



# 2024 ADVANCING HEALTHY BIRTHS



# 2024 ADVANCING HEALTHY BIRTHS

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- Agenda
  - Introductions
  - RFP Highlights
  - Application Submission Process
  - Questions & Answers

# 2024 ADVANCING HEALTHY BIRTHS

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- The Southeast Michigan Perinatal Quality Improvement Coalition (SEMPQIC) was established in 2015.
- SEMPQIC is one of nine Regional Perinatal Quality Collaboratives (RPQCs) supported by MDHHS and is responsible for implementing the 2020 – 2023 Mother Infant Health & Equity Improvement Plan in Michigan Prosperity Region 10 (i.e., Wayne, Oakland, and Macomb counties).
- The major objective in SEMPQIC's work is to apply a health equity lens to all projects.

# 2024 ADVANCING HEALTHY BIRTHS

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- In October 2023, the Michigan Department of Health and Human Services released the newest version of its strategic plan for improving birth outcomes. This plan, *Advancing Healthy Births: An Equity Plan for Michigan Families and Communities\**, is written to be actionable and meant to be used by community partners, local stakeholders and all individuals working to improve birth outcomes for Michigan families.
- To facilitate alignment with the *Advancing Healthy Births* plan and encourage collaborative efforts with the MI PQC and individual RPQCs, mini awards will be available through a request for proposal process. Community-based organizations and local programs within the Region whose efforts are focused on improving birth outcomes, reducing health disparities, and addressing root causes of these disparities, will be eligible to apply.

# 2024 ADVANCING HEALTHY BIRTHS

- Through a request for proposal process, one-time funding received through the Michigan Department of Health and Human Services, will be available to local organizations and programs in Wayne, Oakland, and Macomb counties to support community-led efforts in improving disparate birthing outcomes and ensuring healthy births.
- Projects should in alignment with the recommendations of the Implementation of Recommendation or activity found within the [Advancing Healthy Births](#) plan or [FIMR/MMMS Aligned Recommendations](#) document.



Michigan Maternal Mortality Surveillance (MMMS) and Fetal Infant Mortality Review (FIMR) Aligned Recommendations

For more information, contact:

**Melissa Limon-Flegler**  
Michigan Mortality Surveillance Program Coordinator  
[LimonFleglerM1@michigan.gov](mailto:LimonFleglerM1@michigan.gov)

**Audra Brummel**  
Fetal Infant Mortality Review Coordinator  
[BrummelA@michigan.gov](mailto:BrummelA@michigan.gov)

**Heidi Neumayer**  
Preventable Mortality Epidemiologist  
[NeumayerH@michigan.gov](mailto:NeumayerH@michigan.gov)



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# 2024 ADVANCING HEALTHY BIRTHS

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- **Eligibility**

- Represent a **non-profit organization, local tribal organization, community-based organization, or local/county level agency**. Other entrepreneurial organizations with a tax I.D. that fulfill the remaining eligibility criteria listed below are encouraged to apply for consideration.
- Service area is in **Wayne, Macomb, or Oakland County**.
- Provides activities or programs that **address equity/disparities in maternal and infant health or that address the social determinants of health**.
- Engage with the high-risk population or services to the **population at risk for disparate birth outcomes**.
- **Organization has the infrastructure (personnel, financial resources, and other relevant factors) to support the grant requirements and dollars**. The Organization's current operating budget will need to be identified with supporting documentation.

# 2024 ADVANCING HEALTHY BIRTHS

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- Examples of Activities
  - ✓ Hosting a series of educational/informational group sessions, led by a health professional or advocate, to an at-risk group in a barber shop, beauty shop, church, recreation center, etc.
  - ✓ Training of local church health ministry workers in hypertension screening monitoring and referrals
  - ✓ Expansion of physical activities opportunities toward prevention of hypertension, diabetes and other chronic conditions with disparate health outcomes.
  - ✓ Education and training to health care professionals and leaders on implicit bias and its impact on quality of care and health outcomes.

# 2024 ADVANCING HEALTHY BIRTHS

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- Budget & Allowable Costs
  - Compensation for Personnel/Staffing or Consulting Services
    - Must be reasonable and comparable to that paid for similar work in the labor market
  - Stipends for Speakers
  - Supplies/Equipment for Programming
    - Equipment purchase with a unit cost of \$5,000 or more must have written approval from MDHHS
  - Refreshments and Incentive Cards for participants
  - Administrative/Indirect

\*Grants will be awarded in amounts from \$25,000 - \$100,000



# 2024 ADVANCING HEALTHY BIRTHS

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- Unallowable Costs
  - Advertising costs unless solely for program outreach/necessary to reach goals
  - Alcoholic beverages
  - Entertainment costs except where they have a programmatic purpose
  - Capital expenditures such as building or land purchase or construction
  - Fundraising
  - Goods or Services for personal use
  - Lobbying

# 2024 ADVANCING HEALTHY BIRTHS

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- Application Review Process
  - All eligible applications will be reviewed by a panel of three individuals
  - Eligible applications will be scored by a rubric

## Rubric Areas

Eligibility: 5 possible points

Community of Focus: 10 possible points

Community of focus is at an increased risk for disparate birth outcomes and need for outreach or intervention is supported by data.

Approach: 15 possible points

Clear description of barriers addressed. Approach addresses barrier. Project aligns with priorities of Advancing Healthy Birth plan.

Evaluation: 10 possible points

Clear plan for measuring success. Approach to measurement can provide useful information of the impact of the strategy/outcome.

Capacity: 20 possible points

Applicant has established relationship with community and is well suited to address barriers. Applicant has personnel and infrastructure. Proposed activities build on current work.

Budget: 5 possible points

Budget is reasonable for the proposed scope of work.

# 2024 ADVANCING HEALTHY BIRTHS

- Grant Timeline

Activity	Date
Application Opens	January 3, 2024
Applicant Webinar	January 10, 2024
Application Closes	January 23, 2024
Award Notification	Week of February 12 <sup>th</sup> or 19 <sup>th</sup>
Effective Grant Dates	February 23 – September 30, 2024
Mid Contract Reports	May 3, 2024 and July 8, 2024
End of Contract Report	October 15, 2024

# 2024 ADVANCING HEALTHY BIRTHS

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- Contact Information

- Cynthia Taueg, DHA, MPH, BSN. [cdhdt@aol.com](mailto:cdhdt@aol.com)
- Kizzi Montgomery, MPH. [SEMPQIC.Group@UnitedWaySem.org](mailto:SEMPQIC.Group@UnitedWaySem.org)
- United Way Web Site SEMPQIC page: [SEMPQIC Advancing Healthy Births Grant - UWSEM Website](#)



# SurveyMonkey Apply Overview



# SurveyMonkey Apply Agenda

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Creating an SurveyMonkey Apply (SMA) Account

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Adding Individuals to Your Organization's SMA Account

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Completing Your Organization + Financial Information Application

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Accessing and Completing Your FY 2024 Advancing Healthy Births Application

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Technical Assistance

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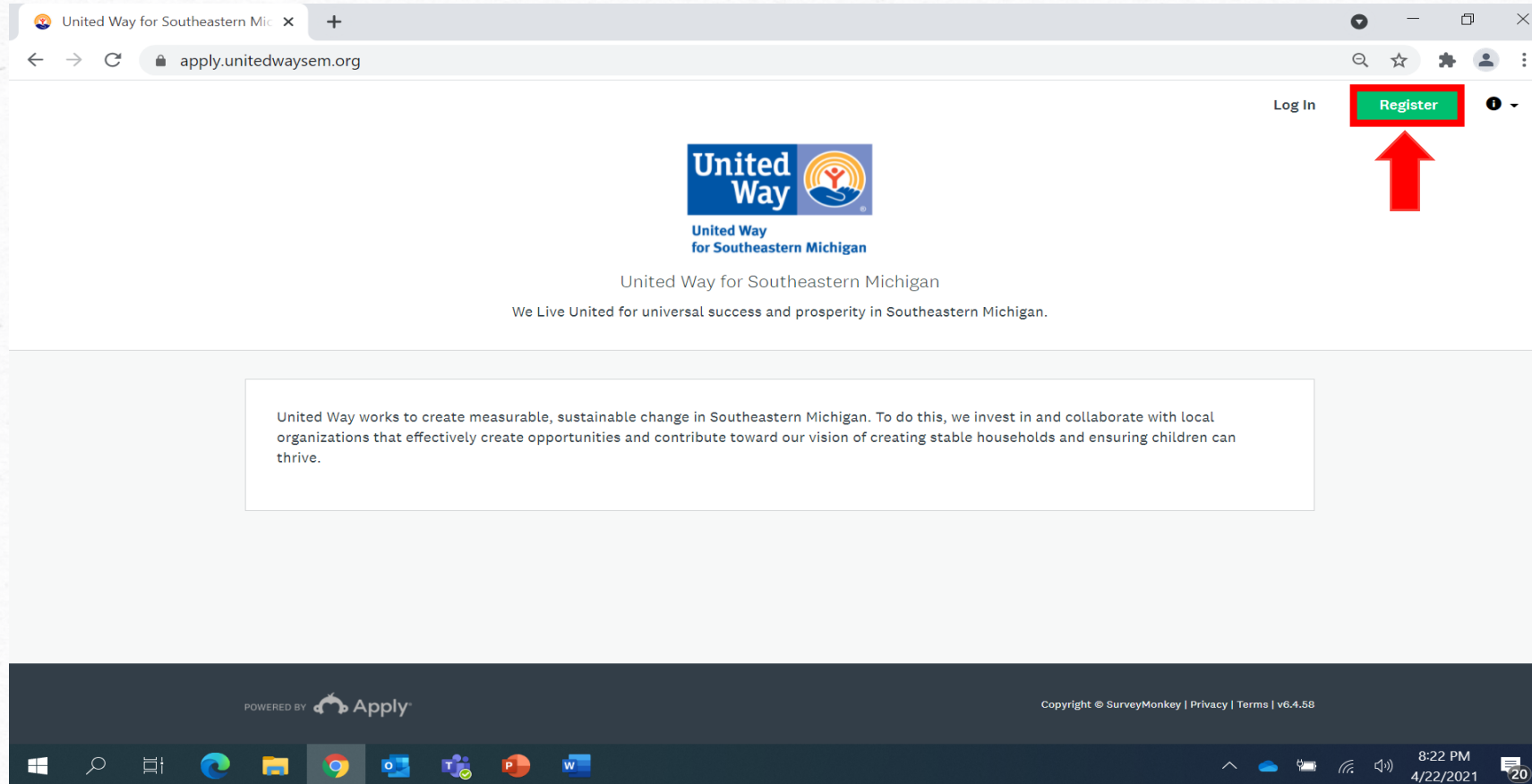


# Creating a SMA Account






# Creating a SMA Account



The screenshot shows a web browser window with the URL `apply.unitedwaysem.org`. The page features the United Way for Southeastern Michigan logo and the text "United Way for Southeastern Michigan" and "We Live United for universal success and prosperity in Southeastern Michigan." In the top right corner, there are "Log In" and "Register" buttons. The "Register" button is highlighted with a red box, and a red arrow points to it from below. Below the main content, there is a text box stating: "United Way works to create measurable, sustainable change in Southeastern Michigan. To do this, we invest in and collaborate with local organizations that effectively create opportunities and contribute toward our vision of creating stable households and ensuring children can thrive." The footer includes "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms | v6.4.58". The Windows taskbar at the bottom shows the time as 8:22 PM on 4/22/2021.



# Creating a SMA Account

 Apply  
Register for an applicant account

Register with

OR

Register as an individual  
 Register as an organization


First name  Last name

Email

Password

Confirm password

By registering for an account, you agree to our [terms of service](#) and [privacy policy](#).

I'm not a robot 



# Creating a SMA Account

To apply for programs on behalf of an organization, we need the following information about your organization.

<b>Organization name</b>	
<input type="text"/>	
<b>Address (optional)</b>	
<input type="text"/>	
<b>City (optional)</b>	<b>Country (optional)</b>
<input type="text"/>	<input type="text" value="Select a country"/>
<b>Tax country</b>	<b>Tax number</b>
<input type="text" value="USA - EIN Number"/>	<input type="text"/>
<b>Organization phone number (optional)</b>	<b>Organization email (optional)</b>
<input type="text"/>	<input type="text"/>
<b>Website (optional)</b>	
<input type="text"/>	
<input type="button" value="CONTINUE"/>	
<input type="text" value="I'll do this later"/>	



# Creating a SMA Account



Welcome!

You have successfully registered for a SurveyMonkey Apply account for  
United Way for Southeastern Michigan

We've sent a confirmation link to your email. You won't be able to submit applications  
or complete certain tasks until your email address has been verified.

[Continue to site](#)



# Creating a SMA Account

The screenshot shows a web browser window with the URL `apply.unitedwaysem.org/prog/`. The page header includes the United Way for Southeastern Michigan logo and navigation links for Pages, Programs, My Applications, and a dropdown menu for the current organization, 'UWSEM Test Organization Test 2'. A yellow warning box with a red border is highlighted, containing the message: 'Your email address has not been verified! You will not be able to submit applications or complete certain tasks until you have verified your email address.' A green button labeled 'Send verification link' is located to the right of the message. Below the warning, a text block states: 'If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:' followed by a three-step list: 1) Navigate to the top left of the screen, 2) Select the small downward arrow next to your name, and 3) Click on your organization's name from the drop down menu. Below the list, a white box contains the text 'No applications. Please choose a program from our program listings page to get started' and a green 'View programs' button. The footer of the page includes 'POWERED BY Apply', 'Copyright © SurveyMonkey | Privacy | Terms | v6.4.58', and a Windows taskbar at the bottom showing the time as 8:34 PM on 4/22/2021.

United Way for Southeastern Michigan

Pages Programs My Applications UWSEM Test Organization Test 2

UWSEM Test Organization Test 2

**⚠ Your email address has not been verified!**  
You will not be able to submit applications or complete certain tasks until you have verified your email address

[Send verification link](#)

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.  
Please choose a program from our program listings page to get started

[View programs](#)

POWERED BY Apply

Copyright © SurveyMonkey | Privacy | Terms | v6.4.58

8:34 PM  
4/22/2021



# Creating a SMA Account

Dear UWSEM Test Organization Test 2,

In order to validate your SurveyMonkey Apply account we require you to verify your email address.

Please click the link below to help us validate that it's really you and your account should be ready to go.

Thanks,  
The SurveyMonkey Apply Team

[Confirm email address](https://apply.unitedwaysem.org/acc/e/43b6d625-b74f-4a92-bd91-fbe66f34947a/)

If the button is not clickable, please copy and paste this URL into your browser's address bar:

<https://apply.unitedwaysem.org/acc/e/43b6d625-b74f-4a92-bd91-fbe66f34947a/>



Thanks!

Your email address is now verified.

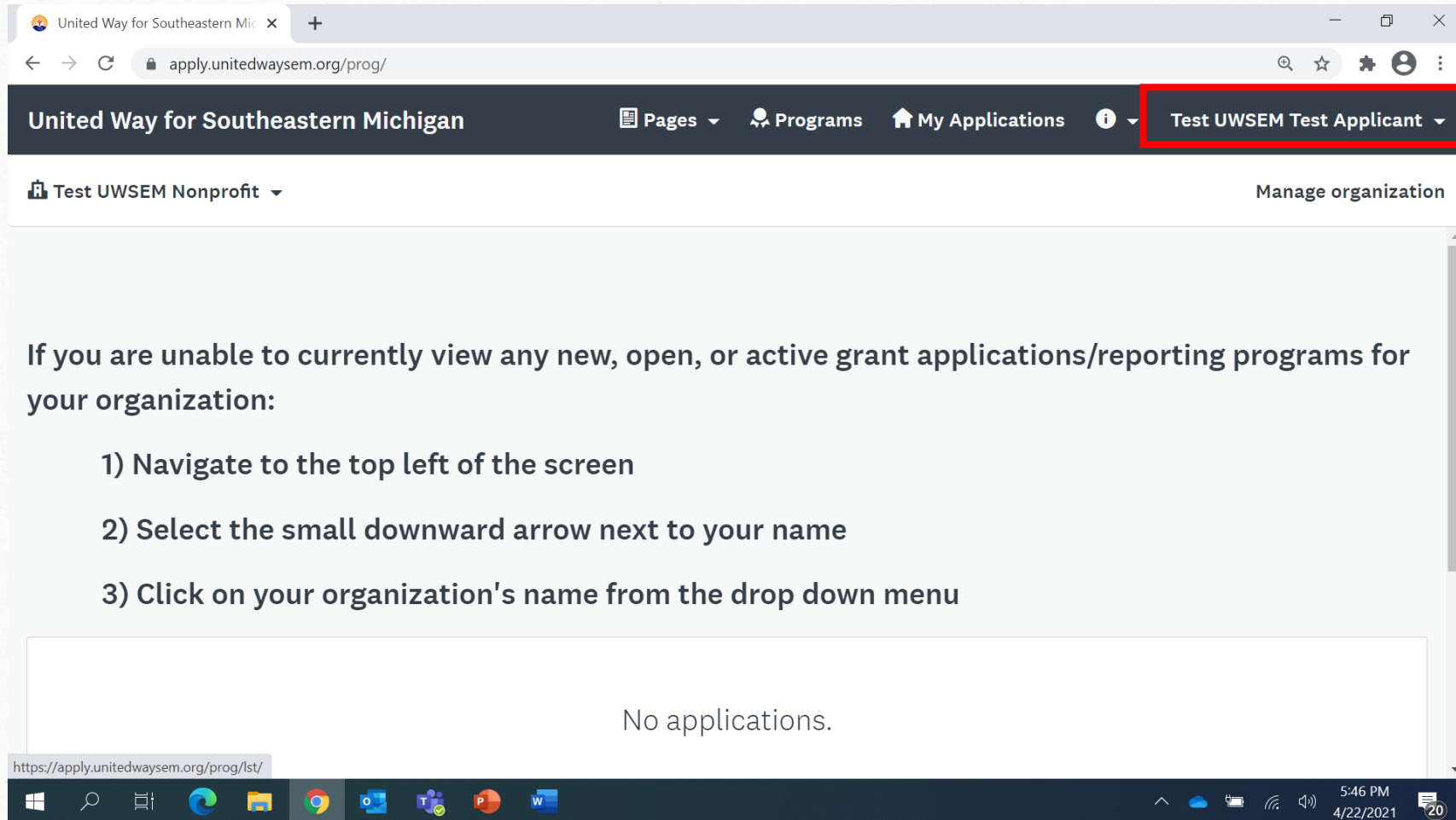
[Continue](#)



# Adding Individuals to Your Organization's SMA Account



# Adding Individuals to Your Organization's SMA Account



The screenshot shows a web browser window with the URL [apply.unitedwaysem.org/prog/](https://apply.unitedwaysem.org/prog/). The page header includes the United Way for Southeastern Michigan logo and navigation links: Pages, Programs, My Applications, and a user profile dropdown menu. The user profile dropdown menu is highlighted with a red box and contains the text "Test UWSEM Test Applicant". Below the header, the organization name "Test UWSEM Nonprofit" is displayed with a downward arrow, and a "Manage organization" link is visible. The main content area contains the following text:

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

Below the instructions, a large empty box contains the text "No applications." The browser's address bar shows <https://apply.unitedwaysem.org/prog/lst/>. The Windows taskbar at the bottom shows the time as 5:46 PM on 4/22/2021.





# Adding Individuals to Your Organization's SMA Account

The screenshot shows a web browser window with the URL `apply.unitedwaysem.org/org/m/`. The page title is "United Way for Southeastern Michigan". The navigation bar includes "Pages", "Programs", "My Applications", and "Test UWSEM Test Applicant". Below the navigation bar, there is a "Test UWSEM Nonprofit" dropdown and a "Manage organization" link. The main content area is titled "Manage Organization" and has three tabs: "Profile", "Members" (highlighted with a red box), and "Teams". In the "Members" tab, there is a table with columns: Name, Email, Role, Teams, Last login, Signup date, and Active. The table contains one row for "Test UWSEM Test Applicant" with email "uwsemtestnonprofit@gmail.com" and role "Primary administrator". Above the table, there is an "Add member" button highlighted with a red box and a red arrow pointing to it. The footer of the page includes "POWERED BY Apply" and "Copyright © SurveyMonkey | Privacy | Terms | v6.4.58". The Windows taskbar at the bottom shows the time as 5:50 PM on 4/22/2021.



# Adding Individuals to Your Organization's SMA Account

United Way for Southeastern Michigan

Pages Programs My Applications Test UWSEM Test Applicant

Test UWSEM Nonprofit Manage Organization

### Add members

Import members...

First name

Last name

Email: (required)

Role:

Non-administrator

Organization administrator

Add to team

Notify member by email that they have been added

CANCEL ADD

5:50 PM 4/22/2021



# Adding Individuals to Your Organization's SMA Account

**United Way for Southeastern Michigan**

Dear Recovery SMA,

You have been invited to be an Applicant for the following site,  
**United Way for Southeastern Michigan.**

Please click on the following link to complete the registration process.

Thank you,

United Way for Southeastern Michigan

[Join now](#)



# Adding Individuals to Your Organization's SMA Account

United Way for Southeastern Michigan

Pages Programs My Applications Test UWSEM Test Applicant

Test UWSEM Nonprofit Manage organization

Manage Organization Profile Members Teams

0 Actions Add member Search...

<input type="checkbox"/>	Name	Email	Role	Teams	Last login	Signup date	Active
<input type="checkbox"/>	RS Recovery SMA	recoveryisma@gmail.com	Administrator		Invited: 3 days ago	Today	✓
<input type="checkbox"/>	TT Test UWSEM Test Applicant	uwsemtestnonprofit@gmail.com	Primary administrator		Today	Feb 25 2021	✓

Page: 1 (1 - 2 of 2) 25

POWERED BY Apply Copyright © SurveyMonkey | Privacy | Terms | v6.4.58

5:53 PM 4/22/2021



# Completing Your Organization + Financial Information Application



# Accessing Grant Applications: Switch to Organizational View

The screenshot shows the top navigation bar of the United Way for Southeastern Michigan website. The navigation bar includes the logo on the left and several menu items on the right: Pages, Programs, My Applications, EN, and UWSEM Community Investment. Below the navigation bar, there is a dropdown menu for 'UWSEM Community Investment'. The dropdown menu is open, showing two options: 'UWSEM Community Investment' and 'CIRA Test Org'. The 'CIRA Test Org' option is highlighted with a red box, and a red arrow points to it from the right. In the top right corner of the page, there is a message: 'You are currently logged in as: UWSEM Community Investment'.

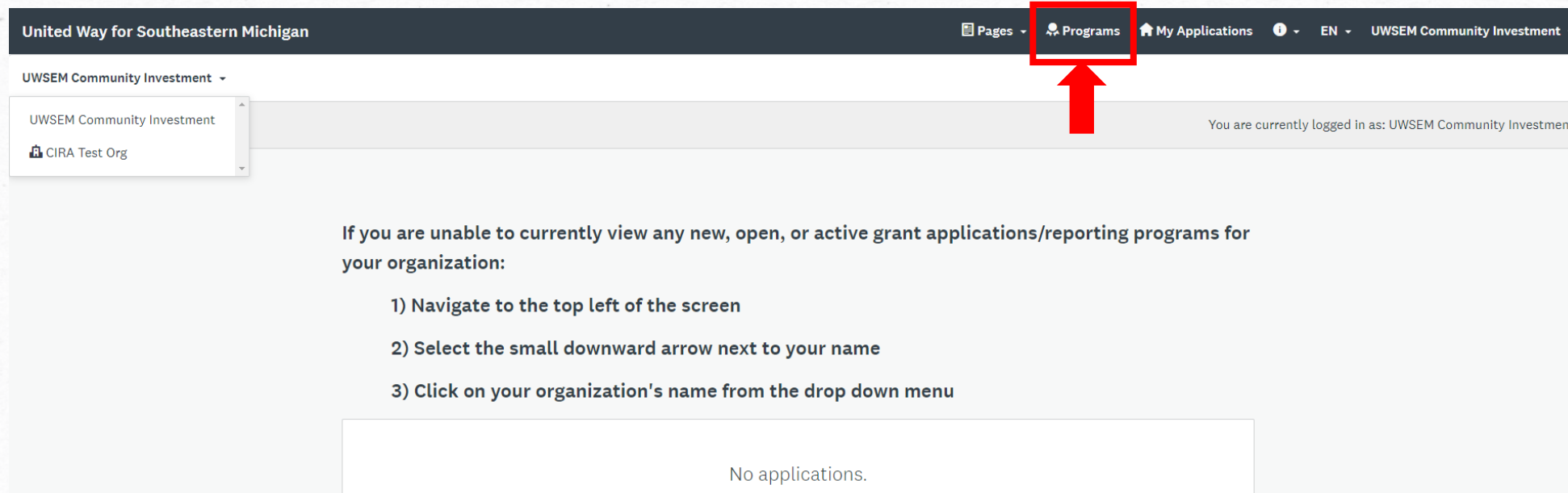
If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.



# Accessing Grant Applications: Select Programs



The screenshot shows the top navigation bar of the United Way for Southeastern Michigan website. The 'Programs' menu item is highlighted with a red box, and a red arrow points to it from below. The 'Pages' menu is also visible to the left of 'Programs'. The 'My Applications' menu is to the right of 'Programs'. The user is logged in as 'UWSEM Community Investment', and the current organization is 'CIRA Test Org'. The main content area displays a message: 'If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:' followed by three numbered steps: 1) Navigate to the top left of the screen, 2) Select the small downward arrow next to your name, and 3) Click on your organization's name from the drop down menu. Below the instructions, a box contains the text 'No applications.'

United Way for Southeastern Michigan

Pages Programs My Applications EN UWSEM Community Investment

UWSEM Community Investment

UWSEM Community Investment

CIRA Test Org

You are currently logged in as: UWSEM Community Investment

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.



# Accessing Your Application: Organization + Financial Information

United Way for Southeastern Michigan

Pages Programs My Applications EN Test Meaghan Test Gorski

Detroit 1 2 3 TEST

Return to admin You are currently logged in as: Test Meaghan Test Gorski

for Southeastern Michigan

Programs

Search programs..

**Organization + Financial Information**

Accepting applications on Sep 1 2021 08:00 AM (EDT)

COMPLETE THIS ITEM FIRST - The first step to applying to a United Way grant opportunity: organizational overview and audited financial statements

Organizations can apply.

[See my application](#) **MORE >**





# Completing Your Organizational + Financial Information Profile


United Way for Southeastern Michigan Pages Programs My Applications EN Test Meaghan Test Gorski


Detroit 12 3 TEST


[Return to admin](#) You are currently logged in as: Test Meaghan Test Gorski


[Back to application](#)


Organization + Financial Information  
0295150230  
ID: 0295150230

 [START HERE: Instructions](#)

 [Org/Fin: Organization Profile](#) >

 [2021 Financial Information \(optional\)](#)

 [2022 Financial Information \(optional\)](#)

 [Org/Fin: Organization Profile](#)  
Completed Oct 5 2023 01:08 PM (EDT)

**Organization Profile**

General Partner Information

**Organization Name**  
Detroit 12 3 TEST

**Website Link**  
(No response)

**Primary Address**  
Line 1 3011 W. Grand Blvd

Download  
Reset  
Edit



# Completing Your Organizational + Financial Information Profile- Marking the Form Complete

## United Way Fund-Raising Campaign

### United Way Fund-Raising Campaign

Partners are encouraged but not required to conduct an annual United Way fund-raising campaign among your employees.

Is your organization interested in conducting a United Way Fund-Raising Campaign?

- Yes, our agency chooses to conduct an annual United Way fund-raising campaign among our employees each year throughout the grant cycle.
- No, our agency chooses not to run a United Way fund-raising campaign among our employees

Clear

PREVIOUS

SAVE & CONTINUE EDITING

MARK AS COMPLETE



# Completing Your FY 2024 Advancing Healthy Births Application



# Accessing Your Application: Switch to Organizational View

United Way for Southeastern Michigan

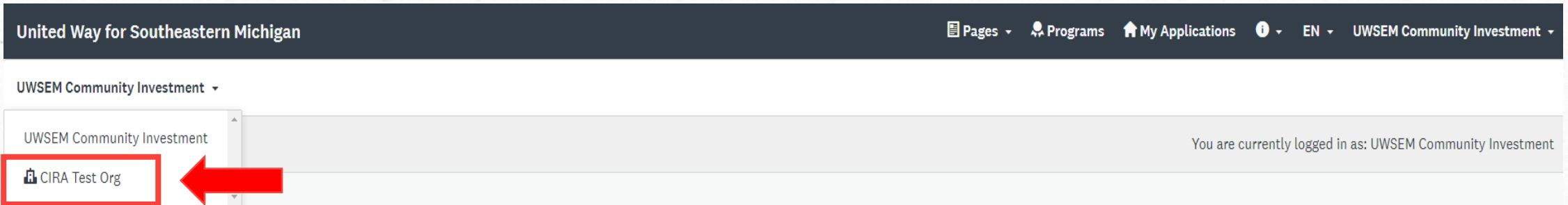
Pages Programs My Applications EN UWSEM Community Investment

UWSEM Community Investment

UWSEM Community Investment

CIRA Test Org

You are currently logged in as: UWSEM Community Investment



If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

- 1) Navigate to the top left of the screen
- 2) Select the small downward arrow next to your name
- 3) Click on your organization's name from the drop down menu

No applications.



# Accessing the FY 2024 Advancing Healthy Births Application

United Way for Southeastern Michigan Pages Programs My Applications EN Test Meaghan Test Gorski

Detroit 1 2 3 TEST

[Return to admin](#) You are currently logged in as: Test Meaghan Test Gorski

### Organization + Financial Information

Accepting applications on Sep 1 2021 08:00 AM (EDT)  
**COMPLETE THIS ITEM FIRST** - The first step to applying to a United Way grant opportunity: organizational overview and audited financial statements

Organizations can apply.  
[See my application](#) **MORE >**

### FY 2024 Advancing Healthy Births


Accepting applications from Jan 3 2024 08:00 AM (EST) to Jan 23 2024 05:00 PM (EST)  
Through a request for proposal process, one-time funding received through the Michigan Department of Health and Human Services, will be available to local organizations and programs in Region 10 to support community-led efforts in improving disparate birthing outcomes and ensuring healthy births.

Organizations can apply.  
[See my application](#) **MORE >**



# Accessing Your FY 2024 Advancing Healthy Births Application

FY 2024 Advancing Healthy Births  
**1134848387**

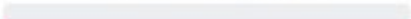
 Detroit 1 2 3 TEST  
Deadline: Jan 23 2024 05:00 PM (EST)

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**STATUS:** Application Open

---

0 of 5 tasks complete



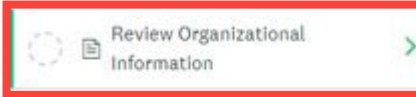
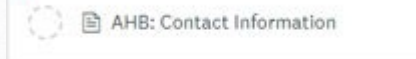



**START**

Last edited: Jan 10 2024 01:53 PM (EST)



# Accessing Your FY 2024 Advancing Healthy Births Application

[FY 2024 Advancing Healthy Births](#)  
**1134848387**  
ID: 1134848387 | Status: Application Open

-  Review Organizational Information >
-  AHB: Contact Information
-  AHB: Eligibility Questionnaire
-  AHB: Program Narrative
-  AHB: Budget

0 of 5 tasks complete

Last edited: Jan 10 2024 01:53 PM (EST)

**REVIEW**      **SUBMIT**

Deadline: Jan 23 2024 05:00 PM (EST)



# Accessing Your FY 2024 Advancing Healthy Births Application

FY 2024 Advancing Healthy Births  
**1134848387**  
ID: 1134848387 | Status: Application Open

- Review Organizational Information
- AHB: Contact Information
- AHB: Eligibility Questionnaire
- AHB: Program Narrative
- AHB: Budget >

4 of 5 tasks complete

Last edited: Jan 10 2024 01:51 PM (EST)

**REVIEW**      **SUBMIT**

Deadline: Jan 23 2024 05:00 PM (EST)





# Submitting Your Application

1134848387  
ID: 1134848387 | Status: Application Open

- ✓ Review Organizational Information
- ✓ AHB: Contact Information
- ✓ AHB: Eligibility Questionnaire
- ✓ AHB: Program Narrative
- ✓ AHB: Budget >

5 of 5 tasks complete

Last edited: Jan 10 2024 01:50 PM (EST)

REVIEW **SUBMIT**

Deadline: Jan 23 2024 05:00 PM (EST)

Submit application

Please confirm submission of your application.

If you wish to take a look at the application before submitting, please **Review** it.

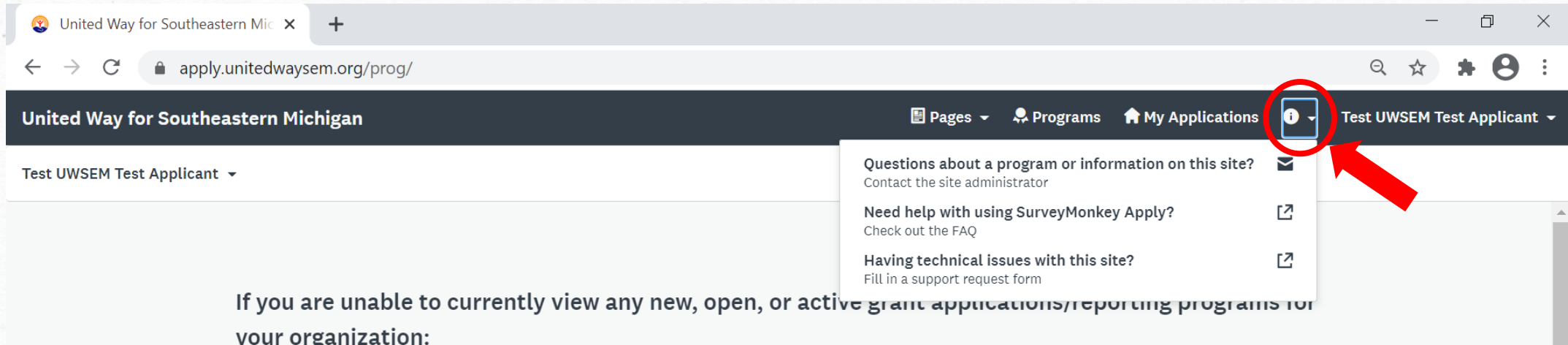
CANCEL REVIEW **SUBMIT**



# Technical Assistance



# Technical Assistance



The screenshot shows a web browser window with the URL `apply.unitedwaysem.org/prog/`. The page header includes the United Way for Southeastern Michigan logo and navigation links for Pages, Programs, My Applications, and Test UWSEM Test Applicant. A dropdown menu is open under the Test UWSEM Test Applicant link, listing three options: 'Questions about a program or information on this site?' (with an envelope icon), 'Need help with using SurveyMonkey Apply?' (with a document icon), and 'Having technical issues with this site?' (with a document icon). A red circle highlights the dropdown arrow, and a red arrow points to the 'Having technical issues with this site?' option.

United Way for Southeastern Michigan

Pages Programs My Applications Test UWSEM Test Applicant

Test UWSEM Test Applicant

- Questions about a program or information on this site? Contact the site administrator
- Need help with using SurveyMonkey Apply? Check out the FAQ
- Having technical issues with this site? Fill in a support request form

If you are unable to currently view any new, open, or active grant applications/reporting programs for your organization:

**UWSEM SMA Email: [SMA@unitedwaysem.org](mailto:SMA@unitedwaysem.org)**

