

2010 HEALTHY VISION COMMUNITY AWARDS GUIDE

SCHEDULE

June 29, 2009: Applications available
August 31, 2009: Applications must be postmarked
March 2010: Awardees notified

The National Eye Institute (NEI), through its support contractor, ICF Macro, is pleased to announce the 2010 Healthy Vision Community Awards (HVCA). 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 2010 HEALTHY VISION COMMUNITY AWARDS?

NEI recognizes the importance of strengthening the capabilities of community-based organizations (CBOs) 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 and must have a health education and promotion component incorporated into the program.**

Eye health education and promotion projects are those that are designed to promote healthy behaviors by increasing awareness about the importance of eye health. NEI has a wide variety of materials and resources that can be used to support these programs. 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 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.**

* Screening programs must have a follow-up or referral system in place to be considered for funding; however, HVCA funds will not pay for actual screenings or equipment. Projects using screening must also identify and document the qualifications of program screeners under the project director and management sections of the application.

**Projects focusing on these objectives should promote or emphasize the need for a dilated eye examination for detection of these diseases. However, HVCA funds cannot be used to provide eye exams or screenings for these diseases.

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

Note: The 2010 Healthy Vision Community Awards are not research funding. For more information on research funding opportunities offered by NEI, visit www.nei.nih.gov/funding. These awards are also not intended to provide direct medical care or equipment for screening.

WHO MAY APPLY?

Nonprofit organizations, including but not limited to, CBOs 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 CBOs.

ARE CURRENT HEALTHY VISION COMMUNITY AWARD RECIPIENTS ELIGIBLE?

Yes. Recipients of a 2009 award may apply for a new project and/or a continuation project. Separate renewal applications are required. However, recipients that received a continuation project award in the past are **not** eligible for a 2010 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, follow-up care, or eye examinations
- Purchase of personal eyewear.
- Purchase of eye examination and screening equipment.
- Vouchers for professional services such as eye examinations or eyewear.
- Costs for the creation of new organizations.
- Fund raising.
- Subgranting or regranting.
- Indirect costs/institutional overhead.
- “Indirect Costs” are those not readily identifiable with a particular cost item 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 ICF Macro is signed.

HOW DO ORGANIZATIONS APPLY?

The application forms (*both new and renewal*) are available at <http://www.healthyvision2010.nei.nih.gov/news/hvca> or upon request at HVCAMail@shs.net. One original plus six copies of the application (seven applications in total) cover sheet **and** 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 31, 2009**. 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 ICF Macro and will include primary and secondary review panels of optometrists, ophthalmologists, and health education specialists.

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 (20 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. A brief description of the screeners that will be used under the project and documentation of each screener's qualifications is required for all projects with a screening component. *(Note: Letters of support and documentation denoting screener qualification are not subject to the narrative application page limit.)*

3) Project Effectiveness (40 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 (0 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 list the in-kind contributions for this project. The budget template provides a detailed listing of what is not fundable under this award. While points will not be given for the budget, complete budgets are still required and will be reviewed and considered part of the entire application. 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. Please see the section on Additional Resources.

Final Selection. The final selection of award recipients will be based on the evaluation score, geographic, 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 ICF Macro. Each awardee will enter into a subcontracting agreement directly with ICF Macro. Upon completion of the subcontract agreement with ICF 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 31, 2009**, to:

Sandra Townsend
Program Manager
ICF Macro
11420 Rockville Pike, Suite 100
Rockville, MD 20852

ADDITIONAL RESOURCES

WHERE CAN I FIND EDUCATIONAL RESOURCES THAT I CAN USE FOR MY PROGRAM?

Applicants are encouraged to use available resources provided by NEI and its National Eye Health Education Program instead of creating new materials, with the exception of those that are innovative, creative, and/or meet an unmet need within their community. Below are NEI sites you can visit to find information and resources you may be able to use with your program. When planning your budget, please note that Healthy Vision Community Award recipients can order bulk quantities of NEI materials free of charge.

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. Programs include diabetic eye disease, glaucoma, low vision, and ¡Ojo con su visión! (Watch out for your vision!, the Spanish language program).

What you will find:

- Suggestions for community outreach activities
- Educational materials including publications, radio and print PSAs
- Research on effective education to target populations

NEI Publications Catalog

<http://catalog.nei.nih.gov>

NEI offers a variety of educational resources and materials for health professionals, patients, and the public. Topics include but are not limited to eye safety, age-related macular degeneration, glaucoma, diabetic eye disease, low vision, and information for children. Materials are available in English and Spanish.

What you will find:

- Brochures and booklets
- Videos
- Posters
- Magnets and stickers
- Teaching tools
- Downloadable materials

NEI Photos, Images, and Video Catalog

<http://www.nei.nih.gov/photo>

In this catalog are a variety of photos, images, simulations, public service announcements (PSAs), and other visuals that can be used for educational programs. All images in the NEI Photos, Images, and Videos Catalog are free for noncommercial scientific and educational use. For these purposes, the images are freely available and may be used without special permission. Acknowledgment is required. Here is an example of an appropriate acknowledgment:

Courtesy: National Eye Institute, National Institutes of Health

What you will find:

- Photos
- Illustrations
- Graphics
- Print PSAs
- Eye disease simulations
- Animations and video

Healthy Eyes Toolkit –Promote the Importance of Eye Exams

www.nei.nih.gov/healthyevestoolkit

This online toolkit provides resources that can be used to educate the public about the role of regular eye exams in maintaining good eye health. Materials are available in English and Spanish.

What you will find:

- Web links
- E-cards
- Print and radio PSAs

- Sample text messages
- Drop-in articles
- Fact sheets
- Appointment card reminders
- Downloadable posters, bookmarks, and stickers

Healthy Vision Toolkit

www.healthyvision2010.org/toolkit/

This comprehensive resource is designed for community leaders who want to make vision a health priority in their communities.

What you will find:

- Community Action Guide—includes media materials, tips for involving the community, and more.
- Handbooks on a variety of vision topics. They include community-based activities, newspaper/newsletter articles, PSAs, and camera-ready brochures.
- Speaker’s Guide, which contains presentations to inform communities about eye health. PowerPoint, Word, and PDF versions, with speaker’s notes, are included.

See All You Can See—NEI Kids Site

<http://isee.nei.nih.gov>

The NEI Kids Site contains a wide variety of kid-friendly eye health information. Topics include: how the eye works, anatomy of the eye, and eye safety.

What you will find:

- Interactive games and puzzles
- Downloadable information, games, and coloring pages

Eye Safety Page for Parents, Teachers, and Coaches

www.nei.nih.gov/sports

This site provides information about sports eye safety and eye injury protection. Included is information about sport-specific risks, finding the right eye protection for a specific sport and resources that can be used to educate others about the importance of wearing protective eyewear during sports-related activities.

What you will find:

- Information about sports eye-injury and protective eyewear
- Fact sheets
- Drop-in articles
- Sports eye safety presentation and speaker’s guide
- Activity books

- Eye safety calendar
- Coloring pages

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.

What you will find:

- Detailed information about the vision objectives
- Healthy Vision 2010 logo

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 is searchable by state, target audience, topic, and more.

What you will find:

- Detailed descriptions of community-based eye health education projects
- Contact information for project directors