FOA: CDC-RFA-OT13-13020401SUPP17

Category C FY16 CIO Project Plans

(2 Project Plans)

Office for State, Tribal, Local and Territorial Support
Partnership Support Unit
Final

FY 2016 CIO PROJECT PLAN
FOA OT13-1302
Building Capacity of the Public Health System to Improve Population Health through National, Nonprofit Organizations

Project Plan Instructions

You can edit and save a draft of your plan by clicking the "Save and close" button below. You can edit your plan at any time before submitting it. **You must submit a final version to be considered for the FOA.** Submit the final version by clicking the "Submit" button below. You cannot make edits after you click "Submit."

GENERAL INFORMATION	
Grantee name	
Project title* (20 words maximum) Word count 5	Pediatric Emergency Response for Zika Virus
CIO*	NATIONAL CENTER ON BIRTH DEFECTS AND DEVELOPMENTAL DISABILITIES
Division*	OTHER Other division DIVISION OF CONGENITAL AND DEVELOPMENTAL DISORDERS
CIO POC name(s)* Enter up to 3 names	Eric Dziuban; Nicole Fehrenbach; Ursula Phoenix Weir Separate 2 or more entries by a semicolon (e.g., John Doe; Jane Doe;)
CIO POC phone number(s)* Enter up to 3 names	404-639-7501; 404.498.2416; 404.498.3948 Enter complete phone number(s) and separate 2 or more entries by a semicolon (e.g., (404)555-1212; (404)555-0009)
CIO POC email address(es)* Enter up to 3 names	esv8@cdc.gov; ekk5@cdc.gov; uap3@cdc.gov Enter complete email address(es) and separate 2 or more entries by a semicolon (e.g., johndoe@cdc.gov; janedoe@cdc.gov;)
Target population category*	Category C
Target population type*	☐Local public health department ☐State public health department ☐Territorial public health department ☐Tribal public health department
Target population description* (25 words maximum) Word count 25	Pediatricians, OB-GYN physicians, and other health care professionals who care for pregnant women with Zika Virus and children born with Zika Virus .
Proposed project funding*	$740,000
Funded	Unfunded
PROJECT DETAILS	
Project description* (Narrative including goals, expected outputs, outcomes, and general or sample activities, maximum of 1,000 words) Word count 473	

The purpose of this project plan is to build capacity in the public and private sector and enhance capacity for following and caring for pregnant women who are positive with the Zika Virus and their fetuses and babies born to women with Zika virus who may appear asymptomatic at birth and/or have Zika Virus related birth defects.

Transmission of the Zika virus has become widespread in many countries including transmission in the U.S. and its territories and travel-associated cases in the continental U.S. Objectives and activities of this project plan will focus on continuing to provide clear and current information to women and their healthcare providers and pediatricians about the Zika Virus during pregnancy and its effects on fetuses and infants, specifically the risk of birth defects and developmental disabilities. Activities to be developed are:

Current/On-going Activities:
1. Host webinars for pediatricians and obstetricians with clinicians in FL, TX, NY and LA before June 1, 2017 to increase overall provider awareness and understanding of updated clinical guidance.
2. Convene monthly meeting/conference call with state chapter leaders in high risk states and territories to prepare providers for increased demand for clinical services due to expected rise in infants born with Zika.
3. Produce 1-3 public facing messages (i.e., op-ed, conference participation, public statement, social media campaign) to increase public awareness about effective strategies for preventing Zika-exposed pregnancy.
4. Collaborate with local chapter and state health department leaders in FL, TX, NY and other border states to host 1-2 webinars with providers on the U.S. Zika Pregnancy Registry (USZPR) toolkit to increase USZPR participation and accuracy.

New Activities:
1. Collaborating with a professional obstetrics and/or gynecology membership organization dedicated to the improvement of women's health to coordinate a national survey of healthcare provider knowledge, attitudes, information sources, and predictive behaviors with regard to clinical management of Zika Virus during pregnancy and the follow-up and management of infants born to women infected with Zika Virus. Strategies to maximize participation rate, sample size, and representativeness of healthcare providers surveyed are essential. Specific objectives are: 1) to determine gaps in healthcare provider knowledge and potential solutions to address the gaps; 2) determine healthcare provider adherence to clinical recommendations; 3) assess barriers to laboratory testing, imaging (e.g. prenatal ultrasound, postnatal ultrasound) and clinical assessment (ophthalmologic and audiological evaluation).
2. Collaborating with a professional obstetrics and/or gynecology membership organization dedicated to the improvement of women's health, to coordinate a meeting of obstetrical and pediatric subject matter experts (SMEs) to identify challenges in interpretation and uptake of clinical guidance, gaps in adherence to clinical guidance, and "best practices" for coordination of care and maternal-pediatric healthcare provider information sharing. Specific objectives are: 1) suggestions to improve future clinical guidance documents and healthcare provider knowledge of Zika Virus recommendations; 2) outline ways to influence long-term clinical practice patterns; 3) determine methods to improve the exchange of information between maternal and infant health providers.

Program strategies that relate to FOA*
(Check one or more)

- ☑ Public Health Systems and Organizational Improvement
- ☐ Public Health Workforce
- ☐ Public Health Data and Information Systems
- ☑ Public Health Practice and Services
- ☑ Public Health Partnerships
- ☑ Public Health Resources, Communication & Evaluation
- ☐ Other

Program outcomes that relate to FOA*
(Check two or more)

- ☐ Increased adoption of new or proven business improvements leading to management and administrative efficiencies or cost savings
- ☑ Increased availability and accessibility of continuing education and training focused on public health competencies and new skills, including the use of experience-based internships and fellowships
- ☐ Increased incorporation of core public health competencies into employee position descriptions and performance evaluations
- ☐ Increased integration of state-of-the-art technology into data collection and information systems
- ☐ Increased implementation of evidence-based public health programs, policies, and services
- ☐ Improved capacity to meet nationally established standards, such as those for health department accreditation
- ☑ Establishment and maintenance of diverse public health partnerships for meaningful cooperation and achievement of evidence-based public health strategies and interventions, such as the CDC Winnable Battles
- ☑ Improved quality, availability, and accessibility of public health education materials, training, and evaluation tools and resources
- ☐ Other

Applicant organizational capacity*
(Maximum of 500 words)

Word count
111

	Once funding is awarded, the applicant will build previous project activities and provide updates to the CDC technical monitors in regards to the composition of the staff and physicians who will assist with implementation of program activities. A staffing team should continue accomplishing the enhanced work, especially the activities of the Zika Response Project. The team should continue representing personnel across many pediatric departments and reflects a strategic collaboration with a professional obstetrics and/or gynecology membership organization dedicated to the improvement of women's health. The applicant is expected to solidify a Zika Response Team that includes personnel across several departments and pediatrician Subject Matter Experts to guide and contribute to project activities.
Applicant program experience* (Maximum of 500 words) Word count 82	The applicant aims to support an improved public health infrastructure to address children's issues in emergency or disaster situations – like the ZIKA Virus emergency. Emphasis is on promoting state pediatric and public health partnerships to encourage joint discussions and collaborative planning. Efforts will also focus on engaging and supporting pediatric and obstetrician stakeholders to improve coordination and knowledge regarding the Zika Virus during pregnancy and its effects on fetuses and infants, specifically the risk of birth defects and developmental disabilities.
COLLABORATIVE WORK	
Expectations for collaboration (If applicable, maximum of 300 words) Word count 170	This project will require collaboration with the CDC Zika Virus Pregnancy and Birth Defects Task Force (PBDTF), a professional obstetrics and/or gynecology membership organization dedicated to the improvement of women's health, local and state public health professionals and private sector pediatricians and obstetricians. The applicant is expected to connect with other organizations that represent state and local health officials in the implementation of project activities. There is an expectation that CDC will partner with the applicant on any requests for assistance in regards to Zika Virus clinical guidance recommendations, decreasing exposures and risks of Zika Virus for pregnant women and infants, encouraging appropriate testing and clinical management for families affected by Zika, and developing long-term strategies to study and mitigate the effects of Zika Virus infections during pregnancy. This may include attendance at important workshops, coordination of the applicant's input on CDC draft documents, assisting on development of clinical guidance, joint leadership discussions, the applicant's sign-on to letters or other items, consistent messaging in regards to infant Zika Virus-related topics.
Expected subcontractual work and recommended criteria for identifying/selecting subcontractors (If applicable, maximum of 300 words) Word count 33	Supplemental funding will continue to support the activities related to Zika virus and would require contractual collaboration with a professional obstetrics and/or gynecology membership organization dedicated to the improvement of women's health.
BUDGET INSTRUCTIONS	
General instructions for use of funds – as applicable (Maximum of 300 words) Word count 165	Restrictions that must be considered while planning the programs and writing the budget are: • Awardees may not use funds for research. • Awardees may not use funds for clinical care. • Awardees may use funds only for reasonable program purposes, including personnel, travel, supplies, services (Consultation and Contractual), Other, and Indirect cost. Generally, awardees may not use funds to purchase furniture or equipment. Any such proposed spending must be clearly identified in the budget. Reimbursement of pre-award costs generally is not allowed, unless the CDC provides written approval to the awardee. Other than for normal and recognized executive-legislative relationships, no funds may be used for: publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body.

CIO CERTIFICATION*
By submitting this project plan, I certify that my CIO unit currently does not maintain a comparable FOA related to a Capacity Building Assistance program.
submit date: *You will be directed to a confirmation screen upon successful save or submission.

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GENERAL INFORMATION

Grantee name	
Project title* (20 words maximum) Word count 20	COMMUNICATION, OUTREACH, COLLABORATION, & CONTINUAL PREVENTION ACTIVITIES IN ONGOING S...
CIO*	NATIONAL CENTER ON BIRTH DEFECTS AND DEVELOPMENTAL DISABILITIES
Division*	OTHER Other division DIVISION OF CONGENITAL AND DEVELOPMENTAL DISORDERS
CIO POC name(s)* Enter up to 3 names	Nicole Fehrenbach; Tineka Yowe-Conley;Ursula Phoenix Weir Separate 2 or more entries by a semicolon (e.g., John Doe; Jane Doe;)
CIO POC phone number(s)* Enter up to 3 names	404.498.2416;404.498.3941;404.498.3948 Enter complete phone number(s) and separate 2 or more entries by a semicolon (e.g., (404)555-1212; (404)555-0009;)
CIO POC email address(es)* Enter up to 3 names	ekk5@cdc.gov; tay7@cdc.gov; uap3@cdc.gov Enter complete email address(es) and separate 2 or more entries by a semicolon (e.g., johndoe@cdc.gov; janedoe@cdc.gov;)
Target population category*	Category C
Target population type*	☐Local public health department ☐State public health department ☐Territorial public health department ☐Tribal public health department
Target population description* (25 words maximum) Word count 26	Clinicians who implement preconception and prenatal care; other maternal/child health staff that collect and analyze birth defects surveillance data and health messaging on preconception and prenatal care.
Proposed project funding*	$914,757
Funded	Unfunded

PROJECT DETAILS

Project description* (Narrative including goals, expected outputs, outcomes, and general or sample activities; maximum of 1,000 words) Word count 580	

This funding is to support: (1) the on-going dissemination of current and emerging Zika virus and adverse birth outcomes education and prevention information to the public and health care providers, and (2) provide a forum to address Zika virus, teratogens exposure, and pregnancy concerns from the public and health care providers.

Current/On-going Activities:
1. Using CDC-cleared/published information on aspects of the Zika virus especially regarding pregnant women, birth defects, and teratogens, continuously obtain and disseminate to the public and other health organizations via such avenues as websites, member lists, social media, alerts, hard copy, etc. If needed, translate into Spanish.
2. Launch healthcare provider directory website to increase access for high risk populations to identify providers in their area. Focus on high risk states and territories with a target goal to promote/register participants in first 3 months after website launch.
3. Conduct a family survey in NY State of NYC to understand the top barriers to care in high-risk communities.
4. Conduct 4 focus groups: 3 for reproductive aged women, 1 for men to understand access to and messaging of contraception in USVI.
5. Collaborate with CDC on current and emerging information regarding Zika-related concerns for pregnant women and children, determine priorities for educational material development, and develop content/materials/tools for families with an affected child by creating a forum, disseminating education, and performing outreach measures in high risk states about.
6. Support regional and national toll-free forums (telephone, e-mail, text, chat) in English and Spanish to provide Question and Answer services to the public and health care providers including referral to CDC's websites.

New Activities:
1. Working collaboratively with partnering organizations to enhance professional capacity of staff, volunteers and professionals in public and clinical partnerships by providing CDC-Cleared information to healthcare providers and consumers about adverse pregnancy outcomes and contraceptive access, as well as, to strengthen support of state and local efforts by (including but not limited to):
• Monitoring the Zika-related queries on the organization's Zika-related website and summarizing monthly such information as type of query, state/territory/country of origin, number of visitors, information requested, etc.
• Creating a forum to connect affected families to share experiences and gain support.
• Working with states on map for pregnant women & infants to receive care.
• Creating a toolkit that states can use to implement similar strategies.
2. Collaborating with various national partnering organizations (including AMCHP and those serving city and county health departments' maternal and child health (MCH) programs and leaders), coordinate and convene monthly meeting/conference call with CDC, MCHB and other experts to discuss Zika development and targeted guidance as well as share best practices and lessons learned determine methods to improve exchange information between maternal and infant health providers, mothers and families, and the general public.
3. Collaborating with various national partnering organizations, collect and compile feedback from members on disseminated Zika guidance and share with CDC.
4. Collaborating with various partnering organizations and the national and state-level (including AMCHP) in the support of CDC Surveillance activities as related to Zika for the purpose of enhancing national and state level birth defects surveillance.
5. Collaborating with various partnering organizations (including AMCHP and those serving city and county health departments' maternal and child health (MCH) programs and leaders) in the support CDC USZPR grantees, including but not limited to reverse site visits and providing technical assistance to enhance implementation of state-led Maternal and Child Health (MCH) initiatives focused on promoting preconception and interconception health to improve birth outcomes and responding appropriately to infants born with a congenital Zika birth defect as well providing capacity building assistance such as targeted technical assistance, in-person and web-based trainings, and learning collaboratives.

Program strategies that relate to FOA*
(Check one or more)

- ☐ Public Health Systems and Organizational Improvement
- ☐ Public Health Workforce
- ☐ Public Health Data and Information Systems
- ☑ Public Health Practice and Services
- ☑ Public Health Partnerships
- ☑ Public Health Resources, Communication & Evaluation
- ☐ Other

Program outcomes that relate to FOA*
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- ☐ Increased adoption of new or proven business improvements leading to management and administrative efficiencies or cost savings
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- ☑ Improved quality, availability, and accessibility of public health education materials, training, and evaluation tools and resources
- ☐ Other

Applicant organizational capacity* (Maximum of 500 words) Word count 77	National organization with membership comprised of maternal and child health staff from a majority of U.S. state, territories, domestic and international organizations, and families. National organization with multiple channels to disseminate birth defects information in multiple languages and the ability to collaborate with other national organizations that have targeted or specialized members and outreach. National organization with the infrastructure or capability to respond to inquiries from the public and health care providers regarding birth defects, teratogens, and pregnancy.
Applicant program experience* (Maximum of 500 words) Word count 94	Experience in the coordination, preparation, and dissemination of topic specific public health awareness and educational materials in such areas as pregnancy; and birth defects surveillance, research, and prevention to the public. Experience in responding to pregnancy and birth defects inquiries from the public and health care providers. Experience disseminating information in multiple languages--to include English and Spanish. Experience disseminating information to partners and key stakeholders, women of childbearing age, and healthcare provider networks that treat women of childbearing age. Experience in expanding current networks and platforms to address public health emergencies such as Zika.
COLLABORATIVE WORK	
Expectations for collaboration (If applicable, maximum of 300 words) Word count 25	For any gaps in capacity or experience, the applicant should demonstrate their ability to identify and collaborate with qualified organizations and other key stakeholders.
Expected subcontractual work and recommended criteria for identifying/selecting subcontractors (If applicable, maximum of 300 words) Word count 56	For any gaps in capacity or experience, the applicant should demonstrate their ability to identify and collaborate with qualified subawardees or subcontractor organizations and other key stakeholders especially public inquiries regarding teratogen exposure and risk during pregnancy as well as those serving city and county health departments' maternal and child health (MCH) programs and leaders.
BUDGET INSTRUCTIONS	
General instructions for use of funds – as applicable (Maximum of 300 words) Word count 164	Restrictions that must be considered while planning the programs and writing the budget are: • Awardees may not use funds for research. • Awardees may not use funds for clinical care. • Awardees may use funds only for reasonable program purposes, including personnel, travel, supplies, services (Consultation and Contractual), and Indirect cost. Generally, awardees may not use funds to purchase furniture or equipment. Any such proposed spending must be clearly identified in the budget. Reimbursement of pre-award costs generally is not allowed, unless the CDC provides written approval to the awardee. Other than for normal and recognized executive-legislative relationships, no funds may be used for: publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body.
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