



# Well-Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN)

CDC-RFA-DP23-0003

APPLICANT INFORMATIONAL WEBINAR  
April 11, 2023

Division for Heart Disease and Stroke Prevention  
Program Development and Services Branch



# AGENDA

Introduction and Welcome

General Overview of CDC-RFA-DP23-0003

Application Content

Application Requirements

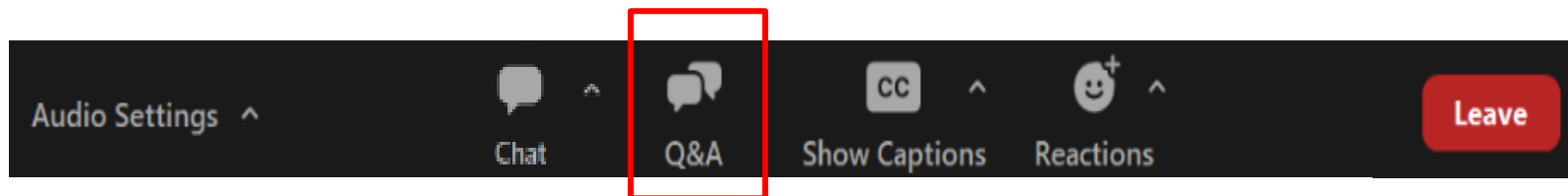
Website & Email

Q & A and Closing



# HOUSEKEEPING

- The chat & raise your hand functions will be disabled on today's webinar.
- Please use the Q&A function to ask questions.



- This webinar will be recorded.



# GENERAL OVERVIEW OF DP23-0003

## PURPOSE

Provide cardiovascular disease (CVD) assessments, referrals for treatment and social needs, and support for lifestyle change among women who are eligible for National Breast and Cervical Cancer Early Detection Program (NBCCEDP) services.

## FUNDING

Competitive funding to state, tribal, and territorial governments and designated organizations.

- Authorized under the NBCCEDP to expand screening services inclusive of cardiovascular risk.
- \$22 million for Year 1 (12 months).
- Approximately 33 recipients.
- Approximate average award, \$650,000.
- Final award amount will be dependent upon the qual application.



# GENERAL OVERVIEW OF DP23-0003

## PRIORITY POPULATIONS

Primary activities will support state, tribal, and territorial governments to improve cardiovascular health for low-income, uninsured, and underinsured women ages 35-64.

A focus on the health systems, health equity, and community-clinical links that are supportive of these preventive health services for this population is required.

## ELIGIBILITY

Eligibility is limited by Congressional statute and applicants must be recipients of NBCCEDP funding.

Information on eligibility can be found in the NOFO.



# Strategies

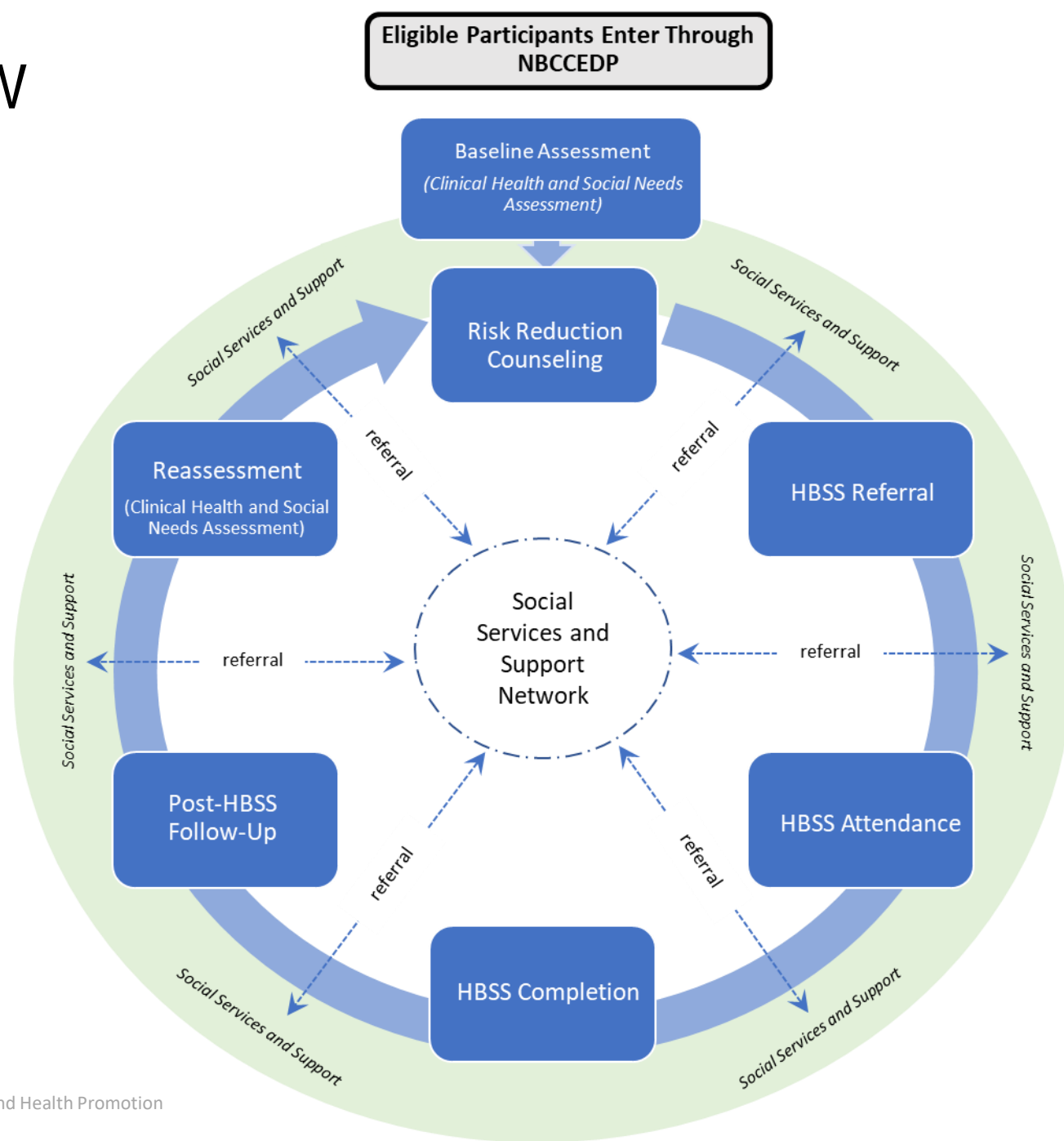
**Strategy 1** requires the applicant to explain how they will **Track and Monitor Clinical Measures** shown to improve health and wellness, health care quality, and identify patients at risk of and with cardiovascular disease (CVD), particularly hypertension.

**Strategy 2** requires the successful applicant to explain how they will **Implement Team-Based Care** to prevent and reduce CVD risk with a focus on hypertension prevention, detection, control, and management through the mitigation of social support barriers to improve outcomes.

**Strategy 3** requires the successful applicant to explain HOW they will **Link Community Resources and Clinical Services** that support comprehensive bidirectional referral follow-up while supporting participation in and completion of lifestyle change programs for participants with and at risk of CVD.



# PROGRAM FLOW



**Legend**

- WISEWOMAN Program Flow Components
- Bidirectional Referral to Social Services and Support
- Social Services and Support
- Social Service and Support Network\*

\*Social Service and Support Network is comprised of social service partner organizations that may vary. Recipient coordination and management of the Social Service and Support Network is informed by data related to social risk factors identified within the programmatic jurisdiction.

*This flow may vary depending on the program structure.*

# MINIMUM DATA ELEMENTS (MDEs)

## SET OF STANDARDIZED DATA VARIABLES CONSISTING OF INFORMATION ON:

- Screening.
- Population Demographics.
- Clinical Assessment.
- Healthy Behavior Support Services.
- Social Services and Support Needs.

\*Recipients must establish, implement, and use a data system that collects all required MDEs and other program data for program monitoring and reporting.





# Partnerships and Collaboration

- Where appropriate, partnerships should be established with other CDC-funded programs within and outside state health departments, tribes and tribal organizations. Partnerships should move the program goals and objectives forward and contribute significantly to the WISEWOMAN program.
- This NOFO requires that an applicant collaborate with partners that have expertise and services to address the social needs of participants in order to promote blood pressure control and other healthy behaviors.
- At a minimum, partnerships must be established with heart disease and stroke programs, BCCEDP and other cancer programs, tobacco cessation programs, diabetes, nutrition and physical activity programs.
- It is critical to demonstrate meaningful collaboration with state, regional, and community level health equity partners, such as Offices of Health Equity, Offices of Minority Health or their equivalent to leverage resources and maximize reach, impact, and health equity.
- Expectation of collaboration with public and private partners to leverage resources and maximize reach and impact among the priority population.
- Collaborative partners may include entities from multiple sectors that serve the priority population of interest or work with the identified communities of interest.



# LONG-TERM OUTCOMES

## THE GOALS

- Improved cardiovascular health.
- Reduced disparities in cardiovascular health.

\*The program logic model and performance measures support these expected outcomes.



# EVALUATION AND PERFORMANCE MEASUREMENT:

## EVALUATION STRATEGY

- CDC-led comprehensive evaluation.
- Recipient-led evaluation.
- Performance measures.

## EVALUATION AND PERFORMANCE MEASUREMENT PLAN

- Applicants must provide an Evaluation and Performance Measurement Plan that includes a Data Management Plan.
- The plan should describe how 10% of funding is dedicated to evaluation activities, which is strongly encouraged in the NOFO. Recipients will be required to submit evaluation results annually.

\* Applicants must provide an Evaluation and Performance Measurement Plan as part of their Project Narrative.



# PERFORMANCE MEASURES

- Recipients will be required to report all short-term and intermediate measures annually to CDC. Long term measures are not required.
- Applicants are required to submit baselines, Year 1 targets, and data sources for all performance measures as part of their workplans.
- Draft performance measure definitions will be provided after award and CDC will work with recipients to finalize measure definitions.



# APPLICATION CONTENT

## PROJECT NARRATIVE

The Project Narrative has a *20-page limit and must include:*

- Background.
- Approach.
- Evaluation and Performance Measurement Plan.
- Organizational Capacity to Implement the Approach.

## WORK PLAN

- Refer to the guidance in the NOFO.
- The Project Narrative should also include the Work Plan, which is not *included in the Project Narrative's 20-page limit*.
- Applicants are not required to use the work plan format, but are required to include all of elements listed within the format.



# DEVELOPING WORK PLAN ACTIVITIES

Well-written activities are:

- Directly related to the performance measures for the strategy/intervention (i.e., *completing these activities will contribute to “moving the needle” on the relevant performance measures.*).

- Inclusive of major milestones, including the milestones or deliverables contractors and partner organizations will accomplish to support the strategy/intervention.
- Inclusive of key actions that will be completed in order to achieve progress toward performance measure targets.

- Written clearly so that an external audience is able to understand what will be accomplished.
- Specific and concise.

# DEVELOPING WORK PLAN ACTIVITIES

Well-written activities are not:

- Broad, general statements that restate the strategy/intervention (e.g., *We will work with providers to implement team-based care*).
- Unrelated to the performance measures for the strategy/intervention.

- Inclusive of minor administrative or logistical steps toward the achievement of a major milestone (e.g., *writing a contract, releasing the contract for bid, arranging a meeting with colleagues to review the bids, etc.*).
- Inclusive of every step to accomplish a major milestone (e.g., *plan a training, implement the training, compile feedback on the training, write a report on the training, etc.*).

- Inclusive of acronyms that are not defined.
- Repeated every year.

# APPLICATION CONTENT

## BUDGET NARRATIVE

- Include itemized budget narrative and justification for proposed strategies.
- Is NOT included in the 20-page project narrative limit.
- The total amount of funding requested should not exceed the award ceiling.





# BUDGET REQUIREMENTS SPECIFIC TO DP23-0003

## BUDGET NARRATIVE

- Cost-sharing / matching funds are required in accordance with the authorizing legislation in an amount not less than one dollar for every three dollars of Federal funds. The match requirement may include third-party in-kind contributions, as well as expenditures from the award recipient. The matching funds may be cash, in-kind or donated services or equipment. Matching funds may not include:
  - ✓ payment for treatment services or the donation of treatment services;
  - ✓ services assisted or subsidized by the Federal government; or
  - ✓ the indirect or overhead costs of an organization.
- As specified in Public Law 101-354, not more than 10 percent of the award may be spent annually for administrative expenses. These administrative expenses are in lieu of and replace indirect costs.
- Direct assistance is not available.



# BEST PRACTICES: BUDGETING

**IN ADDITION TO THE FISCAL PRINCIPLES SPECIFIC TO DP23-0003, GOOD BUDGETING PRACTICES ARE ESSENTIAL.**

- Refer to CDC's Budget Preparation Guidelines available at:  
<http://www.cdc.gov/grants/interestedinapplying/applicationresources.html>
- Applicants should follow these guidelines to ensure that budgets are accurate and contain the necessary information required by CDC.



# SUMMARY OF APPLICATION REQUIREMENTS



# SUMMARY OF APPLICATION REQUIREMENTS

**Registration:** All organizations must be registered with Grants.gov and SAM.gov before applying.

**Letter of Intent:** **May 1, 2023**  
**11:59 PM ET**

**Application Due** **May 30, 2023**  
**Date:** **11:59 PM ET**

**Submission:** Only PDFs submitted electronically will be accepted.



# WEBSITE & EMAIL

- WEBSITE:

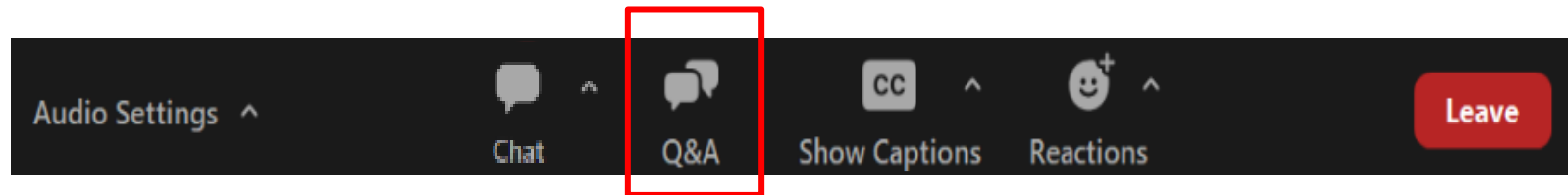
<https://www.cdc.gov/dhdsp/funding-ops/index.htm>

- EMAIL:

[WISEWOMAN23-0003@cdc.gov](mailto:WISEWOMAN23-0003@cdc.gov)



# QUESTIONS?





THANK YOU!

