



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.
---	---