



NC DHHS Notice of Funding Availability

Reporting Form RFA #A390R

DHHS Division/Office issuing this notice: Division of Public Health, Women's and Children's Health Section, Women's Health Branch

Date of this notice: March 7, 2022

RFA Title: Healthy Beginnings

Purpose: In 1994, the North Carolina General Assembly appropriated funds to support projects that demonstrated the capacity to lower infant mortality and low birthweight rates among minority populations. The goal of Healthy Beginnings was to address the two-fold disparity between white and minority infant mortality in the State of North Carolina by targeting areas with significant minority infant mortality. A community-based approach addressing infant mortality was mandated with a specific focus on the formulation and implementation of innovative strategies to improve birth outcomes and involvement from a variety of community organizations.

Description: Healthy Beginnings' goals include improving birth outcomes among minority women, reducing minority infant morbidity and mortality, and supporting families and communities. Healthy Beginnings serves women during and beyond pregnancy and their children up to two years after delivery. Evidence-based and evidence-informed interventions are used to improve the health and well-being of minority women and improve their birth outcomes.

Eligibility: Public or private nonprofit agencies (e.g., nonprofit community-based organizations, faith-based organizations, local health departments, community health centers) may apply to receive funding to implement Healthy Beginnings programs aimed to impact the reduction of minority infant mortality, and preterm and low birthweight births in their communities and thereby improve minority birth outcomes.

Applications are desired from counties ranking in the top quartile (i.e., the top 25) for infant mortality rates among minority populations, and from counties with at least a two-fold racial disparity ratio. The ranking is based on the county's five-year average of infant mortality rates between 2015-2019. The counties ranking in the top quartile for infant mortality rates and racial disparity ratios shall receive a demonstrated need score as described in the Request for Applications. Also, based on North Carolina's birth outcomes data, priority will be given to applications that serve African American and/or American Indian families.

How to Apply:

Request for Applications (RFA) will be released on Monday, March 7, 2022. Specific details on submitting applications for consideration will be included in the RFA.

RFAs are being sent to prospective agencies and organizations via email and/or may be downloaded from the NC Division of Public Health, Women's Health Branch website beginning March 7, 2022 at <http://whb.ncpublichealth.com>.

All prospective applicants are REQUIRED to participate in a Pre-Application Webinar on Monday, March 14, 2022 at 10:00 AM – 11:00 AM: <http://whb.adobeconnect.com/hbrfaa390/>.

Any agency that plans to submit an application is REQUIRED to submit a non-binding notice of intent no later than 5:00 PM on Wednesday, March 23, 2022. The link to complete the notice of intent is: <https://www.surveymonkey.com/r/HBRFAA390>. Confirmation of receipt will be provided in response. Agencies that do not submit a notice of intent by the deadline shall not be eligible to respond to this RFA. Information requested on the notice of intent includes the following:

- The legal name of the agency.
- The name, title, phone number, mailing address, and email address of the person who will coordinate the application submission.
- County where services will be provided.

A representative of the applicant agency may participate in an Optional Technical Assistance conference call on Friday, March 18, 2022 from 10:00 AM – 11:00 AM, call-in phone number is 919-501-4272.

Deadline for Submission: No applications will be received after 5:00 PM on Friday, April 8, 2022.

How to Obtain Further Information: Inquires about this RFA are encouraged, and may be directed to:

Renee Jackson, MHA

Email: renee.jackson@dhhs.nc.gov

Phone: 919-707-5714