

2009 HEALTHY VISION COMMUNITY AWARDS GUIDE

SCHEDULE

June 30, 2008: Applications available

August 29, 2008: Applications must be postmarked

January 2009: Awardees notified

The National Eye Institute (NEI), through its support contractor, Macro International Inc. (Macro), is pleased to announce the 2009 Healthy Vision Community Awards. This program provides funding of health education and promotion activities that support the Healthy Vision 2010 objectives and the Healthy People 2010 goals of reducing health disparities and improving quality of life.

WHAT ARE THE 2009 HEALTHY VISION COMMUNITY AWARDS? NEI recognizes the importance of strengthening the capabilities of community-based organizations by providing “seed money” to develop innovative and collaborative eye health education and promotion projects that have the potential for sustainability once funding ends. Projects are awarded up to **\$10,000**.

Eye health education and promotion projects are those that are designed to promote healthy behaviors by increasing awareness about the importance of eye health. Innovative projects are those that use a unique approach or new strategy to reach a designated population. Project sustainability refers to the continuation of the project once initial funding from the NEI ends.

The Healthy Vision 2010 objectives address examinations and prevention, eye diseases, injury and safety, and vision rehabilitation. The applicants for this year may select up to two of the following objectives for their project focus:

- 28-2. Increase the proportion of preschool children aged 5 years and under who receive vision screening.**
- 28-3. Reduce uncorrected visual impairment due to refractive errors.**
- 28-4. Reduce blindness and visual impairment in children and adolescents aged 17 years and under.**
- 28-5. Reduce visual impairment due to diabetic retinopathy.**
- 28-6. Reduce visual impairment due to glaucoma.**
- 28-7. Reduce visual impairment due to cataract.**
- 28-8. Reduce occupational eye injury.**
- 28-9. Increase the use of appropriate personal protective eyewear in recreational activities and hazardous situations around the home.**
- 28-10. Increase vision rehabilitation.**

For more information on Healthy Vision 2010, visit www.healthyvision2010.nei.nih.gov.

Note: A health education component *must* be incorporated into your program. The 2009 Healthy Vision Community Awards are not research funding. For more information on research funding opportunities offered by the NEI, visit www.nei.nih.gov/funding. These awards are also not intended to provide direct medical care, such as screening.

WHO MAY APPLY? Nonprofit organizations, including but not limited to community-based organizations and groups, minority-based organizations, schools, faith-based organizations, civic and fraternal groups, and local health departments and agencies. Universities and university affiliations such as medical centers are precluded from receiving an award directly, but are welcome as collaborators with community-based organizations.

ARE CURRENT HEALTHY VISION COMMUNITY AWARD RECIPIENTS ELIGIBLE? Yes. Recipients of a 2008 award may apply for a new project and/or a continuation project. Separate renewal applications are required. However, recipients who received a continuation project award in the past are *not* eligible for a 2009 continuation award and must submit a new application. Renewal applicants must submit their interim report with their application package. **The final selection of award recipients will be based on a combination of the evaluation score, geographic and racial/ethnic representation of target audiences, project innovation, and availability of funds.**

HOW MAY MY AGENCY/GROUP USE THE FUNDS? Projects must focus on eye health education and promotion activities. Only those expenses deemed appropriate for use of government funds will be considered for support. Funding *is* available for, but not limited to, consultant fees, project-specific supplies, project staff salaries, local travel, and community-based education and promotion activities.

Funding is *not* available for the following:

- Direct medical care.
- Purchase of personal eyewear.
- Purchase of eye examination equipment.
- Vouchers for professional services such as eye examinations.
- Costs for the creation of new organizations.
- Fundraising.
- Subgranting or regranting.
- Any activity that violates local, state, or Federal laws, or the terms of the NEI contract with Macro.
- Indirect costs/institutional overhead. (“Indirect Costs” are those not readily identifiable with a particular cost objective, but are necessary to the general operation of a nonprofit organization and the conduct of the activities it performs.)

WHAT IS THE AWARD PERIOD? The award period is for 12 months, beginning when the subcontract agreement with Macro International Inc. is signed.

HOW DO ORGANIZATIONS APPLY? The application forms (both new and renewal) are available at www.healthyvision2010.nei.nih.gov/news/hvca or upon request at HVCAMail@shs.net.

One original plus six copies of the application cover sheet *and* a completed application narrative package are required. The narrative package is limited to five single-spaced pages (not counting the application cover sheet, project director’s resume, letters of support, or budget) in 12-point Times New Roman type size. The application must be postmarked by the U.S. Postal Service no later than **Friday August 29, 2008**. Pitney Bowes postmarks will *not* be accepted. Applications will *not* be accepted by e-mail or fax. Incomplete applications will *not* be accepted or reviewed under any circumstances! Please do not send backup materials that are not requested specifically, such as videotapes. They will *not* be reviewed and *cannot* be returned.

HOW WILL APPLICATIONS BE REVIEWED AND AWARDED? The review process will be administered entirely by Macro and will include primary and secondary review panels of optometrists, ophthalmologists, and health education specialists.

The primary focus of the proposed project must be **health education and promotion**. Each application will be evaluated according to the following criteria (for 100 total points). **The final selection of award recipients will be based on a combination of the evaluation score, geographic and racial/ethnic representation of target audiences, project innovation, and availability of funds.**

1) Project Approach and Activities (40 points): A statement of your project objectives, your key activities, and a timeline of key activities. Describe in detail how your project addresses

unmet needs in your community and how your project is new or innovative to the proposed community. Describe how your project will be sustained once funding ends.

2) Project Director and Collaborations (15 points): A brief description of who will direct the project, including a resume of his/her skills and experience (a maximum of two pages). Please list the names and contacts of community groups collaborating with you on the project. Provide a detailed description of the unique role and contributions of these collaborators on your project. The number of collaborations is not limited. However, you must provide at least two letters of support that specifically outline how you will work with your collaborators. (Note: Letters of support are not subject to the narrative application page limit.)

3) Project Effectiveness (25 points): A description of your project measurement processes. Describe how you will meet the objectives listed in the Project Approach section of your application. Describe how you will measure the effectiveness of the proposed strategies, the effectiveness of your collaborations and the sustainability of your program once HVCA funds have ended.

4) Budget (20 points): A detailed, line-item budget and justification of the funding amount requested. A budget template is provided. You will be asked to provide details on your proposed personnel and other direct costs, and to list the in-kind contributions for this project. The budget template provides a detailed listing of what is not fundable under this award. Complete instructions on how to develop your budget is outlined on the budget template. Should you have any questions while developing your budget, please e-mail HVCAmail@shs.net.

Please note: Award recipients can obtain free materials from NEI to use for their projects. Please consider that in budgets and project descriptions if you plan to develop materials as part of your project.

Final Selection. The final selection of award recipients will be based on the evaluation score; geography; health education component; and racial/ethnic representation, project innovation, documented financial sustainability, and availability of funds.

HOW WILL THE AWARD BE ADMINISTERED? Funds will be administered by Macro. Each awardee will enter into a subcontracting agreement directly with Macro. Upon completion of the subcontract agreement with Macro, 85 percent of the award will be paid to the awardee. The balance will be paid upon completion of the project and the submission of the required reports.

HOW CAN I GET MY QUESTIONS ANSWERED? If you have questions about the application package or eligibility requirements, you can e-mail your questions to HVCAmail@shs.net.

WHERE DO I SUBMIT MY APPLICATION? Submit your application **by mail** (overnight courier or U.S. Postal Service) no later than **Friday, August 29, 2008** to:

Sandra Townsend
Program Manager
Macro International Inc.
11420 Rockville Pike, Suite 100
Rockville, MD 20852

WHERE CAN I FIND ADDITIONAL RESOURCES? For additional information regarding Healthy Vision resources, please visit the following sites:

National Eye Institute (NEI), National Institutes of Health
www.nei.nih.gov

The NEI Website offers scientifically accurate and unbiased information related to eye diseases and disorders and vision research. Research, statistics, photos, images, videos, and other resources are available for public use.

National EYE Health Education Program (NEHEP)
www.nei.nih.gov/nehep

NEHEP programs provide healthcare professionals with information, materials, and resources to educate patients and the public about eye health and the importance of comprehensive dilated eye examinations.

National Eye Institute Online Publications Catalog
<http://catalog.nei.nih.gov>

NEI offers a variety of educational resources and materials for health professionals, patients, and the public, including brochures, videos, posters, magnets, and teaching tools. Materials are available in English and Spanish. A small charge for shipping and handling may apply to bulk publication orders.

Healthy Vision 2010
www.healthyvision2010.nei.nih.gov

Focusing on examination and prevention, eye diseases, injury and safety, and vision rehabilitation, Healthy Vision 2010 is designed to help you determine what you can do in your home, community, business, or state to help improve the Nation's eye health.

Healthy Vision Community Programs Database
<http://community-based.shs.net/>

The Healthy Vision Community Programs Database is a searchable collection of community-based vision health programs from the different U.S. states and territories. It stimulates ideas for creative eye health education projects, and promotes networking among interested groups.

Healthy Vision Toolkit

www.healthyvision2010.org/toolkit/

This Toolkit is a comprehensive resource designed for community leaders. Resources include media materials, tips for involving your community, and handbooks on a variety of vision-related topics.

Healthy Vision Month

www.healthyvision2010.nei.nih.gov/hvm/

May is Healthy Vision Month, a national eye health observance sponsored by NEI and the National Eye Health Education Program Partnership. Healthy Vision Month is devoted to elevating vision as a public health priority. Each year focuses on a specific eye health topic.