

**REQUEST FOR APPLICATIONS # G1607DPH-LS**

**REQUEST FOR APPLICATIONS**

**Minority Healthy Birth Outcomes  
Public Information Campaign**

October 3, 2007

Issued by:

STATE OF WISCONSIN  
DEPARTMENT OF HEALTH & FAMILY SERVICES  
DIVISION OF PUBLIC HEALTH  
MINORITY HEALTH and  
DISPARITIES IN BIRTH OUTCOMES PROGRAMS

**Written applications must be submitted  
no later than 4:00 PM Central Time  
Friday, November 9, 2007**

**Mail or deliver applications to:**

Disparities in Birth Outcomes  
Department of Health and Family Services  
Division of Public Health  
1 West Wilson Street, Room 218  
Madison, WI 53703  
Phone: (608) 266-3894

**For questions, contact:**

Patrice M. Onheiber, MPA, Director  
Disparities in Birth Outcomes  
(608) 266-3894

[onheipm@dhfs.state.wi.us](mailto:onheipm@dhfs.state.wi.us)

**Late or faxed proposals will be rejected.  
The State of Wisconsin reserves the right to reject any and all proposals.**

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**MINORITY HEALTHY BIRTH OUTCOMES  
PUBLIC INFORMATION CAMPAIGN**

**REQUEST FOR APPLICATIONS (RFA)**

**TIME LINE**

October 3, 2007	DPH Releases Competitive Application via the DHFS web site
November 9, 2007	Due Date for Competitive Applications/Proposals
December 5, 2007	Final Award Decision to DPH Administrator
December 10, 2007	Award Letters Mailed
Dec. 10-Dec. 26, 2007	Public Inspection of Applications
December 17, 2007	Letter of Intent to Protest Due
December 26, 2007	Final Date for Protest
February 1, 2008	Agreement Start-up Date

## I. BACKGROUND AND PURPOSE

This Request for Applications (RFA) invites proposals from private, nonprofit corporations to involve community input for a public information campaign on improving minority birth outcomes. The Department of Health and Family Services (DHFS) shall award a grant of up to \$50,000 for this purpose. **Funding for this grant award is contingent on the approval of the appropriate funding.**

Among all infants in Wisconsin, African American infants are at the highest risk for dying during the first year of life. A growing body of research identifies the complex health and socioeconomic factors, including the stress of racism and poverty, that are linked to poor birth outcomes. Public health research also confirms that social marketing campaigns are proven effective in changing behaviors in at-risk populations, when the messages used are culturally appropriate and resonate or are meaningful to the intended audience. Therefore, the purpose of this grant is to recruit focus groups from the African American communities in Beloit, Kenosha, Madison, Milwaukee, and Racine and to assist in developing effective messages for a culturally-appropriate public information campaign aimed at improving birth outcomes for minority populations in Wisconsin.

### Disparities in Birth Outcomes in Wisconsin

Wisconsin currently ranks last in African American infant mortality among 39 reporting states and the District of Columbia (CDC, May 2006.) Disparities in birth outcomes are the worst for African American infants in Wisconsin, but disparities are also found for Hispanic, Laotian/Hmong and American Indian infants, when compared to white infants. While some disparities have reduced over time, Wisconsin must improve birth outcomes for all its residents, regardless of race or ethnicity. According to the recently released 2006 Wisconsin Births and Infant Deaths report:

- African American infant mortality has remained much higher than that of other populations for at least 20 years in Wisconsin, at the rate of 17.2 per 1,000 live births in 2004-2006 and 18.2 in 1984-86.
- The Laotian/Hmong infant death rate was 6.3 per 1,000 during 2004-2006, compared to 7.1 during 1992-1994 (rates were not reported before 1992, due to the very small number of infant births and deaths.)
- The Hispanic infant mortality rate fluctuated, but essentially remained unchanged at 6.0 per 1,000 live births in 2004-2006, compared to 6.4 in 1984-1986.
- The American Indian infant mortality rate dropped markedly since 1984, at 8.1 per 1,000 live births in 2004-2006, compared to 19.6 during 1984-1986.
- White infant mortality has declined to 5.0 per 1,000 live births during 2004-2006, compared to 8.6 in 1984-1986, and remains lower than that for minority populations.

For further information and background on disparities in birth outcomes in Wisconsin, see materials at [www.dhfs.wisconsin.gov/healthybirths](http://www.dhfs.wisconsin.gov/healthybirths).

In response to these sobering statistics, the Department of Health and Family Services is implementing a broad-based strategy aimed at eliminating racial and ethnic disparities in birth outcomes, including building public will, partnering with key stakeholders, and exploring programs and practices that have been effective in other states.

This grant will use community input, especially from the women and families most affected by infant mortality and other poor birth outcomes, to assist a Department contractor in the development of key messages needed to design and implement a public information campaign on minority birth outcomes. We are seeking information from community members as to:

- Why are babies dying and what can be done about it?
- Are communities aware that the majority of babies die from being too small (low birth weight), born too soon (premature), or because their sleeping environment is not safe?
- What kind of messages will work to reach the women and their families?
- What won't work?
- What problems do women have in getting the care they need?
- What community strengths should be emphasized?

## **II. PROJECT REQUIREMENTS**

### **2.1 PROJECT CRITERIA AND DELIVERABLES**

The project funded under this grant must:

- Work with Knupp and Watson, Inc., another state-contracted agency, in the design and development of messages and in the implementation of a public information campaign;
- Develop focus group questions that are tailored to the cultural, linguistic, and social norms of the target communities;
- Recruit community members from the African American communities in Beloit, Kenosha, Madison, Milwaukee, and Racine to participate in focus groups and other venues to design and pilot behavioral risk reduction messages for improving birth outcomes;
- Create educational messages on promising or evidence-base practices related to:
  - The particular harm of smoking during pregnancy and exposure to environmental tobacco smoke for African American women of childbearing age, pregnant women, infants, and children;
  - Signs and symptoms of preterm labor, what it means for an infant, and what actions women should take to prevent this;
  - What safe sleep means for infants, and how to provide a safe sleep environment for infants;
  - Why prenatal care is important and how women can talk to their doctor or nurse about their pregnancy; and
  - How to access appropriate community services.

### **2.2 FUNDING**

\$50,000 of general purpose revenue is available for the period of February 1, 2008 to June 30, 2008 for this purpose. The Division of Public Health (DPH) anticipates funding a single award. The DPH may use the results of this RFA for additional awards if state, federal, or other grant funds become available.

No match is required, however, applicants are encouraged to seek in-kind contributions and/or additional funding for the campaign.

Funding is allowed for incentives or stipends for community members.

### **2.3 PERIOD OF SUPPORT**

This project is for 5 months only: FEBRUARY 1, 2008 - JUNE 30, 2008

### **2.4 ELIGIBLE APPLICANTS**

Applications are targeted to private, nonprofit, racial/ethnic minority community-based organizations in Wisconsin willing to partner with Knupp and Watson, Inc. on a public information campaign to improve birth outcomes among African American families in the communities of Beloit, Kenosha, Madison, Milwaukee, and Racine.

## **III. GENERAL PROGRAM REQUIREMENTS**

The following items are required to assure the continuation of funds. These requirements will become part of the final Contract. Failure to comply with these requirements can result in disallowances and/or termination of the agreement for funds.

### **3.0 ACCEPTANCE OF PROPOSAL CONTENT**

Grant recipients receiving awards must meet all requirements of this RFA.

#### **3.1 ALLOWABLE COSTS**

A grant recipient will be required to comply with the DHFS Allowable Cost Policy Manual.

#### **3.2 CAPITAL EQUIPMENT**

Funds may be used to purchase capital equipment with prior written approval from the DPH. Capital equipment costs are defined as all costs associated with the acquisition of assets having a value in excess of \$5,000, and a useful life in excess of one year. Funds can be used to purchase/rent supplies such as adaptive and communication equipment, and make housing modifications.

#### **3.3 SALARIES**

Funds cannot be used to supplant current salaries. Funding is for the provision of services only. Counties may hire providers or use the 10% allowable administrative funding to hire staff.

#### **3.4 REPORTS**

Reports of both programmatic and fiscal activity will be required for the purpose of documenting the satisfactory meeting of project goals and objectives, in accordance with the application. Reporting requirements will be specified in the agreement between the successful applicant and the Division. Failure of the successful applicant to accept these obligations may result in cancellation of the award.

The grantee shall, at the option of the Division, appear before DHFS administrators to clarify findings and to answer any questions at any time during the grant agreement or after the grant agreement is completed.

### **3.5 NEWS RELEASES**

News releases pertaining to this award or any part of the proposal shall not be made without the prior written approval of the Division. Copies of any news releases regarding this grant during the contract year(s) will be submitted to the Division.

### **3.6 LEGAL SERVICES**

Grant funds can be used to provide legal advice to the recipients but the funds cannot be used to support any legal actions taken against the federal or state government.

### **3.7 EMPLOYMENT**

The applicant will not engage the services of any person or persons now employed by the state, including any department, commission or board thereof, to provide services relating to this agreement without the written consent of the employer of such person or persons and of the Division.

### **3.8 SUBCONTRACTING**

If the applicant plans to use subcontractors, this should be clearly explained and costed out separately in the application. However, the primary contractor will be responsible for contract performance whether or not subcontractors are used.

### **3.9 TERMINATION OF AGREEMENT**

The Division may terminate this agreement at any time at its sole discretion by delivering thirty (30) days written notice to the grant recipient. Upon termination, the Division's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred within the prior written approval of the Division. In the event that the grant recipient terminates this agreement, for any reason whatsoever, it will refund to the Division within fourteen (14) days of said termination, all payment made hereunder by the Division to the grant recipient for activities not completed. Such termination will require written notice to that effect to be delivered by the grant recipient to the Division not less than thirty (30) days prior to said termination.

### **3.10 INCURRING COSTS**

The State of Wisconsin is not liable for any cost incurred by proposers in replying to this RFA.

### **3.11 WAIVER OF TECHNICALITIES**

The RFA Evaluation Committee reserves the right to accept or reject any or all responses to the RFA and waive minor technicalities. The determination of whether an RFA condition is substantive or a mere technicality shall reside solely with the RFA Evaluation Committee.

### **3.12 AFFIRMATIVE ACTION**

Successful applicants who are awarded contracts of twenty five thousand dollars (\$25,000) or more shall have included in their contracts the following clause:

"A written affirmative action plan is required as a condition for the successful performance of the contract. Excluded from this requirement are grant recipients whose annual work force amount to less than twenty five employees. The affirmative action plan shall be submitted to the state agency within fifteen (15) working days after the award of the contract."

### **3.13 REASONABLE ACCOMMODATIONS**

The Department will provide reasonable accommodations, including the provision of informational material in alternative format, for qualified individuals with disabilities. For special needs, contact David Lopez, DHFS, Director of Affirmative Action/Civil Rights Compliance at (608) 266-3465.

### **3.14 NON-DISCRIMINATION AGAINST EMPLOYEES OR APPLICANTS FOR EMPLOYMENT**

In connection with the performance of work under this contract, the grant recipient agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, marital status, physical condition, arrest or conviction record, developmental disability as defined in s. 51.01 (5), sexual orientation or national origin.

This provision shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Except with respect to sexual orientation, the grant recipient further agrees to take affirmative action to ensure equal employment opportunities.

The grant recipient agrees to post in conspicuous places, available for employees and applicants for employment, notice to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

## **IV. CLARIFICATION AND/OR REVISIONS TO SPECIFICATIONS AND REQUIREMENTS**

Any questions concerning this RFA should be addressed, **in writing** or on or before **November 2, 2007** to:

### **RFA Manager**

Patrice M. Onheiber, MPA, Director  
Disparities in Birth Outcomes  
Bureau of Community Health Promotion  
Division of Public Health  
Department of Health and Family Services  
P.O Box 2659-Room 218  
MADISON WI 53701-2659  
[onheipm@dhfs.state.wi.us](mailto:onheipm@dhfs.state.wi.us)  
(608) 266-3894

**COLLECT CALLS WILL NOT BE ACCEPTED**

Applicants are expected to raise any questions, exceptions, or additions they have concerning the RFA DOCUMENT at this point in the process. If an applicant discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFA, the applicant should notify, immediately, the above named individual of such error and request modification or clarification.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFA, revisions/amendments and/or supplements will be via the Departments web site at <http://dhfs.wisconsin.gov/rfp/index.htm>.

Any contact with State employees concerning this RFA is prohibited, except as authorized by the **RFA manager** during the period from date of release of the RFA until the notice of intent to contract is released.

## **V. SUBMITTAL OF APPLICATION AND GRANT APPLICATION REQUIREMENTS**

### **5.1 APPLICATION GUIDELINES**

Proposals must be typed, using at least 11 point font, double-spaced on 8 ½ by 11 inch paper, with at least one-inch margins. **Proposals should not exceed 15 pages**, excluding the cover page and budget/budget narrative pages. Number all pages and organize the application according to the following application guideline. Applications must be submitted by mail. **Submit 5 identical copies** of your application, each one stapled in the upper left-hand corner.

The RFA can be downloaded from the DHFS website at <http://dhfs.wisconsin.gov/rfp/index.htm>. Click on DPH and scroll down to “Minority Healthy Birth Outcomes Public Information Campaign.”

### **5.2 APPLICATION DEADLINE**

**GRANT APPLICATIONS ARE DUE ON FRIDAY, NOVEMBER 9, 2007, AT 4 P.M. to:**

Patrice M. Onheiber, MPA, Director  
Disparities in Birth Outcomes  
DHFS/Division of Public Health  
1 West Wilson Street, Room 218  
Madison, WI 53703  
(608) 266-3894  
[onheipm@dhfs.state.wi.us](mailto:onheipm@dhfs.state.wi.us)

**NO FAXES WILL BE ACCEPTED**

### 5.3 APPLICATION CHECKLIST

#### The grant proposal should include:

- ❑ Cover page
- ❑ Narrative (**no more than 15 pages, doubled-spaced**) with the following sections:
  - ❑ Organizational Profile
  - ❑ Statement of Needs or Assets
  - ❑ Project Objectives and Deliverables
  - ❑ Methods
  - ❑ Evaluation
- ❑ Budget form and budget narrative
- ❑ If letters of support are included for consideration, please make sure all five packets contain copies of such letters.

### 5.4 APPLICATION FORMAT

#### A. Cover Page

- Complete the cover page and make it the first page of the submitted proposal.
- Include a brief description of the project in the cover page block.

#### B. Narrative

##### 1) Organizational Profile

- Describe your organization's history, mission, and qualifications to conduct the project.
- Describe any previous experience and collaborative efforts to involve community members in program planning, conducting focus groups, prevention of poor birth outcomes, and/or conducting public information campaigns.
- Describe your ability to work with other groups in the communities of Beloit, Kenosha, Madison, Milwaukee, and Racine that will enhance your ability to engage members of the community.

##### 2) Statement of Needs or Assets

- Describe your understanding of the needs and strengths related to birth outcomes within the African American communities of Beloit, Kenosha, Madison, Milwaukee, and Racine.
- Describe the members of the African American communities whom you will recruit for the project, including their demographics, socio-economic levels, health status, etc.
- Discuss your ability to reach members of the communities who have influence with families of childbearing age in the populations and sub-groups that the project will address, etc.

##### 3) Project Objectives and Deliverables

- The design of the project must be stated in measurable outcome objectives that are consistent with the purpose, project criteria, and deliverables in Section II. Project Requirements.

Example Objective: By 6/30/08, 3 risk reduction messages related to infant safe sleep will be developed and piloted tested with focus groups from the African American community in the city of Racine.

- Deliverables include:
  - Focus groups in each of the African American communities of Beloit, Kenosha, Madison, Milwaukee, and Racine for whom a public information campaign will be designed;
  - Culturally-appropriate behavioral risk reduction messages addressing low birth weight, prematurity, and safe sleep developed and pilot tested;
  - Effective strategies for delivering the messages in each community.

#### 4) Methods

- Clearly state the ability to work collaboratively with the contracted ad agency in the design and development of the public information campaign.
- State specifically how grant funds will be used to achieve the stated objectives.
- Describe the methods that will be used to recruit and retain community members for focus group activities.
- Describe the promising or evidence-based strategies your project will use to address the challenges in developing effective behavioral risk reduction messages to improve birth outcomes.
- Describe the strategies and activities tailored to the specific cultural, linguistic, and social norms of the target communities and provide a timeline for achieving the objectives.

#### 5) Evaluation

- Describe the criteria you will use to evaluate the final messages consonant with best practice guidelines.
- Describe the process you will use to continuously monitor the progress in achieving the desired results.

### C. Budget

#### 1) Budget Form

Complete the attached budget form. The budget form serves as a one-page summary of anticipated expenditures. The budget should be based on the best available estimates of personnel and supporting resources needed to perform the services described in the proposal. All figures should be rounded to the nearest dollar. Calculate the total for each category and the *Grand Total-All Costs Categories*. Double-check all figures and calculations.

#### 2) Budget Narrative

Complete a budget narrative to explain how figures were determined when this is not clear from the budget form alone. Optional in-kind contributions should also be identified in the budget narrative. Descriptions of the budget categories are as follows:

##### Category I—Personnel

List, by title, each position that will be supported in whole or in part with grant funds or local match. In the *Grant Amount* column, indicate the total salary that will be paid with grant funds during the grant period. If fringe benefits are to be paid, indicate the percentage/rate and add the total fringe benefit amount for all positions to be paid with grant funds. Minority health funds cannot be used to support staff hours that will be concurrently obligated to other sources of funding, including federal or state grants and private or local foundations. Agency records are subject to audit.

*NOTE:* If you plan to subcontract out part or all of your project, you must provide the above information pertaining to your agency and/or the subcontractor(s). Be very clear in describing and distinguishing between your agency's staff and/or the staff of the subcontractor(s).

### **Category II—Consultant and Contractual**

The organization may choose to subcontract to provide some required program components. The Department reserves the right to approve all subcontracts as a condition of the award.

Identify consultants and/or other subcontractors who will provide services that will be paid with any matching funds. All expenditures to be made to consultants and/or subcontractors must be fully explained in the budget narrative.

### **Category III—Program Supplies**

Examples of costs to be included in this category include education and outreach supplies, including items used as incentives. Estimate the cost for each type of expenditure and itemize it in the space provided.

### **Category IV—Agency/Organization Operations**

Include costs such as rent; telephone; utilities; staff development, recruitment and travel; office supplies; postage; printing; and data processing.

### **Category V—Indirect Costs**

For community-based agencies, **indirect charges may not exceed 10 percent of salaries/wages (excluding fringe benefits) charged to the grant.** (Tribal organizations must adhere to the DHFS Tribal Indirect Cost Policy.) An indirect cost rate plan may be requested, reviewed, and subject to approval by the Grantor.

### **3) In-kind Contributions (Optional but Preferred)**

- Examples of in-kind match include staff time, travel costs, private donations, and other contributions.

### **4) Letters of Support (Optional but Preferred)**

- Attach 2 letters of support for your specific project. Please ensure your letters of support are attached to all five copies of the project.

## **VI. AWARD/REVIEW CRITERIA AND SCORING**

Awards will be granted competitively based on the Review Criteria and Scoring stated in this RFA. An evaluation committee will score and rank applications according to the numerical score received and make recommendations for funding. The Division Administrator will make a final decision as to whether a contract will be awarded. The Division reserves the right to reject any or all applications and to negotiate the award amount, the evaluation process, authorized budget items, and specific programmatic goals with the selected applicants prior to entering into a grant agreement. Anyone receiving a contract must comply with DHFS affirmative action and civil rights compliance requirements (see <http://dhfs.wisconsin.gov/civilrights/CRC/crcplan&resources.htm> for details).

## REVIEW CRITERIA AND SCORING

### *Organizational Profile* (10 points)

- The organization's history, mission, and qualifications are relevant for conducting the project.
- Experience and collaborative efforts to involve community members qualify the organization to implement this project.
- Applicant described the ability to work with other groups to engage community members in Beloit, Kenosha, Madison, Milwaukee, and Racine.

### *Statement of Needs and Assets* (15 points)

- Applicant identified and conveyed a good understanding of the strengths and needs related to birth outcomes in the African American communities of Beloit, Kenosha, Madison, Milwaukee, and Racine.
- Applicant clearly described the population characteristics in each of the communities of Beloit, Kenosha, Madison, Milwaukee, and Racine.
- Applicant described the ability to reach community members who have influence with families of childbearing age.

### *Project Objectives* (15 points)

- Applicant stated realistic, measurable outcome objectives for the proposed project.
- Stated deliverables include:
  - Assisting the contracted ad agency in conducting focus groups;
  - Assisting the contracted ad agency in developing and piloting culturally-appropriate risk reduction messages for low birth weight, prematurity, and safe sleep; and
  - Assisting the contracted ad agency in implementing effective strategies for each of the African American communities of Beloit, Kenosha, Madison, Milwaukee, and Racine.

### *Methods* (30 points)

- Applicant clearly stated the ability to work collaboratively with the DPH and contracted ad agency in the design and development of the public information campaign.
- Applicant clearly stated how grant funds will be used to achieve the stated goals and objectives.
- Applicant described the methods used to recruit and retain community members for conducting focus groups in Beloit, Kenosha, Madison, Milwaukee, and Racine.
- Applicant described the promising or evidence-based strategies to develop effective behavioral risk reduction messages to improve birth outcomes.
- Applicant described strategies and activities tailored to the specific cultural, linguistic, and social norms of the target communities and included projected dates of performance.

### *Evaluation* (10 points)

- Applicant adequately describes the criteria used to evaluate the messages chosen.

- Applicant adequately described the methods and criteria used to evaluate success of the project.

*Budget*

**(10 points)**

- Applicant completed the budget form with correct calculations.
- Applicant adequately described budget line items in the budget narrative.
- The staff, equipment, and resources appear to be reasonable with respect to the quantity and type of services to be delivered.

*Overall Project Assessment*

**(10 points)**

- Proposed project demonstrates a strong commitment to work collaboratively with the department and DPH to end disparities in birth outcomes.
- Proposed project evidences an awareness of existing community resources and services and the ability to build on previous community efforts.

**6.1 APPLICANT RESPONSES**

Applications submitted in reply to this RFA shall respond to the specifications stated herein. Failure to respond to the specifications may be a basis for an application being eliminated from consideration during the selection process.

In the event of an award, the contents of this RFA (including all attachments), RFA addenda and revision and the proposal from the successful applicant(s) will become contractual obligations. The Division reserves the right to negotiate the award amount, the programmatic goals, and the budget items with the selected applicant(s) prior to entering into an agreement.

Justifiable modification may be made in the course of the agreement only through prior consultation with and written approval of the Division. Failure of the successful applicant to accept these obligations may result in cancellation of the award.

**6.2 WITHDRAWAL OF APPLICATIONS**

Applications may be withdrawn by written notice. Proposals may be withdrawn in person by the applicant or his/her authorized representative, providing his/her identity is made known and he/she signs a receipt for the application.

**6.3 AWARD PROCEDURES**

The Evaluation Committee's scoring will be tabulated and applicants will be ranked according to the numerical score received. The evaluation committee has the option to conduct interviews and/or on-site inspections of the top ranked applicants to include those results in the consideration of the evaluation points. The Division Administrator will make a final decision if a contract will be awarded. The Division reserves the right to reject any or all applications and to negotiate the award amount, authorized budget items, and specific programmatic goals with the selected applicant(s) prior to entering into an agreement.

#### **6.4 NOTICE OF INTENT TO AWARD A CONTRACT**

Each applicant whose proposal is reviewed by the Evaluation Committee shall receive written notice of the determination of approval or non-funding of the proposed project.

After notification of awards are made, and under the supervision of Division staff, copies of all applications will be available for public inspection from 1:00PM on Monday, December 10, 2007 Central Standard Time, until 1:00PM Friday, December 26, 2007 at Division of Public Health Offices located in Room 218 at One West Wilson Street, Madison, Wisconsin. Appointments to inspect applications must be arranged through the RFA Manager:

Patrice M. Onheiber, MPA, Director  
Disparities in Birth Outcomes  
Department of Health and Family Services  
Division of Public Health  
Bureau of Community Health Promotion  
P.O Box 2659-Room 218  
MADISON WI 53701-2659

[onheipm@dhfs.state.wi.us](mailto:onheipm@dhfs.state.wi.us)  
(608) 266-3894

Each applicant whose project has not been approved shall be given an opportunity to discuss with the Division representative the reasons for non-funding or may write the Division representative requesting the reason for the decision.

Upon request, the Division representative will clarify non-funding reasons verbally or will respond in writing explaining the reasons for the project not being funded.

#### **6.5 PUBLIC INFORMATION**

It is the intention of the state to maintain an open and public process in the submission, review and approval of awards. All material submitted by applicants will be made available for public inspection after notice of intent to award or not to award a contract based on the evaluation(s) of the application which were submitted. This information will be available for public inspection, under supervision, during the hours of 8:00 A.M. to 4:00 P.M Monday through Friday (except holidays) until February 28, 2007, in the Division of Public Health, Bureau of Community Health Promotion, Room 218, One West Wilson Street, Madison, Wisconsin.

No entire application submitted to the state may be marked as confidential, and any materials so marked, by being included in the application, will be considered public information. Evaluation tabulation and scoring by individual evaluators will also be open for public inspection, but these scores will not identify individual evaluators.

#### **6.6 PROTEST/APPEAL PROCESS**

Applicants can only protest or appeal violation of procedures outlined in this RFA. Ranking and scoring by the Evaluation Committee are not subject to protest or appeal. Notice of intent to protest and protests must be made in writing. Protestors should make their protests as specific as possible and should fully identify the procedural issue being contested.

The written notice of intent to protest must be filed with the:

**Administrator  
Division of Public Health  
Department of Health and Family Services  
1 West Wilson Street  
P.O. Box 2659  
Madison, Wisconsin 53701-2659**

and received in that office no later than the close of business, December 17, 2007 or within five (5) business days after the notice of intent to award is postmarked, whichever is later. The written protest, fully identifying the procedural issue being contested, must be received in the Administrator's Office no later than ten (10) working days after the notice of intent to award is issued.

The decision of the Division of Public Health may be appealed to the Secretary of the Department of Health and Family Services, 1 West Wilson Street, Room 650, Post Office Box 7850, Madison, Wisconsin 53707 within five (5) working days of issuance, with a copy of the protest filed with the Administrator of the Division of Public Health.



**MINORITY HEALTHY BIRTH OUTCOMES  
PUBLIC INFORMATION CAMPAIGN  
BUDGET FORM**

FEBRUARY 1, 2008 – June 30, 2008

AGENCY NAME: \_\_\_\_\_ PROJECT: \_\_\_\_\_

<b>I. PERSONNEL (By Position Title)</b>	<b>ANNUAL SALARY RATE</b>	<b>NUMBER MONTHS BUDGETED</b>	<b>% TIME</b>	<b>GRANT AMOUNT</b>	<b>IN-KIND OR MATCH</b>	<b>TOTAL GRANT and IN-KIND/MATCH</b>
<b>FRINGE BENEFITS ( _____%)</b>						
<b>TOTAL CATEGORY I</b>						

<b>II. CONSULTANT &amp; CONTRACTUAL</b>	<b>GRANT AMOUNT</b>	<b>IN-KIND OR MATCH</b>	<b>TOTAL GRANT and IN-KIND/MATCH</b>
<b>TOTAL CATEGORY II</b>			

<b>III. PROGRAM SUPPLIES</b>	<b>GRANT AMOUNT</b>	<b>IN-KIND OR MATCH</b>	<b>TOTAL GRANT and IN-KIND/MATCH</b>
<b>TOTAL CATEGORY III</b>			

<b>IV. AGENCY OPERATIONS</b>	<b>GRANT AMOUNT</b>	<b>IN-KIND OR MATCH</b>	<b>TOTAL GRANT and IN-KIND/MATCH</b>
<b>TOTAL CATEGORY IV</b>			

<b>V. INDIRECT COSTS</b>			

<b>TOTAL ALL COSTS CATEGORIES (I-V)</b>			