

March of Dimes Greater Kentucky Chapter Resources 2006

- **Healthy Babies, Healthy Business:** is a free program, accessed via company intranet systems, that extends existing benefit and wellness programs of a business by adding a wealth of high quality information about pregnancy and newborn health geared towards working families and first-time parents. There are also tools and guides for HR professionals to enhance and deploy pregnancy wellness information to their employees. This service is free because it is made possible by fund-raising efforts of businesses across America that participate in March of Dimes WalkAmerica. It doesn't add to the cost of a company's current system and it makes it extremely attractive. This tool can enable you to expand your corporate relationships. You can introduce a company to HBHB by showing them the web site: www.marchofdimes.com/hbhb. Also, there is a brochure with 4 easy steps, which show you how to go about setting this up, once you find a company that wants it. After the initial contact, there's very little work for you to do personally.
- **Nursing module library:** Basically, we have nursing modules in Louisville and Lexington that can be borrowed by nursing schools for free so they can earn credits. They do have to pay for the credits, [which they can get through March of Dimes at a relatively low rate](#). We have a [database of the modules available in Kentucky](#). If there are not enough modules for the whole class, they can be taught classroom style. If there are enough for each student, they can borrow the number they need.
- **Johnson & Johnson Pediatric Institute (JJPI) Grand Rounds:** These are funds that can be applied for to pay for *professional* education, specifically physicians, on the topics of smoking cessation and progesterone. For each JJPI GR awarded, there will be a pre, post and a 3-month follow up survey of participants to assess their knowledge, attitudes, and reported practices. There will also be a baseline and follow-up survey with key personnel in administration/ leadership at the selected site to focus on determining if there have been any changes in systems to implement or expand the intervention and to assess potential barriers. An external evaluation consulting group will provide support for all aspects of the evaluations. These funds cannot be used for public education. They have to directly towards the credits, or speakers, or different parts of a professional educational event. It also is just for a one time event- although the event can be a week or a weekend long conference- not for something that continues throughout the year or month or a lengthy amount of time. The March of Dimes does not have to be included in the planning of these events to qualify for the funds, but the March of Dimes logo (and maybe the JJPI logo) has to be displayed- there is a 1-3 slide power point that I think would count for this. The maximum you can request is \$2,000. The Greater Kentucky Chapter will also have an amount of \$1,000 to support one or more preterm-related GRs, which will *not* be subject to evaluation requirements of the evidence-based GRs and can target all Perinatal providers.
- **Mead Johnson Nursing Grand Rounds:** Chapters may apply for up to \$2,000 for each PNGR. **Exceptions may be made when the expected attendance is greater than 50 participants.** There is no limit on the number of PNGR for which a chapter may apply. A projected budget is required as part of the Perinatal Nursing Grand Rounds Application. Checks—made payable to the chapter—will not be issued until a final budget and the evaluation are received. The final budget and evaluation **must be submitted within 30 days following the activity in order to receive funding.** Funding may be used to cover activity expenses including

speaker travel/honorarium, marketing expenses, catering, the purchase of [Nursing Modules](#), etc. Funding will cover actual expenses only; indirect costs will **not** be covered.

Criteria for the Approval

Applications will be judged on the following criteria:

- Relevance of topic to the March of Dimes mission
- Target audience of registered nurses
- Quality of speaker(s)—The speaker must be a registered nurse and qualified to address the chosen topic; if there are multiple speakers, the primary presenter must be a registered nurse.
- Use and promotion of [Nursing Modules](#), if applicable
- Potential to enhance future relations between the chapter, partner institutions, and participants

(For more information regarding the Mead Johnson NGRs, please contact your Lorry Marvin- contact information is at the bottom of this document.)

- **Community Grants**: The Greater KY chapter awards about \$100,000 each year to 4-6 groups in amounts of \$10,000 - \$25,000 each. These grants fund community-based projects that directly benefit the health of mothers and babies in the Greater Kentucky Chapter. Free grant writing workshops are put on in each division for anyone who'd like to learn how to write the perfect March of Dimes grant, or for anyone wanting to improve their grant writing skills. At these workshops the timelines are also announced. Letters of Intent (LOIs) are the first step in the application process. Flyers for those go out in about May of each year- the timeframe varies slightly. After LOIs have been reviewed by the Chapter Program Services Committee, those selected to submit a full application will be notified. Full applications are then read and discussed by the Chapter PSC in November of each year and grants are awarded in January of the following year.
- **Research Grants**: These are handled through the National office only. They stretch over about three years and average \$250,000 each. Please direct interested parties to www.marchofdimes.com, and tell them to click on the professionals and researchers link.
- **Community Awards**: small amounts of money that can be accessed through the Kentucky chapter if there are left over funds from the Community Grant money. These are awarded through application and fund public education or public service programs pertaining to prematurity.
- **NICU Family Support Project**: This is a new project for the Greater Kentucky Chapter that brings direct services back to the organization. This project will be done with the NICU in Norton Suburban Hospital in Louisville. The NICU Family Support Specialist is a March of Dimes employee, who will have an office in the NICU and will provide information and support for families with babies in the NICU and help them with their transition home. This person will also have business hours at the chapter office in Louisville.
- **Mission Families Project**: A Mission Family is any family who has been touched by the March of Dimes- either by having a child that was born prematurely, having used a NICU, received newborn screening tests, or any other technology that was brought about because of grant funds raised by the March of Dimes. These families are brought together at Mission Family Reunions throughout the year to share their stories, give each other support and celebrate what they have because of the March of Dimes. There is also a share your story web site where families can post their experience about how they were touched by the March of Dimes. (www.marchofdimes.com/share)
- **Share Your Story Web Site**: At www.marchofdimes.com/share individuals can post their stories about how they were touched by the March of Dimes, either by just receiving newborn screening tests, or by having a NICU experience. From polio to prematurity, anyone can share their story.
- **March of Dimes Statistics Site**: At www.marchofdimes.com/peristats individuals can review data for a variety of topics pertaining to infant mortality, premature birth, low birthweight and other maternal and infant health issues.

- **March of Dimes Loss Site:** At www.marchofdimes.com/loss individuals can view information about dealing with perinatal loss and the grieving process of family members and friends.
- **Advocacy:** The March of Dimes staff has been dedicated to making legislative changes that are beneficial to pregnant mothers and babies in Kentucky. In 2005 the James William Lazzaro and Madison Leigh Heflin Newborn Screening Act was passed, which allocated more money in KY's budget to go towards newborn screening. KY previously had only 4 tests in place. As of December, 2005, 28 metabolic disorders and the national hearing test are administered to each baby born in Kentucky. This is a direct result of the work of the volunteers and members of the March of Dimes Greater Kentucky Chapter Public Affairs Committee.

To receive more information about any of the above programs, please contact:

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