

Notice of Funding Opportunity

**Application due July 08, 2026**

# HRSA

Health Resources & Services Administration

Maternal and Child Health Bureau








Division of MCH Workforce Development

# MCH Workforce Development and Training Center

Opportunity number: HRSA-26-041



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# Before you begin

If you believe you are a good candidate for this funding opportunity, secure your [SAM.gov](#) and [Grants.gov](#) registrations now. If you are already registered, make sure your registrations are active and up-to-date.

## **SAM.gov registration (this can take several weeks)**

You must have an active account with SAM.gov. This includes having a Unique Entity Identifier (UEI).

[See Step 2: Get Ready to Apply](#)

## **Grants.gov registration (this can take several days)**

You must have an active Grants.gov registration. Doing so requires a Login.gov registration as well.

[See Step 2: Get Ready to Apply](#)

## **Apply by the application due date**

Applications are due by 11:59 p.m. Eastern Time on July 08, 2026.



To help you find what you need, this NOFO uses internal links. In Adobe Reader, you can go back to where you were by pressing Alt + Left Arrow (Windows) or Command + Left Arrow (Mac) on your keyboard.

All activities proposed in your application and budget narrative must align with applicable law, including but not limited to statutes, executive orders, federal regulations and applicable judicial holdings. Accordingly, discretionary awards shall not be used to fund, promote, encourage, subsidize, or facilitate: racial preferences or other forms of racial discrimination by the recipient, including activities where race or intentional proxies for race will be used as a selection criterion for employment or program participation; denial by the recipient of the sex binary in humans, or the belief that sex is a chosen or mutable characteristic; illegal immigration; or any other initiatives that compromise public safety. If an application does not align, the application will not receive funding to the extent permitted by law and applicable court orders.



# Step 1:

# Review the Opportunity

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# Basic Information

## Health Resources Services Administration

Maternal and Child Health Bureau

Division of MCH Workforce Development

Strengthening the maternal and child health workforce to improve outcomes for women, children, and families.

## Summary

The Maternal and Child Health (MCH) Workforce Development and Training Center provides robust training and resources to strengthen the MCH public health workforce. It aims to improve the health of women, children, and families by supporting the workforce's ability to implement federally and state-funded programs, including the Title V program.

## Funding details

**Application Types:** New

**Expected total available funding in FY 2026:** \$1,970,000

**Expected total number and type of awards:** 1 CA (Cooperative Agreement)

**Funding range per award:** \$0 to \$1,970,000 per year.

We plan to fund awards in five 12-month budget periods for a total 5-year period of performance from September 1, 2026 to August 31, 2031.

The program and awards depend on the appropriation of funds and are subject to change based on the availability and amount of appropriations.



Have questions?

Go to [Contacts and Support](#).

## Key facts

**Opportunity name:**

MCH Workforce Development and Training Center

**Opportunity number:**

HRSA-26-041

**Announcement version:**

initial

**Federal assistance listing:**

93.110

## Key dates

**NOFO issue date:**

June 05, 2026

**Informational webinar:**

[See Join the webinar](#)

**Application deadline:**

July 08, 2026

**Expected award date is by:**

September 01, 2026

**Expected start date:**

September 01, 2026

See [other submissions](#) for other time frames that may apply to this NOFO.

# Eligibility

## Who can apply

You can apply if your organization is a domestic public or nonprofit private institution of higher education. Native American tribal governments and organizations that are institutions of higher learning (education) can also apply.

## Types of eligible organizations

These types of domestic\* organizations may apply:

- Public and State controlled institutions of higher education

\*“Domestic” means the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, the Northern Mariana Islands, American Samoa, Guam, the U.S. Virgin Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau.

**Individuals are not eligible applicants under this NOFO.**

## Qualifications for principal investigator or project director

HRSA recognizes only one Project Director. The Project Director must:

- Be employed by the applicant organization and have demonstrated leadership in MCH public health.
- Have relevant experience and expertise with MCH curriculum design/development, workforce development, providing technical assistance, teaching, and adult learning theory.
- Have expertise in one or more MCH topic areas.
- Have knowledge and expertise in MCH Leadership Competencies.
- Dedicate at least 20% of their time to the program grant. The dedicated time can be supported through in-kind contributions or by grant funds. We do not allow co-Project Directors.

## Completeness and responsiveness criteria

We will review your application to make sure it meets these basic requirements to move forward in the competition.

We will not consider an application that:

- Is from an organization that does not meet all [eligibility criteria](#).
- Requests funding above the award ceiling shown in the [funding range](#).
- Is submitted after the [deadline](#).

## Application limits

You may not submit more than one application. If you submit more than one application, we will only accept the last on-time submission.

## Cost sharing

This program has no cost-sharing requirement. If you choose to share in the costs of the project, we will not consider it during merit review. Recipients agree that once committed, cost sharing amounts are enforceable and subject to reporting and auditing requirements under 2 CFR 200.

## Post-award requirements

Before you apply, make sure you understand the requirements that come with an award.

See [Step 6: Learn What Happens After Award](#) for information on regulations that apply, reporting, and more.

# Program description

## Purpose

The MCH Workforce Development and Training Center provides training, technical assistance, and workforce development opportunities to strengthen the current and future maternal and child (MCH) workforce. The Center equips state Title V Maternal and Child Health Services Block Grant Program (Title V) leaders<sup>[1]</sup>, staff, and other MCH professionals with the skills and tools to address MCH needs in their communities and advance outcomes nationwide.

The program objectives to be accomplished during the period of performance to support program goals, include:

1. Provide high-quality training and technical assistance to the MCH public health workforce that builds capacity needed to implement the Title V Block Grant and related MCH programs.
2. Deliver tailored collaborative learning opportunities for state and local MCH staff and their partners.
3. Create an online learning platform that provides self-paced trainings and resources for the MCH public health workforce, using the MCH Leadership Competencies as an organizing framework.
4. Advance academic-practice partnerships with Title V to improve MCH service delivery and capacity.

## Background

State and local MCH agencies are charged with improving the health of all the nation's women, children, and families. To accomplish this goal, a knowledgeable and skilled workforce is essential. Yet, workforce shortages and barriers to receiving workforce training, including limited state and local funding for professional development, place significant strain on the country's public health infrastructure.<sup>[2]</sup>

Nearly 28% of the current MCH public health workforce in state and local government plan to leave their organization or retire within the next year.<sup>[3]</sup>

Access to workforce development and training that is free, tailored to state and local MCH staff, and delivered in a variety of formats can help make sure that MCH professionals have the knowledge and skills needed to improve MCH outcomes. Currently, only 14% of the governmental MCH public health workforce has formal public health training.<sup>[4]</sup>

HRSA currently funds two distinct investments that support MCH workforce development and training: the MCH Workforce Development Center and the MCH Navigator.

- The MCH Workforce Development Center program provides intensive coaching and implementation support to 25 states annually. Since 2021, this investment trained 560 state MCH professionals, with 90% of states achieving major systems-level improvements within six months and improved skills. In 2023 alone, the Center's activities reached over 25,000 state and local MCH staff nationwide.
- The MCH Navigator provides access to free, quality online trainings to advance MCH leadership competencies for the current and future MCH workforce. This online learning platform reaches 106,000 unique visitors annually, providing easy access to 600 trainings and a self-assessment to measure progress. Since 2013, over 15,000 individuals have completed the online self-assessment, received a learning plan, and report increased knowledge and skill.

The MCH Workforce Development and Training Center, described in this NOFO (HRSA-26-041) will be a new program that incorporates the key workforce development and training activities from these two programs into one cohesive program.

## Program requirements and expectations

To achieve the goals and objectives stated in the [purpose](#) section, you are expected to complete the following activities.

### Training and technical assistance

- Establish a National MCH Workforce Development and Training Center (Center) to build the MCH workforce's skills and knowledge needed to effectively implement the Title V MCH Block Grant and improve MCH outcomes. This Center should:
  - Use a conceptual model based on adult learning principles to design the Center and its offerings (for example, trainings, technical assistance, and coaching). These should be accessible for learners at all levels and stages of their career.
  - Reach the practicing and future MCH workforce, academia, and other MCH partners.
  - Annually identify national MCH workforce development needs and skill gaps and address them through the Center's offerings.

## Intensive training and technical assistance

- Annually, provide a multi-month, **long-term intensive training and technical assistance program** for state Title V MCH staff teams (state teams) to advance MCH workforce skills through hands-on training. Intensive training can vary in duration and format:
  - Develop a program that offers a variety of capacity-building experiences, coaching, peer-to-peer networking, and/or consultation to state teams.
  - The program should focus on the application of knowledge and skills to state-specific projects, including implementation of State Title V Action Plans.
  - Ensure the program uses adult learning principles, and is interdisciplinary, adaptive, flexible, and responsive to the needs of MCH professionals.
- Reach 150 Title V staff from 30 states or jurisdictions through intensive training by the end of the period of performance:
  - Engage interdisciplinary teams of MCH professionals in the long-term intensive training, with state Title V staff comprising at least 50% of each team.
  - State teams can include community organizations, family representatives, local MCH agency staff, and partners from non-health related organizations.
- Develop or curate trainings and resources that help states implement their MCH block grant. Topics can include, but are not limited to:
  - Program management.
  - Budgeting.
  - Change management.
  - Adaptive leadership.
  - Population health improvement.
  - Systems change.
  - Evidence-based decision making.
  - Needs assessment.
- Design and offer a **short-term intensive training program** to support rapid development of MCH leadership skills for the MCH workforce.
  - This training program can be brief, distance-learning opportunities for individual professionals or for state or local agency teams. Participants in this short-term program should receive a certificate of completion.
  - This program will help build workforce capacity to respond to emerging issues in MCH.

- Propose additional, innovative opportunities to build the capacity of state MCH Title V professionals and extend the reach of the Center over the period of performance. You are encouraged to engage partners from non-traditional organizations or fields to support MCH outcomes.

## Self-directed, self-paced training

- Develop an online learning platform that includes a robust learning management system (LMS) designed to increase knowledge and skills of the MCH Leadership Competencies.
  - Provide access to a variety of trainings and learning opportunities that meet the needs of users with different learning styles and time commitments.
- Training can vary in length and format and may include modules, tutorials, webinars, or courses.
- Trainings must be free, accessible, and high-quality. Trainings can be created by the Center or sourced from external partner sources.
- Trainings should be curated for MCH professionals with different responsibilities and disciplines, students, academics, and other MCH practitioners.
- Trainings should be tailored to meet the unique needs of the emerging and practicing MCH workforce and fill critical workforce knowledge and training gaps.
  - Determine a process to ensure that the trainings are vetted and high-quality and a process to receive training recommendations from external sources.
  - Ensure trainings remain relevant and links to external sites are functional throughout the duration of the project period.
  - Incorporate user feedback and key audience needs into the design of the self-directed, self-paced training.
- Use a modern, scalable, and secure platform, have a searchable inventory, and ensure the accuracy and functionality of the platform remains up to date throughout the period of performance.
  - Provide a user-friendly front-end experience for accessing curated training and learning resources.
  - Be flexible enough to support future system enhancements such as site optimization for use on a mobile device.
- Develop and maintain a free, online self-assessment tool to help individuals assess their knowledge of the MCH Leadership Competencies. The self-assessment tool should:
  - Provide users with a customized learning plan based on their knowledge and skill level and track their progress towards completing the learning plan.

- Track users' individual learning and progress over time, including increased knowledge and skills of the MCH Leadership Competencies.
- Aggregate data and produce customized reports at the individual, organizational, state, or national level to inform training plans.
- Reach students in undergraduate or graduate training programs, MCH staff in all 59 states/jurisdictions, and other MCH organizations.

## MCH workforce development online hub

- Build and publish a central online hub for the Center's free and accessible offerings. An existing site may be used. Ensure the online hub contains, but is not limited to:
  - The online learning platform, as described above.
  - Resources for the MCH workforce (for example, case studies and just-in-time learning).
  - Information on technical assistance opportunities for state MCH Title V agencies.
- Use best practices for web design, including user-centered design (for example, clear navigation and minimal user interface), accessibility, plain language principles, and other standard requirements.
- Provide regular maintenance of the hub and evaluate it to ensure compliance with current design standards and use.

## Outreach and recruitment

- Recruit Title V staff and the MCH workforce to use the Center's trainings and technical assistance.
- Promote the Center's trainings and resources, by highlighting the ways the Center can support different audiences.

## Academic-practice partnerships

- Support state Title V programs to develop and strengthen academic-practice partnerships to advance MCH programs and policies.
  - Provide resources and technical assistance to Title V agencies and academic programs to build partnerships with each other.
- Build opportunities to support current and future MCH faculty to enhance their knowledge and skills to support applied MCH practice. This may include a repository for MCH curricula or support for special projects in MCH practice.

- You may tailor your support to junior or established faculty to develop applied MCH academic programs.
- Design an internship program for undergraduate and graduate students to build the capacity of the future Title V workforce and provide exposure to careers in state and/or local MCH public health.
  - The program should include both applied learning experiences, through practicum or internship placements within Title V agencies, and self-paced training or other distance-learning opportunities.
  - Recruit students interested in MCH to participate in the program.

## Collaboration/partnerships

- Sustain or develop strategic partnerships or collaborations to achieve program goals. Partnerships may include:
  - State Title V Block Grant agencies.
  - Community organizations.
  - Tribal entities.
  - Organizations outside of public health.
  - MCH providers.
  - National public health and MCH organizations.
  - [Other federal training programs](#).
  - Academic partners.
- Leverage relationships with key partners to support workforce development, develop learning programs, and avoid duplication of effort and content.

## Advisory committee

- Establish an advisory committee to guide the Center's activities and plans. The committee should meet at least annually and should include Title V agency staff, academic partners, MCH organizations, and other partners to ensure the Center's training and learning opportunities meet the needs of the target audience.

# Performance measurement, evaluation, and continuous quality improvement (CQI)

We expect you to measure your performance. Actions include:

- Measuring performance on key activities and program objectives.
- This includes Discretionary Grants Information System (DGIS) measures noted in the [Reporting](#) section.
- Tracking and surveying intensive training program participants after program completion to measure the impact on the MCH workforce.
- You are expected to conduct CQI activities (for example, use data and findings from performance measurement and/or evaluation work to inform and improve processes and outcomes).
- Develop a CQI plan that demonstrates:
  - How you will include state Title V leader, staff, academic, and partner feedback and how information will be used to support program implementation and sustainability.
  - How you plan to use performance measurement data to inform and improve self-directed and intensive trainings, resources, and other activities.

## Statutory authority

42 U.S.C. § 701(a)(2) (Title V, § 501(a)(2) of the Social Security Act)

# Award information

## Cooperative agreement terms

### Our responsibilities

Aside from monitoring and technical assistance, we also get involved in these ways:

- Provide experienced HRSA/MCHB staff to support the planning and development of all phases of the project.
- Ongoing review of activities and procedures to be established and implemented to accomplish the goals of the cooperative agreement.
- Participate, as appropriate, in conference calls, meetings, and technical assistance sessions.
- Review of project information prior to dissemination.
- Help establish and facilitate effective collaborative relationships with federal and state agencies, MCHB award projects, resource centers, and other entities that may be relevant to the project's mission.
- Provide information and training resources.
- Participate in the dissemination of project findings, products, best practices, and lessons learned from the project.

### Your responsibilities

You must follow all relevant laws and policies. Your other responsibilities will include:

- Complete activities listed in the program requirements and expectations section.
- Inform the HRSA project officer of any publications, audiovisuals, and other materials produced prior to distribution under the auspices of the cooperative agreement.
- Consult with the federal project officer at the time of concept development of materials and include review of drafts and final products.
- Participate in meetings and conference calls with HRSA.
- Collaborate with HRSA on ongoing review of activities, procedures, and budget items.

# Funding policies and limitations

## Changes in HHS regulations

As of October 1, 2025, HHS has adopted [2 CFR Part 200](#), with some modifications included in 2 CFR Part 300. These regulations replace those in 45 CFR Part 75.

## Policies

- To make an award, funding must be available and allocated for this program and purpose, at which point we will move forward with the review and award process.
- Have clear policies and good financial practices to avoid spending HRSA funds on unallowable activities. Like other award rules, we may audit your policies, procedures, and controls.
- Support beyond the first budget year will depend on:
  - Appropriation of funds.
  - Your satisfactory progress in meeting the project's objectives.
  - A decision that continued funding is in the government's best interest.
- If we receive more funding for this program, we may:
  - Fund more applicants from the rank order list.
  - Extend the period of performance.
  - Award supplemental funding.

## General limitations

- For guidance on some types of costs we do not allow or restrict, see Project Budget Information in section 3.1.4 of the [R&R Application Guide](#).
  - You can also see [2 CFR Part 200 Subpart E](#) - General Provisions for Selected Items of Cost.
  - [Allowable and Unallowable Costs and Activities \[PDF\]](#), in the HHS Grants Policy Statement.
- All costs must be [reasonable](#), necessary, [allocable](#) to the award, and adequately documented ([2 CFR 200.403](#)).
- You cannot earn profit from the federal award. See [2 CFR § 200.400\(g\)](#).
- Current appropriations law includes a salary limit of \$228,000 as of January 2026 that applies to this program. You may pay salaries at a higher rate if the rate beyond the salary rate limit (Executive Level II) is paid with non-HHS funds. For help calculating salaries under this limit, read more at “salary rate limitation” in the R&R application guide.

## Indirect costs

Indirect costs are costs you charge across more than one project that cannot be easily separated by project. For example, this could include utilities for a building that supports multiple projects.

Per [2 CFR 300.414](#) indirect costs for training awards cannot exceed 8% of modified total direct costs. To calculate the (MTDC), we exclude from the direct cost base:

- Direct cost amounts for equipment, tuition, fees, and participant support costs
- Subawards and subcontracts exceeding \$50,000.

For modified total direct costs, we use the definition at [2 CFR 200.1](#).

Consider your indirect costs when developing your [budget](#).

## Program income

Program income is money earned as a result of your award-supported project activities. You must use those funds to add to approved project activities. Find more about program income at [2 CFR 200.307](#).



# Step 2:

# Get Ready to Apply

## In this step

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# Get registered

## SAM.gov

You must have an active account with SAM.gov to apply. SAM.gov registration can take several weeks. Begin that process today.

To register:

- Go to [SAM.gov Entity Registration](#) and select Get Started. From the same page, you can also select the Entity Registration Checklist for the information you will need to register.
- You must agree to the [financial assistance general certifications and representations](#) specifically. Those for contracts are different.

When you register, you will also receive your required Unique Entity Identifier (UEI).

Once you register:

- You will have to maintain your registration throughout the life of any award.
- If your organization has multiple UEIs, use the one associated with your physical location.

If you need additional information about user roles in SAM.gov, see “Get registered: SAM.gov user roles” in the [R&R Application Guide](#).

## Grants.gov

You must also have an active account with [Grants.gov](#). You can see step-by-step instructions at the Grants.gov [Quick Start Guide for Applicants](#) and [How to Apply for Grants](#).

# Find the application package

The application package has all the forms you need to apply. You can find it online. Go to [Grants Search at Grants.gov](#) and search for opportunity number HRSA-26-041.

After you select the opportunity, we recommend that you click the Subscribe button to get updates.

## Application writing help

Visit [HHS Tips for Preparing Grant Proposals](#).

Visit [HRSA's How to Prepare Your Application](#) page for more guidance.

See [Apply for a Grant](#) for other help and resources.

## Join the webinar

For more information about this opportunity, watch this recording at

<https://www.hrsa.gov/grants/find-funding/HRSA-26-041>.



**Have questions?** Go to [Contacts and Support](#).



# Step 3:

# Build Your Application

## In this step

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# Application checklist

There are two types of forms in Grants.gov.

- Some of forms allow you to upload components of your application to the form. These include components like your project narrative, budget and budget narrative, and attachments.
- Other forms are more typical, fill-in-the-blank forms.

Make sure that you have everything you need to apply.

## Narratives

See the instructions for the [project narrative](#) and the [budget and budget narrative](#).

Form	Included in page limit*?
<input type="checkbox"/> Research & Related Other Project Information	Yes
<input type="checkbox"/> Research & Related Budget	Yes

## Attachments

See [instructions for attachments](#).

Form	Included in page limit*?
<input type="checkbox"/> 1. Training Outline	Yes
<input type="checkbox"/> 2. Agreements with other entities	No
<input type="checkbox"/> 3. Work plan	Yes
<input type="checkbox"/> 4. Project organizational chart	Yes
<input type="checkbox"/> 5. Staffing plan and job descriptions	Yes
<input type="checkbox"/> 6 - 15. Other relevant documents	Yes

## Other required forms

See [form instructions](#).

Form	Included in page limit*?
<input type="checkbox"/> SF-424 (R&R)	No
<input type="checkbox"/> Project Abstract Summary form	No
<input type="checkbox"/> R&R Subaward Budget Attachment(s)	No*
<input type="checkbox"/> Research & Related Senior/Key Person Profile form	No
<input type="checkbox"/> Project/Performance Site Location(s)	No
<input type="checkbox"/> Disclosure of Lobbying Activities (SF-LLL)	No

\* Unless otherwise indicated, only what you attach to a form counts toward the page limit. The form itself does not count.

# Application contents and format

This section includes guidance on each component found in the application checklist.

**Application page limit:** 60

Submit your information in English and express whole number budget figures using U.S. dollars.

## Required format

Required format for project summary, project narrative, budget narrative, and attachments:

**Font:** A readable font like Arial, Courier, CG Times, or Times New Roman.

**File format:** We only accept the following document formats:

- .PDF - Adobe Portable Document Format
- .DOC/.DOCX - Microsoft Word
- .RTF - Rich Text Format
- .TXT - Text
- .WPD - Word Perfect Document
- .XLS/.XLSX - Microsoft Excel
- .VSD - Microsoft Visio

**Size:** 12-point font.

Footnotes, charts, graphics, and budget tables may be 10-point or higher.

**Ink color:** Black.

**Spacing:** Single-spaced, including all text and tables.

**Alignment:** Left.

**Headings:** Bold all headings and align left.

**Size:** 8.5 x 11 (Make sure the print area is set and allows printing to 8.5 x 11.).

**Margins:** 1-inch on all sides.

**Footer:** On each page as the footer, include your organization's name and page numbers. If a competing continuation or competing supplement, also include your 10-digit award number.

**Page numbering:**

- Do not number the standard OMB-approved forms.
- Number each attachment page sequentially (that is, 1, 2, 3).
- Reset the numbering for each attachment.
- Treat each attachment as a separate section.

**File names:** You can find guidance for naming our files in the [R&R Application Guide](#).

## Project narrative

Use the Research & Related Other Project Information form to attach the project narrative. In the project narrative, you will describe all aspects of your project.

Use the section headers and the order as listed.

### Introduction

See merit review criterion 1: [Need](#)

### Need

See merit review criterion 1: [Need](#)

- Describe the national and MCH public health workforce development needs and interests and how this program will address them.
- Describe the need for tailored training for the MCH workforce to improve MCH outcomes.
- Describe the need for academic-practice partnerships in MCH.
- Use and cite demographic data whenever possible.

### Approach

See merit review criterion 2: [Response](#)

- Tell us how you'll address your stated needs and meet the program requirements and expectations described in this NOFO.
- List the specific goals and objectives that respond to the stated need and purpose of this project.
- As it makes sense, include strategies for ongoing staff training, teamwork, and information sharing. Also include strategies for outreach and collaboration efforts to involve patients, families, and communities.
- If it applies, include a plan to distribute reports, products, or project outputs to target audiences.

- Provide Specific, Measurable, Achievable, Realistic, Time-bound (SMART) objectives for each proposed project goal.

## Training & technical assistance

- Describe how you will establish a National MCH Workforce Development and Training Center to build workforce skills and knowledge needed to effectively implement the Title V MCH Block Grant and improve MCH outcomes as outlined in the program requirements and expectations.
  - Detail the conceptual model based on adult learning principles that you will use to inform and design the Center and its offerings. Include any supporting documentation as an attachment.
  - Describe how you will reach the practicing and future state and local MCH workforce, academia, and other MCH partners.
  - Describe your plan to annually identify MCH workforce development needs and skill gaps.

## Intensive training and technical assistance

- Describe how you will provide an annual multi-month, long-term intensive training and technical assistance program for state teams, as described in the [program requirements and expectations](#).
  - Describe how you will develop a program that offers a variety of capacity-building experiences, coaching, peer-to-peer networking, and/or consultation to state teams.
- Document your plan to reach 150 Title V staff from 30 states or jurisdictions through the intensive training by the end of the period of performance.
  - Describe how you will engage interdisciplinary teams of MCH professionals in the long-term intensive training, with state Title V staff comprising at least 50% of each team.
- Describe how you will develop or curate trainings and resources to help states implement their MCH block grant.
  - Detail the topics you will include, such as those suggested in the [program requirements and expectations](#).
- Detail the competencies participants will learn upon completing intensive training activities, aligned to the intensity and modality of the training engagement.
- Describe your plan to design and deliver a **short-term intensive training program** to support the rapid development of MCH leadership skills.

- Detail your plans for additional, innovative opportunities to build the capacity of Title V professionals and extend the reach of the National MCH Workforce Development and Training Center over the period of performance.
- Provide an outline of the intensive training program(s) you will offer in [Attachment 1](#).

## Self-directed, self-paced training

- Describe how you will develop an online learning platform<sup>[5]</sup> that includes a LMS that uses the MCH Leadership Competencies as a framework to organize the trainings, as described in the [program requirements and expectations](#).
  - Provide an outline of the trainings you will offer and how they connect to relevant MCH Leadership Competencies in [Attachment 1](#).
  - Describe how available trainings and learning opportunities will be tailored to meet the workforce needs and fill identified critical knowledge and training gaps.
- Describe how you will ensure trainings remain relevant and links to external sites are functional throughout the duration of the project period.
- Share how you will incorporate user feedback and key audience needs into the design of the self-directed, self-paced training.
- Describe how you will provide a modern, scalable, and secure platform that uses a database-driven system, that is designed with data privacy best practices. Describe plans to create a user-friendly front-end experience.
- Describe how you will develop and maintain a free, online self-assessment tool to help individuals assess their knowledge and skills related to the MCH Leadership Competencies, as detailed in the [program requirements and expectations](#).
  - Describe how you will provide users with a customized learning plan based on their knowledge and skill level, and track their progress over time.
  - Detail the plan to make sure the LMS is flexible enough to support future enhancements, including optimized for use on a mobile device.
  - Describe the process you will take to ensure that the accuracy and functionality of the LMS remains up to date.
  - Detail how you will aggregate data that can be shared at the individual, organizational, state, or national level and use aggregate data to inform training and workforce development opportunities.

## MCH workforce development online hub

- Describe how you will build and publish a central online hub (or use an existing site) to serve as the central hub for the Center's free and accessible offerings.
- Detail what components the online platform will contain as outlined in the [program requirements and expectations](#).
- Describe the best practices you will use for web design, as outlined in the [program requirements and expectations](#).
- Describe how you will regularly maintain and evaluate the website to ensure compliance with current design standards and use.

## Outreach and recruitment

- Detail your plan to recruit Title V staff and the MCH workforce to use the Center's training and technical assistance.
- Describe how you will promote the Center's trainings and resources with external audiences.

## Academic-practice partnerships

- Detail your plan to support state Title V programs to develop and strengthen academic-practice partnerships.
- Describe the resources and technical assistance you will provide to Title V programs to build partnerships with academic programs.
- Detail how you will support current and future MCH faculty to enhance their knowledge and skills. This may include a repository for MCH curricula or support for special projects.
  - You may tailor your support to faculty striving to develop MCH curricula or programs.
- Describe how you will build the capacity of the future Title V workforce through an internship program for undergraduate and graduate students and provide exposure to careers in state and/or local MCH public health.
- Detail the applied learning experiences, through practicum or internship placements with Title V agencies, that participants will receive.
- Document how the Learning Management System's self-directed, self-paced trainings will be used.
- Describe how you will recruit students to participate in the program.

## Collaboration/partnerships

- Describe how you will sustain or establish strategic partnerships or collaborations to achieve program goals.
  - Document your current partnerships that will be central to this program.
- Detail how you will leverage relationships with key partners to support workforce development, develop learning programs, and avoid duplication of effort and content.
- Document how these partnerships will help to achieve the goals of this program. Include letters of support in Attachment 2.

## Advisory committee

- Detail your process to establish and maintain an advisory committee to guide the Center's activities and plans.
- Describe how members of the Center's target audience will be included to ensure activities are relevant and appropriate.
- Describe how the advisory committee will support you to gather information about workforce development needs.

## High-level work plan

See merit review criteria 2: [Response](#) and 4: [Impact](#)

- Describe how you'll achieve each of the objectives during the period of performance.
- Provide a timeline that includes each activity and identifies who is responsible for each. As needed, identify how key stakeholders will help plan, design, and carry out all activities.
- You will also include a more detailed work plan in your [Attachment 3](#).

## Resolving challenges

See merit review criterion 2: [Response](#)

Discuss challenges that you are likely to encounter in designing and carrying out the activities in the work plan. Explain approaches that you'll use to resolve them.

## Performance reporting and evaluation

See merit review criteria 3: [Performance reporting and evaluation](#) and 5: [Resources and capabilities](#)

## Outcomes

- Describe the expected outcomes of the funded activities aligning with your project goals and objectives.
- Describe how you will disseminate results, how you will assess whether your dissemination plan is effective, whether the results are national in scope, and the extent of potential replication.

## Monitoring

- Describe how you will track project-related processes, activities, and milestones, and use data to identify actual or potential challenges to implementation. Provide an initial list of measures (indicators, metrics) you will use to monitor progress.

## Performance measurement and reporting

See [reporting](#) for more information.

- Provide your plan for measuring and tracking program goals and objectives outlined in the Purpose section. The plan should include required and/or proposed measures outlined in the [program requirements and expectations](#) section and plans for the timely collection and reporting of all measures.
  - Describe how you will collect and report required performance data accurately and on time.
  - Describe how you will manage and securely store data.
  - Describe the performance measurement capacity of your organization and staff. Include experience, skills, and knowledge.

## Continuous quality improvement (CQI)

- Describe your plans for using and incorporating information from performance measurement and evaluation to inform and improve processes and outcomes.
  - How you plan to use performance measurement data to inform and improve self-directed, self-paced and intensive trainings, resources, and other activities.
  - How you will incorporate feedback from state Title V, academic, and practice partners to support program improvement.
  - The barriers and your plan to address them.

See [reporting](#) for more information.

## Sustainability

### See merit review criterion 4: [Impact](#)

We expect you to sustain key project elements that improve practices and outcomes for the target population. Propose a plan for project sustainability after the period of federal funding ends.

- Highlight key elements of your project. Examples include training methods or strategies that have been effective in improving practices.
- Discuss challenges that you'll likely encounter in sustaining key elements of the program. Include how you will resolve these challenges.

## Organizational information

### See merit review criterion 5: [Resources and capabilities](#)

- Briefly describe your organization's mission, structure, and the scope of your current activities. Explain how they support your ability to carry out the program requirements.
- Include a project organizational chart in [Attachment 4](#).
- Discuss how you'll follow the approved plan, account for federal funds, and record all costs to avoid audit findings. Include a staffing plan and job descriptions for key faculty and staff in [Attachment 5](#).
- Describe the Project Director's qualifications and how they will meet the minimum of 20% time and effort to sustain this grant. Describe their demonstrated leadership in MCH public health, graduate-level teaching, adult learning, academic-practice partnership, and scholarly research.
- Describe the organizations you will partner with to fulfill the program goals and meet the training objectives. Include key agreements and letters of support in [Attachment 2](#).
- You will also include biographical sketches for key staff using the Research & Related Senior/Key Person Profile form. See [Other required forms](#).
- Include strategies for ongoing staff training, teamwork, and information sharing. Also include strategies for outreach and collaboration efforts to involve patients, families, and communities.

## Staff qualifications

- Document faculty and staff experience with the design, development, implementation, and evaluation of MCH training activities.
- Document faculty and staff experience in developing advanced database management systems, coding, and other relevant technology for a learning management system.
- Document how you will identify appropriate project staff or supports with expertise in library or information science able to curate and organize the trainings.
- Document project staff with information technology, web design and UX/UI design experience and communications experience.
- Describe staff qualifications in data management, assessment and analysis.

## Budget and budget narrative

See merit review criterion 6: [Support requested](#)

Your **budget** should follow the instructions in budget narrative: detailed instruction section of the [R&R Application Guide](#) and any specific instructions listed in this section.

HHS now uses the definitions for [equipment](#) and [supply](#) in 2 CFR 200.1. The new definitions change the threshold for equipment to the lesser of the recipient's capitalization level or \$10,000 and the threshold for supplies to below that amount.

The total project or program costs are all allowable (direct and indirect) costs used for the HRSA award activity or project. This includes costs charged to the award and non-federal funds used to satisfy a matching or cost-sharing requirement (which may include maintenance of effort, if applicable).

The **budget narrative** supports the information you provide in the Research and Related Budget Form. The merit review committee reviews both. Your budget should show a well-organized plan.

The budget narrative includes an itemized breakdown and a clear justification of the requested costs. As you develop your budget, consider:

- If the costs are reasonable, allowable and allocable, and consistent with your project's purpose and activities.
- The restrictions on spending funds. See [funding policies and limitations](#).

To create your budget justification narrative, see budget narrative detailed instructions in the [R&R Application Guide](#).

## Consultant services

Identify each consultant, the services they will perform, the total number of days, travel costs, and the total estimated costs.

## Attachments

See section [3.2 of the HRSA R&R Application Guide](#).

**Place your attachments in this order in the Attachments Form.** See [application checklist](#) to determine if they count toward the page limit.

Unless the instructions below require it, do not submit organizational brochures or other promotional materials (for example, slides, films, clips).

Attach the project's work plan. Make sure it includes everything required in the [Project Narrative](#) section.

### Attachment 1: Training outline

Provide a detailed outline of training opportunities, content, modalities, and associated competencies across the period of performance. Provide high-level documentation of your intensive, long-term training plan and your initial training plan for self-directed, self-paced trainings.

### Attachment 2: Agreements with other entities

Provide any documents that describe working relationships between your organization and others you mention in your project narrative. If you include documents that confirm actual or pending contracts or agreements, the documents should clearly describe the roles of subrecipients and contractors and any deliverables. It is not necessary to include the entire contents of lengthy agreements, so long as the portions you include describe the working relationship between you and the other organization. Make sure letters of agreement are signed and dated.

### Attachment 3: Work plan

Attach the project's work plan. Make sure it includes everything required in the [project narrative](#) section.

### Attachment 4: Project organizational chart

Provide a one-page diagram that shows the full project's organizational structure.

## Attachment 5: Staffing plan and job descriptions

See [Section 3.1.7 of the R&R Application Guide \[PDF\]](#). Include a staffing plan that shows the staff positions that will support the project and key information about each. Justify your staffing choices, including education and experience qualifications and your reasons for the amount of time you request for each staff position.

For key personnel, attach a one-page job description. It must include the role, responsibilities, and qualifications.

## Attachments 6 – 15: Other relevant documents (optional)

Include any other documents that are relevant to your application.

## Other required forms

You will need to complete some other forms. Upload the following forms at Grants.gov. You can find them in the NOFO [application package](#) or review them and any available instructions at [Grants.gov Forms](#).

Forms	Submission Requirement
SF-424 R&R (Application for Federal Assistance) form	With application.
Project Abstract Summary form	With application.
Research & Related Other Project Information	With application.
Research & Related Senio/Key Person Profile (Expanded)	With application.
R&R Subaward Budget Attachment(s) form	With application.
Project/Performance Site Location(s)	With application.
Disclosure of Lobbying Activities (SF-LLL)	If applicable, with the application or before award.

## Form instructions

The following are instructions for each of the other forms required by this NOFO. See the [application checklist](#) for a full list of all application requirements.

## SF-424 (R&R) Application for Federal Assistance

This is your application for federal assistance. Follow the instructions in section 3.1.1 of the [R&R Application Guide](#).

### Important: public information

When filling out your SF-424 form, pay attention to Box 15: Descriptive Title of Applicant's Project.

We share what you put there with [USAspending](#). This is where the public goes to learn how the federal government spends their money.

Instead of just a title, insert a short description of your project and what it will do.

[See instructions and examples](#).

## Project Abstract Summary form

Complete the information in the Project Abstract Summary form. Include a short description of your proposed project. Include the needs you plan to address, the proposed services, and the population groups you plan to serve. For more information, see section 3.1.2 of the [R&R Application Guide](#).

## Research & Related Other Project Information

In addition to the requirements in the [project narrative](#) section, you will provide some additional information in this form.

- Complete sections 1 through 6.
- Upload a blank document in item 7: Project Summary/Abstract to avoid a cross-form error with your Project Abstract Summary form.
- Upload your project narrative in item 8.
- Leave items 9, 10, and 11 blank.

## Research & Related Senior/Key Person Profile (Expanded)

Include biographical sketches for people who will hold the key positions.

- Try to use no more than 2 page(s) per person.
- Do not include non-public [personally identifiable information](#).
- If you include someone you have not hired yet, include a letter of commitment from that person with their biographical sketch.
- Upload sketches in the Research & Related Senior/Key Person Profile form.
- Include:
  - Name and title

- Education and training – for each entry include institution and location, degree and date earned, if any, and field of study.
- Section A, Personal Statement. Briefly describe why the individual’s experience and qualifications make them well-suited for their role.
- Section B, Positions and Honors. List in chronological order previous and current positions. List any honors. Include present membership on any federal government public advisory committee.
- Section C, Other Support. This section is optional. List selected ongoing and completed projects during the last three years. Begin with any projects relevant to the proposed project. Briefly indicate the overall goals of the projects and responsibilities of the person.
- Other information. If they apply, include language fluency and experience working with populations that are culturally and linguistically different from their own.

## R&R Subaward Budget Attachment(s) form

You will also complete the R&R Subaward Budget Attachment Form for each subaward you propose. These include subcontracts. You will do this using the R&R Subaward Budget Attachment(s) form.

Use the following instructions:

- Once you open this form, you can select “Click here to extract the R&R Subaward Budget Attachment”.
- Save the file and then open it to complete it.
- Once you save the file you can upload it within the form.
- Repeat the steps for each subaward.

If you have more than 10 subawards, you may upload the extra budget forms in the Research and Related Other Project Information form in Block 12 “Other Attachments”.

## Project/Performance Site Location(s)

Follow the form instructions in [Grants.gov Forms](#). Use the “Next Site” option rather than “Additional Location(s)” to add more than one project/performance site location.

## Disclosure of Lobbying Activities (SF-LLL) form

Follow the form instructions in [Grants.gov Forms](#).



# Step 4:

# Understand Review, Selection, and Award

## In this step

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Selection Process	<a href="#"><u>44</u></a>
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# Application review

## Initial Review

We will review your application to make sure that it meets [eligibility](#) criteria, including the [completeness and responsiveness criteria](#). If your application does not meet these criteria, we will not fund it. If this is the case, we will notify your authorized official.

We will not review any pages that exceed the page limit.

## Merit review

A panel reviews all applications that pass the initial review. You can find more about the merit review process in the application guide. The members use these criteria.

Criterion	Total number of points = 100
1. Need	10 points
2. Response	40 points
3. Performance reporting and evaluation	10 points
4. Impact	20 points
5. Resources and capabilities	15 points
6. Support requested	5 points

### Criterion 1: Need (10 points)

See the [project narrative](#) and [need](#) sections.

The panel will review your application for how well it:

- Describes the problem and its contributing factors.
- Describes the need for tailored training for the MCH workforce.
- Describes the need for academic-practice partnerships.

## Criterion 2: Response (40 points)

See the project narrative [approach](#), [high-level work plan](#), and [resolving challenges sections](#).

The panel will review your application for:

### Approach (30 points)

- How well it responds to the program's [purpose](#).
- The strength of the proposed goals and objectives and how well they relate to the project.
- How well the activities described will address the problem and meet project objectives.
- How well you describe the plan to establish a National MCH Workforce Development and Training Center.
- The quality and feasibility of your plan to annually monitor and identify national Title V MCH workforce development needs and skill gaps, including the plan to address identified gaps.
- How well you describe the conceptual model based on adult learning principles that will be used to inform and design the Center and its offerings.
- The quality and feasibility of the long-term intensive training and technical assistance program provided to state teams.
- How reasonable the plan is to reach 150 Title V staff from 30 states or jurisdictions through intensive training by the end of the period of performance.
- The quality of the plan to develop or curate trainings and resources that help states implement their MCH block grant.
- How well you describe the short-term intensive training program for the MCH workforce.
- The quality and feasibility of your plan to develop online learning platform with a learning management system, as detailed in the [program requirements and expectations](#).
- The quality and feasibility of your plan to identify trainings for a variety of MCH professionals and your plans to ensure the trainings are high quality.
- The quality of your plan to provide users with a customized learning plan and track their progress over time.
- The quality and feasibility of your plan to develop and maintain a free, online self-assessment tool as outlined in the [program requirements and expectations](#).

- The quality and feasibility of your plan to build and publish a central online hub for the Center's offerings.
- How well you describe outreach and recruitment plans to ensure uptake of Center's offerings.
- How well you describe the plan to strengthen academic-practice partnerships, including plans, to enhance faculty knowledge and skills in MCH, and create an internship program.
- The strength of strategic partnerships and collaborations you sustain or establish to achieve program activities and how impactful they are likely to be.
- The extent to which you engage the advisory committee in your activities, supports programmatic needs, and is representative of the Center's target audience.

### High-level work plan (6 points)

- How well you describe the activities and steps to achieve the program goals, as outlined in a time-framed work plan (Attachment 3).

### Resolving challenges (4 points)

- How well it describes the obstacles and challenges you may face during project design and implementation. This includes the quality of your plan to deal with them.

## Criterion 3: Performance reporting and evaluation (10 points)

See the project narrative [performance reporting and evaluation](#) section.

The panel will review your application for:

### Outcomes

- The quality and reasonableness of the expected outcomes.

### Performance measurement and reporting

- How well it describes clear monitoring and evaluation procedures and how evaluation and performance measurement will be incorporated into planning, implementation, and reporting of project activities.
- The strength of the plan and ability to collect data on the measures specified by HRSA MCHB in the [program requirements and expectations](#) and proposed measures presented by the applicant in their Narrative.

- The quality and feasibility of any proposed measures, and the degree to which the proposed measures align with the purpose of the NOFO and are adequate to assess performance and progress towards the program goals and objectives of the NOFO, including the extent to which measures can be used to attribute results to the project.
- How well it describes how performance measurement findings will be reported, used to demonstrate the outcomes of the NOFO, and/or used for continuous program quality improvement.
- The capacity to collect, track, manage, and report proposed and required data over time, including available resources, systems, and processes.
- The quality and reasonableness of the plan to track and survey Center intensive training program participants after program completion to measure the impact on MCH workforce.
- How well it demonstrates the organization's capacity to collect, track, manage, and report proposed and required data over time, including available resources, systems, and processes.

## Continuous quality improvement

- The strength and feasibility of the plan to incorporate feedback from state Title V, academic, and practice partners to support program improvement.
- The quality of the plan to collect and use feedback to improve the Center's self-directed and self-paced training, intensive training, resources, and other activities.

## Criterion 4: Impact (20 points)

See the project narrative [high-level work plan](#) and [sustainability](#) sections.

The panel will review your application for:

- How effective the proposed project is likely to be.
- How strong of a public health impact it is likely to have.
- How likely the project results could be national in scope.
- How likely it is that key aspects of the program will continue beyond the federal funding.

## Criterion 5: Resources and capabilities (15 points)

See the project narrative [organizational information](#) and [performance reporting and evaluation sections](#).

The panel will review your application to determine the extent to which:

- Project staff have the training or experience to carry out the project.
- Project staff have the training and experience to carry out performance reporting (and program evaluations, if applicable).
- You have the capabilities to fulfill the needs of the project.
- You have quality facilities available to carry out the project.
- You have the capacity to gather, manage, and use data.
- The strength of project staff expertise and experience in building out an LMS and accompanying database capable of fulfilling the deliverables described in the [program requirements and expectations](#).

## Criterion 6: Support requested (5 points)

See the [budget and budget narrative](#) section.

The panel will review your application to determine:

- How reasonable the proposed budget is for each year of the period of performance.
- How reasonable costs are and how well they align with the project's scope.
- How sufficient the time is for key staff to spend on the project to achieve project objectives.

We do not consider **voluntary** cost sharing during merit review.

## Risk review

Before making an award, we review your award history to assess risk. We need to ensure all prior awards were managed well and demonstrated sound business practices. We:

- Review any applicable past performance.
- Review audit reports and findings.
- Analyze the budget.
- Assess your management systems.
- Ensure you continue to be eligible.
- Make sure you comply with any public policies.

We may ask you to submit additional information.

As part of this review, we use SAM.gov Entity Information [Responsibility/Qualification](#) to check your history for all awards likely to be more than \$250,000 over the period of performance. You can comment on your organization's information in SAM.gov. We'll consider your comments before making a decision about your level of risk.

If we find a significant risk, we may choose not to fund your application or to place specific conditions on the award.

For more details, see [2 CFR 200.206](#).

# Selection Process

When making funding decisions, we consider:

- The amount of available funds.
- Assessed risk.
- Merit review results. These are key in making decisions but are not the only factor.
- [Alignment with HRSA Mission and Strategic Priorities](#)

We may:

- Consider the larger portfolio of agency-funded projects, including project type and geographic distribution.
- Fund out of rank order.
- Fund applications in whole or in part.
- Fund applications at a lower amount than requested.
- Decide not to allow a recipient to subaward if they may not be able to monitor and manage subrecipients properly.
- Choose to fund no applications under this NOFO.

Additionally, we may not make an award if you are delinquent on two or more Single Audit Reports.

You cannot appeal a denial, or the amount of funds awarded.

## Award notices

We issue Notices of Award (NOA) on or around the start date listed in the NOFO. See “how we make awards” in the [R&R Application Guide](#) for more information.



# Step 5: Submit Your Application

## In this step

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# Application submission and deadlines

Your organization's authorized official must certify your application. See the section on [finding the application package](#) to make sure you have everything you need.

## Application deadline

**You must submit your application by July 08, 2026, at 11:59 p.m. ET.**

Grants.gov creates a date and time record when it receives applications.

If you need a deadline extension, see “requesting a waiver” in the R&R Application Guide.

## Submission method

### Grants.gov

You must submit your application through Grants.gov. You may do so using Grants.gov Workspace. This is the preferred method. For alternative online methods, see [Applicant System-to-System](#).

For instructions on how to submit in Grants.gov, see the [Quick Start Guide for Applicants](#). Make sure that your application passes the Grants.gov validation checks, or we may not get it. Do not encrypt, zip, or password protect any files.

If Grants.gov rejects your application due to errors, you must correct and resubmit before the deadline.

If you want to know more about correcting errors or tracking your application, you can refer to the R&R Application Guide.



**Have questions?** Go to [Contacts and Support](#).

## Other submissions

### Intergovernmental review

This NOFO is not subject to [Executive Order 12372](#), Intergovernmental Review of Federal Programs. No action is needed.



# Step 6:

# Learn What Happens After Award

## In this step

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# Post-award requirements and administration

## Administrative and national policy requirements

There are important rules you need to know if you get an award. You must follow:

- All terms and conditions in the Notice of Award.
- The regulations at [2 CFR 200](#), Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, modifications at 2 CFR 300, or any superseding regulations.
- The [HHS Grants Policy Statement](#). This document is incorporated by reference in your Notice of Award. If there are any exceptions to the GPS, they'll be listed in your Notice of Award.
- All federal statutes and regulations relevant to federal financial assistance, including those highlighted in [HHS Administrative and National Policy Requirements](#).
- See the requirements for performance management in [2 CFR 200.301](#).
- All anti-discrimination laws: By applying for or accepting federal funds from HHS, you certify compliance with all federal antidiscrimination laws and these requirements. Complying with those laws is a material condition of receiving federal funding streams. You are responsible for ensuring subrecipients, contractors, and partners also comply.

## Required alignment with Health Resources and Services Administration (HRSA) mission and strategic priorities

Recipients must use funds awarded under this NOFO to implement program goals or agency priorities in accordance with the HRSA [vision, mission, core values, and strategic priorities](#), where authorized by law.

In administering programs under this and all funding announcements, HRSA prioritizes:

- **Evidence-based healthcare:** Funding activities supported by rigorous scientific evidence, particularly for programs serving children and adolescents, where HRSA is committed to approaches that reflect the highest standards of clinical care and child safety.

- **Biological and physiological integrity:** Recognizing the relevance of biological sex to health outcomes, HRSA encourages applicants to account for sex-based health factors in program design, data collection, and service delivery where scientifically appropriate.

HRSA will implement these priorities consistent with applicable laws, regulations, court orders, and all required administrative procedures. Applicants are encouraged to describe how their proposed programs align with these priorities in their project narratives.

Funded activities must advance HRSA's vision of protecting and improving the health and well-being of Americans. The particular focus is on those who are medically vulnerable or live in areas with limited access to care. HRSA's duty is to serve wisely, effectively, and with measurable results that justify every taxpayer dollar invested.

Consistent with HRSA's priorities, in carrying out any project funded under this NOFO, the recipient must adhere to the following principles, where they are consistent with the authority and scope of the award and its activities:

- **Gold standard science:** Design and deliver services using gold standard evidence-based and evidence-informed approaches, establish measurable performance goals, and use data to monitor outcomes and drive continuous improvement.
- **Program integrity and fiscal stewardship:** Recipients must:
  - Administer funds in accordance with all applicable federal statutes, regulations, and award conditions.
  - Maintain strong internal controls.
  - Prevent waste, fraud, and abuse.
- **Partnership and local leadership:** Coordinate with state, tribal, territorial, local, and community partners, as appropriate, and tailor services to meet community-identified needs while respecting local decision-making authority.

Recipients must manage any project awarded under this NOFO in accordance with the following objectives in programs authorized to advance them:

**Make America Healthy Again (MAHA):** HRSA prioritizes the health and well-being of all Americans by supporting common-sense, evidence-based health policies that promote:

- Personal responsibility.
- Strong families and communities.
- Proper nutrition.
- The prevention and management of chronic disease, while ensuring access to high-quality, affordable physical and mental health care.

**Child protections, biological integrity, parental rights, and lawful use of funds:** HRSA

prioritizes safeguarding children’s health and safety by:

- Not supporting medical interventions for gender dysphoria in minors that lack a strong evidence base.
- Applying sex-based definitions grounded in biological reality.
- Supporting parental authority, transparency, and choice in education, including school-based health centers that respect parental rights and religious upbringing.
- Ensuring taxpayer funds are not used to promote or support elective abortions, consistent with federal law and the Hyde Amendment.

**Advancing evidence-based, merit-driven, and ethically grounded health care:** HRSA

will prioritize unbiased, transparent science; merit-based workforce opportunities; and programs that demonstrate measurable outcomes, while deprioritizing organizations with:

- Conflicts of interest.
- Harm reduction” models.
- Housing-first approaches.
- Activities that facilitate illegal drug use or unsafe medical practices.

**Promoting public safety, lawful use of federal funds, and national health priorities:** To

the extent permitted by law, HRSA will align funding with administration priorities by:

- Supporting ending the HIV epidemic through authorized, evidence-based care.
- Reserving benefits for eligible individuals.
- Discouraging illegal immigration and unsafe community practices.
- Prioritizing recipients that enforce public safety, address serious mental illness and substance use through treatment and recovery, and reduce homelessness responsibly.

To the extent allowable by law, under awards, HRSA will give priority to states and municipalities for programs to:

- Enforce prohibitions on open illicit drug use.
- Enforce prohibitions on urban camping and loitering.
- Enforce prohibitions on urban squatting.
- Enforce, and where necessary, adopt, standards that address individuals who are a danger to themselves or others and suffer from serious mental illness or substance use disorder, or who are living on the streets and cannot care for themselves. The approach must be through assisted outpatient treatment or by moving them into treatment centers or other appropriate facilities through civil commitment or other available means, to the maximum extent permitted by law.

HRSA will implement these priorities consistent with applicable laws, regulations, court orders, and any required procedures.

The recipient must demonstrate ongoing compliance with these priorities, in all programs that are authorized to advance them, through program design, implementation, reporting, and evaluation.

Failure to meaningfully align funded activities with the applicable requirements may result in corrective action, additional reporting requirements, or other actions consistent with federal grant regulations at [2 CFR. part 200](#) and the terms and conditions of this award. This includes termination under [CFR. 200.340\(a\)\(4\)](#) if an award no longer effectuates the program goals or agency priorities.

# Cybersecurity

If awarded, you must develop plans and procedures, modeled after the NIST Cybersecurity framework, to protect HHS systems and data. See [details here](#).

Successful applicants under this NOFO agree that:

Where award funding involves:	Recipients and subrecipients are required to:
<p>Implementing, acquiring, or upgrading health IT for activities funded by any entity</p>	<p>Use health IT that meets standards and implementation specifications adopted in 45 CFR 170, Subpart B, if such standards and implementation specifications can support the activity.</p> <p>Visit to <a href="#">45 CFR 170, Subpart B</a> learn more.</p>
<p>Implementing, acquiring, or upgrading health IT for activities by eligible clinicians in ambulatory settings, or hospitals, eligible under Sections 4101, 4102, and 4201 of the HITECH Act</p>	<p>Use health IT certified under the <a href="#">ONC Health IT Certification Program</a> if certified technology can support the activity.</p>

If standards and implementation specifications adopted in [45 CFR part 170, Subpart B](#) cannot support the activity, recipients and subrecipients are encouraged to use health IT that meets non-proprietary standards and implementation specifications developed by consensus-based standards development organizations. This may include standards identified in the [ONC Interoperability Standards Advisory](#).

# Reporting

If you are successful, you will have to follow the reporting requirements in Section 4 of the [R&R Application Guide](#). The NOA will provide specific details.

- We will require progress reports each year.
- Annual performance reports.
  - DGIS Performance Reports. Available through the Electronic Handbooks (EHBs), the Discretionary Grant Information System (DGIS) is where you will report annual performance data to us. You will submit a DGIS Performance Report annually, by the specified deadline.
  - To prepare successful applicants for their reporting requirements, the listing of administrative forms and performance measures for this program are: Project Abstract, Financial Form, Training and Workforce Development, Partnerships and Collaboration, Engagement of Persons with Lived Experience, Technical Assistance, Quality Improvement and Evaluation, Training 2, Faculty and Staff. The type of report required is determined by the project year of the award's period of performance. You can see the full OMB-approved reporting package at [Discretionary Grants Information System](#) on our website (OMB Number: 0915-0298 | Expiration Date: December 31, 2026).

Type of Report	Reporting Period	Available Date	Report Due Date
a) New Competing Performance Report	September 1, 2026 – August 31, 2031  This report includes administrative data and performance measure projections, as applicable.	Period of performance start date	90 days from the available date
b) Non-Competing Performance Report	September 1, 2026 – August 31, 2027 September 1, 2027 – August 31, 2028 September 1, 2028 – August 31, 2029 September 1, 2029 – August 31, 2030	Beginning of each budget period (Years 2–5, as applicable)	90 days from the available date
c) Project Period End Performance Report	September 1, 2030 – August 31, 2031	Period of performance end date	120 days from the available date



# Contacts and Support

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# Agency contacts

## Program and eligibility

### **Division of MCH Workforce Development**

Attn: MCH Workforce Development and Training Center

Maternal and Child Health Bureau

Health Resources and Services Administration

[MCHWorkforceCenter@hrsa.gov](mailto:MCHWorkforceCenter@hrsa.gov)

301-443-9775

## Financial and budget

### **Travis Wright**

Grants Management Specialist

Division of Grants Management Operations

Office of Financial Assistance and Acquisition Management (OFAAM)

Health Resources and Services Administration

[twright@hrsa.gov](mailto:twright@hrsa.gov)

301-443-0676

## HRSA Contact Center

**Open Monday – Friday, 7 a.m. – 8 p.m. ET**, except for federal holidays.

**Call:** 877-464-4772 / 877-Go4-HRSA

**TTY:** 877-897-9910

[Electronic Handbooks Contact Center](#)

# Help with systems

## Grants.gov

Grants.gov provides 24/7 support. You can call 800-518-4726, search the [Grants.gov Knowledge Base](#), or [email Grants.gov for support](#). Hold on to your ticket number.

## SAM.gov

If you need help, you can call 866-606-8220 or live chat with the [Federal Service Desk](#).

## Helpful websites

- [R&R Application Guide](#)
- [HRSA Grants page](#)
- [HHS Tips for Preparing Grant Proposals](#)
- [Frequently Asked Questions](#)
- [Applicant Training](#)

# Endnotes

1. State Title V Maternal and Child Health Services Block Grant Program staff refers to those state agency staff working to improve the public health systems for mothers, children, and their families, including children and youth with special health care needs. [↑](#)
2. Leider, J. P., Stang, J., Bonilla, Z. E. Orr, J., Plepys, C. M., Gendelman, M. & Demerath, E. W. (2022). Training the MCH workforce: The time for change is now. \*Maternal and Child Health Journal,\* 26 (Suppl 1), 60–68. <https://doi.org/10.1007/s10995-022-03438-x> [↑](#)
3. de Beaumont Foundation and Association of State and Territorial Health Officials, \*Public Health Workforce Interests and Needs Survey Data Dashboard.\* July 2025. [↑](#)
4. de Beaumont Foundation and Association of State and Territorial Health Officials. (2022, August 3). \*Public Health Workforce Interests and Needs Survey: 2021 Dashboard.\* Retrieved July 3, 2025, from <https://www.phwins.org/national>. [↑](#)
5. The recipient owns the Intellectual Property, but HRSA/the federal government receives a non-exclusive, royalty-free, irrevocable license to use, reproduce, publish, and disseminate it for federal purposes. [↑](#)