



NC DHHS Notice of Funding Availability

Reporting Form

DHHS Division/Office issuing this notice: Division of Public Health, Women, Infant, and Community Wellness Section, Infant and Community Health Branch

Date of this notice: October 17, 2025

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 focusing on 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., community-based organizations, faith-based organizations, local health departments, community health centers) may apply to receive funding to implement Healthy Beginnings programs aimed at impacting 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 top ranking counties for infant mortality rates among minority populations, and from top ranking counties for infant mortality disparity ratio. The ranking is based on the county's five-year average of infant mortality rates between 2019-2023. The top-ranking counties for infant mortality rates and 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 Friday, October 17, 2025. 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, Infant, and Community Wellness Section's website beginning October 17, 2025 at [DHHS: DPH: Women, Infant and Community Wellness Section \(ncdhhs.gov\)](https://www.ncdhhs.gov/DPH/WIC/CommunityWellnessSection).

All prospective applicants are recommended to participate in a Pre-Application Webinar on Wednesday, October 22, 2025 at 10:00 AM – 11:00 AM:
<https://www.zoomgov.com/j/1608784324?pwd=WiIRAcG2v6gdtwF7LKCoAaTd6ZbQN.1>.

Any agency that plans to submit an application may submit an optional non-binding notice of intent no later than 5:00 pm on Friday, October 31, 2025. The link to complete the notice of intent is: <https://www.surveymonkey.com/r/HBRFAA418>. Confirmation of receipt will be provided in response. 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.

Deadline for Submission: No applications will be received after 5:00 PM on Friday, November 21, 2025.

How to Obtain Further Information: Inquires about this RFA are encouraged, and may be directed to:
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Email: renee.jackson@dhhs.nc.gov
Phone: 919-707-5714