



**Return on Investment Analytic Action Learning Collaborative
Request for Application**

REQUEST FOR APPLICATIONS RELEASED: **Wednesday, May 13, 2015**
 REQUEST FOR APPLICATIONS DEADLINE: **Monday, June 8, 2015**

This request for applications includes the following components:

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For questions about the Return on Investment Analytic Action Learning Collaborative RFA, contact **Krista Granger**, kgranger@amchp.org; 202-266-3057.

Demonstrating Value in Maternal & Child Health Programs

As budgets tighten, policymakers increasingly seek to make value-based investments in public health programs. In addition, improvements to health systems are guided by the triple aim of improving the experience of care, improving the health of populations, while reducing per capita costs for health care. AMCHP recognizes the growing interest in economic analyses for demonstrating investments in MCH programs that bring measureable returns.

In 2014, AMCHP created the Return on Investment Analytic Action Learning Collaborative (ROI Analytic ALC) for preconception health and improved birth outcomes through support from the [W.K. Kellogg Foundation](#). This involved four state teams (KS, MI, NM, and WY) who received intensive technical assistance to complete an ROI analysis of their preconception health or infant health programs over a seven month timeframe.

ABOUT AMCHP

The Association of Maternal and Child Health Programs is a national resource, partner and advocate for state public health leaders and others working to improve the health of women, children, youth and families, including those with special health care needs.

AMCHP supports state maternal and child health programs and partners by helping states build successful programs through such efforts as providing capacity building and technical assistance, disseminating best practices, convening leaders to share experiences and ideas, and advising states about involving partners to reach our common goal of healthy children, healthy families, and healthy communities.

Return on Investment Analytic Action Learning Collaborative Child & Adolescent Health

Building from the success of the ROI Analytic ALC first cohort, AMCHP will provide intensive technical assistance to a new set of state teams to complete an economic analysis of programs related to child and adolescent health. This RFA is for participation in the ROI Analytic ALC second cohort focused on child and adolescent health programs, to launch in July 2015 and conclude in January 2016. AMCHP aims to increase the knowledge and skills of economic analysis methods for selected teams and encourage the communication of findings to legislative, administrative, and other MCH stakeholders. AMCHP will organize monthly learning events, facilitate the structure for peer-to-peer interactions, coordinate expert consultations, and provide supporting technology as part of a learning network to enhance the practice of economic analyses in maternal and child health.

Key Components of Intensive Technical Assistance

A maximum of four teams will work consistently from July 2015 through January 2016 and are expected to participate in the following activities:

- Identify a child and adolescent health program to evaluate through economic analysis. Teams can apply for up to \$9,000 in support to implement ROI Analytic ALC activities that will lead to a completed ROI analysis of their selected program and creation of a communications product.
- Monthly learning event webinars from health economists and other experts to learn the basic principles of economic analysis, how to develop and implement an ROI project, and the effective communication of findings.
- Monthly check-ins with AMCHP staff to address team challenges and set goals for completing the project

- Travel funding for 2 team members to attend an in-person meeting with previous ROI Analytic ALC teams for peer learning and support.
- Expert consultations with health economists around economic analysis methodology and calculation.
- Creation of at least one communications product (issue brief, fact sheet, white paper, PowerPoint presentation, infographic, etc.).
- Travel funding for 2 team members to attend an in-person meeting at the AMCHP 2016 Annual Conference for final presentation of project results and communications product.

Team Requirements

Teams are expected to complete an ROI analysis for one of their child and adolescent health programs by January 22, 2016. Teams are also required to create a communications product that suits the needs of the team, to include a fact sheet, issue brief, white paper, PowerPoint presentation, or other product. AMCHP will work collaboratively with up to four state teams for participation in the ROI Analytic ALC. Ideally, the teams will include multidisciplinary members from MCH program staff, MCH epidemiology staff, and representatives from relevant partner programs or family delegates. Teams will need to identify 2 co-leads for the project who will be the main points of contact with AMCHP staff and be responsible for ensuring the team is present for all required activities and that all deliverables are met. AMCHP will convene up to 2 members of each team to attend an in-person peer learning meeting and an in-person meeting at the AMCHP 2016 Annual Conference for the final presentation of results. Co-leads are not required to be part of the travel team; therefore, the 2 travel team members should be indicated in the Team Roster in Appendix B. Travel will be sponsored by AMCHP with no cost to participants. Teams are expected to attend and participate in all monthly learning event webinars, attend the 2 in-person meetings, and complete all webinar and meeting evaluations.

What Can Teams Expect of AMCHP?

Teams can expect ample support from AMCHP, including facilitation of the entire process from start to finish. Specific support AMCHP will offer teams includes:

- Technology (conference call lines and online meeting technology) for virtual webinars and technical assistance delivery.
- Travel funding for 2 members of the team to attend the in-person peer learning meeting.
- Travel funding for 2 members of the team to attend the final presentation at the 2016 AMCHP Conference.
- Support of up to \$9,000 to help fund ROI Analytic ALC activities that will lead to a completed ROI analysis of their selected program and creation of a communications product. The allotted funding amount for each team can be used to hire a temporary project intern to join the team and assist in data collection and ROI calculations, can be used for the creation and dissemination of the team communications product, or can be used for other specified and approved ROI Analytic ALC activities.
- Access to the ROI Analytic ALC collaborative SharePoint site for resource sharing and peer-to-peer communication.
- Information from and access to leading experts in the field of health economics.

Application Eligibility

The primary applicant is the state/territory MCH Program with a current child and adolescent health program. State teams are eligible to apply to the ROI Analytic ALC if they can demonstrate the need for ROI analysis of their current child and adolescent health program. Teams selected to participate in the first cohort are not eligible to apply for the second cohort.

Project Timeline

The timeline below has been provided to help state teams develop their proposals. A final timeline and work plan will be developed by the selected teams in partnership with AMCHP.

Applications Released	Wednesday, May 13, 2015
Applications Due	Monday, June 8, 2015 11:59 pm ET
Teams Announced	Thursday, June 18, 2015
Team Orientation / Kick-off Call	Thursday, July 9, 2015 3:00pm eastern
First monthly learning event	Late July 2015
In-person peer learning meeting	Late September 2015
In-person final presentation at 2016 AMCHP Conference	Late January 2016

Application Procedure

Submit all required application materials by email by 11:59 PM June 8, 2015 to Krista Granger at kgranger@amchp.org

- Applications need to address the application components listed below.
- The page limit for the application is 7 pages, which includes up to 2 pages for the Team Roster.
- To be considered eligible, applicants must complete and submit **all required pieces**.
- Applications received after the deadline, **Monday, June 8, 2015**, will not be considered.

Please Note: You will receive notification of receipt of application via email within three days following submission. If you do not receive a notification of receipt, please contact Krista Granger at kgranger@amchp.org.

APPLICATION COMPONENTS

CAPACITY

- **Current Commitment:** Include a description of the current programs and activities related to child and adolescent health in your state health department.
- **Current Collaborations:** Identify and offer examples of existing or potential partnerships for the child and adolescent health programs and activities highlighted above (**current commitment**).
- **Previous AMCHP projects:** Indicate if you or members of the Title V program have participated in an AMCHP project in the past three years. If yes, include a brief description of the project.

EXPECTED BENEFITS

- **Proposed Project:** Discuss at least one specific idea for what your team could focus on through participation in ROI Analytic ALC intensive technical assistance. Describe, to the best of your knowledge, what child and adolescent health program your team would be interested in analyzing, what issues you are facing in demonstrating the value of your program, and how this project would assist your team in moving forward.
- **Proposed funding use:** Describe how your team would potentially utilize the \$9,000 of allotted funding to advance ROI Analytic ALC activities that lead to a completed ROI analysis of your selected program and creation of a communications product. The allotted funding amount may be used to hire a temporary project intern to join your team and assist in data collection and ROI calculations, for the creation and dissemination of your communications product, or for other specified ROI Analytic ALC activities.

OBSTACLES AND COMMITMENT

- **Barriers:** Identify at least one challenge your team might experience and how these obstacles will be addressed to increase the chances for successful completion of an ROI analysis and communications product. Please be specific, e.g., if time or money are barriers, discuss specifics about how they are barriers to this work and identify at least one strategy to overcome each.
- **Commitment of the team:** Describe the team's ability to commit time and resources to the project, including participation in the key activities of intensive technical assistance and the anticipated deliverables.

TEAM OPERATIONS PLAN

- **Roles and responsibilities:** Describe in a few paragraphs how your team will work together to complete the analysis and communications product. Address the rationale for the selection of team members, the distribution of work among team members, and the mechanisms (where, how often) the team will be convened.

TEAM ROSTER

- Provide detailed contact information of each team member and their expertise (Sample Team Roster attached in Appendix A, template for Team Roster attached in Appendix B)

SELECTION PROCESS

Applications will be rated on the following evaluation criteria:

Capacity – 30 points

- ▶ Extent to which applicant identified current activities with child and adolescent health programs.
- ▶ Extent to which applicant has demonstrated current collaborations and partnerships around child and adolescent health activities.
- ▶ Extent to which applicant has described participation in any previous AMCHP projects (past three years).

Expected Benefits- 20 points

- ▶ Extent to which applicant describes the proposed project, including the value of participating in the Intensive Technical Assistance opportunity.
- ▶ Extent to which applicant describes potential use of funding.

Obstacles and Commitment – 20 points

- ▶ Extent to which applicant identifies and offers effective ways to overcome barriers to participation in project.
- ▶ Extent to which applicant describes the team's commitment to the activities and deliverables of the project.

Team Operations Plan – 20 points

- ▶ Extent to which applicant describes a feasible, preliminary team operations plan.

Team roster - 10 points

- ▶ Extent to which applicant includes all required team members.

Appendix A: Example of chart detailing team composition.

Please include the information you think best communicates why you have assembled your team.

Please include the information you think best communicates why you have assembled your team. Please limit your overall state team to **10 members total**. Consider including team members from additional state agencies or community partners such as: children and youth with special health care needs, Medicaid, social services (including housing services, child protective services), chronic disease programs, preconception or life course programs, parent advocates, home visiting programs, and/or academic programs.

Name & Title	Overall Team Composition MCH Policy or Program Staff (at least 1 required); Epidemiology Staff (at least 1 required)	Contact Information	Relevant Expertise	Travel Team
Co-lead 1. Jane Smith, MPH MCH Program Manager at State Health Department	<input checked="" type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone	Jane is the manager of Title V programs at the state health department, including all preconception and interconception health initiatives and the new home visiting program.	Travel Team? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Co-lead 2. John Smith, PhD MCH Epidemiologist at State Health Department	<input type="checkbox"/> MCH Policy or Program Staff <input checked="" type="checkbox"/> MCH Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone	John manages data and surveillance of MCH issues within the state. He holds an appointment at the State University in the Epidemiology Program.	Travel Team? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Joe Smith Housing Access Program Manager	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input checked="" type="checkbox"/> Additional State Team member	Agency Address Email Phone	Joe is responsible for the state housing authority's Housing Access program, which advocates for affordable housing throughout the state.	Travel Team? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4. Jen Smith, MD Director of Children & Youth with Special Health Care Needs Section	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input checked="" type="checkbox"/> Additional State Team member	Agency Address Email Phone	Jen is the Director of the CYSHCN section in the health department.	Travel Team? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Jess Smith, MA State Parent Advisory Council President	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input checked="" type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone	Jess is a father of a child with special health care needs. He is a health care administrator by training and as a background in developing quality measures for a local health care system.	Travel Team? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Etc.				

Appendix B: Team Roster Template.

Please include the information you think best communicates why you have assembled your team. Please limit your overall state team to **10 members total**. Consider including team members from additional state agencies or community partners such as: children and youth with special health care needs, Medicaid, social services (including housing services, child protective services), chronic disease programs, preconception or life course programs, parent advocates, home visiting programs, and/or academic programs.

Name & Title	Overall Team Composition MCH Policy or Program Staff (at least 1 required); Epidemiology Staff (at least 1 required)	Contact Information	Relevant Expertise	Travel Team
Co-lead 1.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
Co-lead 2.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
3.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
4.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
5.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
6.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner	Agency Address Email		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No

	<input type="checkbox"/> Additional State Team member	Phone		
7.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
8.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
9.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No
10.	<input type="checkbox"/> MCH Policy or Program Staff <input type="checkbox"/> Epidemiology Staff <input type="checkbox"/> Community Partner <input type="checkbox"/> Additional State Team member	Agency Address Email Phone		Travel Team? <input type="checkbox"/> Yes <input type="checkbox"/> No