



RFP: Families at the HEART Expression of Interest Criteria

Criteria	
Focused Population	<ul style="list-style-type: none"> Intervention model focuses on the prenatal-to-age-3 (P-3) period. Intervention model centers the experiences of marginalized and underserved communities, especially Black, Indigenous, and Families of Color and those impacted by trauma. Intervention model is inclusive of at least one Diverse Family Context: <ul style="list-style-type: none"> Immigrant families Families living in rural and underserved areas Families with disabilities or children with complex needs Military and veteran families Families across varied cultures and languages Families across insurance types
Staffing & Leadership Model	<ul style="list-style-type: none"> There is demonstrated evidence that the model was created in response to community need as identified by those being served by the model. Leadership and power are shared and include meaningful participation by family and community stakeholders in strategy and decision-making. Model has successfully adapted to implementation in different contexts or shows high potential for future adaptation. Staff reflect the cultural identities and lived experiences of the community served.
Model Components	<ul style="list-style-type: none"> The core services that families receive are outlined and clear. The model addresses families within at least one stage of the prenatal-to-age-3 continuum [e.g. maternal mental health (MMH), infant mental health (IMH)]. The model includes components of trauma-informed care, somatic healing, and/or dyadic approaches. The frequency and intensity of engagement with families is described. Demonstrates how services are rooted in cultural practices and meaningfully connected to the community served. Model has collected at least two cycles of data and has used this data to inform the intervention itself or the implementation strategy.

<p>Vision & Readiness for Expansion & Adaptability</p>	<ul style="list-style-type: none"> ● A clear and articulated commitment to advancing the model across the initiative's three focuses: <ul style="list-style-type: none"> ○ Model development and impact ○ Financial strategy and adaptability ○ Leadership development ● Demonstrates that organizational leadership is prepared and willing to engage in a multi-year step-change process. ● Demonstrates a clear commitment, supported by existing or planned infrastructure and capacity including dedicated leadership and staff—to actively participate in and sustain the initiative's learning and capacity building activities. <i>Applicants may propose to use these grants to strengthen their organizational capacity to engage in this work.</i> ● Demonstrates at least two years of operational experience with the model. ● Demonstrates at least two sources of funding for the model over the past two years. ● Articulates a clear, actionable vision for scaling or adapting the model. ● Offers a compelling case for how RFP funding would support planning and implementation for sustainable growth.
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