



## Indiana State Department of Health

### 2016 Baby & Me Tobacco Free™ Grant Opportunity

#### Letter of Intent Application

The mission of the Indiana State Department of Health (ISDH) is to promote and provide essential public health services in order to fulfill the vision of a safer and healthier Indiana. Infant mortality reflects the health of a population and serves as a key indicator of health and care resources. In 2013, reducing this infant mortality rate became the top priority for the ISDH. A number of factors contribute to infant mortality. The five leading causes of death are serious birth defects, prematurity and low birth weight, suffocation deaths, pregnancy complications, and injuries. To combat unacceptable rates of infant mortality in Indiana, the ISDH strives to implement evidence-based practices that can move the needle on infant mortality in our Indiana.

#### FUNDING AVAILABLE

The Healthy Hoosiers Foundation (HHF) is a 501(c) (3) that was created by the General Assembly in 2013 (SEA 415). The Foundation was approved to solicit and accept private funding, gifts, donations, bequests, devises, and contributions, including programs designed to help reduce infant mortality, increase childhood immunizations, and reduce obesity and smoking rates. The HHF looks to the ISDH to provide guidance on evidence-based programming or promising practices in which to pledge financial support.

**This year, the Healthy Hoosiers Foundation is concentrating on lowering the infant mortality rate in Indiana by raising funds for the Baby and Me - Tobacco Free™ program.** Smoking while pregnant is one of the primary causes of low birth weight in newborns, which is a leading indicator of infant mortality. **Baby and Me – Tobacco Free™** is a smoking cessation program created with a Life Course framework to reduce the burden of tobacco use on the pregnant and post-partum population. Smoking cigarettes during pregnancy can lead to a number of adverse birth outcomes, including prematurity, low birth weight, and death. It is also important to help families *stay quit* after baby is born. Remaining smoke-free postnatally is critical to reducing the high SIDS/SUIDS rate, improving breastfeeding duration, and reducing a host of chronic diseases. Children raised in smoke-free homes are much less likely to ever begin smoking, as the cycle of nicotine dependency is broken. Pregnant women, and a qualifying support partner, may qualify to receive a \$25 voucher for diapers each month they remain smoke-free after baby is born, up to the child's first birthday. The ISDH currently funds this program in several counties, but with additional money from the HHF, the program can expand to new counties.\*

#### ELIGIBILITY

In order to be eligible to receive a Healthy Hoosiers Foundation Grant, an organization must be an incorporated not-for-profit 501(c) (3) or government agency. The Indiana State Department of Health does not award grants to individuals. Proposals will be accepted from organizations with the capacity, competence and experience to accomplish stated project goals and objectives.

*\*Expansion of Baby and Me - Tobacco Free™ through the Healthy Hoosiers Foundation is contingent on securing funding.*

#### LETTER OF INTENT FORMAT & TEMPLATE USE

The first step in the application process is to submit a Letter of Intent.

1. Which of the funding priorities is the project addressing?
2. Who is the target audience?
3. How many people will the project reach?
4. What are the measurable objectives?
5. How will project success be evaluated and sustained?
6. What impact will the project have?
7. What is the amount of funding requested?
8. What are the major budget categories?

- **Attached Letter of Intent template (*Template* and *Cover Page*) must be used.**

Letter of Intent must be submitted as a hard copy and a single PDF document **by 5pm on Friday, September 2, 2016**. Letters of Intent received after 5 p.m. on Friday, September 2, 2016 will not be considered. A single PDF Letter of Intent must be emailed to [crunge@isdh.in.gov](mailto:crunge@isdh.in.gov).

## REVIEW AND NOTIFICATION

A Grant Review Committee will review the Letters of Intent. Applicants selected to submit a full proposal will be notified by Friday, September 30, 2016. If selected, full proposals will be due to the ISDH by Friday, October 28, 2016. Please be advised that Letters of Intent and proposals are non-binding.

## GRANT SCHEDULE

**Letters of Intent Due:** September 2, 2016

**Full Proposal Invitations:** September 30, 2016

**Proposals Due:** October 28, 2016

**Notification of Awards:** TBD after funding is identified

**Project Year:** TBD after funding is identified

## For more information, please contact:

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# Baby and Me Tobacco Free 2016 Top Site Opportunities



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