

Request for Community-Based Organizations to Raise Awareness of Urgent Maternal Warning Signs in Pregnant and Postpartum People

Date Issued: May 2, 2024

Date Updated: May 15, 2024

Due Date: May 31, 2024

SUMMARY OF THE REQUEST

The CDC Foundation is requesting proposals from **not-for-profit, 501(c)3** community-based organizations (CBOs) who serve people **in their local communities** who are pregnant or postpartum to help raise awareness about important health warning signs that can happen during and after pregnancy. This work is part of the national Hear Her® communication campaign, and many resources like videos and information sheets are available to help educate communities. Activities should also help improve communication among people who are pregnant or postpartum, their support networks (like partners, family, or friends), and their healthcare providers. This request is open to organizations nationwide, and special consideration will be given to CBOs serving Atlanta, Dallas/Ft. Worth, New Orleans, New York City, and/or St. Louis based on their higher proportions of Black people who are pregnant or postpartum. Up to six awards of **\$50,000** each are available. The deadline to apply is **May 31, 2024 at 5:00pm EDT**.

BACKGROUND

Too many women die each year in the United States due to complications related to pregnancy. Every one of these deaths is a tragedy, especially when [more than 80% of pregnancy-related deaths could be prevented](#). Some communities are more affected than others: [Native Hawaiian, Pacific Islander, Black, and American Indian/ Alaska Native women are more likely to die from a pregnancy-related cause than other race/ ethnicities](#). But we can help save lives by identifying warning signs early, getting timely diagnoses, and providing quality care.

The Centers for Disease Control and Prevention (CDC) launched a national communication campaign in 2020 called "[Hear Her](#)" to raise awareness of urgent maternal warning signs and to improve communication among healthcare professionals, pregnant and postpartum people, and their support networks. Hear Her features testimonial videos from women sharing their stories of their pregnancy-related complications and provides educational materials to raise awareness of warning signs during pregnancy and in the year following. Learn more about the campaign at [CDC.gov/HearHer](https://www.cdc.gov/HearHer).

While the campaign has reached many people across the country, more support is needed at the local level in communities. The CDC Foundation needs help from CBOs to share Hear Her resources in their communities, especially in areas where maternal health outcomes are poor.

Local organizations can inform people about urgent maternal warning signs in ways that are relevant to their communities' needs.

SCOPE OF WORK

Interested organizations should propose plans to use Hear Her campaign resources to raise awareness about urgent maternal warning signs in their communities. The priority audiences for this work are pregnant people and people who were pregnant within the last year and their support networks (including partners, family, doulas, and community health workers).

Additional audiences to consider, but are not required, include healthcare providers who serve people who are pregnant or postpartum. Proposals do not need to focus on all these audiences.

Organizations will have up to one (1) year to complete their activities. Organizations are welcome to complete activities in less than a year and should request the best timeline for their needs. For planning purposes, work will likely begin in June 2024 and last until June 2025.

Proposals should focus on describing the planned activities that will increase awareness of urgent maternal warning signs. Activities should also strive to improve communication about warning signs between pregnant or postpartum people, their friends and family, and their healthcare providers ([see this conversation guide for example](#)). No specific activities are required beyond these considerations, so creative ideas are encouraged. Proposals should include information about which populations and audiences in their community will benefit from each activity. Organizations should also include information about their relevant experience. For example, if Hear Her materials are going to be added to a prenatal community class, the proposal should share information about that class, who usually attends, and the organization's history providing community trainings.

Proposals should suggest ideas and activities that would work best for each individual community. A few possible ideas include:

- Include Hear Her campaign resources in existing programs such as prenatal and postpartum health and education, breastfeeding/lactation support classes, or safe sleep education.
- Host community education sessions on urgent maternal warning signs or add to a session on another health education topic.
- Provide training or education sessions to healthcare providers, perinatal community health workers, doulas, or home visitors.
- Plan and implement a local media campaign.
- Share campaign messages or prewritten articles through your newsletters, blogs, website, or members of local news media.
- Share public service announcements with local broadcast or radio stations.
- Add resources into new or already existing perinatal education kits and/or quality improvement initiatives.
- Share materials during meetings, presentations, exhibits, health fairs, and other in-person or virtual events.

Organizations should plan to evaluate their proposed activities. Proposals should include information about how organizations plan to measure the reach and/or success of each activity. For example, a class might have a sign-in sheet to count how many people attended. Other programs might have surveys that participants fill out. The CDC Foundation will also offer technical assistance and support to selected organizations to further develop and strengthen their evaluation plans.

ELIGIBILITY REQUIREMENTS

CBOs must meet all the following eligibility criteria:

- Headquartered and serving communities in the US.
- Must serve pregnant or postpartum people, and/or their support people, and/or healthcare providers who may interact with pregnant and postpartum people.
- Has staff capacity to do planned activities in proposed time period.
- Must be a **501(c)3 not-for-profit organization** serving its local community.
- Must serve communities that experience [poorer maternal health outcomes](#).

Special considerations for:

- Organizations serving communities in or around Atlanta, Dallas/Ft. Worth, New Orleans, New York City, and/or St. Louis.
- Organizations whose leadership and staff reflect the community they serve.

SUBMISSION INSTRUCTIONS

Proposal materials should be submitted by **5:00pm Eastern Time on Friday, May 31, 2024**. Proposals will not be accepted after this date and time.

Proposals must be submitted via the online form here:

<https://app.smartsheet.com/b/form/5ccfb421d83d449b9bc90b32771595e9>

Funding Source: This effort is made possible through a partnership with the Division of Reproductive Health (DRH) within the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) at the CDC. Agreements resulting from this RFP will be supported by Federal funding under the "*Utilizing data and diverse perspective to enhance public health and clinical outcomes for pregnant and postpartum people, infants, people with birth defects, infant disorders and related conditions*" grant with the award number **1 NU01DD000043-01-00** from the Centers for Disease Control and Prevention.

The CDC Foundation anticipates that an award resulting from this solicitation will meet the criteria of "contractor" as defined by 2 CFR 200.331; a final determination will be made at the time of the award. The contractor must comply with the following federal regulatory requirements:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Health and Human Services (HHS) Awards (45 CFR Part 75)

- Uniform Administrative Requirements, Cost Principles, and Audit Requirements, and Audit Requirements for Federal Awards (2 CFR Part 200).

Please submit proposals using this [online form](#). Proposals should be submitted as one PDF file and no longer than ten pages with minimum 11 point font. A separate budget sheet can be included. Please note that all the required information must be covered in the 10 page length (not including the budget) and additional information provided will not be evaluated. Your proposal should include the following information:

- A draft plan that outlines what educational activities could be done using the Hear Her resources, which audience(s) would be reached, how information would be shared and tracked, an estimated timeline, and an evaluation plan.
- Background information about the organization, its priorities and geographic area reached.
- Provide a description of the community your organization serves. Please include demographic details and any relevant maternal health data about your community (local health departments or [Community Commons](#) are great resources).
- Brief description of what success would look like for each activity.
- Examples of any past related work or projects.
- Budget estimate using the included budget template ([also available at this link](#))
- Brief bios of the organization's leadership and team members who would be supporting this work.

All interested applicants are welcome to attend an informational call before submitting a completed proposal. Registration is required. The informational call is scheduled to take place **Thursday, May 16, 2024 at 2:00pm EDT**. The call will be recorded and available to view later in the [RFP Resource Folder](#).

Informational Call

- Date and Time: May 16, 2024 at 2:00pm EDT
- Registration Link: https://cdcfoundation.zoom.us/webinar/register/WN_iSRIRjUnSjqzeOXarHE7uA

All questions are welcomed. Any answers and additional information will be shared with all prospective organizations through the [RFP Resource Folder](#). Please submit questions no later than **5pm EDT, Thursday, May 23** to Rebecca Heyman at rheyman@cdcfoundation.org. The CDC Foundation will strive to answer as many questions as possible, and interested organizations should plan to submit priority questions as soon as possible.

Submit final proposal by **Friday at 5pm EDT, May 31, 2024** at <https://app.smartsheet.com/b/form/5ccfb421d83d449b9bc90b32771595e9>. **Submissions will be evaluated and selected by June 21, 2024**. CDC Foundation will then work with selected organizations to develop contracts. In the case that an insufficient number of qualified candidates apply, the CDC Foundation reserves the right to reopen this process, extend the deadline, and/or take other appropriate measures to ensure a satisfactory pool of applicants.

SELECTION PROCESS

Submissions will be evaluated based on the following criteria:

Criteria	Weight
Potential of proposed activities to raise awareness about urgent maternal warning signs among priority audiences.	40%
Organization serves communities that experience poorer maternal health outcomes.	10%
Potential of proposed activities to improve communication between pregnant and postpartum people, their support networks, and their healthcare providers.	30%
Inclusion of a basic plan to evaluate activities (e.g., measuring how many people received materials, change in awareness based on a pre/post survey, etc.).	10%
Organization's history or track record of success with similar work.	10%
Budget does not exceed \$50,000 and proposed timeline does not exceed one year.	Required
Special Consideration will be given to	
Organizations serving communities in or around Atlanta, Dallas/Ft. Worth, New Orleans, New York City, and/or St. Louis.	+1 point
Organizations' leadership and staff reflect the community they serve.	+1 point

Submissions will be selected by **June 21, 2024**. The CDC Foundation will evaluate all applicants for completeness and minimum requirements. Basic requirements include timely receipt of application and submission of all required information. The CDC Foundation reserves the right to deem incomplete submissions ineligible for review.

The CDC Foundation reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate method of monitoring. Therefore, the CDC Foundation reserves the right to request organizational information specific to financials and other information publicly available via Federal and State award, debarment, exclusion and sanction databases.

ABOUT THE FOUNDATION

The CDC Foundation helps CDC save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations and individuals to protect the health, safety and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. The CDC Foundation manages hundreds of programs each year impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. Visit www.cdcfoundation.org for more information.