

Notice of Funding Opportunity
Application Due Date: September 11, 2024



Community Health Services
Family Health Services
Family Support and Prevention Service

Choosing Childbirth Act Funding

Opportunity Number: CCB202401

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General Information

Summary

This funding opportunity from the Oklahoma State Department of Health (OSDH) will make grants available under the [Choosing Childbirth \(CCB\) Act](#) to not-for-profit organizations in Oklahoma for the reimbursement of reasonable expenses of programs providing services, education and resources to pregnant women or women who believe they may become pregnant to make informed decisions regarding the choice of adoption or parenting with respect to their children and to maximize their potential thereafter, up to age three.

Funding Detail

Type: Competitive

Estimated Total Program Funding: \$17,640,000

Total Expected Awards: To be determined; dependent on number of qualifying applications. This funding opportunity cycle will run for three years.

Award Structure: Maximum, Med-Level and Minimum

Estimated annual funding amounts per level:

- Maximum: \$3 to \$5 million
- Med-Level \$1.5 to \$2,999,000
- Minimum \$300,000 to \$1,499,000

The maximum level of estimated award may only be exceeded if entities are applying with expectations of establishing subrecipients; however, there is no guarantee of award. Entities applying as the primary service provider must remain at or under \$5 million.

Cost Sharing

This program has no cost-sharing requirement, although you may choose to do so; however, you will be responsible for any match proposed.

Eligibility

Who can apply?

Eligible Applicants

Eligible applications shall comply and ensure compliance with current state law and per 63 O.S. 2021, Section 1-740.17 <https://law.justia.com/codes/oklahoma/title-63/section-63-1-740-17/> and amended per [SB538, 2024](#). No funds shall be provided to an organization that provides, or whose affiliates provide, abortion services. No funds or services provided are used to encourage or counsel women to have an abortion not necessary to prevent her death, to provide her such an abortion or to refer her for such an abortion.

Applicants currently receiving CCB funding through the Oklahoma Pregnancy Care Network (OPCN):

This funding opportunity is in addition to existing CCB funding available through OSDH's contract with OPCN. Organizations currently contracted with or funded by OPCN are eligible to apply for funding through this new program. However, existing CCB funds and new CCB funds shall not be sought or utilized to support the same services. Receiving reimbursement for the same expense or service through both existing CCB funds and new CCB funds is prohibited. Reimbursement under this current NOFO would apply only to separate or an expanded scope of services. Otherwise, reimbursement for like services is limited to one funding stream until such a time as another competing obligation ends. Organizations currently contracted with or funded by OPCN must include a current scope of work or services contracted with OPCN as part of its application. Additionally, Organizations will be required to clearly demonstrate through appropriate documentation that any and all grant funds are utilized for services separate and distinct from those provided pursuant to an OPCN contract.

Additional guidance may be provided during the permitted Q&A phase of the application timeline or by accessing the Town Hall recording. Both may be accessed on the [Choosing Childbirth splash page](#).

- Q&A Period - Thursday, August 1 through Thursday, August 15.
- Please submit all questions related to the NOFO to choosing.childbirth@health.ok.gov
- Questions will be posted no later than August 22, 2024.
- Town Hall Recording (July 31, 2024) will also be available for viewing through the entirety of the NOFO application period.

Eligible applicants shall:

- Be registered with the Oklahoma Secretary of State as a not-for-profit corporation location in Oklahoma and currently providing services in Oklahoma.
- Not use grant funds to fund religious worship, instruction, or proselytization. Women who receive grant related services will not be required or encouraged to participate in religious

activities. Faith-based organizations are eligible to apply if the previous requirements are fully met.

- Not charge women, children and families for services provided using grant funds.

Program Description

Choosing Childbirth (CCB) funded organizations will provide services, meaning those services that empower women/parents to choose childbirth by providing information, counseling, education and support services that assist pregnant women or women who believe they may be pregnant to choose childbirth and to make informed decisions regarding the choice of adoption or parenting with respect to their children, including additional evidence-based, evidence-informed, or promising practices, early intervention and family support services to maximize their potential thereafter, extending to support the child up to three years of age. The services must be outcome-based with positive results and evaluated with proven methods.

Services

The information, counseling and services provided under this program may include, but not limited to:

- Medical care attention for the pregnant woman for the duration of her pregnancy including, but not limited to, obstetric ultrasounds;
- Mental health and substance abuse services; including evidence-based and evidence-informed infant mental health and perinatal specialized services.
- Nutritional support services;
- Transportation assistance;
- Housing assistance;
- Adoption services;
- Education and employment assistance;
- Parenting education and support services; specific evidence-based and evidence-informed Parenting and Support Services may include but are not limited to:
 - Home visitation Models
 - Family Resource Centers (FRCs)
 - Community Health Worker programs with a maternal-child health focus
 - Doula Programs

Technical support and assistance may be partially or wholly provided by Family Support and Prevention Service within OSDH depending on the program model and services implemented.

Program Requirements

Development of a Workplan

For the elected Service(s) or Program(s), or Model(s), bidders must demonstrate proven capacity and submit a detailed [workplan](#). All workplans must include but are not limited to:

- Purpose and Background;

- Goals and Objectives (these must align with the intent of the Choosing Childbirth Act);
- Level of Effort;
- Project Phases, including delineated implementation plan; and
- Deliverables and Outcomes.

All final workplans must be approved by the OSDH. If an evidence-based model is selected, implementation must adhere to model fidelity. Priority will be given to organizations who offer expanded services to rural, underserved communities.

Collaboration, Referrals and Systems of Care

In addition to the chosen program or model elements contained in the workplan, the contractor shall strive to create a collaborative and/or cooperative with other organizations and entities within the service location to provide a broader range of service, creating a more comprehensive network of care for CCB participants. Priority will be given to providers who demonstrate the ability to collaborate and expand service options, especially for rural and under-served communities.

- It is encouraged the collaborative consist of three or more additional entities providing services referenced in program description (list of services), or other if it can be shown to have a specific benefit for CCB participants and is in alignment with the intent of the program.
- Contractor shall collaborate and/or co-locate with community partners and refer CCB participants/families to any necessary and appropriate health, mental health and/or social services. The Contractor will make every effort to ensure that the CCB participants/families successfully connect with the referral source.
- Contractor shall utilize the OSDH [Family Support and Prevention Service Continuum of Services](#) to support quality resource referrals to access low barrier services, including but not limited to: early intervention, home visiting, community connectors and CHWs/resources, development/health screenings, etc.
- Contractor shall utilize the [Strengthening Families strategies](#) to effectively link families to appropriate services and resources in their geographical region using closed loop referrals and warm handoffs. Services and resources include, but are not limited to, early intervention, home visiting, community connectors/CHWs/resources, development/health screenings, etc. Contractors may work with local health departments, Oklahoma Human Services, Oklahoma Department of Mental Health and Substance Abuse services, local agencies, and nonprofits, etc., to receive other maternal and child health services and supports.
- Contractor is encouraged to design programming utilizing family engagement strategies outlined by the [parent voice continuum](#).
- Contractor shall collaborate and/or co-locate with community partners and refer CCB participants/families to any necessary and appropriate health, mental health and/or social services. The Contractor will make every effort to ensure that the CCB participants/families successfully connect with the referral source.

- For this proposal, a Letter of Support from collaborative partners is sufficient; however, on execution of the contract, an MOU must be in place for each within 90 days with clearly defined terms.
- The chosen partners must adhere to the terms of the statutory requirement and intent of the CCB Program and Services.
- Contractors shall utilize or create a Health Navigator position (or equivalent) to conduct screenings, serve as a point of contact for CCB participants and assist with coordination of services.

Screening and Data Collection

- A common screening tool will be used for each CCB participant to determine the most appropriate services and resources.
- To assure that the required quality of services is being provided, a contractor will gather data from CCB participants and utilize the data for program evaluation and modifications. Data will be entered into an OSDH administered database, or an approved provider equivalent, to capture important outcomes.
- Quality Assurance Site Visits: A contractor must participate in at least one site visit per year conducted by the OSDH.
- Quarterly Performance Reports: A Contractor must complete and electronically submit a Quarterly Performance Report (QPR) to OCAP and appointed contract monitor.
- The contractor shall use the appointed OSDH database, or an approved provider equivalent, in capturing all required data and maintaining a paperless system apart from any OSDH approved forms that are not electronic.

Evaluation Components

The Contractor shall comply with the following requirements for quality assurance, evaluation, and Continuous Quality Improvement (CQI) activities as set forth in the contract requirements.

- Accurately using the screening and evaluation forms in the OSDH database for the purpose of collecting data and entering all data.
- Participating in quality assurance site visits conducted by the OSDH.
- Participating in all state required supervisor’s activities including, but not limited to:
 - In-person meetings
 - Requested conference calls
 - Required trainings deemed necessary by the OSDH
 - CCAN Conference attendance
 - Submission of reporting to the OSDH on an ongoing and an as-needed basis.
- Providing any reports deemed necessary and/or requested by the OSDH.
- Participating in evaluation and/or research projects that will enhance or improve the CCB program or services.
- Maintaining all equipment is in proper working order, which could include laptops, tablets, data service, hot spots, etc. that aid the Contractor in collecting and transmitting required data.

Policy, Confidentiality and Licensing

The contractor shall adhere to the following policies and licensing requirements for clients and staff.

- The contractor shall have and provide written privacy policies and procedures in place to ensure client confidentiality, including, but not limited to, ensuring that the name, address, telephone number and any other information that might identify any woman seeking the services of the program are not made public or shared with any other agency or organization without the written consent of the woman.
- The contractor shall have and provide written policies and procedures in place to ensure that women or others served are not discriminated against due to age, race, nationality, religion, marital status, or pregnancy history.
- The Contractor shall have policies and procedures in place requiring all CCB staff, and volunteers to undergo a federal criminal background check. The background check must be conducted within thirty (30) days of receiving notice of award. New staff and volunteers must have completed the federal background check in accordance with contractor policy and prior to serving families.
- Contractor shall comply with the OSDH policy regarding child abuse and neglect reporting, provided and reviewed upon award, as well as state law, [10A O.S. 1-2-101](#), regarding the reporting of child abuse and neglect and criminal injuries of adults and children.
- Contractor shall ensure that all sub-grant awardees paid and volunteer staff providing services have appropriate and current professional licenses, if applicable.

OSDH Responsibility and Involvement

Financial Requirements

CCB Program Financial Requirements

- The OSDH shall provide Financial Procedures each fiscal year. Additional forms may be provided in compliance with [Financial Guidelines](#) upon notice of award.
- The OSDH shall review and approve budgets and invoices.
- The OSDH shall assess the Contractor's financial risk and monitor their contract according to OSDH policy.
- The OSDH shall annually complete an OSDH Financial Compliance Screening Tool. This Tool will be utilized by OSDH Procurement and Audit Services.
- The OSDH shall audit at least one month of invoices per fiscal year. Should any issues be noted, OSDH shall assist the Contractor in correcting the issues.
- Upon awarding a contract, the OSDH shall annually review performance and contract compliance to determine whether funding shall be continued for a total of four (4) renewals.

CCB Implementation requirements

- The OSDH shall provide program procedures.
- The OSDH shall provide technical assistance, resources and expertise in the establishment and implementation of the CCB Program when deemed necessary or upon request.
- The OSDH shall provide routine networking opportunities to address programmatic and financial issues as well as provide opportunities to learn from one another.

CCB Evaluation Requirements

- The OSDH shall provide evaluation procedures each fiscal year.
- The OSDH shall develop and maintain a web-based database for the collection of CCB data.
- The OSDH shall conduct a minimum of one Quality Assurance Site Visit per year for each Contractor. The final site visit report will be provided to the Contractor within six (6) weeks of the site visit.

Funding Policies and Limitations

Unallowable costs under this NOFO:

- Property Purchases
- Construction or Major Renovations
- Abortion related Services or Procedures
- Professional Licenses/Credentials for individuals
- Memberships for Individuals
- Any Costs not directly supporting or benefiting the program

See [General Financial Guidelines](#) for more specific information on allowable and unallowable costs or restrictions.

Indirect Costs for Direct Service Providers

For this funding opportunity, Indirect Costs (IDC) will be calculated at a de minimis rate.

- De minimis rate: The [Office of Management and Budget \(OMB\)](#) has established an updated de minimis rate of 15% as of April, 2024.
- IDC is calculated using the modified total direct costs (MTDC). MTDC includes direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward.

Subawards/Recipients

Subawards are allowed under this funding agreement; however, if no direct services are provided by the prime recipient, administrative costs, including IDC, salary, and fringe, cannot exceed more than 15% of the total award. Subrecipients must meet the eligibility requirements of this NOFO and will be held to contractual requirements, including reporting and financial procedures and guidelines.

Application Contents and Format

Application Components

You will submit two files.

File one: Project Narrative Attachment Form

Include:

- Table of Contents
- Project summary, one page limit
- Project Narrative
- Project Workplan
- Logic Model (optional for application but will be required during first six months of project)
- Line-item budget and budget narrative

File two: Other Attachments and Forms

Includes all attachments and other required forms.

Required Format

Page limit for file one and file two combined: Not to exceed 75 pages. (Failure to adhere to page limit parameters will result in a reduction of overall points).

- File Format: Word Document or Portable Document File (PDF)
- Paper Size: 8 ½ x 11 inches
- Margins: 1 inch all around
- Language: English
- Include page numbers

Do not include external links to information you want reviewers to assess.

Fonts

- Font: Times New Roman or Calibri
- Size: 12-point font
- Footnotes and text in tables and graphics may be 10-point

Spacing

- Table of Contents: Single-spaced
- Project Summary: May be Single-spaced
- Project narrative: Double-spaced
- Logic Model: May be Single-spaced
- Workplan: May be Single-spaced
- Line-item budget and budget narrative: May be Single-spaced
- Resumes or curricula vitae (CV): Limited to one page per person

- Attachments: Spaced as needed
- Tables and footnotes: May be Single-spaced

Table of Contents

At the beginning of file one, insert a table of contents that guides a reader through the contents of both files in your application. If possible, include links to the relevant content in file one.

Project Summary

At the top, the project title, applicant name, address, phone numbers, email addresses, and any website URL.

A brief description of the project, including the needs and population you will address and proposed services. (Although the population has been defined, please indicate if your services address the full scope of the intended population or are more specific to a subset of the population; for example, medical services during pregnancy, postpartum services, services for infants, etc.).

Project Narrative

The project narrative is where you address all your proposed activities. It is an all-important component of your overall application; this section will be evaluated and ranked against other applications within your category of award. Please remember, quality is far more important than quantity, meaning the substance and quantifiable outcomes are more important than length of your document. We encourage you to focus on strategies that demonstrate your ability to achieve your intended performance. The [workplan](#), [see page 5](#) should help guide you in the effort.

- The following items must be included:
- Explain how the proposed project will meet the purpose of the NOFO, as outlined in the program description.
- Use clear and concise language.
- Cross-reference when possible to avoid repetition.
- Provide required noted documents; these will be included in the attachment portion.
- Order the sections with headings as follows:

Objectives

State your main objectives and any sub-objectives.

- Address how the stated objectives relate to the overall purpose of the program and services.
- Describe how you will achieve the objectives.
- Describe your understanding of the legislative intent of the program, reference [SB538, 2024](#), for most updated legislation.
- Outline your vision for creating a program and services that support families and children and empower women to choose childbirth.

Expected Outcomes

Identify the expected outcomes you plan to achieve through this project. Outcomes should align with the overall program described in the program description and must be included in your detailed workplan.

Approach

Detail your action plan and describe the scope and parameters of how you will accomplish your proposed project. Account for all services, functions, activities, etc., you detailed in your application. Respond to the objectives outlined in the program description and describe how you will carry out these objectives.

Explain how you will collaborate with existing partners or develop new partnerships to create systems and networks of resources and support for women, children, and families.

Anticipate potential obstacles and challenges to accomplishing your overall project goals and explain strategies you will devise to address and overcome them.

Project Timeline and Milestones

The required [workplan](#) will substitute for this portion.

Organizational Capacity

- Provide the following information for your full project team, including the applicant organization and any cooperating partners, contractors, and subrecipients:
- Evidence that your team has the relevant experience and expertise needed to carry out your project.
- Description of your team's experience with administering, developing, implementing, managing, and evaluating similar projects, including the objectives outlined in the program description.
- Evidence that your team has the organization capability to fulfill their roles and responsibilities effectively.
- Description of your plan for assigning or hiring staff to oversee and implement the outlined program and services proposed in the program description.
- Definitions of the roles, responsibilities, and time commitments of each proposed key personnel, including any partners, consultants, or subcontractors.

Plan for Oversight of State Award Funds and Activities

You must ensure proper award oversight. Please refer to General Financial Guidelines and (site reference here – check with procurement and Legal). It includes standards for:

- Financial and program management
- Procurement
- Performance and financial monitoring and management
- Record retention and access
- Allowable and unallowable costs
- Prior written approval

Logic Model

The logic model is not required with submission of this application; however, it will be required within the first six months of the project period. OSDH can provide technical assistance as needed for its development. A logic model is a diagram that:

- Presents how inputs drive activities to produce outputs, outcomes, and the ultimate goals of the proposed project.
- Explains the links among project elements.
- Targets the identified objectives and goals of the project.

See [Developing an Effective Logic Model](#) for additional information.

Line-item Budget and Budget Narrative

The [line-item budget and budget justification](#) should support and align with the work of the program and services and justify the costs you have allocated. A budget and budget narrative must be provided for each year of the project period.

When developing your budget, please consider:

- If the costs are necessary, reasonable, allocable, and consistent with your project's purpose and activities.
- How you calculate your costs in ways that are clear and repeatable. (Include estimation methods, quantities, unit costs, and other similar quantitative detail sufficient for the calculation to be duplicated).
- Restrictions on spending funds.
- Funds needed for travel:
 - As these are state funds and state supported programs, most travel expenses should be restricted to in-state.
 - If out of state travel is included, there must be sufficient justification, showing a clear benefit to the program services, to warrant out of state travel costs.
- Calculate IDC using de minimis rate, applying MTDC.

Attachments

You will upload your attachments in a separate file; however, attachments are still included in the overall page limit, unless otherwise indicated.

- Indirect cost rate agreement if using an approved rate. If you are using the de minimis, then no attachment is necessary.
- Legal proof of nonprofit status.
- Certificate of Insurance (get more specific direction on this for level of award).

Organizational Capacity Supporting Information

- You must include the following attachments in support of your organizational capacity:
 - Organizational charts, including all partners.
 - Resumes or curricula vita (CV) for all key personnel (one page limit per person).
 - Job descriptions for each vacant key position (one page limit per position).
 - Copy or description of the applicant organization's fiscal control and accountability procedures.
- Additional documents required:
 - Form 990, if applicable based on current [IRS requirements and guidelines](#).
 - Diverse and Sustainable Funding form.
 - Current scope of work or services contracted with OPCN, if applicable.
- Information on compliance with state and local government standards.
- Evidence that your organization and any partnering organizations have relevant experience and expertise administering, developing, implementing, managing, and evaluating programs like or related to the one described in this NOFO. For the application submission, these may include:
 - Letter of Support
 - Letters of commitment
 - Memoranda of understanding
 - Memoranda of agreement

Application Review

Initial Review

Each application is reviewed to ensure it meets mandatory requirements, see application check list on [page 17](#). Applications will be considered non-responsive if:

- Funding requests exceed the maximum award level, unless applying as an entity granting subawards to direct service providers.
- Application is submitted after the deadline.
- Applicant is not registered as an Oklahoma Not-for-Profit or is currently located and operating in Oklahoma.
- Applicant does not meet the minimum mandatory requirements.

Merit Review

Preselected teams review and score all applications that pass the initial review using the criteria in this section.

Due to the award structure, three separate review teams will be used. Each team will be assigned to an award level and applications will be competitive based on that funding structure.

Scoring Criteria

Criterion	Point Value
Objectives	15
Approach	30
Organizational Capacity	20
Workplan	25
Budget and Budget Justification	10

Risk Review

Before making an award, OSDH must consider the organizational and financial capacity, [refer to project narrative section](#), of an organization as well as experience in managing either private, state, or federal funding and that an organization has demonstrated sound business practices. If a significant risk is identified through the application process, OSDH may choose not to fund your application or place special conditions on the award.

Selection Process

When making decisions, the panel will consider:

- Merit review results, and although highly important, not the only factor.
- Organizations addressing underserved geographic populations.
- Overall geographic distribution of funded projects.
- Past performance, when applicable.

OSDH may:

- Fund applications whole or in part.
- Fund applications at a lower amount than requested.
- Decide not to allow a prime recipient to subaward if it's determined subrecipients can't be monitored and managed properly. All subrecipients must adhere to contract requirements, including financial guidelines and procedures set forth by OSDH.
- Decide not to fund a project with high startup costs or unreasonably high operating costs.
- Choose not to fund applicants with documented management or financial problems Refer to Risk Review on [previous page](#) and Organizational Capacity under [project narrative section](#).

OSDH will not fund:

- An incomplete application
- A disqualified application

Award Notices and Submission Deadlines

How We Make Awards

At the end of the application period the process is as follows:

- Submit complete application files to choosing.childbirth@health.ok.gov and title subject line **CCB NOFO application**.
- Initial review by Procurement to ensure mandatory requirements of applications are met. If mandatory requirements are not met, applications will be deemed as non-responsive.
- Evaluation and scoring of all eligible applications. (Evaluation and scoring teams were chosen based on their knowledge and experience of subject matter and administration of grant funds.)
- Scoring criteria will be consistent across all application levels.
- Awards will be determined based on available funding and specifications found under selection process, on this page.
- Those selected for awards will be submitted to the Grants Management Office (GMO) who will notify applicants of Notice of Award (NOA).
- Following NOA, if required, contract negotiations will be conducted through OSDH Legal Counsel.

Application Deadline

September 11, 2024, 11:59 p.m.

Application Checklist

Double check your application and make sure you have all required content, documents, and attachments before submitting.

Required Document	Included in Page Limit
File One: Narrative	
<input type="checkbox"/> Table of Contents	Yes
<input type="checkbox"/> Project Summary	Yes
<input type="checkbox"/> Project Narrative	Yes
<input type="checkbox"/> Workplan	Yes
<input type="checkbox"/> Line-item Budget and Budget Narrative	Yes
<input type="checkbox"/> Logic Model (optional)	No
File Two: Attachments	
<input type="checkbox"/> Legal Proof of Nonprofit Status	Yes
<input type="checkbox"/> Organizational Capacity Supporting Information	Yes
<input type="checkbox"/> Certificate of Insurance	Yes
<input type="checkbox"/> Indirect Cost Agreement (Approved rate only)	Yes

Post-award Requirements and Administration

All awardees must follow:

- All terms and conditions in the Notice of Award (NOA).
- All financial and reporting procedures and requirements and other terms and conditions stipulated in the negotiated contract between OSDH and the awarded entity.

Reporting

Once awards are made and contracts are complete, the program will meet with each entity and review specific reporting requirements based on the scope of work and submitted workplan. Data platforms currently existing within FSPS will more than likely be the mechanisms used for data collection based on key performance indicators.

OSDH Contacts & NOFO Resources

Family Support and Prevention Service

- Lorri Essary – Lorri.Essary@health.ok.gov
- Melanie Gartside – Melanie.Gartside@health.ok.gov

Grants Management Office

- Tracey Douglas – Tracey.Douglas@health.ok.gov
- Diane Brown – Diane.Brown@health.ok.gov

Procurement

- Melinda Duke – Melinda.Duke@health.ok.gov

General Email during NOFO Process – choosing.childbirth@health.ok.gov

Choosing Childbirth Splash Page – <http://oklahoma.gov/health/choosingchildbirth>