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**Hear Her Campaign: Maternal health promotion for American Indian and Alaska Native Communities 2025**

Request for Applications (RFA)

Applications are due February 7, 2025 to [praj@nihb.org](mailto:praj@nihb.org)

*This funding opportunity is made possible from The Centers for Disease Control and Prevention  
and is part of NIHB’s Hear Her Project.*

# Funding Opportunity Overview

The National Indian Health Board (NIHB) is offering funding for American Indian and Alaska Native (AI/AN) Tribes and/or Tribal serving organizations to support the development of local communications materials and campaigns that increase awareness of key maternal health warning signs and support Tribal maternal health promotion.

This funding opportunity is open for those interested in adapting the Centers for Disease Control and Prevention (CDC) Hear Her campaign materials to their maternal mortality prevention/maternal health efforts.

[**Hear Her campaign**](https://www.cdc.gov/hearher/) is a national campaign supporting CDC’s efforts to prevent pregnancy-related deaths by sharing potentially life-saving messages about urgent maternal warning signs.

**You can learn more about the Hear Her campaign for American Indian and Alaska Native communities** [**here**](https://www.cdc.gov/hearher/aian/index.html)**.**

**Campaign Goal + Objectives**

CDC’s Hear Her campaign seeks to raise awareness of urgent maternal warning signs during and after pregnancy and improve communication between patients and their healthcare providers.

* Increase awareness of serious pregnancy-related complications and their warning signs.
* Empower women to speak up and raise concerns.
* Encourage women’s support systems to engage in important conversations with her.
* Provide tools for women and providers to better engage in life-saving conversations.

**Campaign Audiences**

* Pregnant women, women who have given birth within the last year (postpartum women), and their support network (including partners, family, and friends.)
* Healthcare providers that interact with pregnant or postpartum women.

NIHB will provide up to **4 subawards to Tribes, Tribal organizations, Consortium of Tribes, Tribal Epidemiology Centers (TEC), or other Tribal Health Departments** in amounts of up to $**25,000** each. The completed application (Appendix A) is due by **11:59 PM EST on February 7, 2025.**

**All completed applications should be sent to** [**praj@nihb.org**](mailto:praj@nihb.org) **with the subject line titled “2025 Hear Her Campaign Application” in the subject line.**

**Additional questions about this RFA may be directed to Preetha Raj, Project Lead,** [**praj@nihb.org**](mailto:praj@nihb.org)**.**

# Eligibility

Applicants must be an official Tribal entity defined as a federally recognized Tribal Government, Tribal organization, or inter-Tribal consortium as defined in the Indian Self-Determination and Education Assistance Act, as amended. This includes Native serving 501©3 organizations and Urban Indian organizations.

To be considered eligible for this funding opportunity the following criteria must be met:

* Applicants must be a federally recognized Tribe, Tribal health consortium, or a Tribal organization.
* Applicants must have a strong interest and/or demonstrated commitment to increasing the access and quality of health care services to American Indian or Alaska Natives.
* Tribes and/or Tribal organizations are interested in adapting the Hear Her campaign materials to their maternal mortality prevention/maternal health efforts.

# Project Requirements

Selected Subawardees must agree to:

* Complete all activities in an agreed-upon work plan.
* Develop a work plan that includes an outline of the objectives and activities they plan to implement.
* Sign and return a contract with NIHB that stipulates the amount of funds to be distributed, a schedule of funds distribution, points of contact, and deliverables. NIHB will furnish the contract after funding decisions are made and announced.
* Designate one main point of contact to serve as the project coordinator. Even if this person will not be leading all project activities, the subawardee must designate one individual with whom NIHB will directly communicate on all matters related to this project. This person will be responsible for submitting all deliverables, participating in conference calls, and completing evaluation activities.
* Maintain records in accordance with 45 CFR 75 and 2 CFR 200 guidelines.
* Permit NIHB to share project success, lessons learned and deliverables as part of a broader information dissemination strategy.
* Participate in scheduled bi-monthly calls with NIHB to discuss progress, barriers, or any technical assistance that may be needed.
* Participate in project evaluation and technical assistance activities.
* Submit a final report and financial statement to NIHB within 30 days upon completion of the project funding period on July 31, 2025.

Application Process:

1. Complete the application package (Appendix A).
2. Send the completed application package as a Word or PDF document to **praj@nihb.org** with the subject line titled “**2025 Hear Her Campaign Application”** by 11:59 PM Eastern Time on **February 7, 2025.** No applications will be accepted by fax or postal mail. NIHB shall confirm the receipt of all applications.

The following will comprise a complete application package:

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| Section A: Tribe, Tribal Health Consortium, or Tribal Organization and Project Coordinator contact information |  |
| Section B: Application Narrative and Scope of Work   * Project Summary * Attached budget as a Word, Excel, or PDF document. * Supporting Documentation   + Copy of most recent audit findings (Schedule of Findings) (required- can be submitted following acceptance)   + Completed W-9 (required)   + Indirect Cost Rate Agreement (if applicable)   + Letter from a Tribal/Health official (required)   + Other Letter of support (optional) * Proposed scope of work for subaward (Table 1) |  |

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| Key Dates | Topic |
| **January 17, 2025** | RFA released |
| **February 7, 2025** | Applications due |
| **February 14, 2025** | Award notifications |
| **February 26, 2025** | Attend virtual kick-off meeting/ orientation |
| **March- July 31, 2025**  **(5 months)** | Funding period |
| **July 31, 2025** | Final Reports due; project close date |

Selection Process:

* Incomplete application packages will not be reviewed.
* All complete applications will be reviewed by a team of qualified public health professionals with experience working in Indian Country, public health, and/or maternal health.
* All applicants, regardless of having received previous Hear Her funding, will be given equal opportunity for award selection.
* NIHB shall notify all applicants of the status of their application by **February 14th, 4pm ET.**

## Appendix A: APPLICATION

Fill out this application in its entirety by typing directly into this document. **All completed applications should be sent to praj@nihb.org by February 7, 2025 with “2025 Hear Her Campaign Application” in the subject line.**

# SEction A: TribE, Tribal Health Consortium, or Tribal Organization and Contact Information

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| **SECTION A (REQUIRED): Tribe, Tribal Health Consortium, or Tribal Organization and Contact Information** | |
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| Name of Tribe: |  |
| **CONTACT INFORMATION** |  |
| **POINT OF CONTACT**  Contact information for the individual to receive notification of application status: | **Name:** |
| **Title:** |
| **E-mail Address:** |
| **Phone Number:** |
| **Mailing Street Address:** |
| **City, State, Zip Code:** |
| Tribal health department/organization | **Name:** |
| **Mailing Street Address:** |
| **City, State, Zip Code:** |
| Contact information for the Tribal Health Official/Director | **Name:** |
| **Title:** |
| **Email Address:** |
| **Phone Number:** |
| Has your Tribe or organization passed a resolution related to **Maternal Mortality prevention for American Indian and/or Alaska Native Communities?**  If yes, please include with application. | Yes |
| No |

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| **Funding Check Information** | |
| Name and Address where funding check should be sent should Tribe receive the funding (awardees will have the option to set up a direct deposit account for funds upon acceptance). | **Pay to the order of**: |
| **Mailing Street Address**: |
| **City, State, Zip Code**: |

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| **PROJECT COORDINATOR CONTACT INFORMATION** | |
| Contact information for the individual to serve as Project Coordinator (if the same as above, then leave all fields blank). **This person will be the main point of contact and be responsible for submitting all deliverables, participating in conference calls, and completing evaluation activities.** | Name: |
| Title: |
| E-mail Address: |
| Phone Number: |
| Mailing Street Address: |
| City, State Zip Code: |

# sECTION b: aPPLICATION nARRATIVE AND sCOPE OF wORK

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| **PROJECT SUMMARY *(300 words maximum)***  Please add a brief description of your project and how it will strengthen efforts and/or launch targeted new efforts related to **Hear Her Campaign for American Indian and/or Alaska Native Communities**. (e.g., work plans could include adapting campaign print materials to incorporate Tribal-specific messaging, images, or programs, or preparing additional materials (i.e., messages from Tribal leaders) to support campaign implementation.) |
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| **AWARD BUDGET** |
| **Please attach a line-item budget with this application as a separate Word, Excel, or PDF document.**    The requested amount should be appropriate to the level of effort required to engage in the proposed scope of work and produce the deliverables outlined in the next table.  Expected budget categories include salary, consultant, travel, supplies, equipment, other direct costs (subscriptions, fees, computer/internet services, printing, postage, etc.), and/or indirect costs. These funds will be provided as follows:   |  | | --- | | Please note that 50% of the total subaward will be paid at the beginning of the subaward cycle to begin activities in the work plan. The balance of the subaward will be paid upon successful completion of all milestones and NIHB’s receipt of the project deliverables and final report. |   **Awards may not** be used to: provide direct support to external individuals (e.g., delivery of patient care); construction projects, purchase large equipment; pay for food or beverages; support ongoing general operating expenses or existing deficits, endowment, or capital costs; or support lobbying of any kind.  Subawards can be used to: develop and disseminate promoting positive maternal health media materials; conduct trainings, hosting talking circles, community, or local meetings on supporting campaign implementation; hire consultants; or complete other activities in the workplan.  **Awards can** be used for: salaries and wages, contractors, equipment, supplies, educational materials, implement training(s), or complete other activities in the workplan, infrastructure or IT improvements and indirect costs (to claim indirect costs, the applicant organization must have a current approved indirect cost rate agreement established with the cognizant federal agency. If you are claiming indirect costs, a copy of the most recent indirect cost rate agreement must be provided with the application).  The award will be up to $25,000 to complete the deliverables outlined in the work plan. |

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| **SUPPORTING DOCUMENTATION** |
| Please select the corresponding box for all supporting materials being submitted with the application package (they can be added as additional pages to this document or as a separate PDF).  Letter of Support from Tribal Health Official/Leader or the leadership of a Tribal organization (mandatory).   * The signed letter of support should be from the Tribal health department’s or the organization’s director or CEO, the chair of the Tribal Health committee, Tribal chairperson, or other official that oversees all or a portion of the public health activities. The letter should include the relevant body’s awareness of and/or commitment to the project activities and support for completion of all deliverables.   Letter(s) of Support from Other Entities (optional) Click here to enter text.  Copy of most recent audit findings (Schedule of Findings); can be submitted upon acceptance- however, this is required prior to signing a Memorandum of Agreement.  Indirect Cost Rate Agreement (if applicable)  Completed W-9 (mandatory)    The applicant may submit additional material to demonstrate their commitment and experience with maternal and child health programs. However, these are not required for a complete application package. |

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| **PROPOSED SCOPE OF WORK** |
| All subawardees will have some aspects of their workplan and timeline the same and have been pre-filled in the workplan (in blue) below. There are blank fields available for the addition of activities specific to individual project needs. Please add any additional rows, if needed. |

### Continue to work plan tables below

## **table 1. Proposed Scope of Work for SUBaward**

Work plans could include adapting campaign print materials to incorporate Tribal-specific messaging, images, or programs, or preparing additional materials (i.e., messages from Tribal leaders) to support campaign implementation.

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| **Objective 1: [insert description]** | | | |
| **Expected Outcome 1: [insert description]** | | | |
| **Activities** | **Deadlines** | **Deliverables** | **Person (s) Responsible** |
| Activity 1.1: |  |  |  |
| Activity 1.2: |  |  |  |
| Activity 1.3: |  |  |  |

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| **Objective 2\*: Participate in processes and evaluation to ensure effective and successful project implementation.** | | | |
| **Expected Outcome 2: Successful project implementation and reporting through collaboration with the National Indian Health Board.** | | | |
| **Activities** | **Deadlines** | **Deliverables** | **Person (s) Responsible** |
| Activity 2.0: NIHB will host an introductory call with awardees to explain grant activities and agreement. |  | 1 introductory call |  |
| Activity 2.1: Attend periodic check-in calls with NIHB. |  | periodic calls |  |
| Activity 2.2: Submit a mid-project progress report to NIHB. |  | 1 mid-project report |  |
| Activity 2.3: Submit a project-end report to NIHB that will include evaluation data. (NIHB will conduct a post-award evaluation to identify additional TA, training, and resource needs. These may be related to communications capacity or maternal mortality prevention more broadly.) |  | 1 project-end report |  |

\*This objective is mandatory for all NIHB subawardees to include in project work plan and budget.