

***Eunice Kennedy Shriver* National Institute of Child Health and Human Development**

**Title: Alabama SIDS Outreach Project**

**Announcement Type: New**

**Request for Applications (RFA)**

**Key Dates**

Mini-Grant Application Released	September 28, 2015
Application Deadline	November 2, 2015
Mini-Grant Status Notification	November 16, 2015
Mini-Grant Recipients Meeting	December 11, 2015
Funds Distributed	January 8, 2016
Funding Cycle	January 8, 2016 through July 31, 2016
Mini-Grant Recipients Closing Meeting	August 5, 2016
Final Report Due	August 5, 2016

**Purpose**

The purpose of this RFA is to announce the Alabama Sudden Infant Death Syndrome (SIDS) Outreach Project Mini-Grants. The *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH) is providing funding for a limited number of outreach projects to reduce the risk of SIDS and other sleep-related causes of infant death in the state of Alabama. Funds are to be used for educational outreach efforts that work to increase public awareness of the impact of SIDS and other sleep-related causes of infant death, such as accidental suffocation, and ways to reduce these incidences—with emphasis being placed in African American communities (but can include other racial/ethnic communities).

NICHD staff will provide technical assistance to mini-grantees for carrying out activities to reach communities in Alabama with safe infant sleep messages using the NICHD-led Safe to Sleep® campaign materials.

**Background**

SIDS is the sudden death of an infant under one year of age, which remains unexplained after a thorough case investigation—including performance of a complete autopsy, examination of the death scene, and review of the clinical history—and claims the lives of thousands each year in the United States.

The NICHD, through its research on SIDS and through its SIDS outreach efforts, has been working to understand SIDS and behaviors to reduce SIDS risk since the 1970s. In 1994, the

## **ALABAMA SIDS OUTREACH PROJECT**

### **Mini-Grant Application**

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NICHHD launched the Back to Sleep campaign to educate parents and caregivers about ways to reduce the risk of SIDS. Prior to the launch of the NICHHD Back to Sleep campaign in 1994, this devastating syndrome cost the lives of almost 5,000 babies in the United States every year. Since the launch of the campaign, the rate of SIDS has decreased by more than 50 percent in all racial/ethnic groups.

In September 2012, the Back to Sleep campaign was renamed and is now the Safe to Sleep® campaign, which addresses ways to reduce SIDS as well as other sleep-related causes of infant death, such as accidental suffocation.

Despite the overall success of this campaign in reducing the incidence of SIDS in the United States, challenges continue. There remains a disproportionate gap in the incidence rate of SIDS and other sleep-related causes of infant death among African American infants. The new challenge for the NICHHD is to eliminate the disparity within African American communities. Because African American infants are at a greater risk for SIDS and other sleep-related causes of infant death, the NICHHD and the Safe to Sleep® collaborators join forces to reduce the risk of SIDS and other sleep-related causes of infant death and eliminate the disparity in sleep infant death rates between African Americans and the general population.

### **Activities**

The mini-grants are designed to support outreach activities to address safe infant sleep and SIDS risk reduction. Funding opportunities that are considered to be responsive to this application include, but are not limited to, the following example activities:

- Safe infant sleep demonstrations
- Trainings and workshops
- Community awareness events
- Community “baby showers”

The funding source will not provide funding for the following:

- Dues
- Operating deficits
- Publication of books
- Capital improvements/building projects
- Chairs or professorships
- Endowments, annual fund drives, direct mail solicitation, fundraising events
- Purchase of food
- Purchase of advertising space
- Purchase of products such as T-shirts, cribs, crib sheets, and sleep slacks
- Projects intended to influence legislation or support candidates for political office
- Mini-grants to another foundation or organization that distributes funds to recipients of its own selection
- The funding source will not provide mini-grants to individuals.
- The funding source reserves the right, under certain circumstances, to make exceptions to the above.

# ALABAMA SIDS OUTREACH PROJECT

## Mini-Grant Application

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### Eligible Applicants

The following organizations/institutions are eligible to apply:

- Nonprofits with 501(c)(3) IRS Status (Other than Institutions of Higher Education)
- Nonprofits without 501(c)(3) IRS Status (Other than Institutions of Higher Education)
- Faith-based Organizations

### **APPLICATION PROCEDURES**

- Only one application per organization/program may be submitted.
- Amount requested may not exceed \$2,000.00.
- Please limit the application to the forms provided.

The NICHD will host a conference call on **Wednesday, October 14, 2015, at 7:00 p.m. Central time** to respond to any questions about the application. If you wish to join the call, please use the contact information below:

**Conference Number:** 1 (888) 895-2322

**Passcode:** 2402214273

All other questions should be directed to Stacy Scott at (334) 513-1125 or electronically at [info@inblackprint.com](mailto:info@inblackprint.com).

The application must be **postmarked by November 2, 2015**. Applications submitted after this date will not be reviewed. Mini-grant applications can be sent by mail, email, or fax. Please use the contact information below to submit your application.

#### **Mail**

Alabama SIDS Outreach Project  
Attn: Rosa Abraha  
IQ Solutions  
11300 Rockville Pike, Suite 901  
Rockville, Maryland 20852

#### **Email**

[ALsafetosleep@iqsolutions.com](mailto:ALsafetosleep@iqsolutions.com)

#### **Fax**

(334) 230-5415

### **REVIEW PROCEDURES**

- Incomplete applications will not be reviewed.
- Each proposal will be considered on its own merit.
- Additional information may be requested if it will assist in the review process.

## ALABAMA SIDS OUTREACH PROJECT Mini-Grant Application

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### MINI-GRANT RECIPIENT REQUIREMENTS

- All organizations whose mini-grant applications have been approved will be required to send a representative to a **mandatory orientation meeting** scheduled for **Friday December 11, 2015**, in **Montgomery, AL**, from **9:30 a.m. to 2:00 p.m.** Additional information regarding this meeting will be included in your notice of award letter if your organization is approved for funding.
- All approved applicants will be required to use NICHD's Safe to Sleep® campaign materials for outreach efforts.
- All approved applicants will be required to document activities and lessons learned—both positive and negative—and complete all project forms.
- All approved applicants must be prepared to present the project highlights at the closing mini-grant recipient meeting that will be held **August 5, 2016**, in **Montgomery, AL**, from **9:30 a.m. to 3:30 p.m.** A representative is required to attend the mandatory closing meeting and present on the organization's mini-grant activities.
- ***A minimum of 50 participants must be reached through the safe infant sleep outreach activities*** (completed tracking sheets are required).

## **APPLICATION FORM**

**Date of Proposal:**

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**Legal Name of Organization/Program:** \_\_\_\_\_

**Authorized Contact Person & Title:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address of Authorized Contact:** \_\_\_\_\_

**Type of Organization:**      **Health Department**      **Community Health Center**

**Hospital/Clinic**      **Community-Based Organization**      **Faith-Based Organization**

**Social/Family Service Organization**      **Other** \_\_\_\_\_

**IRS Classification of the Organization/Program and Tax ID number, if applicable:**

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**Total Operating Budget for Organization/Program:**

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**Mini-Grant Amount Requested:**

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**Mission and brief history of organization/program, including date of inception:**

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**ALABAMA SIDS OUTREACH PROJECT  
Mini-Grant Application**

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**How will the mini-grant funds specifically be used?**

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**What are the expected results from the project?**

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**ALABAMA SIDS OUTREACH PROJECT**  
**Mini-Grant Budget Justification**

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**Alabama SIDS Outreach Project**  
**Mini-Grant Budget Justification**  
(Include in-kind contributions)

**Project Activity** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Design/Printing/Duplication of Project Materials** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Facility Rental** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Equipment Rental** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Mileage** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Honorarium/Speaker Fee** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**General Supplies** \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Other** \_\_\_\_\_ \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**Other** \_\_\_\_\_ \$ \_\_\_\_\_

*Justification* \_\_\_\_\_

**TOTAL AMOUNT REQUESTED** \$ \_\_\_\_\_



**ALABAMA SIDS OUTREACH PROJECT**  
**Mini-Grant Budget Justification**

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**Budget Justification (EXAMPLE)**

**Project Activity** **\$300**

*Justification:* Purchase one play yard, doll, toys, and pillow/blanket to conduct a safe infant sleep environment demonstration. Play yard to be raffled at end of activity.

**Design/Printing/Duplication of Project Materials** **\$500**

*Justification:* Have copies of the workshop flier made at local printer. Create and print event posters. Print pre-tests, post-tests, and post-training evaluation forms.

**Facility Rental** **\$400**

*Justification:* Room rental for community center for 4 Saturdays @ \$100 per day. Facility room coordinator fee required by community center for all room rentals.

**Equipment Rental** **\$200**

*Justification:* Projection screen rental fee for SIDS PowerPoint presentations for 4 days @ \$50 per day.

**Mileage** **N/A**

*Justification* \_\_\_\_\_

**Honorarium/Speaker Fee** **N/A**

*Justification* \_\_\_\_\_

**General Supplies** **\$100**

*Justification:* Purchase of pens, 100 gift bags to provide to each participant. (Bags will be filled with in-kind donations.)

**TOTAL AMOUNT REQUESTED** **\$1500**