

Letter of Interest Form

The [Center for Community Health Alignment](#) (CCHA) at the USC Arnold School of Public Health, with funding from the Blue Cross and Blue Shield Foundation of South Carolina, is making grants available to organizations who wish to replicate one or more of these three perinatal community health worker (PCHW) models in a new community in South Carolina: [BirthMatters](#), [SC Office of Rural Health / Family Solutions](#) (SCORH/FS), and [PASOs](#).

The purpose of this initiative is to address South Carolina's high infant and maternal mortality rates by increasing the availability of PCHWs to families and clinicians. Community health workers are trusted members of their communities with the skills and scope to build long-term relationships with families. This enables them to effectively support patients to address their social determinants of health. Their knowledge of and engagement with healthcare and social services in their communities makes them effective liaisons between clinicians, patients and communities. PCHWs are community health workers that work with families, mothers, and babies during pregnancy, childbirth, postpartum, and infancy.

The EACH Mom & Baby Collaborative is a group of perinatal health leaders who have intentionally combined efforts to maximize our impact on South Carolina families. It includes three evidence-based models that utilize the PCHW approach. Our vision is that all families in the state have the opportunity for healthy pregnancy and infant outcomes, with support to address their health and social needs from an experienced, culturally effective, trained PCHW. For more information about these models, best practices, resources needed, and evaluation, please consult the EACH Mom and Baby PCHW [Toolkit](#).

There is funding for two programs, with up to \$100,000 available in year one (calendar year 2022) and \$75,000 in year two (calendar year 2023). Grantees will receive training and technical assistance from EACH Collaborative members. While there is currently no funding available from the EACH Mom & Baby Program after year two, one of the collaborative's goals is to work with the partner sites to create sustainability plans and collect the necessary data to show a beneficial return on investment to payors.

Interested organizations should read the toolkit carefully to determine their capacity and fit for replicating one or more of these models. If you are interested, please attend the open webinar on PCHW model replication on Wednesday, August 11 from 12:00-1:00 (please contact Sarah Covington-Kolb for the zoom link – SC77@mailbox.sc.edu). It will be recorded and shared for those who cannot attend.

The first step in applying for funds to replicate these PCHW models is to send a letter of interest (LOI) by 5:00pm on Friday, August 27 to Sarah Covington-Kolb at SC77@mailbox.sc.edu. The information to include on the letter is listed below. The EACH Mom & Baby review committee will review each of the LOIs and select some applications for site visits in the Fall. If you have any questions, please contact Sarah Covington-Kolb at SC77@mailbox.sc.edu or (803) 200-2183.

Information to include in the Letter of Interest:

- Which EACH Collaborative model(s) do you wish to replicate?
- Please tell us about your organization's mission and vision.

- How will the PCHW model(s) fit within your organization?
- Please describe your population of focus for this project, as specifically as possible.
- How does the PCHW model(s) you chose fit the priorities, needs, and strengths of the community of focus?
- Describe the person who will supervise the PCHWs ~ What is their role at the agency? What experience do they have with CHWs? What qualifications do they have for CHW supervision?
- It is a best practice to collaborate with other clinical and social service care partners whose work intersects with your PCHW program. Describe the community partners and stakeholders that will work with you on this program (names, agencies, and roles).
- What are your ideas for identifying and enrolling potential participants?
- Please describe your capacity to measure the indicators and evaluation measures in the PCHW [toolkit](#).
- Please complete the attached budget spreadsheet. Below, please provide a short narrative description of each budget line item. What is each cost, why is it necessary, and how did you estimate it? *Please note that the initial PCHW Core Competency and Specialty Trainings and Technical Assistance costs are covered by the grant, and you are not responsible for including this in your budget.*