

## FUNDING PRIORITIES

1. Providing or enhancing **preconception health** education and/or services. For a list of 14 specific risk areas, go to [www.marchofdimes.com/professionals/19695.asp](http://www.marchofdimes.com/professionals/19695.asp). For more information, see the National Preconception Curriculum and Resources Guide for Clinicians at [www.mombaby.org/beforeandbeyond/](http://www.mombaby.org/beforeandbeyond/).
2. Providing or enhancing **risk reduction** education and/or services. Risk reduction projects include, but are not limited to:
  - **Providing smoking cessation** education and/or services to pregnant women. Preference should be given to prenatal health education and information/referral services that utilize the "5 A's" counseling approach. For more information, go to [www.acog.org/from\\_home/departments/smoking/smokingslides.ppt](http://www.acog.org/from_home/departments/smoking/smokingslides.ppt)
  - Increasing health education and information/referral services available to pregnant women who use **alcohol or other drugs**.
  - Focusing on premature birth **recurrence prevention** such as education about "17P" (17α hydroxyprogesterone caproate) treatment for women who have had a previous singleton premature birth.
  - Implementing community programs that aim to **promote equity** in birth outcomes. This may include March of Dimes programs like Stork's Nest®, Project Alpha and *Becoming a Mom/Comenzando bien*®.
  - Enhancing services for pregnant women with **chronic diseases** that increase the risk of premature birth such as diabetes and hypothyroidism.
3. Initiating a **quality improvement program** related to premature birth prevention with the goal of catalyzing systems change, such as:
  - Focusing on quality improvement programs that address **late preterm birth** through systems that ensure compliance with ACOG guidelines regarding elective labor inductions and cesarean sections performed prior to 39 weeks.
4. Providing education regarding **fertility treatments** (i.e. ovarian stimulation, assisted reproductive technology) and the associated risks of multiple births and prematurity, and ways to potentially reduce those risks.
5. Increasing pregnant women's **participation in state or local maternal child health programs** (e.g. Medicaid, CHIP, WIC) through enhanced outreach, education and public awareness.
6. Enhancing the availability, quality and utilization of **genetics services** and/or other patient services related to preventable birth defects (e.g. outreach and education on newborn screening.)



**West Virginia**

## **MARCH OF DIMES West Virginia State Chapter Community Grant Program**

### **2011 Request for Proposals Announcement of Funding**

## **GRANT SCHEDULE**

Full Proposals Due	January 31, 2011
Notification of Awards	March 15, 2011
Project Year	April 15, 2011 to April 15, 2012

## PURPOSE

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education and advocacy to save babies.

Launched in 2003, the March of Dimes Prematurity Campaign is a multiyear, multimillion-dollar research, awareness and education campaign to help families have healthier babies. The campaign includes: 1.) funding research to find the causes of premature birth, 2.) educating women about risk reduction strategies, including the signs and symptoms of premature labor, 3.) providing support to families affected by prematurity, 4.) expanding access to health care coverage so that more women can get early and adequate prenatal care, 5.) helping health care providers learn ways to help reduce the risk of early delivery, and 6.) advocating for access to insurance to improve maternity care and infant health outcomes.

As part of this effort, the West Virginia Chapter community grants program is designed to invest in priority projects that further the March of Dimes mission, support national campaign objectives, and further our strategic goal of reducing disparities in birth outcomes.

Proposals will be accepted from organizations with the capacity, competence and experience to accomplish project goals and objectives. Priority will be given to projects that meet one or more of the following criteria: a) are evidence-based; b) include measurable outcomes; c) promote equity in birth outcomes. Projects may focus on *consumers* and/or *health care providers*. The March of Dimes does not fund billable health care provider services.

## FUNDING AVAILABLE

The applicant must provide services in West Virginia's geographic area.. The chapter community grants fund for 2011 is approximately \$30,000. It is anticipated that 1-3 projects will be funded, with awards ranging from \$10,000 to \$25,000 each. Chapter community grants are approved for one year.

## APPLICATION & REVIEW PROCESS

To apply, applicants should first obtain the full application guidelines and required forms. Proposals must address at least one of the funding priorities listed in this brochure (see priorities 1-6. An original grant proposal must be mailed and received in the chapter office by 01/31/11. Please be advised that proposals are non-binding.

Proposals will be reviewed by a multi-disciplinary Program Services Committee. Applicants will be notified of their proposal's status in **March**. The grant period is from **April 15, 2011 to April 15, 2012**

### Please Note:

March of Dimes chapter community grants do not fund scientific research projects. For information about research grants funded by the March of Dimes national office, please refer to the March of Dimes Web site at [marchofdimes.com](http://marchofdimes.com), or e-mail the Office of Research and Grants Administration at [researchgrants@marchofdimes.com](mailto:researchgrants@marchofdimes.com).

For additional information or to  
obtain an application,  
[www.marchofdimes.com/westvirginia](http://www.marchofdimes.com/westvirginia)  
or call:  
**Susan Binder- 304-720-2229**