



Request for Proposals

2016 Baby's First Test Challenge Awards

DUE:

January 21, 2016
11:59 pm EST

SUBMIT TO:

Jackie Seisman, MPH
Program Manager
Jackie@BabysFirstTest.org
or

Genetic Alliance
ATTN: Jackie Seisman, Program Manager
Re: Baby's First Test Challenge Awards
4301 Connecticut Ave NW
Suite 404
Washington, DC 20008

2016 Baby's First Test Challenge Awards Request for Proposals

I. TIMELINE:

Request for Proposals Released:	December 18, 2015
Question Period:	December 18, 2015 – January 14, 2016
Technical Assistance Webinar:	January 11, 2016, 12:00 PM EST
Questions and Answers Released:	January 15, 2016
Proposals Due:	January 21, 2016, 11:59 PM EST
Application Decision Notification:	February 1, 2016
Recipient Announcement:	February 15, 2016

II. BACKGROUND:

Among the approximate four million babies born in the United States every year, newborn screening identifies thousands with genetic, metabolic, or functional conditions. Early diagnosis allows timely intervention for these newborns, leading to a significant reduction in morbidity, mortality, and associated disabilities. As newborns are screened for an increasing number of conditions, there is a growing need for centralized, easily accessible, and accurate information for newborn screening stakeholders, including parents, members of the public, healthcare providers, researchers, and policymakers.

In September 2009, Genetic Alliance was awarded a cooperative agreement from the Health Resources and Services Administration ([HRSA](#)) to develop the nation's online educational center on newborn screening, as mandated in the [Newborn Screening Saves Lives Act of 2008](#). Baby's First Test (www.BabysFirstTest.org), a program dedicated to increasing awareness about, understanding of, and education around newborn screening, was created by Genetic Alliance to house this national educational center. Continued support for Baby's First Test is possible through the [Newborn Screening Saves Lives Reauthorization Act of 2014](#).

Baby's First Test informs and empowers families and healthcare providers throughout the newborn screening experience, offering millions of families the information they need right from the start.

III. 2016 CHALLENGE AWARDS:

The Baby's First Test Challenge Awards build upon the creative and inventive nature of the newborn screening community by supporting and funding proposals highlighting innovative solutions to challenges within the newborn screening community.

In 2016, Baby's First Test will fund Challenge Awards for projects focusing on improving newborn screening education among NICU nursing professionals. More specifically, funded

projects will work on scaling *Connecting the Dots*, a leading newborn screening education module for Neonatal Intensive Care Unit (NICU) nurses in tertiary care facilities and for families of patients in the NICU.

Connecting the Dots

Connecting the Dots is a project (originally supported by a 2013 Challenge Award) launched by Stacy Hines Dowell, DNP, AGN-BC in response to the rapid expansion of newborn screening and increased demands for NICU nursing staff to: 1) be familiar with the newborn screening process and to 2) be able to provide easily understandable newborn screening information to families of NICU babies.

Understanding that effective newborn screening in NICUs can significantly reduce long-term disability, or even death, in affected children, *Connecting the Dots* worked to develop and implement a curriculum addressing NICU nurses' knowledge and barriers regarding newborn screening. The pilot project consisted of:

1. An educational module to improve the capacity of NICU nurses to implement newborn screening, involving:
 - a. Focus groups to identify NICU nurses' baseline knowledge of newborn screening policy and procedures;
 - b. Pre-/post-test knowledge tests;
 - c. Beta-testing educational module; and
 - d. Development of provider pocket guide

2. Educational materials to improve the capacity of NICU nurses to engage and inform NICU family members about newborn screening

Connecting the Dot's work to date has formed the foundation and momentum necessary to develop innovate newborn screening educational modules for NICU nurses more broadly. The purpose of this RFP is to provide two grants up to \$40,000 to implement, expand, and sustain newborn screening education in NICU settings using the *Connect the Dots* module.

IV. ELIGIBILITY:

- Genetic Alliance will consider project proposals submitted from tertiary care facilities and nonprofit organizations. Project proposals from individuals without an organizational affiliation will not be considered.
- Genetic Alliance will work directly with Challenge Award recipients, not through third party organizations.
- Challenge Award recipients must be located in and serving the United States and/or U.S. territories.

Eligible applicants should submit a project proposal describing:

- current state of newborn screening education initiatives at tertiary facility, detailing resources available, including informatics system at facility, and staff buy-in;
- work plan for developing an evidence-based, standardized, comprehensive newborn screening education module specific to NICU nursing professionals;
- the incorporation of Baby's First Test resources into the proposed program;
- strategies for program sustainability; and
- a plan for dissemination and project evaluation.

Baby's First Test strongly encourages the development of resources and/or materials in languages other than English to engage and integrate non-English speaking communities into the newborn screening conversation. Baby's First Test staff will provide technical assistance to Challenge Award recipients as needed.

If you have questions about your eligibility, please contact Jackie Seisman, Program Manager at Jackie@BabysFirstTest.org.

V. FUNDING:

Baby's First Test Challenge Award recipients will receive funding for their projects from February 2016 through August 2016. An organization may apply to receive up to \$40,000 to complete their project. At the time of reviewing applications, Baby's First Test staff may request changes to the proposed budget prior to awarding funds. All agreed upon changes will be reflected in the program contract. If a surplus of funds is available, there may be opportunity for recipients to apply for supplemental funding.

VI. HOW TO APPLY:

Completed project proposals must include the following information:

- Contact Information for Project Lead (including mailing address, email, and phone number);
- Proposal Narrative (no more than 8 pages , 12 pt. Times New Roman font, one inch margins, single spaced);
- Work Plan and Timeline (not included in page limit);
- Budget with Justification (not included in page limit);
- Resumes of Key Project Personnel (not included in page limit);
- A Statement of Conflict of Interest (not included in page limit); and
- Letters of Support from Chief Nursing Officer, if applicable (not included in page limit).

Proposal Narratives are required to include:

- A brief description of the organization's mission;
- A complete narrative description of the project, including goals, objectives, target audience, activities, timelines, and anticipated outcomes;
- A detailed evaluation plan, including how pre and post project data (if applicable) will be collected, and a sample of evaluation tools that will be utilized;
- A description of the technical assistance needed from Baby's First Test staff to complete the project within the proposed timeline; and
- A description of the program's plan for sustainability.

Budgets are required to include:

- The total cost of the project, which includes detailed "line item" costs for components/phases of the project; and
- All hourly rates and fees, charges, costs, and anticipated reimbursable costs.

All inquiries regarding the Challenge Awards program and specifications of the project proposal should be submitted to Jackie Seisman, Program Manager at Jackie@BabysFirstTest.org by Thursday, January 14, 2016. A list of questions and answers will be posted by Friday, January 15, 2016 on www.BabysFirstTest.org/newborn-screening/2016-awards.

Technical Assistance Webinar:

Date & Time: Monday, January 11, 2016 at 12 PM EST

Registration: <https://attendee.gotowebinar.com/register/8346963784297539330>

The deadline for receipt of full proposals is 11:59 PM EST on Thursday, January 21, 2016.

Baby's First Test prefers applicants to submit project proposals by email. If applicants must submit their project proposals by a mailing service such as USPS, UPS, or FedEx, please consider travel time for the package.

VII. EVALUATION CRITERIA

Baby's First Test uses a two-tiered approach when reviewing Challenge Award project proposal submissions. Both external and internal reviewers will evaluate the project proposals. The internal review team will select the top projects (up to 10) for the external team to review and evaluate. Reviewers will evaluate the narrative content of each proposal based on the scoring system outlined below. External reviewers are selected based on their knowledge, expertise, and experience in newborn screening systems. External reviewers are not eligible to submit their own proposal. Baby's First Test, Genetic Alliance, and HRSA project staff will make the final award decisions based on the application scores as determined by the composite score of the reviewers and sustainability potentially of applications.

Genetic Alliance reserves the right to conduct discussions with applicants, to accept revisions of proposals, to negotiate price changes, or to negotiate separately with any source whatsoever if it is determined by Genetic Alliance that an insufficient number of quality proposals have been submitted. During this discussion period, Genetic Alliance will not disclose any information regarding proposal submissions.

Scoring Criteria	Points
Proposal Clarity	
How clearly does the applicant describe current newborn screening education initiatives and challenges among target population at their facility?	5
How clearly does the applicant describe resources available (or needed) to implement project at facility?	5
How clearly does the applicant describe the goals, objectives, activities, and anticipated outcomes of project?	10
How well does the applicant describe its plan for implementation fidelity to <i>Connecting the Dots</i> ?	5
How well does the applicant's proposed project address newborn screening education in the NICU, including any challenges previously listed?	5
Does the applicant demonstrate adequate staff and capacity to successfully complete the proposed project?	5
Engagement	
How well does the proposed project promote staff investment in newborn screening?	10
Does the applicant demonstrate the experience and ability to successfully work with the NICU nursing professionals?	10
Impact	
How suitable is the evaluation plan to assess the impact of the proposed project?	20
Sustainability	
How well does the applicant detail strategies for program sustainability? Can the proposed project be sustained after the funding period ends?	10
How well does the proposed project utilize existing programs, systems, networks, or resources?	5
How clearly does the applicant describe the continued engagement of NICU nursing professionals around newborn screening and Baby's First Test after the funding period ends?	10
Total	100

For inquiries and additional information:

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