

**Regional Offices on Women's Health (OWH)
Request for Applications (RFA):
The Heart Truth Health Professional Education**

Application Submission Deadline

- Applications must be received by December 10, 2009 at 5:00 pm Mountain Time
- Submit applications in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, 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 to educate and train health professionals on the prevention of heart disease in women. Activities for the following health professionals will be considered: primary care physicians, internists, cardiologists, OB/GYNs, nurse practitioners, nurses, physician's assistants, and related health care providers who serve women with or at risk of cardiovascular disease. These activities will complement the efforts of the National Heart, Lung, and Blood Institute's (NHLBI) *The Heart Truth* Campaign, which strives to raise awareness about women and heart disease among consumers.

A variety of approaches may be used including Grand Rounds, seminars, or training in the use of behavior change techniques, such as motivational interviewing, that providers can use to help women reduce their risk factors for cardiovascular disease.

See "Project Area To Be Funded" below for more information.

Who can apply: OWH funding is available to those eligible entities which are located in the 50 states, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible entities may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, professional organizations, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

The table below breaks down the maximum number of *The Heart Truth* Professional Education projects to be funded per region and the maximum award amount for each project. For example, Region I is awarding up to **4** projects at a maximum amount of **\$2,500** each.

Region (state or territory in each region)	Maximum Number of Projects to be Funded	Maximum Award Amount per Project
I (CT, MA, ME, NH, RI, VT)	4	\$2,500
II (NJ, NY, Puerto Rico, U.S. Virgin Islands)	3	\$4,000
III (DC, DE, MD, PA, VA, WV)	6	\$2,500
IV (AL, FL, GA, KY, MS, NC, SC, TN)	5	\$2,000
V (IL, IN, MI, MN, OH, WI)	3	\$5,000
VI (AR, LA, NM, OK, TX)	1	\$2,500
VII (IA, KS, MO, NE)	4	\$2,500
VIII (CO, MT, ND, SD, UT, WY)	4	\$5,000
IX (AZ, CA, HI, NV, Guam, American Samoa, CNMI, FSM, RMI, Palau)	10	\$2,000
X (AK, ID, OR, WA)	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 provide leadership to promote health equity for women and girls through sex/gender-specific approaches.

In order to achieve this mission, HHS OWH engages in the following activities:

- The development of innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information
- For more information on the HHS Office on Women's Health, please visit <http://www.womenshealth.gov/owh/about/>.

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 RWHCs please visit the following link <http://www.womenshealth.gov/owh/reg/>.

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	National Women & Girls HIV/AIDS Awareness Day BodyWorks	October 2009
2	National Women's Health Week	November 2009
3	Prevention of Violence Against Women and Girls	December 2009

Project Area To Be Funded

The intended purpose of projects funded through this RFA is to educate and train health professionals to better address risk factors for heart disease in women ages 40 to 60.

The Heart Truth Professional Education funding applications should incorporate 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

These resources and additional information on *The Heart Truth* Professional Education Campaign can be found at <http://www.womenshealth.gov/hearttruth/>.

Examples of activities that will be considered include:

- Use of *The Heart Truth* Professional Education lecture materials and slides in Grand Rounds, seminars, conferences, health care provider meetings, hospital (Continuing Medical Education (CME) courses, etc.
- Training for health professionals in motivational interviewing skills or other techniques that foster behavior change. Motivational interviewing is an evidence-based, client-centered approach that motivates women to change their coronary risk factors, such as cigarette smoking, by exploring and resolving ambivalence. Possible training activities include: introductory sessions on motivational interviewing (one hour to one day), in-depth training workshops on using the technique to promote behavior change (2-3 days), and/or ongoing consultation and supervision. A mix of didactic presentations, demonstrations, videos, and practice exercises should be offered. Primary care and cardiology practitioners are encouraged to be trained by the certified Motivational Interviewing Network of Trainers (MINT) across the country. Trainers can be found at <http://motivationalinterview.org/training/trainers.html>. More information on motivational interviewing can be found at <http://www.motivationalinterview.org/clinical/whatismi.html>.

- Educational sessions to introduce health professionals to *The Heart Truth* campaign including information on the importance of addressing heart disease in women and an overview of consumer education materials available through the campaign

**A note about CME/CEU: Many organizations have found that programs and activities for health professionals are more successful and better attended when continuing education credits are offered. If your organization is not able to offer credit, you may wish to partner with an organization such as an academic institution, hospital, or professional organization that has the ability to offer credit. The Office on Women's Health is not able to offer continuing education credits for these activities.

The timeline for projects selected for funding will begin upon receipt of award notification and end by June 30, 2010.

Activities that will not be funded include: research, direct clinical services, lab 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 13, 2010.

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. **This award is a contract not a grant. You will receive payment after the completion of your project and approval of your final report. All modifications to your project must be approved by your Regional Women's Health Coordinator before your project is implemented. Please note: modifications to your project that are not approved by your Regional Women's Health Coordinator may result in nonpayment of your award.**

Project Time Frame

Awardees will have until June 30, 2010 to complete their projects (including submission of final report).

How To Submit an Application

- Submit applications in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, 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 10, 2009 at 5:00 pm 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, history and services is provided
 - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 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 (20 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)

The Heart Truth Professional Education
Cover Page – Form I

Contact Information

HHS Region: _____

Organization Name: _____

Mailing Address, City, State, ZIP: _____

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, a typed 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.

Project Budget- Form V

1. List how you will use requested funds for this project in the table below.

Item Description	Unit	Unit Cost (\$)	Total Cost (\$)
TOTAL:			

2. List other sources of funding to support the project budget, if any.

Examples of activities and items that can be funded include: training sessions or workshops, facility rentals, educational materials, and trainer or speaker fees.

Federal funding will not be provided for the following:

- capital building projects, overhead, or indirect costs
- food/beverages
- research, direct clinical services, lab services and testing kits.
- printing and copying over \$1,000
- promotional items (i.e. t-shirts, sunscreen, pens)
- volunteer stipends