in outcomes and health care services both nationally, regionally and within states through contributions to the development, analysis and dissemination of data in collaboration with MCHB.
- Significant experience providing timely technical assistance that responds to Title V Block Grant offices.

The extent to which the applicant organization demonstrates the quality and availability of facilities and personnel to fulfill the needs and requirements of the proposed project such as:

- Adequate allocation of staff time and resources to achieve the goals of the grant.
- Staff who are skilled in providing technical assistance and program support.

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

The reasonableness of the proposed budget for each year of the project period in relation to the objectives including:

- An adequate proposed budget for each year of the project period in relation to the objectives, the complexity of the research activities, and the anticipated results.
- An adequate estimation of costs, as outlined in the budget and required resource sections, are reasonable given the scope of work.
- The extent to which key personnel have adequate time devoted to the project to achieve project objectives.

## **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, if specified below in this NOFO. HRSA may also consider assessment of risk and the other pre-award activities described in Section 3 below.

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 May 1, 2018.

## VI. Award Administration Information

### 1. Award Notices

HRSA will issue the Notice of Award prior to the start date of May 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](#).

### 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, HRSA will communicate with recipients and provide instructions on how to access the system for reporting. HRSA 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 (OMB Number: 0915-0298, Expiration Date: 06/30/2019) 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.

#### a) Performance Measures and Program Data

To prepare successful applicants for their reporting requirements, the listing of administrative forms and performance measures for this program can be found at: [https://perf-data.hrsa.gov/mchb/DgisApp/FormAssignmentList/U59\\_3.html](https://perf-data.hrsa.gov/mchb/DgisApp/FormAssignmentList/U59_3.html)



<b>Administrative Forms</b>			
<b>Form 1:</b> Project Budget Details			
<b>Form 2:</b> Project Funding Profile			
<b>Form 4:</b> Project Budget and Expenditures			
<b>Form 6:</b> Maternal & Child Health Discretionary Grant			
<b>Form 7:</b> Discretionary Grant Project			
<b>Updated DGIS Performance Measures, Numbering by Domain</b> <i>(All Performance Measures are revised from the previous OMB package)</i>			
<b>Performance Measure</b>	<b>New/Revised Measure</b>	<b>Prior PM Number (if applicable)</b>	<b>Topic</b>
<b>Core</b>			
Core 1	New	N/A	Grant Impact
Core 2	New	N/A	Quality Improvement
Core 3	New	N/A	Health Equity – MCH Outcomes
<b>Capacity Building</b>			
CB 1	New	N/A	State Capacity for Advancing the Health of MCH Populations
CB 2	New	N/A	Technical Assistance
CB 3	New	N/A	Impact Measurement
CB 6	New	N/A	Products

**b) Performance Reporting Timeline**

Successful applicants receiving HRSA funds will be required, within 120 days of the NoA, to register in HRSA's 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 is conducted for 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.

- 3) **Integrity and Performance Reporting.** The Notice of Award will contain a provision for integrity and performance reporting in [FAPIS](#), 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:

Ernsley Charles  
Grants Management Specialist  
Division of Grants Management Operations, OFAM  
Health Resources and Services Administration  
5600 Fishers Lane, Mailstop 10N146A  
Rockville, MD 20857  
Telephone: (301) 443-8329  
Fax: (301) 443-6343  
Email: [ECharles@hrsa.gov](mailto:ECharles@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  
Attn: National Maternal and Child Health Data Resource Initiative  
Maternal and Child Health Bureau  
Health Resources and Services Administration  
5600 Fishers Lane, Room 18N  
Rockville, MD 20857  
Telephone: (301) 443-2259  
Email: [SSosa@hrsa.gov](mailto: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](mailto: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/healthyouth/evaluation/pdf/brief5.pdf>.

The current Data Resource Initiative program website can be found here: <http://childhealthdata.org/>

More information about the MCH Title V Block Grant can be found here: <https://mchb.hrsa.gov/maternal-child-health-initiatives/title-v-maternal-and-child-health-services-block-grant-program>

## **Technical Assistance**

The following technical assistance conference call has been scheduled:

### *Conference Call*

Day and Date: Thursday, November 16, 2017

Time: 1 - 2 p.m. ET

Conference Number: 1-888-324-7185

Participant Passcode: 2819181

Playback Number: 800-937-2124

Passcode: 2259

## **IX. Tips for Writing a Strong Application**

See Section 4.7 of HRSA's [SF-424 Application Guide](#).