

## The Village Innovating Perinatal Services (VIPs) Cohort

### Background

Reaching Our Sisters Everywhere (ROSE) Inc, was founded to address breastfeeding disparities for communities of color. ROSE works to normalize breastfeeding by providing resources and networking opportunities for individuals and communities. As a national expert, and in partnership with communities, we build equity in maternal and child health through culturally competent training, education, advocacy and support.

ROSE is honored to present the recently established “Supporting Providers and Families to Access Telehealth and Distant Care Services for Maternal Health” award. ROSE will distribute a total of \$200,000, in funding and \$70,000 worth of telehealth resources to community partners and BIPOC led community-based and public health organizations which serve BIPOC and marginalized rural communities in perinatal health services. The selected awardees will form The Village Innovating Perinatal Services (VIPs) Cohort.

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number H7EMC37564 as part of an award totaling \$4,000,000 with 0 % percentage financed with nongovernmental sources. The project period is from May 1, 2020 through April 30, 2021. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the U.S. Government.

### The Cohort

Who? This cohort will represent Black Indigenous People of Color (BIPOC), stakeholders from marginalized rural communities, and BIPOC led public health and community based organizations which serve BIPOC communities, rural communities, birth workers and lactation support individuals. The cohort will be established and awarded in two phases: PHASE 1 which will begin Tuesday, September 22, 2020 and PHASE 2 which will begin Wednesday, October 21, 2020.

Our goal is to identify a team of 25-30 individuals and/or organizations who have continuously demonstrated a strong commitment to improve perinatal support services in their communities. This diverse group representing each of the 10 HRSA regions will exemplify effective and innovative practices for delivering telehealth services to families impacted by changes to care due to COVID 19.

What? The cohort will be awarded one-time funding, in varying amounts from \$1,000-\$5,000. ROSE will host virtual collaborative sessions and training webinars to equip participants with technical support and resources for successful project completion.

Through the participation of this cohort, individuals/organizations must make a commitment to attend all collaborative calls (as scheduled by ROSE) throughout the duration of the funding period. Cohort members will also report on their project implementation and provide valuable insight to further inform the field.

When? PHASE 1 awardees will connect virtually Tuesday, September 22, 2020. PHASE 2 awardees will connect virtually Wednesday, October 21, 2020. ROSE will be available to provide any additional technical support or training as needed.

### Application Process

The Village Innovating Perinatal Services (VIPs) cohort will be selected through an application process.

Awards will be distributed using a rolling cycle. All applications are due by Tuesday, September 8, 2020 at 11:59pm EST.

Organizations and individuals requesting a larger amount of funding (\$2,500-\$5,000) and or expressed a need for subscription based services will be classified as PHASE 1 and will be notified of acceptance by Wednesday, September 16, 2020. We ask that all PHASE 1 applicants hold Tuesday, September 22, 2020 on their calendars for the Inaugural VIPs Meeting.

Organizations and individuals requesting a smaller amount of funding (\$1,000) and resources will be classified as PHASE 2 and will be notified of acceptance by Tuesday, October 13, 2020. We ask that all PHASE 2 applicants hold Wednesday, October 21, 2020 on their calendars for the Inaugural VIPs Meeting.

If you have any additional questions, please email Halle Neeley at [halleneeley@breastfeedingrose.org](mailto:halleneeley@breastfeedingrose.org).

## Name \*

First Name

Last Name

## Email \*

example@example.com

## Phone Number \*

Area Code

Phone Number

## Mailing Address \*

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

## How do you self identify?

Non-Hispanic White

Black or African American

Hispanic and Latino (of any race)

Asian

Native Americans and Alaska Natives

Native Hawaiians and Other Pacific Islanders

**Are you applying as an individual or an organization?**

Individual

Organization

**Select the primary population you serve.**

Non-Hispanic White

Black or African American

Hispanic and Latino (of any race)

Asian

Native Americans and Alaska Natives

Native Hawaiians and Other Pacific Islanders

**Select your corresponding HRSA region. \***

**Select your primary geographic setting.**

Urban

Suburban

Rural

**How do you engage in the community? \***

Doula

Lactation Support Provider

Maternal Mental Health Provider

Midwife

Medical Practitioner

**List any relevant credentials below.**

**What type of perinatal support services do you offer?**

Breastfeeding

Prenatal

Postpartum

Childbirth Education

**How do you provide these services?**

Virtual/Online

Texting

Telephone

In-Person

**Are you currently providing any telehealth services? \***

YES

NO

**How many times are you providing telehealth services on a monthly basis? \***

1-3 times a month

4-6 times a month

7-9 times a month

10+ times a month

Not providing telehealth service at this time

**Do you have access to a Facebook account?**

Yes

No

**If you are not currently providing telehealth services, do you plan to do so with this funding?**

Yes

No

N/A

**What funding level are you applying for?**

\$1000

\$2500

\$5000

**How will you or your organization maximize funding to improve telehealth services?**

Improve access to virtual doula/CHW

Expand Prenatal/Postpartum clinical care via telehealth

Increase remote pregnancy monitoring

Increase access and affordability of technology up to 12 months postpartum

Virtual training to childbirth educators, lactation consultants to build capacity to use trauma-informed telehealth approaches

Other

**How can ROSE support you in distributing funds and resources to those you serve?**

**What is the name of your organization?**

**Can you provide us with your website?**

**Please share how long you have done this work and a brief description of how you serve your community.**

**Briefly describe how you will implement the strategies you selected in the previous question.**