Rural Health Care Services Outreach Program
Notice of Funding Opportunity: HRSA-25-038
Technical Assistance Webinar
December 11, 2024

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Federal Office of Rural Health Policy (FORHP)

Vision: Healthy Communities, Healthy People

Agenda

- Webinar Overview
- Funder Overview
- Accessing the Funding Opportunity
- Program Purpose
- Eligibility
- Program Requirements and Expectations
- Application Content and Process
- Funding Preference Qualification
- Application Submission and Deadline
- Resources
- Questions

Webinar Overview

⬇ Documents Available for Download

- HRSA-25-038 Notice of Funding Opportunity

🎙 Access the Webinar Recording

- For the webinar recording, please email RuralOutreachProgram@hrsa.gov 24 hours after the live event has concluded.

? Questions

- Ask questions using the chat box throughout the presentation
- Email RuralOutreachProgram@hrsa.gov with any questions after the event

Please Note: HRSA cannot provide information or guidance beyond what is included in the Notice of Funding Opportunity (NOFO). HRSA cannot edit draft applications or provide feedback on specific project proposals.

U.S. Department of Health & Human Services
HRSA
Federal Office of Rural Health Policy

Health Resources and Services Administration (HRSA)

Mission: To improve health outcomes and achieve health equity through access to quality services, a skilled health workforce, and innovative, high-value programs

TENS OF MILLIONS of Americans receive quality, affordable health care, and other services through HRSA's **90-PLUS PROGRAMS** and more than **3,000 GRANTEES**

https://www.hrsa.gov

The Federal Office of Rural Health Policy

Established in Section 711 of the Social Security Act

The Federal Office of Rural Health Policy (FORHP) collaborates with rural communities and partners to support community programs and shape policy that will improve health in rural America.

Cross Agency Collaboration	Capacity Building	Voice for Rural
Works across HRSA, HHS, and several other federal partners to accomplish its goals	Increases access to health care for people in rural communities through grant programs and public partnerships	Advises the HHS Secretary on policy and regulation that affect rural areas

https://www.hrsa.gov/about/organization/bureaus/forhp

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How to Find the Application Package (NOFO Page 18)

Announcement: HRSA-25-038

Go to grants.gov and search "Rural Health Care Services Outreach Program," and click on "HRSA-25-038' from the list of programs filter by the search.

Accessing the NOFO in the Application Package

How to download the Notice of Funding Opportunity (NOFO)

1. Select the "Package" tab
2. Select "Preview" located under "Actions" in the bottom right corner
3. A new window will open. Select "Download instructions."

Please review all NOFO content for programmatic information on what is required in your application.

Available at:
https://grants.gov/search-results-detail/355368

A Note on the Template. It's new!

To help you find what you need, this NOFO uses internal links. In Adobe Reader, you can go back to where you were by pressing Alt + Left Arrow (Windows) or Command + Left Arrow (Mac).

Step-by-Step Guide in the NOFO

Contents

Notice of Funding Opportunity (NOFO)

1. Review the Opportunity
2. Get Ready to Apply
3. Prepare Your Application
4. Learn About Review and Award
5. Submit Your Application
6. Learn What Happens After Award

Appendices –

A. Program measures
B. Definitions
C. Track comparison table
D. Rural eligibility

Funding Details (NOFO Page 6)

Applications Due Date:	January 27, 2025
Period of Performance:	May 1, 2025 – April 30, 2029 (4-year performance period)
Application Tracks:	Regular Outreach Track Special Track
Estimated Award Amount:	Regular Track: Up to $250,000 per recipient, per year Special Track: Up to $300,000 per recipient, per year
Estimated # of Awards:	Up to 50 total awards (Estimated 40 Regular Track Awards; Estimated 10 Special Track Awards)

Funding is subject to the availability of appropriated funds

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Program Description (NOFO Page 9)

Support organizations to promote rural health care services outreach by improving and expanding the delivery of health care services to include new and enhanced services in rural areas.

Goals:

1. Expand the delivery of health care services

2. Deliver health care services through a consortium

3. Utilize evidence-based or innovative, evidence-informed models

4. Demonstrate health outcomes and sustainability

Statutory authority: 42 U.S.C. 254c(e) (section 330A(e) of the Public Health Service Act)

Summary of Key Program Components in the NOFO

Target service area must be rural.

Use of an evidence-based or evidence-informed model(s)

Rural community driven needs and involvement in project development and implementation

Focus on improving health outcomes and health-related social needs

Emphasis on collaboration

Sustainability

Evidence-based Toolkits for Rural Community Health
https://www.ruralhealthinfo.org/toolkits

Profiles of current and past Outreach Program grantees
https://www.ruralhealthinfo.org/forhp-funded-programs/outreach

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Eligibility

Eligibility – Who can apply (NOFO Pages 7-8)

Lead applicant organization must be:

- Domestic*
- Public or private, non-profit, or for-profit

* Domestic means the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, the Northern Mariana Islands, American Samoa, Guam, the U.S. Virgin Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau.

Eligibility - Rural Service Area (NOFO Pages 10, 32)

- The target service area must be in the HRSA-designated rural area.

- Include a map of service area in Attachment 3.

Determining Rural Eligibility (NOFO Appendix D)

- Two ways to determine if your target service area is a **HRSA-designated rural area**:
  1. **Rural Health Grants Eligibility Analyzer: https://data.hrsa.gov/tools/rural-health**
     - ✓ The Rural Health Grants Eligibility Analyzer identifies all counties and census tracts that are considered a HRSA-designated rural area as of Fiscal Year (FY) 2025.
  2. **List of formerly HRSA-designated rural counties in Appendix D**
     - ✓ There are 17 counties that were considered fully within HRSA-designed rural areas in FY 2024 that are no longer fully rural due to updates from the Office of Management and Budget (OMB).
     - ✓ While either some or all areas in these 17 counties will not appear as rural in the Rural Health Grants Eligibility Analyzer, reference to these counties in your application will qualify as HRSA-designated rural areas for the purposes of this NOFO.
- **How do we define HRSA-designated rural:** https://www.hrsa.gov/rural-health/about-us/what-is-rural

Eligibility – Consortium (NOFO Pages 8, 10, 34)

- Lead applicant must be in a consortium with at least 3 or more separately owned health care provider entities (including the lead applicant)
    - Separately owned is defined as separate EIN numbers
    - All partners must have separate EIN numbers unless an exception request was provided.

- At least sixty-six percent (66%) of the consortium members, including the lead applicant, involved in the proposed project must be located in a HRSA-designated rural area.

Eligibility – Experience Serving Rural (NOFO Pages 10, 28-30)

- Lead applicant and consortium members must demonstrate **experience serving**, or the **capacity to serve, rural underserved populations**.

- For example, history or ability to form consortiums, organizational expertise and capacity, or experience in similar work

Eligibility – Previous Funding (NOFO Pages 8, 35)

- Lead applicant organization has **not** previously received an award under this program for the same or similar project unless the proposing to expand the scope of the project or area that will be served through the project.

- **Attachment 12: Previous HRSA awards** - current/previous grantees must provide a list of previous HRSA awards within the last five years. Include the award numbers and abstract.

Eligibility Requirements – State Offices of Rural Health (NOFO Pages 8, 32)

- Applicants are required to consult their State Office of Rural Health (SORH) of their intent to apply to this program.

- Applicants must include in **Attachment 1** a copy of the letter or email sent to the SORH, and any response received to the letter, which was submitted to the SORH describing the project

Who is my State Office of Rural Health (SORH)?
https://plus.nosorh.org/Web/Membership/Directory/State_Members_List.aspx
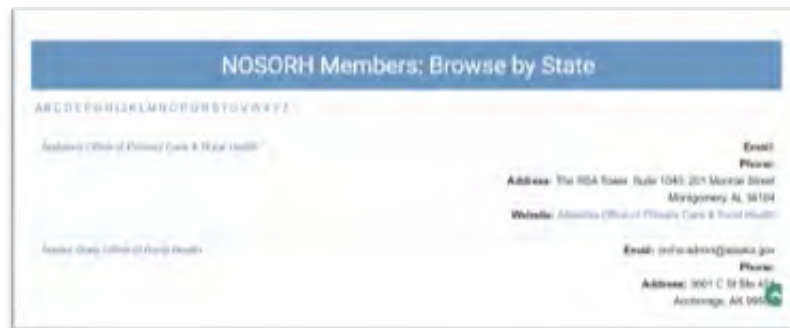
37 State Departments of Health
10 Institutions of Higher Learning
3 Non-Profit Organizations
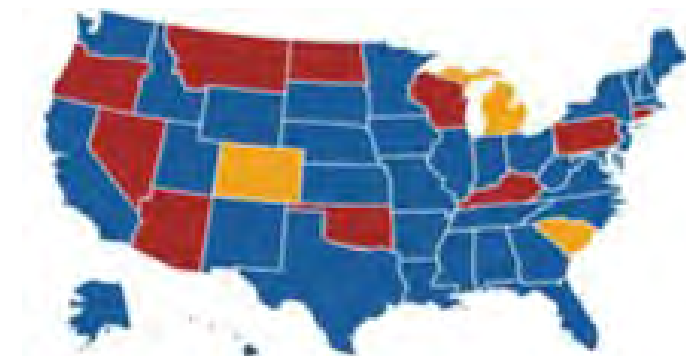
Program Requirements and Expectations

Funding Track Selection Requirements (NOFO Pages 11-14, 35)

- You are required to select one of these two funding tracks to apply for Outreach Program funding:
  - Regular Track
  - Special Track

- Include a funding track selection in **Project Abstract** and a statement expressing interest in participating in the Special Track in **Attachment 10**.

Regular Track Overview (NOFO Pages 11-12)

FUNDING	PURPOSE
Applicants to the Outreach Program Regular Track can request up to **$250,000** a year for 4 years	Expand access to health care in rural communities, improve the delivery of health care services, and strengthen resources and capacity in rural communities through collaborative consortiums

ACTIVITIES

- Evidence-based/informed intervention that promotes health services
- Outreach and health care services delivery, including social and other health-related service needs
- Collaborates and involves rural community and consortium members in project implementation
- Implements project activities and informs plans for sustainability and possible replication or expansion of projects in other rural settings, after federal funding ends

Additional information related to the Regular Track requirements can be found on Pages 11-12 and throughout the NOFO, such as the project narrative and review criteria.

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Special Track Overview (NOFO Pages 12-14)

FUNDING	PURPOSE
Applicants to the Outreach Program Special Track can request up to **$300,000** a year for 4 years • Note: If Special Track is selected, you must select one or more of these focus areas (stroke, heart disease, chronic lower respiratory disease, unintentional injury, substance use disorder, cancer, and maternal health) and design your proposed project on addressing the underlying factors related to the focus area(s).	Address the underlying factors that drive rural health disparities related to stroke, heart disease, chronic lower respiratory disease, unintentional injury, substance use disorder, cancer, and maternal health

ACTIVITIES

- Evidence-based/informed intervention to address the focus area for the rural target populations
- Implements activities and possess project capacity to demonstrate improvements in key health indicators and outcomes for the rural target population
- Uses the first year of the grant to include a community assessment that informs the intervention services, focus areas, and rural target population

Additional information related to Special Track requirements can be found on Pages 12-14 and throughout the NOFO, such as the project narrative and review criteria.

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Program Name	Rural Health Care Services Outreach Program	
Track Name	Regular Outreach Track	Special Track
Goal	To promote health care services by enhancing health care delivery to rural and underserved population based on the needs of the community or region	Demonstrate the collective impact of programs that better manage conditions, address risk factors, and focus on prevention that relates to the five leading causes of death and maternal health
Funding per Award	Up to $250,000 per year	Up to $300,000 per year
Estimated Number of Awards	Up to 40 awards	Up to 10 awards
Required Focus Area(s)	None (focus areas should be based on the needs of the community)	At least one of the following focus areas: stroke, heart disease, cancer, chronic lower respiratory disease, unintentional injury, substance use disorder, cancer, and maternal health.
Consortium Partner Recommendation	None	HRSA recommends that consortium include at least one state or regional member
Four-year Program Format	All four year should focus on proposed program activities	Uses the first year of the grant period of performance strategically to include a community assessment that informs the intervention and specified focus area(s) and targeted rural intervention population(s). All four years include focus on program activities.
Data Collection and Reporting Expectations	Report on the performance and project specific measures	Have the capacity to track recipients of project intervention services over the duration of program to determine improvement over time and report on performance measures (which may include cost savings analysis, risk reduction, etc.), project specific measures and program deliverables.

For maternal health focus projects, tracking recipients of project intervention services over time to determine improvement of perinatal outcomes for at least one year following receipt of services. |
| Program Deliverables | • Strategic Plan
• Assessment Plan
• Sustainability Plan
• Annual Performance Measure Report
• Noncompeting Continuation Report
• Final Program Assessment Report
• Final Closeout Report | • Community Assessment
• Cost-Savings Estimation Plan
• Sustainability Plan
• Annual Performance Measure Report
• Noncompeting Continuation Report
• Final Program Assessment Report
• Final Closeout Report |

Data Collection and Reporting (NOFO Page 14, Appendix A)

- If awarded, all awardees will report progress through the collection of data. Refer to **NOFO Appendix A** for draft program measures.

- Award recipients will work with a HRSA-funded technical assistance provider to collect data from network partners and report data on a regular basis throughout the course of the program.

- If you are applying to the Special Track
    - To report on data for the project's clearly defined intervention recipients over time to respond to measures related to your selected focus area(s), including potential cost-savings resulting from prevention and risk reduction activities, for the 4 period of performance.
    - Projects focusing on maternal health – to report on data for the project's clearly defined intervention recipients over time to determine improvement of perinatal outcomes for at least one year during the period of performance, following receipt of services.

Staffing Requirements (NOFO Pages 28-29, 33, 44)

- Lead applicant organization must:
  - have the staffing and infrastructure necessary to oversee program activities and financial management for the award.
  - identify a **Project Director** who will be responsible for project/program monitoring and carrying out the award activities.

- HRSA highly recommends supporting a project director with **at least 1.0 FTE** at the time of application.

- Include a staffing plan in **Attachment 5.**

Funding Restrictions (NOFO Pages 15-16)

- Refer to the Funding Policies and Limitations on NOFO Pages 15-16
- Use the HRSA's Application Guide for allowable and unallowable costs

You **cannot** use funds:

- To build or acquire real property;
- For construction or major renovation or alteration of any space; or
- To pay for equipment costs not directly related to the award

Prepare Your Application

Application Contents (NOFO Pages 21-37)

Application contents and format

Applications include five main components. This section includes guidance on each.

Application page limit: 50 pages

Submit your information in English and express whole number budget figures using U.S. dollars.

Make sure you include each of these:

Components	Submission format
Project abstract	Use the Project Abstract Summary form
Project narrative	Use the Project Narrative Attachment form
Budget narrative	Use the Budget Narrative Attachment form
Attachments	Insert each in the Attachments form
Other required forms	Upload using each required form

- Application contents have 5 main components
- Guidance on each component in the NOFO

Application Page Limit (NOFO Pages 52-54)

- Page limit is 50 pages
- Use the **Application Checklist on NOFO Pages 52-54** to make sure you have everything you need to apply and the page limit

Project Abstract (NOFO Pages 21-22)

- **What it is:** a **summary** of the proposed project.

- **Tips for Applicants:**
  - Use clear and concise language to describe the proposal
  - Provide **all** requested information
  - See Section 3.1.2 of [Application Guide](#) for further instruction

Project Abstract should include:
- Only **one** of these funding tracks: Regular Track **or** *Special Track.
- Focus area(s)
  - *If Special Track, you must select the track-specific focus area(s)
- Target Population
- Goals and Objectives
- Evidence-based or informed models
- Describe your capacity to serve rural underserved populations
- Indicate if you qualify for a funding preference

Project Narrative (NOFO Pages 22-32)

What it is: Application requirement requesting a comprehensive framework for describing all aspects of the proposed project. Project narrative helps reviewers clearly understand proposed projects.

Tips for Applicants:

- Complete responses for each section using the specific details requested in the NOFO under each section
- Responses should be succinct, self-explanatory and well organized
- Responses should be consistent and supportive of the project proposal's overarching goals, objectives and focus
- Clearly state explicit project goals and expected outcomes

Introduction

Needs

Approach

Work Plan

Resolution of Challenges

Program self-assessment

Organizational Information

Budget and Budget Narrative

Project Narrative – Special Track (NOFO Pages 22-32)

- If you are applying to the Special Track, you must also:
  - Follow the instructions titled **Special Track only** and;
  - Complete responses to all the information requested in the project narrative AND responses to the **Special Track only** instructions, for your project's Special Track focus area(s)

Work plan

See merit review criteria 2: Response and 4: Impact

This section will help reviewers understand how you will achieve each of the objectives during the period of performance.

You must also include a work plan in a table format in Attachment 4: Work plan that aligns to with the work plan described in this section.

- Describe your work plan. The description should include:
  - A brief description of purpose, goals, objectives, and activities.
  - An appropriate timeline for proposed activities during the project's funding cycle.
  - Who will be responsible for overseeing implementation for each activity.
  - Detail of the support and collaboration with consortium members and key stakeholders to plan, design, and implement all activities.
  - Performance, outcome measures, and/or benchmarks to help monitor progress for each activity.
  - Expected results, outcomes and/or impact on the target population, including any applicable subpopulations from the project based on the evidence-based or innovative, evidence-informed model(s).
    - For example, expected outcomes could include changes in disease and death rates, maintenance of desired behavior, policy implications, and reeducation in social and economic burdens associated with uninsurance status, and mitigation in access to care barriers.
- Include a plan to distribute reports, products, and/or project outcomes to your target audiences, such as target populations, consortium members, and key stakeholders.
- **Special Track only** (in addition all other information requested in this section):
  - Include how your project may be repeated in or expanded to other rural setting to address risk factors and prevention related to the selected Special Track focus area(s).
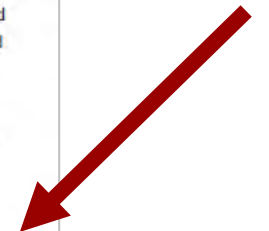
Budget & Budget Narrative (NOFO Pages 31-32)

- Applicants are required to submit a budget and budget narrative as instructed in NOFO Pages 31-32 and in the HRSA Application Guide.

- Requested Budget Line-Item Categories
  - Personnel Costs
  - Travel
  - Equipment
  - Supplies
  - Contractual
  - Other
  - Indirect Costs

- **Budget narrative and categories should be logically linked to activities outlined in the project narrative.**

Attachments (NOFO Pages 32-37)

What it is: Required and optional document attachments that complete the content of the application

Tips for Applicants:

- Carefully follow the instructions detailed in the NOFO for each attachment
- Clearly label each attachment completed

REQUIRED	REQUIRED IF APPLICABLE	OPTIONAL
1. Required documentation from State Office of Rural Health 2. Agreements with other entities 3. Map of service area 4. Work plan 5. Staffing plan and job descriptions for key personnel 6. Biographical sketches of key personnel 7. Evidence-based or evidence-informed model(s) 8. Consortium member list 9. Applicant organizational chart	10. Special track participation statement (if applicable) 11. Funding preference documentation (if applicable) 12. Previous HRSA awards (if applicable) 13. EIN/UEI exception request (if applicable)	15. Other relevant documents

Application submission and deadline (NOFO Pages 50-51)

Applications are due by **January 27, 2025, 11:59 PM EST.**

- All applications must be submitted on Grants.gov.

- Applications must be complete and follow all HRSA-25-038 Outreach Program NOFO and HRSA Application Guide requirements.

- HRSA will review your last validated application submitted before the deadline.

Application review

Application Review - What Happens After I Submit my Application? (NOFO Pages 39-47)
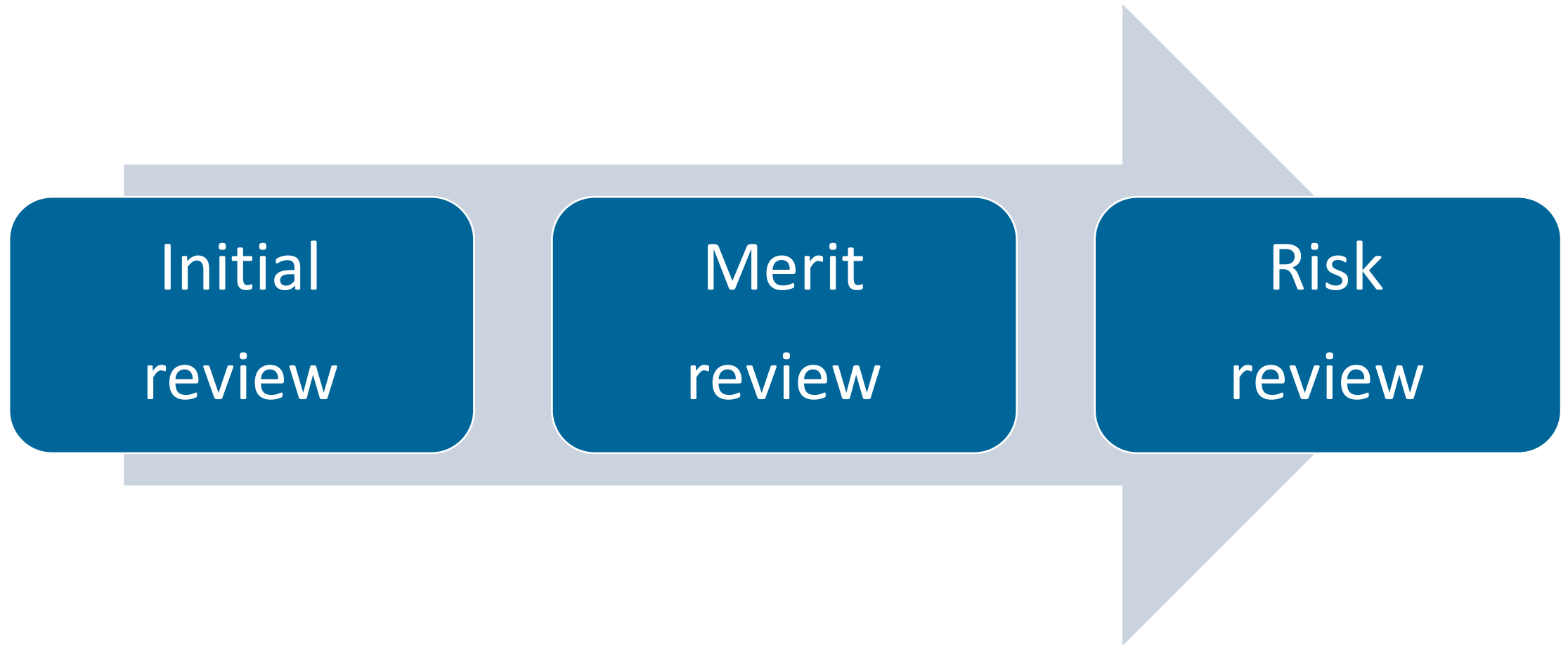
Initial review

Merit review

Risk review

Application Review - What Happens After I Submit my Application? (NOFO Pages 39-47)

- **Initial review:**
  - All applications will be initially screened to ensure they meet the eligibility requirements outlined in the NOFO.
  - If an application does not meet the eligibility requirements outlined in the NOFO, it will be deemed unresponsive.
  - To be considered for this funding opportunity, please ensure that your application meets the requirements outlined throughout the NOFO.
- **Merit review:**
  - HRSA's Division of Independent Review will convene panels of expert reviewers.
  - Ensure that a fair and ethical review is conducted for each application
  - Provide a summary of the panel's comments regarding application strengths and weaknesses
- **Risk review:**
  - Before making an award, we review your award history to assess risk.
  - Ensure all prior awards were managed well and demonstrated sound business practices

Merit review (NOFO Pages 39-46)

- A panel reviews applications that pass the initial review.
- The members will use the review criteria.

| Criterion	Total number of points = 100
1. Need	20 points
2. Response	25 points
3. Evaluation measures	10 points
4. Impact	20 points
5. Resources and capabilities	20 points
6. Support requested	5 points

Merit review – Special Track Only (NOFO Pages 39-47)

- For the **Special Track** Applications, panel review members will use the review criteria AND the *Special Track only* review criteria.

Criterion 4: Impact

20 points

See Project Narrative *Work plan* section.

- How well the work plan aligns with the project purpose, goals, and objectives.
- How appropriate is the timeline for project activities during the funding cycle.
- How effective the proposed project is likely to be in positively impacting the target population and the project focus area(s).
- How well the application identifies who will be responsible for and/or be involved in the planning, design, and implementation of each work plan activity.
- Strength of the proposed strategies/activities for monitoring progress and reducing health disparities among target population and any applicable subpopulations within the service area(s), using performance, outcome measures, and/or benchmarks.
- How well the application describes the expected results, outcomes and/or impacts of the selected evidence-based or innovative, evidence-informed model(s) that was used in the design and development of the proposed project.
- Effectiveness of plan for sharing project results and/or outcomes with target populations, consortium members, key stakeholders, and other relevant audiences.
- *Special Track only* (in addition all other review criteria listed in this section):
  - How well the application includes how the project may be repeated in or expanded to other rural setting to address risk factors and prevention related to the selected Special Track focus area(s).
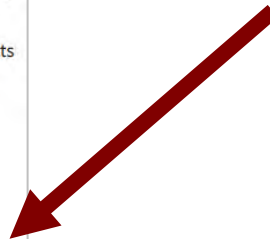
Qualifying for a Funding Preference (NOFO Pages 47-48)

There are 3 Funding Preferences in this NOFO Available to Applicants who Qualify:

- **Qualification 1**: Health Professional Shortage Area (HPSA)
- **Qualification 2**: Medically Underserved Community/Populations (MUC/MUPs)
- **Qualification 3**: Focus on primary care and wellness and prevention strategies

How do I Indicate if my Application Qualifies for one or more Funding Preferences?

- To qualify for a funding preference, you must provide documentation indicated in the Project Abstract and Attachment 11.
- Documentation must clearly indicate which funding preference(s) the applicant qualifies.
- Applications submitted without qualifying funding preference documentation included in Attachment 11 will not be considered to receive the funding preference.
- If HRSA determines an application qualifies for a funding preference, it will be moved to a more competitive position among fundable applications.
- *Note: Qualifying for a funding preference does not guarantee an application will be successful.*

Reminders

The Rural Health Care Services Outreach Program Notice of Funding Opportunity (NOFO) and HRSA's Application Guide should be your primary resources for application instruction and guidelines.

HRSA's Application Guide is available at: https://www.hrsa.gov/sites/default/files/hrsa/grants/application-guide.pdf

- A guide to help you prepare and submit a Workspace Application Package to Grants.gov
- Use this along with HRSA notices of funding opportunities (NOFOs)

U.S. Department of Health and Human Services

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Health Resources & Services Administration

Application Guide

A guide to help you prepare and submit a Workspace Application Package to Grants.gov

Use this along with HRSA notices of funding opportunities (NOFOs)

Updated November 6, 2024

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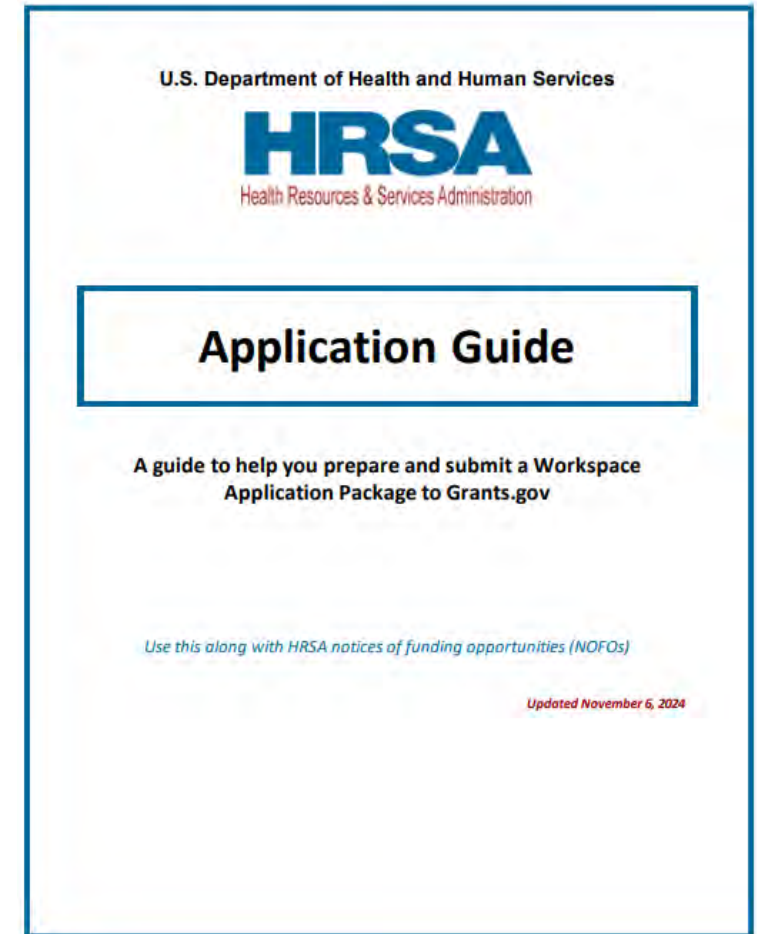
Reminders - get registered (NOFO Pages 4, 18)

Before you begin

If you believe you are a good candidate for this funding opportunity, secure your SAM.gov and Grants.gov registrations now. If you are already registered, make sure your registrations are active and up-to-date.

SAM.gov registration (this can take several weeks)

You must have an active account with SAM.gov. This includes having a Unique Entity Identifier (UEI).

See Step 2: Get Ready to Apply

Grants.gov registration (this can take several days)

You must have an active Grants.gov registration. Doing so requires a Login.gov registration as well.

See Step 2: Get Ready to Apply

Apply by the application due date

Applications are due by 11:59 p.m. Eastern Time on January 27, 2025.

To help you find what you need, this NOFO uses internal links. In Adobe Reader, you can go back to where you were by pressing Alt + Left Arrow (Windows) or Command + Left Arrow (Mac) on your keyboard.

You will need registrations for:

- **SAM.gov**
  - Must have an active account with SAM.gov. This includes having a Unique Entity Identifier (UEI).
  - SAM.gov registration can take several weeks.

- **Grants.gov**
  - Must also have an active account with Grants.gov.
  - Quick Start Guide for Applicants: https://www.grants.gov/quick-start-guide/applicants

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Helpful websites (NOFO Pages 63-65)

Profiles of previously funded projects under the-Outreach Program
https://www.ruralhealthinfo.org/forhp-funded-programs/outreach

Evidence-based Toolkits for Rural Community Health
https://www.ruralhealthinfo.org/toolkits

Applicant FAQs
https://www.grants.gov/applicants/applicant-faqs

How to Apply for a Grant
http://www.hrsa.gov/grants/apply/index.html

Additional resources are available in the NOFO Pages 63-65

Contact Information

Program-Related Inquiries:

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Federal Office of Rural Health Policy

Email: RuralOutreachProgram@hrsa.gov

Finance-Related Inquiries:

Kimberly Dews

Grants Management Specialist

Division of Grants Management Operations, Office of Federal Assistance and Acquisition Management

Email: kdews@hrsa.gov

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Questions