



Indiana
Department
of
Health

MCH STRATEGIC INITIATIVES FUNDING OPPORTUNITY

2026

OUR MISSION:

To promote, protect, and improve the health and safety of all Hoosiers.

OUR VISION:

Every Hoosier reaches optimal health regardless of where they live, learn, work, or play.



Session 1: Funding Application and Overview Guidance



Upcoming

Office Hours

1 p.m. EDT Wednesday, April 15

11 a.m. EDT Wednesday, April 29

Questions Due

By 5 p.m. Friday, April 24

Application Due

By 5 p.m. Friday, May 8

Pre-Recorded Webinars

- Understanding Data and Measuring Impact
- Evaluation Planning
- FAQ Document-Updated and released as needed

Purpose Priorities

RFA Purpose:

The purpose of this Request for Applications (RFA) is to fund competitive grants for community-based organizations, local health departments, hospitals, other healthcare-related entities, schools, or not-for-profit organizations (as defined by IRS Tax Determination) within the state of Indiana to implement programs focused on addressing 2025 - 2030 Maternal Child Health (MCH) priorities.

MCH Priorities:

- Reduce preventable deaths and advance quality of life
- Focus on upstream opportunities and strategies
- Improve physical health and strengthen mental, social, and emotional well-being
- Promote protective factors and uplift Hoosier families
- Foster reciprocal communication and strategic and sustainable collaboration
- Address community health factors and systems that influence health status and behaviors
- Enhance approaches to operations, data, and evaluation



****Disclaimer: This RFA is replacing the Title V funding opportunity.***

Programs and Projects

The Maternal and Child Health Division encourages projects which focus on the following suggested topics. Applications are **NOT** limited to the following:

- Programs that emphasize preventative care, health promotion, or address recommendations from fatality review committees
- Data-driven responses to root causes of poor outcomes within targeted population domains are through outreach, referrals, and follow-up services
- Programs that outreach, educate, and/or inform the targeted population domain to support improving of outcomes

The department does not anticipate funding the following:

- Programs that solely focus on perinatal navigation and care coordination without additional elements (hospital, health department, school, or organization based included)
- Direct Clinical Services within programs (example: reimbursements for medical visits, prescriptions, medical imaging services, etc.)
- Research-focused programs

Primary Information

Applicants will be required to include the following:

- Program name
 - If your project or program does not have a name, please give a title to the project
- Organization name
 - Please list your organization full name including any DBA
- Primary contact information
 - Project director or staff directly working on the project
- Signatory contact information

Project Overview

This section must provide brief description of:

- The program
- Funding amount request
- Counties being served by the program
- Estimated number of individuals reached

Helpful Information

- Award date is tentative
- List counties served by the program not organization
- Include in reach the direct number of individuals impacted. If proposed project has media or billboard campaigns do not include estimated of reach for those here. Those can be in the project description

Provide a one-sentence description of your program or initiative.		
Total Funding Amount Requested for First 2 Years	Year 1:	
	Year 2:	
	Total Request:	
Tentative Program Funding Date	October 1, 2026 - September 30, 2028	
Counties Served		
Number of anticipated individuals reached through this program, if funded	Year 1:	
	Year 2:	
	Total:	



Population Domains

In this section applicants must select the population domain they choose to impact.

- Women /maternal health
- Perinatal /infant health
- Child health
- Adolescent health

Helpful Information

- *Impact* and *serve* can be two separate domains
 - For example, a program may intend to request providing education to daycare providers. Daycare providers would be who the program serves, but child health will be who the program intends to impact.



Examples of Priorities by Population Domain

Women /maternal

- Post-partum visits, mental health, prenatal care, oral health, tobacco cessation

Perinatal /infant

- Safe Sleep education, doula support, breastfeeding/lactation support

Child health

- Medical home*, physical activity, bullying prevention

Adolescent health

- Mental health, substance abuse, bullying prevention, physical activity

**A medical home is an approach to providing comprehensive and high-quality primary care.*

Program Overview



Community Needs and Gaps



Program Description



Collaboration with Local Health Departments (LHDs)



Project Goals and Outcomes



Measuring Program Success and Impact



Sustainability Plan

4-A Community Needs and Gaps

The purpose of the section is to describe the barriers, gaps, and needs in your community.

Need

What is missing in the community that your program will provide?

How does your program strengthen or complement existing services?

What evidence shows this program is the right fit?

Barrier/Gap

Describe the specific need or gap

Explain how your program responds to it

Show the expected improvement or change

Data

Use data to justify why the program is needed

Use data to show the size or severity of the gap

Use data to explain why the program is likely to be effective

Example of Data Sources



Vital records



Community health assessments



Hospital or clinic data



Surveys or focus groups



State or county dashboards



Partner organization data

**Quick Check:
Where can
you find
reliable data
sources?**

4-B Program Description

The program description should provide an overview of the proposed project(s) or service(s) that will be implemented and who is being served. Key information should also include:

- Program description
 - What activities will occur
 - Who will deliver them
 - Where they will take place
 - Frequency/duration
- Target population
- Partner organizations
- Program communication and information dissemination plan
- Plan to utilize community input and voices
- The MCH priority that this program aligns with and addresses and how it will be measured

4-B Program Description

Helpful Information

- The target population is who will be served by the program. This may differ from the impacted population and that's okay! Be sure to explain clearly
- Show how the partnerships will strengthen the program
- Clearly describe the connection between this program and how it will improve priorities, gaps, barriers, etc.

Definitions

Served: People who directly take part in your program (for example: attend, receive, or participate in an activity)

Impacted: People whose lives, knowledge, skills, or well-being improve because of your program

Activities: What your program *does* to support people — such as trainings, classes, visits, workshops, events, or services

Frequency/Duration: How often an activity happens (frequency) and how long it lasts each time (duration)

Implement: To start and carry out a program activity the way you designed it

4-C Collaboration with LHDs

Demonstrate the level of engagement and/or planned collaboration **for this specific proposed project** your organization will have with the local health department(s) (LHD) in the identified catchment area. Please **only** complete the question relevant to your organization.



If you are a local health department, be sure to explain

- How this will complement HFI funded services
- If you have an MCH KPO, how this will not be duplicative of services in your community



If you are not a local health department, be sure to explain

- How you will communicate with your local health department
- How you intend to not be duplicative
- If this program receives funding from a local health department, why more dollars are needed

4-D Project Goals

Provide the overall project goals, outcomes, and objectives for the proposed program(s). Ensure SMART objectives are used: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-bound.

Goal: what you want to achieve in a broad scope

Objective: The SMART strategies to obtain the goal

Activities: the steps you take to achieve the goal

Outcomes: the impact that will happen when you accomplish the goal



Strong Example:

Goal: Reduce unsafe sleep-related infant deaths in the county.

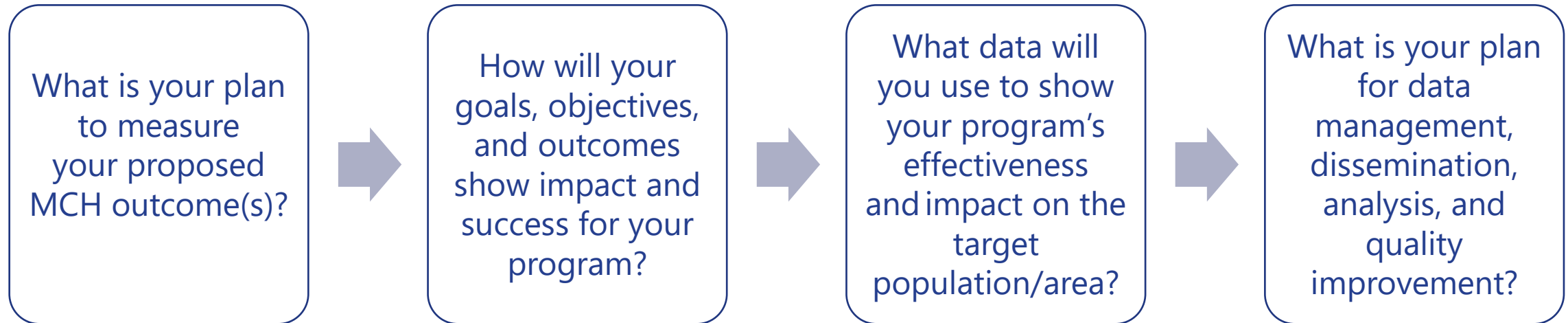
SMART Objective: By June 2027, the Safe Sleep Coalition will train 150 caregivers and distribute 100 portable cribs to high-risk families identified through WIC and home visiting programs.

Weak Example:

The Safe Sleep Coalition will provide safe sleep education and distribute 100% of procured pack n plays.

4-E Measuring Program Success and Impact

Your organization's ability to collect quality data and clearly show the progress being made toward project goals so the work can continue and have a lasting impact.



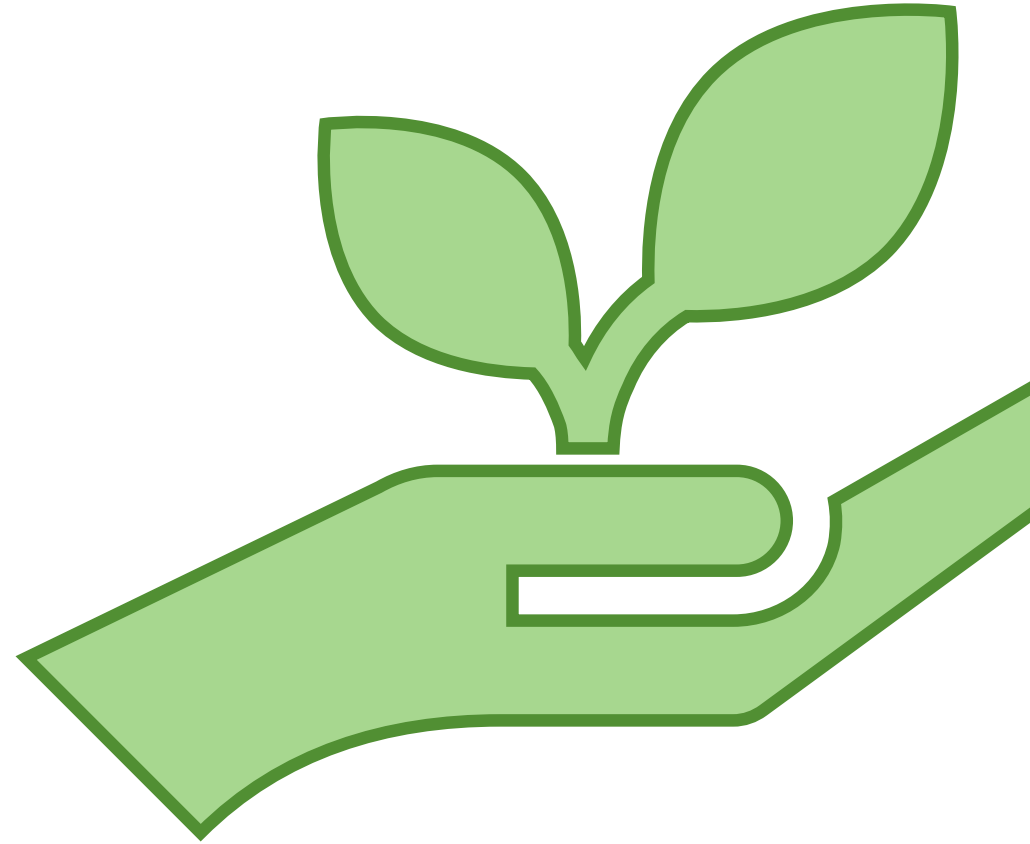
4-F Sustainability Plan

This section should outline a plan for how program activities will continue at the end of this funding and how the program will move forward beyond state investment.

What to include beyond the questions asked in the application:

- Describe a transition plan if full continuation is not feasible
- Why each funding source is a good fit for this program
- Explain both financial and operational sustainability
- Be specific and realistic

SHOULD NOT BE LIMITED TO APPLYING FOR FUTURE STATE OR FEDERAL FUNDING.



Sustainability Tips



Sustainability refers to how program activities, staffing, partnerships, and services will continue after this funding ends.



Sustainability includes financial, operational, and partnership strategies, not just future grants.



Sustainable funding sources include: Medicaid reimbursement, Managed care organizations, Local hospitals or health systems, Philanthropic or private funders, Local government or county health departments, Community foundations, In-kind support from partners

Section 5 Required Attachments



Workplan

Complete the provided work plan document



Workplan Examples

Objectives	Main Activities	Description of Activity	Target Population	Frequency	Justification	Evidence Base or Local Data Supporting Choice
SMART Objective	Major Activities Name	What will be done?	Who will be reached?	How often will the activity occur?	Rationale for selecting this activity	Citations, local data, or practice-based evidence
Example:						
Goal 1: Improve maternal mental health outcomes by increasing early identification of postpartum depression.						
By September 30, 2026, train all participating providers on postpartum depression screening and referral pathways to increase both screening rates and referral completion for positive screens to 90%.	Provider Training on PPD Screening	Conduct training for OB/GYN, family medicine, and pediatric providers on validated screening tools and referral pathways	Clinical providers serving postpartum individuals	Quarterly trainings	Providers report inconsistent use of screening tools; training increases confidence and standardization	ACOG recommends universal PPD screening; local provider survey showed 40% lack confidence
By September 30, 2026, increase postpartum depression screening rates by implementing a Community Health Worker outreach and screening initiative.	Provide CHW-led PPD screenigns in community spaces using validated screening tools	Train CHW to conduct postpartum depression screenings and follow up for participants	Postpartum participants	At each postpartum visit	By including CHWs into screening efforts, the program creates a trusted, community-based pathway for early detction, education, and linkage to mental health services	Percentage of participants who successly complete a behavioral health appointment within 30 days of positive PPD screening

Budget

Budget

- An estimate of the program costs
- Includes expenses directly related to the program
- Staff time related to the program is identified and adequate

Anticipated project timeline:

- Oct. 1, 2026 - Sept. 30, 2028

Narrative

Justification: Explain why each expense is needed and how it directly relates to the program outcome

Shows a clear relation between the expense and objectives



Other Funding Sources-Required

- Include an overview and amount of what other state agency, Indiana Department of Health, Health First Indiana and MCH funding you currently hold
- Provide a general synopsis of what the funding is being used for and who your contact with the other entity is
- Format as a PDF. ***Do not change format***

Example:

Funding Source

Name of the state agency or program (IDOH, Health First Indiana, MCH, etc.)

Amount & Purpose

Brief description of how the funds are used + total amount

Agency Contact

Name, role, and contact information for the partner agency

Other Funding Sources

Knowing what other MCH, Health First Indiana, or IDOH funding an organization already receives helps the state see:

- How programs complement one another
- Where efforts overlap
- Where there may be opportunities to braid or coordinate resources

This ensures the proposed project strengthens—not duplicates—existing work.

Understanding current funding amounts and purposes helps the state:

- Identify gaps that still need to be filled
- Avoid paying twice for the same activity
- Support applicants in building a coherent, sustainable funding structure

This protects both the applicant and the state.

Resources-*Indiana Specific*

[IDOH MCH Website](#)

[MCH Data Page](#)

[Birth Outcomes and Infant Mortality Dashboard](#)

[Adolescent and School Health Data](#)

[Indiana Youth Advisory Board](#)

[Behavior Risk Factor Surveillance](#)

[Grow Rural Health](#)

[Health First Indiana](#)

[Maternal Mortality 2024 Annual Report](#)

Resources-*National*

[Child Health Data](#)

[AMCHP Resource Library](#)

[Kids Count Data Center](#)

[BRFSS Explorer and Tables](#)

[PLACES: Local Data for Better Health](#)

[Web-based Injury Statistics Query and Reporting System \(WISQARS\)](#)

[County Health Data](#)

[State Health Facts](#)

[U.S. Chronic Disease Indicators Reports](#)

Questions?

IDOH MCH Programs

Include the subject to read: Question:
Operations & Strategic Initiatives
Funding Opportunity

IDOHMCH@health.in.gov

