

Kappa Safe Infant Sleep Community Engagement Project

Announcement Type: New Request for Applications (RFA)

Key Dates

Mini-Grant Application Released	March 12, 2018
Application Informational Sessions	Please Check Province Schedules East Central Province Council South Eastern Province Council Middle Eastern Province Council Southern Province Council Southwestern Province Council Western Province Council South Central Province Council Middle Western Province Council
Application Informational Call	March 26, 2018 8:00 p.m. April 30, 2018 8:00 p.m.
Application Due Date	May 14, 2018
Mini-Grant Status Notification Sent to Applicant	May 24, 2018
Mini-Grant Recipients Orientation Webinars	May 31, 2018 – 8:00 pm ET June 2, 2018 – 10:00 am ET June 3, 2018 – 7:00 pm ET
Deadline for Required Paperwork	June 8, 2018
Funds Distributed to Mini-Grantee	June 15, 2018
Funding Cycle Begins	June 17, 2018 (Fathers Day)
Funding Cycle Ends	August 31, 2018
Deadline for Required Paperwork	September 15, 2018
Mini-Grant Recipients Closing Updates	C. Roger Wilson Leadership Meetings

PURPOSE

This *Kappa Safe Infant Sleep Community Engagement Project Mini-Grants* RFA announces the availability of funding for a limited number of educational outreach projects to help reduce the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death, such as accidental suffocation. The *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD), part of the National Institutes of Health (NIH), is offering funds to support community education efforts that:

- 1) Increase public awareness about the impact of SIDS and other sleep-related causes of infant death
- 2) Teach ways to create safe infant sleep environments and reduce the risk of SIDS and other sleep-related causes of infant death.
- 3) Provide an opportunity to educate community members on the important role they have in reducing Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death.

The RFA emphasizes outreach efforts within African American communities, although activities can include other racial/ethnic communities.

Eligible Applicants

The following organizations are eligible to apply:

- Graduate and Undergraduate Chapters of Kappa Alpha Psi Fraternity, Incorporated
- Active Silhouettes Chapters of Kappa Alpha Psi, Fraternity
- Province Councils (Kappa/Silhouettes)

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

BACKGROUND

SIDS is the sudden death of a baby younger than 1 year of age that remains unexplained even after a thorough case investigation—including a complete autopsy, examination of the death scene, and review of the clinical history. SIDS claims the lives of thousands of infants in the United States each year. Since the 1970s, NICHD has been working to understand SIDS and the behaviors that reduce the risk of SIDS. In 1994, NICHD launched the Back to Sleep campaign to educate parents and caregivers about ways to reduce the risk of SIDS. Prior to the launch of the Back to Sleep campaign, almost 5,000 U.S. babies died from SIDS every year. Since the launch of the campaign, the overall U.S. SIDS rate has declined by more than 60%.

In September 2012, NICHD and its campaign collaborators expanded the Back to Sleep campaign into the Safe to Sleep® campaign to continue educating parents and caregivers about safe infant sleep practices and ways to reduce the risk of SIDS and other sleep-related causes of infant death, such as accidental suffocation.

Despite the overall success of the campaign in helping to reduce U.S. SIDS rates, challenges continue. African American infants remain at higher risk for SIDS than do white babies. NICHD and Safe to Sleep® collaborators and partners are working together with and within African American communities to help eliminate this disparity and keep babies safe during sleep.

In August of 2015, NICHD embarked on a partnership with Kappa Alpha Psi Fraternity, Incorporated, to develop an educational outreach initiative to teach fathers, grandfathers, uncles, brothers, and other community stakeholders about the ways to reduce the risk of SIDS and other sleep-related causes of infant death. This partnership with Kappa is key because of the importance of disseminating health information through organizations and institutions most connected to local communities. The Safe Sleep Fatherhood Outreach Initiative created a perfect opportunity for this to happen.

As a result of the partnership with NICHD, Kappa was charged with the following goals:

- *Collaborate on efforts to educate Kappa membership to build alliances within communities to assist in education and awareness activities around SIDS and other sleep-related causes of infant death*
- *Communicate the important role men have in being able to teach other men such as fathers, grandfathers, uncles, brothers, and other community stakeholders about ways to reduce SIDS and other sleep-related causes of infant death*

The goal of the Kappa Safe Infant Sleep Community Engagement Project is to increase the awareness of the impact that sleep-related infant death and overall infant mortality is having on African American communities by providing an opportunity to empower these communities through engagement and education. Building on community relationships, Kappa's objective is to educate local communities by conducting safe sleep educational forums in geographic areas or communities. Each chapter will be responsible for educating a **minimum of 25** community members on safe infant sleep. The objective is to inform communities of the dangers of sharing a sleep surface with an infant and the importance of following all safe infant sleep recommendations from the American Academy of Pediatrics. Funds are to be used for educational activities that work to promote safe infant sleep practices and increase public awareness regarding the impact of sleep-related infant deaths, and ways to reduce them.

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

Mini-Grant Activities

The mini-grants are designed to support educational outreach activities that address safe infant sleep and help to increase awareness about ways to reduce risks for SIDS and other sleep-related causes of infant death. The activity will be designed to educate and build awareness in a community setting, focusing on priority audiences. This signature event will guide the chapters in conducting their outreach activities.

Activities and related promotional efforts that are responsive to this application will include:

- Safe infant sleep training/education workshops
- Disseminating the safe infant sleep message at health fairs and other community events via presentations
- Safe infant sleep demonstration activities

Priority Audiences

Kappa Alpha Psi Fraternity

Priority audiences for this group include, but are not limited to, men such as fathers, grandfathers, uncles, brothers, and other community stakeholders.

Silhouettes of Kappa Alpha Psi Fraternity

Priority audiences for this group include, but are not limited to, mothers-to-be, new mothers, fathers, grandparents, infant caregivers, and health care providers.

NICHD will also provide Safe to Sleep® campaign materials that will be used in educational sessions. All awardees will be required to collect sign-in sheets, before-and-after activity-knowledge checks, activity tracking forms and photo/video release forms (if needed).

PROJECT DELIVERABLES

The Mini-Grant project will allow the chapters to collect data in conjunction with the *Eunice Kennedy Shriver* National Institute Child Health and Human Development.

Each award recipient will be responsible for submitting the following required forms:

- Project Sign-in Sheet(s)
- Before/After knowledge check forms
- Educational materials request forms
- Activity/Summary Tracking Form
- Project Report Form
- Photo/video consent forms (if applicable) and a few (2-3) electronic copies of event photos

PROPOSAL PROCEDURE

A complete proposal form and a detailed project budget must be submitted. Please do not include other printed materials, CD's, videos or audiotapes. Any such additional materials will not be considered. All proposals must be completed and delivered by mail, fax or email in accordance with the instructions contained therein. Requests will be reviewed by the Kappa Health and Wellness Review Committee.

Amount requested may not exceed **\$1,000.00**. Proposals that describe cash and in-kind matching funds will be viewed more favorably.

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

Application Procedures

Please note:

- Only one application per chapter will be accepted.
- Applications should be limited to the forms provided and the requested information.
- Incomplete applications will not be reviewed.
- Each proposal will be considered on its own merits.
- Additional information may be requested if it will assist in the review process.

Please enter requested information into the application form. The application must be **received by Monday, May 14, 2018**. Applications submitted after this date will not be reviewed. Mini-grant applications can be sent by mail, email, or fax. Please use the contact information below to apply by mail.

Mail: (Postmarked Monday, May 14, 2018)

Global Infant Safe Sleep Center, Inc
Attn: Dr. Stacy Scott
P.O. Box 403
Toledo, Ohio 43697-1020

Email: info@gisscenter.org

Fax: 419 754-2424

TECHNICAL ASSISTANCE

Q&A Call

Kappa will host informational webinars on **Monday, March 26, 2018, from 8:00 to 9:00 p.m. ET** and **Tuesday, April 24, 2018, from 8:00 to 9:00 p.m. ET** to respond to any questions about the RFA. To join the call, please use the contact information below:

Webinar Link: www.webex.com

Monday, March 26, 2018 8:00 to 9:00 p.m. ET

Meeting Number (access code) 622 757 848

Meeting Password: Kappa366

Join by Phone: 1 510 338-9438

Tuesday, April 24, 2018 8:00 to 9:00 p.m.

Meeting Number (access code): 620 849 286

Meeting Password: safesleep1

Join by Phone: 1 510 338-9438

For technical assistance or questions about application requirements, email Dr. Stacy Scott at info@gisscenter.org or call 731 616-5098

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

MINI-GRANT REQUIREMENTS

All chapters whose mini-grant applications are approved will be required to:

- Identify a chapter representative as a point of contact and provide contact information to Dr. Stacy Scott. This individual will report on project activities at **two mandatory mini-grantee webinars** (date/time subject to change):
 - Orientation: All approved applicants must have a representative on one of the following orientation webinars tentatively scheduled for **Thursday, May 31, 2018 – 8:00 pm ET, or Saturday, June 2, 2018 – 10:00 am ET, or Sunday, June 3, 2018 – 7:00 pm ET.**
 - Project Closeout: All approved applicants must be prepared to present the project highlights at a **mandatory closeout meeting in conjunction with C. Roger Wilson Leadership or via webinar – Dates are to be determined.**

Additional information regarding this meeting will be included in your notice of award letter, if approved for funding.

Additional Requirements

- Reach a *minimum* of 25 participants through its education efforts
- Use Safe to Sleep® campaign materials for outreach efforts
- Complete all required project forms and activity trackers
- Participate in one mandatory technical assistance call to be scheduled after the award notices are sent
- Provide Kappa leadership and NICHD with the chapter's outreach event and activity schedule
- If a mini-grantee's event is selected for a site visit, a representative from the chapter will assist NICHD and Kappa leadership with site visit logistics

TERMS AND/OR GUIDELINES

Mini-grant funding cannot be used for any of the following:

- Membership dues
- Operating deficits
- Purchase of baby-size cardboard boxes or other portable sleep areas that are not safety-approved for infant sleep by the Consumer Product Safety Commission. Current safety-approved sleep areas include cribs, portable play yards (e.g., playpens), and bassinets.
- Publication/printing/purchase of any materials not part of the Safe to Sleep® campaign and/or Kappa Safe Sleep Outreach Project
- Projects to improve buildings or facilities
- Chairs or professorships
- Endowments, annual fund drives, direct mail solicitation, or fundraising events
- Purchase of advertising space
- Projects intended to influence legislation or support candidates for political office
- Mini-grants to another foundation or organization that distributes funds to recipients of its own selection
- Travel expenses, except for local mileage associated with planning and executing approved mini-grant awareness and education events

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

BUDGET INFORMATION

Mini-grant funding can be used for the following expense categories:

Giveaways

1. **Raffle Items:** (\$100.00 per every 25 event participants). **Raffles prizes cannot be given to each attendee and prize recipients must be randomly selected.** Example of giveaway items that may be purchased include Safe sleep items: wearable blankets or one-piece sleepers, fitted mattress sheets, pacifiers with nothing attached (i.e. string, pin, etc.)

Maximum \$100.00 based on \$1,000.00 allocations for 25 Community Participants

2. **Door Prizes:** Items are considered door prizes and are subject to the \$200.00 limit for 25 event participants (i.e. Safety-approved portable play yards may be purchased). **All portable play yards must be given to prize winners unopened and in their original packaging.**

Maximum \$200.00 based on \$1,000.00 allocations for 25 Community Participants

3. **Safe Sleep Demonstration:** Grantees should budget to **purchase one portable play yard to use for display at their events.** Additional items to purchase for interactive demonstrations may include a doll, toys, and a pillow/blanket. These items will simulate an unsafe sleep environment.

Maximum \$100.00 (including shipping and taxes)

4. **Design/Printing/Duplication of Project Promotion/Administrative Materials:** *Print color copies of the workshop flyer at a local printer. Create and print event posters. Print black and white pre-tests, post-tests, and post-training evaluation forms. Postage.*

Grantees may design t-shirts, bags, pens, and other collateral to distribute to participants. However, the design must be sent in to Kappa and NICHD leadership for pre-approval before print.

Maximum \$200.00 based on \$1,000.00 allocations for 25 Community Participants

5. **Honoraria/Speaker Fees (may not exceed 5% of grant award)**

Maximum \$50.00 based on \$1,000.00 allocation

6. **Healthy snacks for an activity or event**

Maximum \$100.00 based on \$1,000.00 allocations for 25 Community Participants

7. **Event Support** (facility fee/equipment rental/general supplies)

Maximum \$200.00 based on \$1,000.00 allocation

8. **Mileage** (Transportation cost to support project activities at a mileage reimbursement rate of \$0.535 per mile)

Maximum \$50.00

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

SCORING CRITERIA

Kappa will promote the Safe Infant Sleep message on a **national level**. However, emphasis will be placed in the following states: **Alaska, Alabama, Kentucky, Arkansas, Oklahoma, Louisiana, Mississippi, West Virginia, Georgia and South Carolina** where the rates are highest for *Sudden Unexpected Infant Death*.

Applications will be evaluated based on the following criteria:

Project Location (25%)

Projects held in the following states **Alaska, Alabama, Kentucky, Arkansas, Oklahoma, Louisiana, Mississippi, West Virginia, Georgia and South Carolina** will be given preference.

Project Target Population (20%)

Projects targeting Men, African American Parents, Grandparents, Faith-based, and Community stakeholders will be given preference

Project Activities (25%)

Are project activities detailed, specific, and directly related to the project goals?

Project Budget and Narrative (30%)

Is the requested funding sufficient for the purpose of the grant? Are in-kind contributions and community resources clearly identified?

KAPPA SAFE INFANT SLEEP MINI-GRANT OUTREACH PROJECT

Mini-Grant Application | 2018 Funding Cycle

Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH), U.S. Department of Health and Human Services (HHS)

KAPPA SAFE INFANT SLEEP COMMUNITY ENGAGEMENT PROJECT TURNKEY PROJECT

A Sample Activity: Kappa Safe Infant Sleep Community Engagement Project

The **goal** of the *Kappa Safe Infant Sleep Community Engagement Program* is to increase the awareness of the impact that sleep-related infant death and overall infant mortality on African American communities by providing an opportunity to empower these communities through engagement and education. Building on community relationships, the Kappas and Silhouettes objective is to educate local communities by conducting safe sleep educational forums in identified areas. Each chapter will be responsible for educating a **minimum of 25** community members on safe infant sleep.

The **objective** is to inform communities of the dangers of sharing a sleep surface with an infant and the importance of following all safe infant sleep recommendations. Funds are to be used for educational activities that work to promote safe infant sleep practices and increase public awareness regarding the impact of sleep-related infant deaths, and ways to reduce them.

The following is the recommended agenda for a forum sponsored by your chapter, in your community, and to assist you in garnering the most out of the Kappa Safe Infant Sleep Community Engagement Project. Depending on the scope, reach, and mission of your chapter, you may elect to take a different approach to support the *Kappa Safe Infant Sleep Initiative*. Be creative. You know your members and communities best.

Suggested Forum Agenda

- 9:30 a.m.** ***All attendees are required to sign in and complete the photo/video consent form utilizing the forms that have been furnished by the mini-grant project***
- 10:00 a.m.** Welcome
- All participants are asked to complete the "Before Knowledge Check" form. Once completed please collect forms and provide participant a raffle ticket.***
- 10:10 a.m.** Greetings
- 10:20 a.m.** State and Local – Overview of Infant Mortality/SUID/SIDS Statistics
- 10:35 a.m.** What is the Safe to Sleep Campaign
- 10:45 a.m.** What Is Sudden Unexpected Infant Death (SUID)?
- 11:00 a.m.** What is Sudden Infant Death Syndrome (SIDS)?
- 11:10 a.m.** What Are Other Sleep-Related Causes of Infant Death?
- 11:30 a.m.** What Can You Do to Reduce the Risk? (American Academy Recommendations)
- 11:45 a.m.** Conduct Knowledge Check (Collect Forms)
- All Raffle Items and Door Prizes will be randomly selected from bucket containing raffle tickets**
- 12:00 p.m.** Closing