



MISSISSIPPI STATE DEPARTMENT OF HEALTH

Improving Maternal Cardiovascular Health in Mississippi

Request for Proposals (RFP)

Maternal and Infant Health Bureau

Mississippi State Department of Health

Project Number: **19NU58DP006696**

Proposal Due Date: **September 30, 2023**

**Mississippi State Department of Health
Attention: Maternal and Infant Health Bureau
570 East Woodrow Wilson Drive
Jackson, MS 39216**

**NOTE: Project number: 19NU58DP006696
This project is funded through a supplemental grant awarded to the
Mississippi State Department of Health (MSDH) through the Centers for
Disease Control and Prevention (CDC)**

ABSTRACTED TABLE OF CONTENTS

Content	Page Number
Abstracted Table of Contents	2
Invitation Description	3
Instructions to Submit	3
Background and Mission	4
Goals and Purpose	5
Available Funding and Sustainability	5
Application Timeline and Funding Period	6
Applicant Instructions	6
Proposal Components	7
Successful Applicant Requirements	7
APPENDIX A: PROPOSAL TEMPLATE	8
APPENDIX B: COVER PAGE	11
APPENDIX C: BUDGET PROPOSAL AND JUSTIFICATION	12
APPENDIX D: OPTIONAL SUPPLEMENTAL INFORMATION	14
APPENDIX E: ALLOWABLE AND NON-ALLOWABLE COSTS	15
APPENDIX F: SELECTION CRITERIA	16
HELPFUL WEBSITE LINKS	17



**Request for Proposal (RFP)
Improving Maternal Cardiovascular Health in Mississippi**

INVITATION

Eligible organizations and public health entities are invited to submit a proposal in response to this initiative entitled *Improving Maternal Cardiovascular Health in Mississippi*. To submit a proposal, each applicant must comply with the instructions included in this Request for Proposal (RFP). By submitting a proposal, the applicant also agrees to the terms and conditions outlined in this RFP.

The RFP proposal’s due date is September 30, 2023, by 5:00 pm Central Standard Time.

INSTRUCTIONS TO SUBMIT

Pertinent details regarding the proposal process are outlined below:

Who Can Apply?	Any eligible domestic public or private entity, including faith-based and community-based organizations, tribes, and tribal organizations.
Closing Date/Time for Submission of Proposals	September 30, 2023 by 5:00 pm CST.
Technical Assistance Presentation and Q/A Session	<p>Thursday, August 10, 2023 2:30 – 4:00 p.m. Central Standard Time</p> <p><i>Webinar Details:</i> Join from PC, Mac, Linux, iOS or Android: https://us06web.zoom.us/j/84516504139</p> <p>Or Telephone: Dial: USA 713 353 0212 USA 8888227517 (US Toll Free) Conference code: 773414</p> <p>Find local AT&T Numbers: https://www.teleconference.att.com/servlet/glbAccess?process=1&accessNumber=7133530212&accessCode=773414</p>
Method to Submit Proposal	<p>Completed proposals must be uploaded before 5:00 PM CST on September 30, 2023 in pdf format via the link below:</p> <p>https://app.smartsheet.com/b/form/004c0966c7ba4c0e81c98b7aa548c4ce</p>

Contact Person	Dr. Vernesia Wilson, Director Maternal and Infant Health Bureau Mississippi State Department of Health 570 E. Woodrow Wilson Drive Jackson, MS 39216 vernesia.wilson@msdh.ms.gov 601-576-7472
Notification of Award	By November 1, 2023
Project Period	Project activities will begin January 1, 2024 and conclude on December 31, 2025.
Number of Awards	Two (2)
Amount of Award	Up to \$60,000 for 2 years <i>(Successful projects may be extended beyond the initial two-year project period)</i>
Type of Award: Cost Reimbursed Subgrant	This agreement will be established as a cost reimbursed subgrant. As a cost reimbursed subgrant, costs incurred are reimbursed through the submission of invoices as instructed by Mississippi State Department of Health’s Maternal and Infant Health Bureau. This requires maintaining ledgers, books, records/receipts, documents, and other evidence pertaining to all costs and expenses incurred and ensuring that costs incurred are in accordance with the services set forth in the scope of work.

I. **BACKGROUND AND MISSION**

Maternal mortality and severe maternal morbidity are each increasing in the United States. Directly as a result, Black mothers are three to four times more likely to die than other women due to the profound impacts of racism, social, environmental, and medical inequities that disproportionately affect Black populations. Further, about 80% of maternal deaths are considered preventable, meaning there is/was at least some chance that the maternal death could have been prevented with reasonable and accessible interventions. The Maternal Mortality Review Committee (MMRC) in Mississippi identified several key strategies to reduce maternal mortality and morbidity in the state. These strategies included but are not limited to 1) improving access to healthy environments, 2) integrating perinatal social services into health systems, 3) educating providers and clinicians on cardiopulmonary concerns in pregnant and postpartum women and 4) providing high levels of obstetric care among patients with long-standing hypertension. Addressing these and other factors must occur before, during, and after pregnancy for women in Mississippi communities. In addition, the committee recommended that all interventions should reflect respectful, trauma-informed care that dismantles the impact of bias and racism in their delivery. Mothers that experience maternal morbidity and mortality often have concerns that are dismissed or go unheard. Efforts are needed to ensure mothers encounter responsive care providers that hear and respond to their needs.

This RFP focuses on improving maternal health in reference to cardiovascular conditions. During the 2017-2019 MMRC review, it was noted that of the 40 pregnancy-related deaths, cardiovascular conditions (excluding cardiomyopathy, HDP, and CVA) were the most common underlying cause, accounting for 9 deaths (22.5%) and a mortality ratio of 8.1 deaths per 100,000 births. In addition, cardiomyopathy accounted for 8 deaths (20.0%) and embolisms accounted for 5 deaths (12.5%).

II. Goals and Purpose

The Mississippi State Department of Health's (MSDH) mission is to protect and advance the health, well-being, and safety of everyone in Mississippi. The MSDH comprises several divisions and programs that are specifically aimed at decreasing maternal morbidities and mortality in the state. The agency continuously partners with other local, state, and federal partners/organizations to accomplish this goal and is supportive of related efforts to decrease adverse outcomes that impact mothers and babies across the state.

The purpose of this RFP is to support organizations and public health entities in their efforts to reduce maternal morbidity/mortality related to cardiovascular conditions. Respondents to this RFP should submit a proposal describing efforts that aim to decrease morbidities and/or mortality among women of child-bearing ages (15-44), those currently expecting, within the post-partum period, and/or those who recently delivered within the past two (2) years.

Examples of projects may include, but are not limited to, any of the following:

- Incorporating activities to improve blood pressure, weight, healthy eating, and/or other healthy behaviors among women of childbearing ages.
- Developing clinical and/or related strategies that provide support(s) aimed at improving birth outcomes for high-risk pregnant women.
- Developing projects that support and enhance the capacity and efficacy of providers and maternal patients [and their families] to advocate for escalating concerns in obstetric-related emergency situations.
- Hosting anti-racism and implicit bias training in healthcare or public health settings with emphasis on improvements in heart health for expecting and/or post-partum women.
- Addressing social determinants of health that may serve as barriers to healthcare access or other supports for women before, during, and after pregnancy.
- Implementing activities that address barriers to healthcare for women of childbearing ages living in rural communities in Mississippi.
- Implementing supports to assist expecting women diagnosed with pre-eclampsia, gestational or chronic hypertension, and/or other related cardiovascular health condition.
- Providing early counseling to women with cardiovascular health risks before, during, and after pregnancy.
- Collaborating with clinicians and/or other providers specializing in cardiovascular health to counsel women on risk factors and warning signs.
- Developing/Implementing evidence-based maternal health paradigms that incorporate in-person and telehealth visits for implementation of preventive measures (i.e. home blood pressure and/or weight monitoring, nutritional referral, exercise recommendations, and other cardiometabolic risk reduction methods).***American Heart Association recommendation*
- Establishing an evidence-based program(s) for adolescent females aimed at improving healthy lifestyles and/or preconception health.

III. AVAILABLE FUNDING & SUSTAINABILITY

Funds will be awarded to two (2) organizations. Submitted budgets must not exceed **\$60,000** for the project period.

Projects that demonstrate successful strategies have the opportunity for additional funding beyond the two-year project period.

IV. APPLICATION TIMELINE AND FUNDING PERIOD

Proposals due: September 30, 2023 by 5:00 pm CST via the Smartsheet link below:

<https://app.smartsheet.com/b/form/004c0966c7ba4c0e81c98b7aa548c4ce>

Technical Assistance Webinar: Thursday, August 10, 2023 (2:30 PM CST)

Join from PC, Mac, Linux, iOS or Android: <https://us06web.zoom.us/j/84516504139>

Or Telephone:

Dial:

USA 713 353 0212

USA 8888227517 (US Toll Free)

Conference code: 773414

Find local AT&T Numbers:

<https://www.teleconference.att.com/servlet/glbAccess?process=1&accessNumber=7133530212&accessCode=773414>

Notification of awards: November 1, 2023 (*Note: Notice of Award will be sent to the Primary Contact person identified on the Cover Letter, Appendix B*)

Project period: January 1, 2024- December 31, 2025

Funding Information:

Federal Agency Name	Assistance Listing Program Name	Assistance Listing Number	Federal Award Date	Federal Award Identifier (FAIN)
Centers for Disease Control and Prevention	Preventing Maternal Deaths	93.478	7/20/2023	NU58DP006696

The Preventing Maternal Deaths grant is authorized by the *Public Health Service Act*, as amended, Section 301(a) and Section 317K, 42 U.S.C. 241(a); 42 U.S.C. 247b-12. The grant is subject to the compliance requirements of *Uniform Administrative Requirements, Cost Principles, and Audit Requirements for HHS Awards* at 45 CFR 75.

All awards are subject to availability of funds.

V. APPLICANT INSTRUCTIONS

Interested applicants must submit a proposal before or by the date and time listed above. Late submissions will not be reviewed. Proposals must:

- Adhere to proposal guidelines and include all required components
- Ensure that each section/component of the proposal is properly labeled (e.g. subheadings)
- Include no more than 10 **double-spaced** pages (excluding Appendices)-proposals that exceed 10 pages will not be reviewed.
- Include a font size of no less or greater than 12 points.
- Include margins of 1 inch on all four sides.
- Include a budget w/narrative for the award period under consideration, as well as a copy of the applicant's most recently audited financial statement.

All applications must be sent electronically to the Smartsheet link above. The electronic copy should be one complete file, either a PDF document (recommended) or a Microsoft Word document. Faxed applications will not be accepted. You should receive an email confirming that your application has been received. There is also an option in Smartsheet whereby you can receive an email confirming your submission.

Selection criteria for this RFP are included in APPENDIX F. In addition, there are informative helpful website links provided on the last page of this RFP.

VI. PROPOSAL COMPONENTS

The full proposal template can be found in APPENDIX A. Applicants should respond to all components identified in this RFP. Submitted proposals with incomplete information will not be reviewed. The proposal components must include:

- Cover Page
- Project Overview and Abstract
- Proposal Description/Narrative (including Evaluation Methodology)
- Budget w/Narrative Justification
- Optional Supplemental Information

VII. SUCCESSFUL APPLICANT REQUIREMENTS

The successful applicant is required to report on project progress and submit monthly invoices and reports throughout the project period to the contact listed in this RFP. Reports should include all budget/fiscal information and will be due on the last workday of each month no later than 5:00 pm CST.

The successful applicant must also get written approval from the MSDH Maternal and Infant Health Bureau for any changes in project design or variations from the original submitted budget or proposal.

APPENDIX A: PROPOSAL TEMPLATE

Refer to the following checklist to ensure that your proposal is complete before submitting. Incomplete proposals will not be reviewed.

- **Cover Page – (1 page)**
 - Please complete the Cover Page form located in APPENDIX B. Upload the completed and signed page with the remaining proposal materials.
- **Project Overview – (1 page)**
 - The project overview must include: (1) The title of your project, (2) overall project goals, and (3) a brief summary and/or abstract of proposed activities.
- ****Proposal Description/Narrative – (5-6 pages)**
 - Include all sections listed under the *Proposal Description/Narrative* section below.
 - *All components in this section must be included in the proposal*
- **Budget Proposal and Justification – (2 page)**
 - Budget amount requested must not exceed \$60,000; requested line items must be allowable (see APPENDIX E).
 - Budget totals should be checked for accuracy.
 - The budget narrative must clearly explain the purpose of each item listed in the Itemized Budget.
 - Applicants may utilize the budget template in Appendix C or develop a similar budget with the required components and budget narrative.
 - Evidence of the financial health of the applicant’s organization as documented by a copy of the organization’s most recent financial audit is required. It can be included as a supplemental document. If the financial audit is not available, a copy of the organization’s most recent financial statement must be provided.
- **Optional supplemental information (not included in overall 10 pages maximum).**
- **Application is no longer than 10 double-spaced pages.**
- **Font size is 12-point font.**
- **Margins are 1 inch on all four sides.**

****Proposal Description/Narrative**

1. Organizational Background

Provide a brief organizational background; describe your organization’s ability to do the work proposed; information requested may include a mission statement; organizational goals; summary of key personnel qualifications.

- Describe your organization’s capacity and efforts to reduce severe maternal morbidity and mortality.
- Provide examples of relevant work (maternal morbidity/mortality) within the past five (5) years. Applicants may provide links to work products.

2. Proposed Approach and Methods

Provide detailed information about your organization's proposed approach to accomplish the goals of your proposed activities.

The description should minimally include, but is not limited to:

- Description of project goals.
- List proposed objectives. For each proposed objective:
 - List activities that will be implemented.
 - Provide a timeline for completion for each activity.
 - Staff person(s) responsible for completing each activity.

3. Target Populations

The major population of focus for this funding opportunity are women in Mississippi. This group will directly benefit from a reduction in maternal deaths, complications of pregnancy, and complication that may arise due to preterm births. Applicants are required to include a description of how subpopulations are disproportionately affected by maternal deaths, complications of pregnancies, and complication that may arise due to preterm births (i.e., based on race, ethnicity, or geography), and/or post-partum period and how the organization will address any affiliated disparities. If a health equity plan has already been developed, it can be included as an optional or supplemental attachment and will not be counted toward the page requirement.

Applicants are also required to provide a brief synopsis of the target region in which the proposed objectives and activities will be conducted.

a. Health Disparities

Maternal morbidity and mortality ratios vary widely by race/ethnicity and geography, emphasizing the need to document, understand, and reduce these disparities and address the social determinants that are driving these inequities. Recipients are strongly encouraged to establish and maintain relationships with critical collaborators that can assist with addressing the social determinants of health affecting maternal morbidities and mortality, such as access to care, barriers to transportation, eliminating healthy food deserts, etc.

4. Partnerships

List key partnerships and their role, if any, in project implementation.

5. Evaluation Plan and Tools

Describe how you will measure achievement of project objective(s) and activities? What data collection tools will be utilized and how will data be securely stored? How will data be securely shared with the MSDH Maternal and Infant Health Bureau and others? What evidence-based models will be used?

Please include any other evaluation tools and/or methodologies that will be used.

Note: A table will also suffice for the evaluation plan, but will be included in the 10-page limit.

Data Management

NOTICE: All data developed under this funding opportunity must be stored, protected, shared, utilized, retained, returned and/or destroyed in accordance with applicable federal and state law, regulations, and standards including, but not limited to, the federal Health Insurance Portability and Accountability Act of 1996 (HIPAA), the Family Educational Rights and Privacy Act (FERPA), and the Health Information Technology for Economic and Clinical Health (HITECH) Act, and their corresponding regulations. Recipients may be asked to sign a business associate agreement (BAA), data use agreement and/or other legal documentation as a condition of award to ensure proper management and security of confidential data (such as protected health information) developed under this funding opportunity.

APPENDIX B: COVER PAGE

Applicant Organization: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Project Title: _____

Primary Contact Name : _____

Alternate Contact Name: _____

Primary Contact Phone: _____

Alternate Contact Phone: _____

Primary Contact E-mail: _____

Alternate Contact Email: _____

Institution Type (choose one):

- Community-based Organization
- Educational Institution
- Health Department (State/Local)
- Hospital or other Clinical Facility
- Other not-for-profit Organization
- Professional Association
- Other _____

Total amount requested: \$ _____

Is the applicant willing to accept less than the amount requested? Yes No

If awarded, list the name/organization in which check should be made out to (based on name listed on W-9):

Signature - Primary Staff Person

Date

Print Name and Title

APPENDIX C: BUDGET PROPOSAL AND JUSTIFICATION

Develop a budget using the template below (or similar template). In addition, a one-page budget narrative is required justifying the use of funds to support project implementation. Consider all the expenses to implement the project which may include contractual costs, supplies, transportation, training, equipment, technology, and administrative expenses. Please include the calculation(s) used to estimate costs.

Allowable and non-allowable costs are described in Appendix E.

EXAMPLE BUDGET TABLE AND NARRATIVE TEMPLATE

BUDGET TABLE	
CATEGORY	AMOUNT
Personnel	
Fringe	
Travel	
Commodities	
Contractual	
Equipment	
	Subtotal Direct Costs
	Indirect Costs
	Subgrant Total

BUDGET NARRATIVE	
LINE ITEM COSTS/NARRATIVE	AMOUNT REQUESTED
PERSONNEL	
Title or Position Annual Salary (\$_____) % Time Allocated to Subgrant = __% [Avg. ___hours/week] <i>Identify the specific objective(s) from the work plan this employee will provide leadership for, be directly responsible for executing, or will provide support for.</i> <i>**Each grant-supported staff position must be a separate line item under this category. Add rows if needed.</i>	\$
Personnel Total	\$
FRINGE (@ ___%)	
Specify what is include in your organization’s FY 2022 fringe rate. For example: ___% Social Security ___% Medicare ___% Paid time off (sick leave and vacation) ___% Health Insurance ___% _____ ___% _____	\$

Fringe Total	\$
TRAVEL	
List all anticipated travel expenditures and identify which objective(s) of the work plan is/are supported with this line item funding.	\$
Travel Total	\$
COMMODITIES	
Describe and itemize the materials & supplies requested for purchase, the intended purpose, and how the estimated costs were determined for each item. Identify which objective(s) of the work plan is/are supported with this line item funding.	\$
Commodities Total	\$
CONTRACTUAL	
Explain the need for items or services, how the estimated costs were determined, and how their use will support the purpose and goals. Identify which objective(s) of the work plan is/are supported with this line item funding.	\$
Contractual Total	\$
CAPITAL OUTLAY/EQUIPMENT	
NOT ALLOWABLE.	\$0
Capital Outlay/Equipment Total	\$0
INDIRECT	
Describe and itemize the indirect costs which will be supported. Provide copy of Federal Negotiated Indirect Cost Rate Agreement if claiming higher than 10%.	\$
Indirect Total	\$

Note: If an indirect cost rate is available, please attach a letter as a supplemental document.

APPENDIX D: OPTIONAL SUPPLEMENTAL INFORMATION

Optional: Include supplemental documentation and attachments such as:

- Work samples that document organizational capacity and expertise.
- List of references that that can corroborate your experience (if applicable).
- Related current or past research conducted by the applicant's organization
- Letter of support

APPENDIX E: ALLOWABLE AND NON-ALLOWABLE COSTS

Allowable Costs Include:

- Consultant fees.
- Materials and supplies (e.g., office supplies, health-related materials, refreshments, incentives) necessary to accomplish the specific objectives of the proposal that are usually "used up" in the course of the project. Incentives are items used to enable or ensure participants are able to attend interviews and/or focus groups.
- Printing costs associated with project implementation.
- Travel that is necessary for project implementation. MSDH Maternal and Infant Health Bureau funds may NOT be used to pay for first class travel.
- Facilities costs associated with using a physical location for an activity necessary to accomplish the specific objectives of the proposal are permitted. All travel must be approved in advance.
- Advertising materials and purchase of media time/space: Budget costs relating to these items may not be allowable depending on project specifics. Please consult with the State contact listed in this application regarding whether proposed items are allowable.

Non-Allowable Costs Include:

- Salary costs for staff who are already employed full-time by their organization.
- Staff that are employed by MSDH.
- Construction, alteration, maintenance of buildings or building space.
- Dues for organizational membership in professional societies/organizations
- Tuition, conference fees, awards.
- Billable clinical services provided by physicians or other providers.
- Permanent equipment (e.g. computers, video monitors, software printers, furniture) unless essential to project implementation and not available from other sources.
- Food and decorations
- Educational materials that do not meet the quality or evidence-based standards provided by MSDH Maternal and Infant Health Bureau.

Note: If you are unsure about allowable/non-allowable costs, please contact Maternal and Infant Health Bureau Staff for prior approval.

APPENDIX F: SELECTION CRITERIA

The following criteria (Proposal Description/Narrative and Budget) will be used to select the prospective applicant:

1. Organizational Background (10 points)

- Applicant has relevant experience conducting projects of similar size and scope.
- Applicant work samples show capacity and competence to complete this project.

2. Proposed Approach and Methods and Timeline (40 points)

- Applicant described proposed objectives and accompanying strategies that support successful achievement activities.
- Proposed approach meets timeline requirements or provides compelling justification of a reasonably modified timeline.

3. Target Populations and Health Disparities (15 points)

- Applicant described the most prevalent maternal health needs of the target population.
- Applicant incorporated a racial equity lens, showing how needs are experienced by varying racial groups.
- Applicant outlines clear, effective method to reach the target population and identified regions/geography.

4. Partnerships (10 points)

- Applicant outlined partnerships and described their role in implementing the approach in at least one of the core areas.

5. Evaluation Plan and Tools (10 points)

- Applicant detailed how project objectives and activities will be measured.
- Applicant identified the data collection tools that will be utilized.
- Applicant described how data will be shared with MSDH maternal and infant health bureau and others.
- Applicant included evidence-based methodologies where appropriate.

6. Proposed budget (15 points)

- Applicant provided an itemized budget w/ narrative and justification to support the project implementation.
- Applicant's proposed budget is reasonable and consistent with objectives and activities outlined in the approach and methods.

**Applications must be received by 5:00 pm CST on September 30, 2023 by 5:00 pm CST.
Late applications will not be accepted.**

HELPFUL WEBSITE LINKS

Examples of Evidence Based Practices

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1122889/>

<https://nationalpartnership.org/wp-content/uploads/2023/02/evidence-based-maternity-care.pdf>

<https://health.gov/healthypeople/objectives-and-data/browse-objectives/pregnancy-and-childbirth/evidence-based-resources>

<https://effectivehealthcare.ahrq.gov/products/collections/maternal-health>

<https://www.commonwealthfund.org/publications/issue-briefs/2021/mar/community-models-improve-maternal-outcomes-equity>

<https://www.acog.org/clinical/clinical-guidance/committee-opinion/articles/2018/05/optimizing-postpartum-care>

<https://www.healthaffairs.org/doi/10.1377/hlthaff.2022.00036>

Peer Reviewed Articles/Studies

<https://academic.oup.com/jpubhealth/article/31/1/26/1585456>

<https://www.liebertpub.com/doi/full/10.1089/jwh.2020.8882>

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0257188>

<https://academic.oup.com/heapro/article/38/2/daad014/7058054>

<https://journals.sagepub.com/doi/10.1177/1073110520958875>

<https://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=2168&context=jhdrp>

<https://www.acpjournals.org/doi/10.7326/M19-3258>