

Request for Applications (RFA): *The Heart Truth* Campaign Projects

Application Submission Deadline

- Applications must be received by December 15, 2008 at 5:00 p.m. Mountain Time
- Submit applications to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1860 Blake Street, Suite 320, Denver, Colorado 80202
- Applications will not be accepted by the Regional Offices on Women's Health
- Please read all instructions prior to submitting your application

For help with this RFA:

Please e-mail: owhapplication@jsi.com or phone toll-free: 1-866-224-3815

Funding Available By Region

Funding is available for activities and events in support of the National Heart, Lung, and Blood Institute's (NHLBI) *The Heart Truth* Campaign to raise awareness about women and heart disease.

Who can apply: Not-for-profit organizations, community-based organizations, faith-based organizations, state and local health departments, tribal organizations, professional associations, colleges and universities located in one of the ten HHS regions.

Region I CT, MA, ME, NH, RI, VT

Region II NJ, NY, Puerto Rico, U.S. Virgin Islands

Region III DC, DE, MD, PA, VA, WV

Region IV AL, FL, GA, KY, MS, NC, SC, TN

Region V IL, IN, MI, MN, OH, WI,

Region VI AR, LA, NM, OK, TX

Region VII IA, KS, MO, NE

Region VIII CO, MT, ND, SD, UT, WY

Region IX AZ, CA, HI, NV, Guam, American Samoa, CNMI, FSM, RMI, Palau

Region X AK, ID, OR, WA

The table below breaks down the maximum number of *The Heart Truth* projects to be funded per region and the maximum award amount for each project. For example, Region I is awarding up to two *Heart Truth* projects at a maximum amount of \$2,500 each.

Region	Maximum Number of Projects to be Funded	Maximum Award Amount per Project
I	2	\$2,500
II	2	\$5,000
III	2	\$5,000
IV	4	\$2,500
V	5	\$5,000
VI	4	\$2,500
VII	4	\$4,000
VIII	6	\$5,000
IX	5	\$2,500
X	3	\$5,000

Background

The Department of Health and Human Services (HHS) Regional Offices on Women's Health has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of the Department of Health and Human Services Office on Women's Health (HHS OWH) is to improve the health of women across the life-span by advancing women's health research, health care services, public and health professional education and training through activities with the HHS Office of Public Health and Science, other governmental agencies, public and private organizations, and consumer and health care professional groups.

The program objectives of the HHS Regional Offices on Women's Health are to:

- Advance superior health practices for women by identifying and replicating successful HHS women's health programs in communities across the U.S. states and territories
- Promote public education by increasing the participation of women and girls in health education programs and increasing the number of information sessions to the public
- Collaborate with partners on women's health issues to increase access to health and human services
- Foster the availability and use of health information by increasing the number of users to Quick Health Data Online
- Promote and provide professional education on women's health issues supporting the shift from reaction to prevention in health care

Ten Regional Women's Health Coordinators (RWHCs) in the United States coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. They advance the mission of the Office on Women's Health in the U.S. Department of Health and Human Services and represent the Deputy Assistant Secretary for Health (Women's Health) by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the Office on Women's Health or the RWHCs please see the following link <http://www.womenshealth.gov/owh/>.

Additional Funding Opportunities

This RFA is not the only funding opportunity available through the Regional Offices on Women's Health. The table below provides information on additional waves of funding.

Wave	RFA	Dissemination Date
1	<i>The Heart Truth Campaign</i>	November 2008
	National Women and Girls HIV/AIDS Awareness Day	
2	National Women's Health Week	December 2008
3	Reducing Health Disparities	January 2009
	Bodyworks	
4	Domestic Violence/Prevention of Violence Against Women	February 2009

Project Area To Be Funded

The Heart Truth Campaign was developed by the National Heart, Lung, and Blood Institute in collaboration with the HHS OWH to raise awareness about women and heart disease. The timeline for projects selected for funding will begin upon receipt of award notification and end by July 23, 2009.

The Heart Truth Campaign funding applications must be for one of the following areas: 1) consumer education focused on women ages 40 to 60 based on the NHLBI *The Heart Truth Campaign*, examples of activities include: heart health walks, heart health fairs, heart health workshops for women.

2) *The Heart Truth Professional Education Campaign* activities using materials designed by the HHS Office on Women's Health. These materials include:

- Extensive lecture materials and slides
- Problem-based learning cases
- Standardized patient case
- Personal Digital Assistant (PDA) downloads
- Clinical tools
- Self-study modules offering free continuing education credits

More information on *The Heart Truth Campaign* can be found at - <http://www.womenshealth.gov/heart/>

Examples of activities that will not be funded include: research, direct clinical services, screening services and testing kits.

Funding Notification

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their application by January 23, 2009.

Payment Process

Awardees will receive payment upon completion of their projects. Payments will be processed within 30 days of receipt and approval of final report.

Project Time Frame

Awardees will have up to six months to complete their projects (including submission of final report).

How To Submit an Application

- Submit applications to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1860 Blake Street, Suite 320, Denver, Colorado 80202.
- Applications will not be accepted by the Regional Offices on Women's Health
- Applications must be received by JSI by e-mail or mail submission by December 15, 2008 at 5:00 p.m. Mountain Time.
- Applications can not exceed 6 pages in length.
- E-mail is the preferred method for application submission. Applicants that do not have e-mail may submit applications via mail.
- Once you have submitted your application, you will receive confirmation of your submission in three days. If you do not receive a confirmation please call toll-free 1-866-224-3815.
- If you have questions or need assistance please call 1-866-224-3815.

Review and Selection Process

Applications will be reviewed by an objective technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
 - Description of organization's mission and services is provided
 - Description of geographic area and population served is provided
- Form III. Proposed Project Description (30 points)
 - Proposed project information is provided
 - Proposed project goals are identified
 - Community need for the project is described
 - Proposed project partners are described
 - Proposed project target population is described
 - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)
 - Performance Measures are described
- Form V. Budget (25 points)
 - Budget expenses are detailed in the table provided. Other sources of funding are included

Disclaimer

The HHS Regional Offices on Women's Health has contracted with John Snow, Inc. to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The privacy policy for JSI is available at <https://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee should also include the following statement on event materials distributed at events: "Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

Application Instructions

Complete your application using the enclosed forms. Be sure that Form I of your application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V)

Completed applications include:

Cover Page (included as Form I)

Organizational Background (included as Form II)

Proposed Project Description (included as Form III)

Project Evaluation (included as Form IV)

Project Budget (included as Form V)

Cover Page – Form I**Contact Information**

HHS Region: _____

Organization Name: _____

Mailing Address: _____

Executive Director: _____

Project Director: _____

Telephone Number: _____

E-mail Address: _____

Fax Number: _____

Organization's Employer Identification
Number (EIN)/Tax Exempt Number: _____

Signature of responsible official: _____

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, an electronic signature with a statement "this typed signature represents an official signature" is acceptable.

Proposed Project Description – Form III (continued)

5. What is the proposed project's target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

6. In the table below, please describe your planned activities.

Activity	Start Date	End Date	Person Responsible

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

Project Evaluation – Form IV

1. Evaluation: What performance measure(s) will you use and how will you evaluate the success of your project? Examples include pre-post -test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.

