

## State Maternal Health Innovation Program

### OVERVIEW

On May 30<sup>th</sup>, the Health Resources and Services Administration (HRSA) Maternal and Child Health (MCH) Bureau released a Notice of Funding Opportunity (NOFO) for the 2019 State Maternal Health Innovation (State MHI) Program. HRSA will allocate a total of \$18.7 million annually across nine projects proposed by eligible organizations, in collaboration with a state or groups of states, to address disparities in maternal health and improve maternal health outcomes, including the prevention and reduction of maternal mortality and severe maternal morbidity. Each State MHI project will:

- Establish a state-focused Maternal Health Task Force;
- Collect and analyze state-level data on maternal mortality and severe maternal morbidity; and
- Promote and execute innovation in maternal health service delivery.

HRSA also released an accompanying NOFO in support of the State MHI program, through which one national applicant will be awarded up to \$2.6 million to support the nine State MHI grantees and related initiatives by providing capacity-building assistance and establishing a national resource center on maternal health.

Applications for either NOFO must be submitted by July 15<sup>th</sup>. The two NOFOs are attached, and a summary of the main State MHI program NOFO is below.

### FUNDING

HRSA anticipates awarding up to \$2,072,222 annually to each of a maximum of nine organizations. Funding may be used for direct, indirect, facilities, and administrative costs. Funding may not be used to supplant current activities.

Contracts will last for five years beginning on September 30<sup>th</sup>.

### ELIGIBLE APPLICANTS

Eligible applicants for funding under this program include any domestic public or private entity, including faith-based and community-based organizations.

Applicants must propose projects that involve collaboration with a state or group of states to strengthen state-level capacity to address disparities in maternal health and improve maternal health outcomes. Partnerships should include collaboration with the partnering state's State Title V MCH Program(s). As evidence, the application should include a letter of support and planned participation from the partnering state or group of states.

Only one project will be funded per state or group of states. Multiple applications from a single organization are not permissible.

### PROGRAM COMPONENTS

Successful applicants will be required to implement the following core functions and activities:

- Establish a state-focused Maternal Health Task Force comprised of state and local public health professionals, providers, payers, and consumers, among others;
- Improve state-level maternal health data and surveillance by identifying and coordinating with a multidisciplinary Maternal Mortality Review Committee or other state-focused initiative that can collect, analyze, and report maternal morbidity and mortality data; and
- Promote and execute innovative strategies in maternal health service delivery that address critical gaps in maternity care services, including:
  - Access to comprehensive, continuous, high-quality maternal care services;
  - Maternal health workforce needs; and/or
  - Comprehensive postpartum and inter-conception care interventions.

Organizations should not duplicate existing activities, but should use funding to supplement existing maternal health activities. Awarded organizations are encouraged to incorporate telehealth services as a component of their project demonstrations.

## APPLICATION

Applications will be reviewed based on the following criteria:

- Need (10 points)
- Response (35 points)
- Evaluative Measures (10 points)
- Impact (10 points)
- Resources/Capabilities (25 points)
- Support Requested (10 points)

In addition to the above criteria, HRSA may take into account additional factors, such as geographic diversity, broad program impact, and overall sustainability, when making final award decisions.

## Timeline

Applications are due on July 15<sup>th</sup>. There will be a technical assistance webinar on June 18<sup>th</sup> from 3pm-4pm. Interested parties may access the webinar [here](#) and call-in using the number 1-866-714-2132 (code: 1327617). Following the webinar, the recording will be made available [here](#).

Questions and/or technical assistance regarding business, administrative, or fiscal issues may be sent to Janene Dyson at [JDyson@hrsa.gov](mailto:JDyson@hrsa.gov). Questions and/or technical assistance regarding overall program issues may be sent to Kimberly Sherman at [wellwomancare@hrsa.gov](mailto:wellwomancare@hrsa.gov).