

**Regional Offices on Women's Health (OWH)**  
**Request for Applications (RFA):**  
**Heart Attack Symptoms and Calling 9-1-1**  
**Campaign for Women**

**A. Application Submission Deadline**

- Applications must be received no later than **December 6, 2010** at 5:00 p.m. Mountain Time (MT)
- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do NOT submit applications to the Department of Health and Human Services (HHS) Regional Offices on Women's Health
- Please read all instructions prior to submitting your application

**For help with this RFA:**

Please e-mail: [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or phone toll-free: 1-866-224-3815

An applicant conference call to provide an overview of the funding opportunity will be held on: **November 2 at 2 p.m. ET/ 1 p.m. CT/ 12 noon MT/ 11 a.m. PT.**

To join this conference call, please dial **1-866-592-3899**.

Upon dialing in, please provide the following **conference ID number: 21700182**.

The title of the call is "*OWH Heart Attack Symptoms and Calling 9-1-1 Funding Opportunity Conference Call.*"

No advance registration is required to join the call.

**B. Application Guidelines**

Funding is available for activities and events in support of the Heart Attack Symptoms and Calling 9-1-1 Campaign for Women that will be launched by the HHS Office on Women's Health. The purpose of this campaign is to encourage women over age 50 across the country to recognize the signs and symptoms of heart attack and to call 9-1-1 promptly. Community-based partnerships and collaboration are strongly encouraged.

This RFA is coordinated by John Snow, Inc (JSI) on behalf of the HHS Office on Women's Health (OWH) to encourage women to take action to improve their survival and decrease disability by recognizing signs and symptoms of heart attack and calling 9-1-1 promptly.

**Who can apply:** OWH funding is available to those eligible entities which are located in the 50 states, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible entities may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, professional organizations, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

Interested entities should be in a media market, or an area where the population can receive similar television and radio, newspaper, and internet content with at least 500,000 people.

### **C. Funding Available**

One \$10,000 award will be made per HHS region. Awardees must be willing to promote the Heart Attack Symptoms and Calling 9-1-1 Campaign for Women after the launch of the campaign.

### **D. Background**

The HHS Regional Offices on Women's Health (OWH) has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of the HHS OWH is to provide leadership to promote health equity for women and girls through sex and gender-specific approaches.

In order to achieve this mission, HHS OWH engages in the following activities:

- Developing innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information

For more information on the HHS OWH, please visit

<http://www.womenshealth.gov/owh/about/>

Within the OWH, there are ten Regional Women's Health Coordinators (RWHCs) in the United States who coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. The RWHCs advance the mission of the OWH in the U.S. HHS and represent the Deputy Assistant Secretary for Health (Women's Health) by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/owh/reg/>.

### **E. Additional Funding Opportunities**

Below is a list of additional opportunities and the schedule for when they will be released.

- Reducing Health Disparities in Minority and Underserved Women and Girls scheduled to be released in January 2011.
- Preventing Tobacco Use in Young Women of Low Socioeconomic Status scheduled to be released in February 2011.

### **F. Project Area To Be Funded**

The awards made through this funding announcement must address the Heart Attack Symptoms and Calling 911 Awareness Campaign for Women described below.

#### **The Problem:**

- Even though awareness of heart attack and heart disease has increased over time, women still do not see their personal risk.
- Sixty percent of white women recognized heart disease as the leading cause of death among women; however, less than half of African American (45%), Hispanic (43%) and Asian (34%) women identified heart disease as the leading cause of death, according to a 2009 American Heart Association's (AHA) survey.

- About half of women in the 2009 AHA survey reported that they would call 9-1-1 if they thought they were having a heart attack and recognition of atypical signs of heart attack was low.
- Only half of women in the 2009 AHA survey recognized the typical signs and symptoms of a heart attack which include:
  - Pain that spreads to the shoulders, neck, or arms
  - Chest pain
  - Shortness of breath
  - Tightness in the chest
  - Nausea
  - Fatigue

### **Failure to Call 9-1-1:**

- Only 53% of women in the 2009 AHA survey said that they would call 9-1-1 if experiencing the symptoms of a heart attack.
- Forty-six percent of women would do something other than call 9-1-1 (such as take an aspirin, go to the hospital, or call the doctor) if they were experiencing the symptoms of a heart attack.
- Seventy-nine percent said they would call 9-1-1 if someone else were having a heart attack.

### **The Mission of the Heart Attack Symptoms and Calling 9-1-1 Campaign for Women:**

To launch a public education campaign for women age 50 + and their families and friends (bystanders) that:

- **Educates women** on the symptoms of a heart attack
- **Engages women** to change their behaviors and improve their health
- **Empowers women** to call 9-1-1 to save their own life, and empowers bystanders to act to save the lives of their sisters, mothers, and best friends

### **The campaign will include the following outreach components:**

#### **Awareness and outreach to women over 50**

- Heart disease is the number one killer of women.
- A women's risk of heart disease begins to increase between ages 50 to 60.
- On average, one woman dies of a heart attack every minute in the United States.
- One in three 50+ year-old women will have a heart attack or chest pain in her life.
- Only 53 percent of women report that they would call 9-1-1 if they thought they were having a heart attack.
- Awareness of typical and atypical symptoms of heart disease is low among women ages 50+.

#### **Awareness and outreach to health professionals**

- Women 50+ are more likely to die within a year of a heart attack than men.
- Women have a higher proportion of out-of-hospital deaths than men.

- Women have been shown to have a significant time delay in receiving diagnostic and interventional procedures, which may contribute to a worse 30-day mortality rate compared with men.

**Media campaigns through Public Service Advertisements may include the following outlets:**

- TV
- Radio
- Print
- Outdoor
- Social Media

**The campaign messages include:**

- The sudden onset of **new** heart attack symptoms and a **change in the pattern** of existing symptoms is cause for concern.
- A change in pattern may include symptoms that are **stronger** or **last longer** than usual.
- As with men, the most common heart attack symptom in women is **chest pain or discomfort**.
- But women are somewhat more likely than men to experience **other heart attack symptoms**, including shortness of breath, nausea and vomiting, unusual fatigue (which may be present for days), and pain in the back, shoulders, and jaw.
- If women experience any of these symptoms they **should** call 9–1–1 for emergency medical care. Women **should not** be concerned about bothering others.

**Activities to be carried out by awardees:**

Organizations that are awarded funding through this RFA will be expected to carry out the following activities. Applicants should address these activities in their applications.

- Awardees will identify at least ten people to become spokespersons for the campaign. Identified individuals could include health care professionals, community health workers, health advocates, patients, or family members of patients. These individuals must be willing to conduct outreach to media outlets, speak at public events, and commit the time necessary to perform outreach and reporting activities.
- Awardees are expected to coordinate the activities of their selected spokespersons including tracking and data collection sufficient to provide the information required for the reports described below.
- All identified spokespersons and at least one staff person from the awarded organization are required to participate in a teleconference training. This training will take place within 45 to 60 days of award notification.
- Awardees will receive a Signs and Symptoms Speakers Kit that includes talking points from the HHS OWH.

- Through their selected spokespersons, each awardee should make at least 50 media placements or media interviews and presentations on the campaign during the period of performance.
  - These can include panel presentations, events, and media interviews including stories from women who have had heart attacks.
  - Panel presenters could include physicians, nurses, Women Heart members (<http://womenheart.org/>), Emergency Medical Technician (EMT) community, triage staff and all other persons who have contact with women experiencing signs and symptoms of a heart attack. HHS OWH will provide a list of trained Women Heart members to awardees.
  - Media placement includes television, radio, newspaper, and placement of outdoor advertising, such as billboards and bus stops. HHS OWH will provide all public service announcement content and images. Radio public service announcements and print ads will be available in Spanish.

### **Deliverables:**

All awardees will be expected to report on their activities, including the number of events and workshops held, the number of women and/or health professionals reached directly through these events, as well as a list of media outlets (TV station, radio station, newspaper) that carried campaign messages by running campaign public service announcements or spokesperson interviews. Awardees should also include the media outlet readership, viewership, or listenership which can be obtained from the media outlet.

Applicants should describe their plan to collect this information in the Evaluation section of the attached application form.

The period of performance for projects selected for funding will begin upon receipt of award notification and end on September 30, 2011.

### **G. Funding Notification**

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their application by January 14, 2011.

### **H. Payment Process**

This award is a contract not a grant. Awardees will become subcontractors of John Snow, Inc (JSI). You will receive half of your contract award payment after you submit and receive approval of an interim report to be submitted no later than 90 days from the date of your award notification. The remainder of your award will be paid upon the completion of your project and approval of your final report. Payments will be processed within 30 days of receipt and approval of reports.

**Note:** All modifications to your project must be approved before your project is implemented. Modifications to your proposed project that are not approved in advance may result in nonpayment of your award. To request approval for modification, please contact JSI at [owhapplication@jsi.com](mailto:owhapplication@jsi.com).

## **I. Project Time Frame**

Awardees will have until September 30, 2011 to complete their projects. Final reports will be due no later than October 31, 2011.

## **J. How To Submit an Application**

- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202  
**Note:** E-mail is the preferred method for application submission.
- Applications will not be accepted by the Regional Offices on Women's Health
- Applications must be received by JSI by e-mail or mail submission no later than **December 6, 2010** at 5:00 p.m. Mountain Time
- Applications can not exceed 6 pages in length
- You will receive confirmation of your submission in three days. If you do not receive a confirmation, please call toll-free 1-866-224-3815
- If you have questions or need assistance please call 1-866-224-3815

## **K. Review Process**

Applications will be reviewed by a technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
  - Description of organization's mission, history, and services is provided
  - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 points)
  - Proposed project information is provided
  - Proposed project goals and objectives are identified
  - Community need for the project is described
  - Proposed project partners are described
  - Proposed project target population is described
  - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)
  - Performance Measures are described and relate to the proposed project goals and objectives
- Form V. Budget (20 points)
  - Budget expenses are detailed in the table provided and all expenses are allowable. Other sources of funding are included.

## **L. Disclaimer**

The HHS OWH has contracted with JSI to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee must also include the following statement on event materials distributed at events: **"Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

## **Application Instructions**

Complete your application using the following forms. Be sure that Form I of application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V).

Completed applications include:  
 Cover Page (included as Form I)  
 Organizational Background (included as Form II)  
 Proposed Project Description (included as Form III)  
 Project Evaluation (included as Form IV)  
 Project Budget (included as Form V)

## **Heart Attack Symptoms and Calling 9-1-1 Campaign for Women**

### **Cover Page – Form I**

#### **Contact Information**

HHS Region: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Mailing Address, City, State, Zip: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Project Director: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Organization's Employer Identification Number  
(EIN)/Tax Exempt Number: \_\_\_\_\_

Signature of responsible official: \_\_\_\_\_

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.

## **Organizational Background – Form II**

1. Describe your organization's mission, history, and services provided. Include information on how your organization is qualified to implement the proposed project.

2. Provide a brief description of the population and geographic area that your organization serves.

### **Proposed Project Description – Form III**

1. What is the proposed project name?

2. What do you want to accomplish with this project? List the goal(s) and objectives for the proposed project. Please refer to the following resources to develop SMART goals, objectives and outcome measures:

<http://www.goal-setting-guide.com/goal-setting-tutorials/smart-goal-setting>

[http://www.cdc.gov/dhdsp/state\\_program/evaluation\\_guides/logic\\_model.htm](http://www.cdc.gov/dhdsp/state_program/evaluation_guides/logic_model.htm)

Also include an explanation of why you think this project will be effective.

2a. Does the proposed project include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>.)

3. Describe the community’s need for this project. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>

4. Describe your proposed project. How you will carry it out? Who are your partners?

5. What is the proposed project's target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

6. In the table below, provide a timeline for all activities required to carry out this project. (Add more rows as needed.)

<b>Activity</b>	<b>Start Date</b>	<b>End Date</b>	<b>Person Responsible</b>

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

### **Project Evaluation – Form IV**

1. Evaluation: What performance measure(s) will you use and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in Form III, question 2. Examples of evaluation methods include pre-post test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.

