

EQUITY IN POSTPARTUM SUPPORT

CALL FOR APPLICATIONS

The Community Advisory Committee of the New Jersey Birth Equity Funders' Alliance is offering funding support to organizations and individuals supporting postpartum birthing people in NJ

Website: birthequityalliance.com

Email: nj@birthequityalliance.com

Grant Application: <https://forms.gle/qXGxZTDy6npFjL18A>

FAQ Document: [Click to access FAQ document link](#)

Introduction to the Alliance and Community Advisory Committee

The [New Jersey Birth Equity Funders Alliance](#) (Alliance) aims to reduce racial disparities in birth outcomes in New Jersey and improve the state's ranking for equitable birthing. The Alliance was founded in 2021 and includes the Burke Foundation, the Community Health Acceleration Partnership (CHAP), The Henry and Marilyn Taub Foundation, and the Robert Wood Johnson Foundation.

The [Community Advisory Committee](#) (CAC), a team of New Jersey-based Maternal Health and Family Wellness experts, Birth Workers (Douglas, CHWs, Registered Nurses), and Grassroots Leaders, govern part of the Alliance's funding. Members of the CAC help create grantmaking programs and learn more about the needs of communities together with the Funders. The CAC's first initiative was a Rapid Response Fund to address the urgent formula milk and diaper access crisis. By the end of 2023, the CAC will distribute at least \$500,000 in grants.

Background and Details: Equity in Postpartum Support

With over 97,146 live births in New Jersey annually¹, a large group of birthing people need services postpartum. According to the latest [Maternal Mortality](#)

¹ New Jersey State Health Assessment Data 2020. New Jersey Department of Health.

[Report](#), nearly 70% (n=28) of pregnancy-related deaths in New Jersey between 2014-16 occurred within one year of the end of pregnancy. Data also suggests that Non-Hispanic Black women in New Jersey die from pregnancy-related causes at 7.6 times the rate of non-Hispanic White women; Hispanic women die from pregnancy-related causes at 2.7 times the rate of non-Hispanic White women.²

Access to postpartum care is critical to keeping New Jersey families healthy. Less than 80% of Black and Hispanic mothers surveyed for the [NJ Pregnancy Risk Assessment Monitoring System](#) in 2020 had a postpartum checkup for themselves compared to at least 89% of White and Asian mothers³. Continuous postpartum care can help birthing people manage chronic conditions like hypertension and diabetes and access behavioral health and other mental health care services.⁴ Untreated postpartum depression can have serious negative effects on the mother's health and wellbeing, her connections with her family, and the baby's future cognitive, behavioral, and emotional development; it can also lead to higher long-term health care and societal costs. A recently published [study](#)⁵ suggests that mental health problems, substance use disorder, and intimate partner violence are preceding circumstances to pregnancy-associated suicide and homicide. The study also found that 20% of female homicide victims whose pregnancy status was known died in the time leading up to or soon after giving birth. For suicide victims, that figure was 9%. Finally, the research highlighted that the birthing people who experienced suicide and suicidality were also being impacted by intimate partner violence. Postpartum care for those experiencing intimate partner violence is critical.

² “Maternal Mortality: New Jersey 2014-16.” New Jersey Department of Health.

³ New Jersey Pregnancy Risk Assessment Monitoring System (PRAMS), Maternal and Child Health Epidemiology, New Jersey Department of Health.

⁴ HHS Press Release ‘CMS Extends Medicaid Postpartum Coverage in New Jersey for Over 8,000 People, Oct 28, 2021.

⁵ Modest, Anna M. PhD, MPH; Prater, Laura C. PhD, MPH; Joseph, Naima T. MD, MPH. Pregnancy-Associated Homicide and Suicide: An Analysis of the National Violent Death Reporting System, 2008–2019. *Obstetrics & Gynecology*: September 8, 2022 - Volume - Issue - 10.1097/AOG.0000000000004932 doi: 10.1097/AOG.0000000000004932

New birthing people also need support adjusting to unfamiliar changes and caring for their newborns; this is especially challenging for single birthing people. The NJ Maternal Mortality Review Committee encourages monitoring and screening postpartum birthing people, raising awareness of post-birth warning signs and addressing social determinants of health that worsen post-birth experiences.

The CAC identified postpartum as an often-overlooked area for funding based on their direct work with communities and lived experiences. As a state, we need to provide birthing people culturally relevant and respectful support. The CAC is launching a RFP for an initial \$125,000 funding pool to help develop the New Jersey ecosystem of postpartum support and services.

Priorities for Funding

- Programs that advance birth and racial equity for Black and Latinx families
- Postpartum birthing parent support (e.g. postpartum doula, meal preparation, transportation, light housework, miscarriage/loss counseling, pelvic floor therapists, lactation consulting, registered nurse checks for blood pressure, newborn assessments)
- Postpartum natal support (e.g. basic baby/toddler care)
- Mental and behavioral health support (both providing individual behavioral health support and supporting programs that provide this support)
- Other services showing postpartum support

Grant Amount and Funding Levels

- The CAC will award ten unrestricted grants of \$12,500 with a theme of postpartum support.

- Funded organizations/individuals will be invited to participate in a series of optional peer learning, training, capacity-building, and community outreach activities over the course of the grant period.

Eligibility

- Registered 501(c)(3) organizations and individuals (i.e. not on behalf of a company, organization, or institution) can apply. We will prioritize applications from Black- or Latinx-led entities/people.
- Registered 501(c)(3) organizations must have had an annual operating budget of \$250,000 or less for the 2021 fiscal year.
- We will prioritize applications from organizations/people that are based and serve residents in the 52 high-need municipalities listed in the Appendix.
- Applicants must be rooted in their communities; they should respond to community needs, strengths, knowledge, values, and practices.
- Applicants do not need to have experience in birthing and birth equity; however, their work should address social determinants of health and strongly align with the values of birth and racial justice.
- Funds must be used to support one or more of the priorities for funding listed above.

Application Submission

Please submit the application materials listed below via [this form](#). We strongly encourage applications from Black and Latinx individuals, and Black-led, Latinx-led and emerging community-based organizations who have not previously received large grants. For any questions or accessibility constraints (language/digital ability), kindly email NJ@BirthEquityAlliance.com or [register](#) for our Grant Award Process Webinar on Wednesday, October 19 from 10-11am EST held virtually on Zoom.

- **Application Form (mandatory)** to share basic organization and leader demographic details (name, website, operating size, financials, mission, program details, and intended impact).
- **Testimonial(s) (mandatory)** for existing programs and services.
- **Video/Audio Recording (optional but highly recommended)** by the applicant’s leadership/the applicant on why the applicant is applying for this grant. The maximum length should be 2 minutes. Please note that evaluation will be solely based on the content and not the quality of the video/sound or editing.
- **Supporting documents (optional)** or anything else the applicant would like to share with the application review committee.

We offer two application deadlines with their own decision notification and grant dispersal timelines. When applicants submit their applications has no effect on the likelihood of receiving a grant. We will primarily communicate with applicants via email. Please check your email regularly, including spam folders, for time-sensitive communications.

	Application Deadline	Decision Notification	Grant Disbursal
Round 1	October 30, 2022 at 11:59pm EST	Mid-November 2022	By December 2022
Round 2	November 13, 2022 at 11:59pm EST	Mid-December 2022	By January 2023

Review and Selection Process

All applications will be reviewed by members of the Community Advisory Committee members and a select group of Funders. Each application will be reviewed by multiple evaluators to discourage hidden biases.

Reporting Requirements

Successful grantees will be required to share two updates during the grant term to help us learn more about your impact and improve our grantmaking:

- A mid-term check-in conducted via phone or in-person to discuss your work, learnings, and any resources or opportunities the Community Advisory Committee could be offering as support.
- A post-grant report that answers the following question in any format and length: *What would you like us to know about your work and what has happened in your organization/to you personally over the past year?*

Definitions

- **Community-based organization⁶:** An organization that is driven by community residents in all aspects of its existence, meaning:
 - The majority of the governing body and staff consists of local residents
 - The main operating offices are in the community
 - Priority issue areas are identified and defined by residents
 - Solutions to address priority issues are developed with residents
 - Program design, implementation, and evaluation components have residents intimately involved, in leadership positions

⁶ University of Michigan School of Public Health. <https://sph.umich.edu/ncbon/about/whatis.html>.

- **Black-led is defined as⁷:** An organization where Black leaders are in a position of influence within the organization, meaning:
 - A plurality of the Board of Directors is Black (i.e., are the largest racial group represented on the Board)
 - The Executive Director/Organizational Leader is Black or the Executive Leadership is majority Black.
- **Latinx-led is defined as:** An organization where Latinx leaders are in a position of influence within the organization, meaning:
 - A plurality of the Board of Directors is Latinx (i.e., are the largest racial group represented on the Board)
 - The Executive Director/Organizational Leader is Latinx or the Executive Leadership is majority Latinx.

Application Questions

Please submit your answers to the following application questions [here](#). Since you will not be able to save a draft of your application, we recommend that you save your work on a separate document and paste answers in the form.

Primary Contact Person for the Grant

- Name, Title, Email, Phone Number

Applicant Type (choose one):

- Nonprofit organization, network, or coalition
- Individual

Section 1A: Applicant's Information (Nonprofit Organization, Network, or Coalition)

- Applicant's Legal Name, Email, and Phone Number
- Fiscal Sponsor Name, Email and Phone Number (if applicable)

⁷ Black Equity Collective. <https://www.blackequitycollective.org/organizations>.

- Street Address, City, Municipality, State, and Zip Code (if fiscally sponsored, please complete for fiscal sponsor)
- Authorized Signatory's Name, Email and Phone Number
- Tax ID (if fiscally sponsored, please complete for fiscal sponsor)
- Year Established/Launched
- Website and social media handles (if applicable)
- Applicant's mission and history (~75 words)
- Municipalities served [*dropdown menu*]
- Demographic communities served (e.g. Black birthing people experiencing postpartum depression, families with children in the NICU, etc.)
- Annual operating budget for the current fiscal year
- Number of full-time employees, part-time employees, contractors and volunteers
- Is the Organization Leader Black, Latinx and/or other?
- Is a majority of the Executive Leadership team Black and/or Latinx?
- Is a plurality of the Board of Directors Black and/or Latinx?

Section 1B: Applicant's Information (Individual)

- Street Address, City, Municipality, State, and Zip Code
- Website and social media handles (if applicable)
- Applicant's mission and history (~75 words)
- Municipalities served [*dropdown menu*]
- Demographic communities served (e.g. Black birthing people experiencing postpartum depression, families with children in the NICU, etc.)
- Do you identify as Black, Latinx, or other? [*dropdown menu*]
- Signed W9 Form [*upload link*]

Section 2: Proposed Work

1. **Problem and Relevance:** What motivates your organization/you to address disparities for Black and Latinx postpartum birthing people and infants in your community(ies)? Has your organization/have you worked in the maternal health space before? If so, please share details. If your organization is/you are new to the maternal health space, please share your vision to expand into maternal health.
2. **Support:** Briefly describe how this grant will advance your work to address disparities for Black and Latinx postpartum birthing people in your community(ies). *This grant can be used to help strengthen the organization/you and its/your infrastructure (e.g., hire specialists) or for postpartum-related programs (e.g., newborn visits).*
3. **Impact & Evaluation:** What are the significant impacts of your organization/you on Black and Latinx postpartum birthing people to date (please be sure to include achievements within the past year)? Please share how your organization assesses/you assess your overall success and effectiveness.
4. **Partnerships & Community Engagement:** How does your organization/do you currently or plan to partner within the community to advance your work? Please include the name(s) of your key partners (e.g. community changemakers, community groups and coalitions, etc).

Appendix

List of Priority Municipalities

The following list of priority municipalities was determined based on a social vulnerability index developed by the New Jersey Department of Health.

1. Asbury Park City
2. Atlantic City
3. Bayonne City
4. Bridgeton City
5. Camden City
6. Carteret Boro
7. Chesilhurst Boro
8. City Of Orange Twp
9. Cliffside Park Boro
10. Dover Town
11. East Newark Boro
12. East Orange City
13. Elizabeth City
14. Fairfield Twp
15. Fairview Boro
16. Freehold Boro
17. Freehold Twp
18. Garfield Boro
19. Hazlet Twp
20. Hightstown City
21. Howell Boro
22. Irvington Boro
23. Jersey City
24. Lindenwold Boro
25. Little Ferry Twp
26. Littleton Twp
27. Lindenwold Boro
28. Long Branch City
29. Millville City
30. New Brunswick City
31. New Hanover Twp
32. Newark City
33. North Bergen Twp
34. Passaic City
35. Paterson City
36. Penns Grove Boro
37. Perth Amboy City
38. Plainfield City
39. Pleasantville City
40. Prospect Park Boro
41. Red Bank Boro

16. Freehold Boro
17. Garfield City
18. Guttenberg Town
19. Hackensack City
20. Haledon Boro
21. Harrison Town
22. Hightstown Boro
23. Irvington Twp
24. Jersey City
25. Keyport Boro
26. Lawnside Boro
42. Salem City
43. Teterboro Boro
44. Trenton City
45. Union City
46. Victory Gardens Boro
47. Vineland City
48. Weehawken Twp
49. West New York Town
50. Woodbury City
51. Woodlynne Boro
52. Wrightstown Boro