

**THE THIRTIETH LEGISLATURE
APPLICATION FOR GRANTS
CHAPTER 42F, HAWAII REVISED STATUTES**

Type of Grant Request:

Operating

Capital

Legal Name of Requesting Organization or Individual: Db:

Healthy Mothers Healthy Babies Coalition of Hawaii

Amount of State Funds Requested: \$ 108,676.00

Brief Description of Request (Please attach word document to back of page if extra space is needed):

To further expand and bring the Piko Pals program to the island of Hawaii. Piko Pals is a new parent support program for parents with infants 0-4 months that encompasses multiple health impact areas, allows for a collective and comprehensive education of new parent needs and can have a greater collective impact on both maternal and child health. To help remedy new parenthood isolation, as well as reduce incidences of depression, child abuse and neglect, the Piko Pals program sets the stage and nurtures connection and relationships for new parents.

Amount of Other Funds Available:

State: \$ _____

Federal: \$ _____

County: \$ _____

Private/Other: \$ 1,500

Total amount of State Grants Received in the Past 5 Fiscal Years:

\$ 100,000.00

Unrestricted Assets:

\$ 372,636.47

New Service (Presently Does Not Exist):

Existing Service (Presently in Operation):

Type of Business Entity:

501(C)(3) Non Profit Corporation

Other Non Profit

Other

Mailing Address:

245 N Kukui St, Suite 102A

City:

Honolulu

State:

HI

Zip:

96817

Contact Person for Matters Involving this Application

Name:
Sunny Chen

Title:
Executive Director

Email:
sunnyc@hmhb-hawaii.org

Phone:
808-737-5805

Federal Tax ID#:

██████████

State Tax ID#

██████████



Authorized Signature

Sunny Chen, Executive Director

Name and Title

1/16/2020

Date Signed

received
01/17/2020

6:30am

Application Submittal Checklist

The following items are required for submittal of the grant application. Please verify and check off that the items have been included in the application packet.

- 1) Certificate of Good Standing (If the Applicant is an Organization)
- 2) Declaration Statement
- 3) Verify that grant shall be used for a public purpose
- 4) Background and Summary
- 5) Service Summary and Outcomes
- 6) Budget
 - a) Budget request by source of funds ([Link](#))
 - b) Personnel salaries and wages ([Link](#))
 - c) Equipment and motor vehicles ([Link](#))
 - d) Capital project details ([Link](#))
 - e) Government contracts, grants, and grants in aid ([Link](#))
- 7) Experience and Capability
- 8) Personnel: Project Organization and Staffing


AUTHORIZED SIGNATURE

Sunny Chen, Executive Director
PRINT NAME AND TITLE

1/16/20
DATE



Department of Commerce and Consumer Affairs

CERTIFICATE OF GOOD STANDING

I, the undersigned Director of Commerce and Consumer Affairs of the State of Hawaii, do hereby certify that

HEALTHY MOTHERS, HEALTHY BABIES COALITION OF HAWAII

was incorporated under the laws of Hawaii on 08/31/1992 ; that it is an existing nonprofit corporation; and that, as far as the records of this Department reveal, has complied with all of the provisions of the Hawaii Nonprofit Corporations Act, regulating domestic nonprofit corporations.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Department of Commerce and Consumer Affairs, at Honolulu, Hawaii.

Dated: January 15, 2020

Director of Commerce and Consumer Affairs



**DECLARATION STATEMENT OF
APPLICANTS FOR GRANTS PURSUANT TO
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant certifies the following:

- 1) The applicant meets and will comply with all of the following standards for the award of grants pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant is awarded;
 - b) Complies with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
 - c) Agrees not to use state funds for entertainment or lobbying activities; and
 - d) Allows the state agency to which funds for the grant were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant.
- 2) If the applicant is an organization, the applicant meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is incorporated under the laws of the State; and
 - b) Has bylaws or policies that describe the manner in which the activities or services for which a grant is awarded shall be conducted or provided.
- 3) If the applicant is a non-profit organization, it meets the following requirements pursuant to Section 42F-103, Hawaii Revised Statutes:
 - a) Is determined and designated to be a non-profit organization by the Internal Revenue Service; and
 - b) Has a governing board whose members have no material conflict of interest and serve without compensation.

Pursuant to Section 42F-103, Hawaii Revised Statutes, for grants used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Healthy Mothers Healthy Babies Coalition of Hawaii

(Typed Name of Individual or Organization)


(Signature)

January 16, 2020

(Date)

Sunny Chen

Executive Director

(Typed Name)

(Title)

Rev 12/2/16

Application for Grants

If any item is not applicable to the request, the applicant should enter "not applicable".

I. Certification – Please attach immediately after cover page

1. Certificate of Good Standing (If the Applicant is an Organization)

Please see attachment.

2. Declaration Statement

Healthy Mothers Healthy Babies Coalition of Hawaii affirms its compliance with Section 42F-103, Hawaii Revised Statutes. (Please see attachment.)

3. Public Purpose

Public Purpose

Healthy Mothers Healthy Babies Coalition of Hawaii (HMHB) will use this grant for a public purpose pursuant to Section 42F-102, Hawaii Revised Statutes.

The name of requesting organization:

Healthy Mothers Healthy Babies Coalition of Hawaii

The public purpose for the grant:

New parents are undergoing substantial changes (physically, emotionally, and socially) in their perception of themselves and in how the "world" perceives them. Also, with the flurry of activity from attending to baby's basic needs, time management has become a huge (and often unexpected) problem. Parents may feel that whole parts of their pre-baby life have shrunk or disappeared. One of the big challenges with new parenthood in Hawaii stems from the isolation that parents face and the anxiety, depression, and relationship challenges that follow. Piko Pals is a parent support program that sets the stage and nurtures connection for new parents.

Piko Pals is a 12-week holistic new parent education and support program designed specifically for the needs of mothers with newborns. Piko Pals provides peer support; strengthens resiliency, increases family wellness, and prepares parents to cope with life's stresses. The program addresses new mother's long-term health and well-being as parents, and provides information on the practice of taking breaks and caring for oneself is vital and makes for a more patient and loving parent.

New mothers often feel extremely isolated and desire resources and social support during this vulnerable time. Mothers are treated with compassion to bridge the transition to parenthood, with specific focus on incorporating support for mothers experiencing postpartum depression (PPD). The peer group format for addressing the selected topics is considered best practice and is extremely impactful in promoting long-term changes to healthy behaviors associated with good health.

The services to be supported by the grant:

Currently, Piko Pals has been in operation for three years in Oahu, and our Hawaii Island network of providers has demonstrated a desire and need for the program to expand and be offered on the Big Island. Piko Pals has been exponentially growing, connecting and supporting new parents since January 2017. During this time, we have launched 26 cohorts, worked with over 157 families and received increasingly positive feedback from participants.

HMHB will continue to provide outreach to pregnant women through community health centers, birthing hospitals and perinatal providers, with a goal to serve 100 people over the course of the year by offering Piko Pals on Oahu and the Island of Hawaii. We will deploy a multimedia communications and grassroots outreach strategy, incorporating feedback from prior participants. Our priority expansion focus in this grant period is to the island of Hawaii and geographic areas on Oahu that do not currently have groups focusing on low-income communities. Piko Pals offers weekly, two-hour sessions led by trained group facilitators. HMHB plans to increase awareness and enrollment by utilizing our existing partnerships with the Community Health Centers and offer quarterly community-building events.

The target group/population:

Piko Pals is a 12-week, parent support program for parents with infants 0-4 months old. The program alleviates isolation and bridges social-emotional support for new parents, as well as reducing rates of PPD, increasing parent-child bonding and impacting overall health and wellness of families in Hawaii. Piko Pals is offered to all new parents, but with the expansion to Hawaii Island the focus will be on serving Native Hawaiian families and those family who fall into the lower socioeconomic status in addition to geographic areas on Oahu that do not currently have groups.

The cost of the grant and the budget.

We are requesting \$108,676 for this Grant in Aid to augment the total operational budget of \$344,409.

II. Background and Summary

1. Applicant's Background

Healthy Mothers Healthy Babies Coalition of Hawaii (HMHB) is a statewide nonprofit 501(c)(3) organization established in 1992; dedicated to improving Hawaii's maternal, child and family health through collaborative efforts in public education, advocacy and partner development. HMHB believes in a child's right to be born healthy and raised in a safe and nurturing environment; equal access to quality health care; a collective voice to facilitate change; eliminating health disparities among all populations; cultural competence and respect for diversity; and education to encourage healthy choices.

Over the past 28 years of service, HMHB has built strong partnerships with maternal and child health organizations, community leaders and stakeholders throughout the state, bolstering partnerships with providers, and establishing a reputation for quality programs and resources. HMHB actively collaborates with partners to convene the Perinatal Advocacy Network, Maternal Mortality Review and the Hawaii Maternal & Infant Health Collaborative; advocating for women's and reproductive health, and works with the Department of Health in distributing educational materials statewide to increase knowledge and quality of care. HMHB offers services statewide, with particular focus on increasing access to resources and information in low-income communities and other vulnerable populations.

HMHB is working towards improving the health and well-being of infants and mothers through a variety of initiatives to create timely interventions and access to health care, including the postpartum Piko Pals program. HMHB has an expert staff comprised of an APRN, RN, Lactation Consultant and clinically licensed social workers, who are certified to council on pregnancy, infant loss, birth trauma, perinatal mood disorders, anxiety, and depression.

2. Goals & Objectives

The goal of this this initiative is to provide Piko Pals as a structured, supportive, and informative environment where families are empowered to thrive by fulfilling the following objectives:

- 1) Increase social connectedness among families of newborns
- 2) Decrease rates of PPD and anxiety
- 3) Increase breastfeeding rates in Hawaii and
- 4) Expand the highly successful Piko Pals program to the Island of Hawaii

3. Public Purpose and Need Served

Maternal mental health disorders, including postpartum depression, anxiety, and the much rarer but serious postpartum psychosis, affect nearly one in five women (20%), during pregnancy or the first year following childbirth. It is truly an epidemic that has allowed its victims to suffer in silence for too long; this needs to change. Among those living in poverty, some studies estimate that up to 50% may be affected. Maternal depression is the most common complication of pregnancy in the United States, surpassing gestational diabetes and preeclampsia combined. Maternal depression presents a significant early risk to proper child development, the mother-infant bond, and the family.

In Hawai'i, the overall rate of being at high risk for postpartum depression is consistent with national estimates. This translates to approximately 3,000 new mothers every year according to research conducted by Hawaii Pregnancy Risk Assessment Monitoring System (PRAMS). Hawaii PRAMS research further suggest that women who suffer from PPD are more prone to participate in high risk activities that may affect the perinatal period such as smoking, illicit drug use, and experiencing intimate partner violence.

In order to focus on priority communities of need, a Piko Pals focus group was held in Waianae in November 2018 to best determine outreach messaging and parental needs. Participants expressed not only great interest in Piko Pals, but a dire need for something to support their social and emotional transition to parenthood. This feedback mirrors the community needs assessment data HMHB collected in 2014. The subject of the need for support groups was a prevailing topic of interest, but respondents said the relatively few existing groups were too limited, or did not put enough of an emphasis on broader "newborn parent support." Findings also showed that in order to reach the estimated 20% of mothers with postpartum depression (PPD), broadening the scope of social support in a peer group setting was key to engaging mothers who reported feeling symptoms, but did not feel it was severe enough to seek treatment.

One new mom explained, "People are turning to social media more but it would be good to connect new moms or moms with young babies to other moms and families in the community; a safe space to talk about these issues in a more natural setting. Having a service or a support that is labeled 'PPD' or solely focused on PPD is stigmatizing." In fact, one participant from Waianae (an area with lower breastfeeding rates) remarked that seeing other women breastfeed in her group, combined with conversation about how to overcome lactation struggles and hardships, inspired her to recommit to breastfeeding her infant. Although this data cannot be immediately quantified; breast milk helps improve her child's lifelong health trajectory.

Exchanging stories, laughing and learning with other new dads and moms is often the highlight of a parent's week. Families look forward to connecting, getting out with their babies and making new friends. Participating in a peer support experience strengthens families, increases family wellness, and prepares families to cope with life stresses by creating social, thriving neighborhood-based parent groups, and parents who participate in Piko Pals support groups describe them as "lifesaving."

Participating in a program that encompasses multiple health impact areas allows for a collective and comprehensive education of new parent needs and can have a greater collective impact on both maternal and child health, as well as enhanced mother-child bonding. The peer group format for addressing the selected topics is considered best practice and is extremely impactful in promoting long-term changes to healthy behaviors associated with good health.

Piko Pals has partnered with PEPS (Program for Early Parent Support), which is a unique program and proven to be successful, that has been serving parents for over 30 years. Using a combination of PEPS Network program materials and our knowledge of Hawaii's culture and families, we enable parents of infants and young children to build communities that empower them to meet the challenges of parenting through mutual support and sharing of information.

Research and experience show that what new parents need more than anything is peer support and the ability to share experiences, information, and resources with other new parents. Research tells us that being in a group with other parents:

- 1) Decreases the isolation that new parents face
- 2) Increased parenting skills, knowledge, and confidence
- 3) Provides emotional nourishment, guidance, access to resources, and role modeling
- 4) Enhances the couple relationship
- 5) Decreases parent stress and anxiety
- 6) Normalizes the early parenting experience
- 7) Enhances a child's school performance

People who experience social isolation are more vulnerable to anxiety, depression, antisocial behavior, and even suicidal behaviors which tend to further increase their isolation. A landmark survey showed that lack of social connectedness predicts vulnerability to disease and death beyond traditional risk factors such as smoking, blood pressure, and physical activity. Parent participation in support groups can dramatically impact many of the adverse health outcomes associated with chronic stress and poverty often found in communities of low socio-economic status. Piko Pals helps alleviate isolation and bridges social-emotional support for new parents; reducing PPD, increasing parent-child bonding and impacting overall health and wellness.

An intervention for new mothers called Reach Out, Stand Strong, Essentials (ROSE) found that when women are taught the importance of self-care and assertive help-seeking within group settings, they have better breastfeeding rates. Researchers also found a connection between perinatal stress and psychological health of mothers and the occurrence of PPD, and how social support may positively modify these effects. Piko Pals groups help parents develop "parent wisdom," the internal confidence that makes you the "expert" about your own child. This wisdom develops over time and comes from within. It is our goal to provide a structured, supportive, and informative environment where these strengths can grow.

One of the big challenges with new parenthood in Hawaii stems from the isolation that parents face and the anxiety, depression, and relationship challenges that follow. Due to our high cost of living, most able-bodied adults in households have to work full time to meet family income needs. This means that the family and friend support system to support new parents no longer exists as it did before. To exacerbate the problem, many residents live far away from family, and cannot access regular support.

To help remedy new parenthood isolation, as well as reduce incidences of depression, child abuse and neglect, the Piko Pals program sets the stage and nurtures connection and relationships for new parents. The program finds success by creating an intimate, emotionally safe space for new parents to connect and be vulnerable as they navigate new parenthood together. Trained group leaders foster a comfortable, informative atmosphere that encourages peer interaction and builds trust among new friends. Piko Pals group meetings are structured yet informal, providing evidence-based parent education while encouraging new families to learn from each other, share experiences and ask frank questions.

Piko Pals is a welcoming community offering timely support and information and local parenting resources. Guest speakers are also invited to talk about parenting topics (from breastfeeding to parental resilience), with a focus on wellness based on the Strengthening Families™ approach. As an educational component, group leaders also introduce a developmental activity for baby brain development at each meeting, from singing to baby sign language.

Even parents with a strong local family network find Piko Pals adds valuable support as they navigate new parenthood. Intimate conversation allows for connection between parents, and

sharing vulnerability eases new parent anxiety, setting the stage for meaningful and supportive relationships that last a lifetime.

4. Target Population

The target population for this expanding initiative caters to parents with infants 0-4 months old on Oahu and the Island of Hawaii, with a focus on Native Hawaiians and other families who fall into the lower socioeconomic status. Each year over 19,000 women in Hawaii give birth and according to the data from the PRAMS for Hawaii, about 1 in 7 women (14.5%) with a recent live birth reported postpartum depression symptoms. HMHB's goal is to ensure that Piko Pals offers a structured, supportive, and informative environment where families are empowered to thrive once baby is born.

5. Geographic Coverage

The geographic coverage of this initiative will expand to the Island of Hawaii and areas on Oahu that do not currently have groups focusing on Native Hawaiians and low-income communities. Piko Pals caters to the family and groups meet in participant's homes, parks, and business making it a true grassroots initiative.

III. Service Summary and Outcomes

1. Scope of work, tasks and responsibilities

HMHB will serve 100 family members, train 15 new volunteer group facilitators, and launch new groups in new and/or priority areas and conduct four (4) community-building events and workshops during the grant term.

Registration includes a copy of a participant's survey collecting information to identify their knowledge of parental readiness and personalized feelings of parenting expectations and fears. In addition to receiving developmental education at weekly intervals, the class provides invaluable social and emotional support from other new mothers in their local neighborhood areas. This format facilitates a healthy discussion among participants, while encouraging and simultaneously supporting healthy behavioral changes, emotional growth and parenting skill development

This program offers priority entry and scholarships to economically and/or socially disadvantaged populations of mothers with children, who may also be victims of domestic violence, and/or suffering from the effects of substance abuse or poor mental health, including postpartum depression and postpartum mood disorders. Piko Pals provides services for public benefit in all areas of Oahu, with an emphasis on developing and expanding group access in low to moderate income communities with poor birth outcomes and health disparities.

Piko Pals evaluates data from pre-group, mid-point and post-group participant surveys and tracks the growing number of registered participants. This data provides feedback to the program to ensure that it is effectively meeting the needs of isolated new parents, while reducing levels of anxiety and depression. Post-surveys also offer suggestions to improve the

future of the program. Group Leaders also collect anecdotes and pictures from the Piko Pals meetings; evidence of the program and its impact.

In order to reach our target audience of new parents and perinatal health professionals, we engage a multifaceted communications strategy. Measureable milestones include: hosting of four (4) community events; 100 families served; 15 new leaders trained; and new groups in new and/or priority areas.

Engaging community health partners is straightforward and built upon a strong foundation of trust. Partners distribute program brochures and flyers and connect parents for enrollment. We consistently acknowledge and thank partners for their support, and that their participation is publicly acknowledged.

We expect to see an increase in web traffic and participant inquiries, as HMHB continually develops and updates web and social media components, promotional materials (including brochures and flyers) and widely distributes information to attract participants and potential group leaders. Part of our goal is to increase the availability of groups, with a particular focus on low-income and Native Hawaiian women. Using partnerships with prior program participants, volunteers, group leaders, and perinatal health organizations, HMHB distributes brochures in doctors/birth professionals' offices, children's activity sites (such as toddler play gyms), health insurance offices (including all Medicaid managed care organizations), prenatal support offices, birthing hospitals and community health clinics.

Piko Pals is promoted on social media and any available media opportunities. HiNow, a show on Hawaii News Now, featured Piko Pals in two video segments, which is also now being circulated online. Additionally, HMHB distributes press releases, speaks at local and regional conferences and sets up a booth at fairs and expos in order to potential participants directly. Participants and alumni are also encouraged to share program via word of mouth, with past participants often sponsoring the program fee as a baby shower gift for pregnant friends.

Finally, our quarterly community-building parent education workshops, family picnics, and social/holiday events such as our Halloween costume party serve a dual purpose. Not only do families enjoy the events, but it provides an ideal opportunity to market our program to new families who may be interested in learning more, but are not yet ready to sign up. We intend to carry all of these activities throughout the grant period, with a specific focus on increasing groups and leader training opportunities in priority communities throughout the County.

2. Projected timeline

Our program duration is 12 weeks per Piko Pals group and we launch groups on an ongoing basis, year-round. During each quarter, we aim to launch new groups in new neighborhoods (with a particular emphasis on low socio-economic areas and for mothers who are experiencing the effects of poverty, substance abuse, mental health issues and/or domestic violence), as well as train more group leaders, and host community events.

This timeline is based upon historical program utilization data, as well as planned growth of the program.

First quarter (Oct-Dec 2020)
- Launch 3 groups on Oahu

- Contract & train a part-time group facilitator
- Plan a Piko Pals holiday celebration
- Connect with our partners on the islands of Hawaii and Maui for expansion planning
- Train 3 group facilitators

Second quarter (Jan-Mar 2021)

- Launch 4 groups on Oahu
- Launch 1st group on Hawaii
- Plan a Piko Pals educational parent workshop
- Train 4 group facilitators

Third quarter (Apr-Jun 2021)

- Launch 4 groups on Oahu
- Plan a large-scale Piko Pals community event
- Plan a Piko Pals parents night out family bonding activity
- Train 4 group facilitators

Fourth quarter (July-Sep 2021)

- Launch 4 groups on Oahu
- Launch 2nd group in Hawaii
- Plan a Piko Pals family picnic
- Train 4 group facilitators

Activities	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Accept pre-registration and group registrations	X	X	X	X	X	X	X	X	X	X	X	X
Conduct pre-, mid-, post- group surveys	X	X	X	X	X	X	X	X	X	X	X	X
Identify key staff within partner agency and promote services	X	X	X	X	X	X	X	X	X	X	X	X
Distribute HMHB infant health materials & Piko Pals pamphlets	X	X	X	X	X	X	X	X	X	X	X	X
Launch new Piko Pals groups groups	X	X	X	X	X	X	X	X	X	X	X	X
Quarterly Workshops/Community Building Events		X				X			X			X
Train new group facilitators				X			X			X		X
Refer Piko Pals participants to MothersCare services for support for PPD and other maternal mental health needs. (Utilizing HMHB's LCSWs who specialize in maternal mental health)	X	X	X	X	X	X	X	X	X	X	X	X
Promote the MothersCare phone line to Piko Pals participants by emphasizing availability of MothersCare resources, and by providing case management options to mothers in need of more comprehensive health services	X	X	X	X	X	X	X	X	X	X	X	X
Analyze results of the project and draft final report	X	X	X	X	X	X	X	X	X	X	X	X

3. Quality Assurance and Evaluation Plan

Piko Pals is rooted in the research-based Strengthening Families™ framework. This framework establishes five protective factors, or forms of support, as critical to family wellbeing because they build confidence in new parents, which in turn supports parent-child attachment and parental resilience:

- Social Support
- Emotional Support
- Parental Support
- Informational Support
- Child Development Support

One of the ways Piko Pals measures impact is by asking parents about their levels of support in our pre- and post-group surveys. Our survey results consistently show that Piko Pals supports parents in feeling less isolated, more connected to fellow new parents, and more confident and competent about their parenting skills. Parents also report that Piko Pals helped them connect to local resources and learn about child development milestones

4. Measure(s) of effectiveness to be reported

HMHB will provide quarterly Piko Pals reports that include a thorough analysis of the program's achievements and accomplishments. These reports will contain data specific to each group on: how many participants have participated (attendance sheets) and their pre-, mid-, and post-group surveys, and attendance sheets for events participants and alumni attend. In addition, all of the data will be formatted into graphs and charts, for easy comprehension and non-identifying information that will show outcomes on how Piko Pals increased community support for parents and ways the program also creates lasting community impact.

IV. Financial

Budget

- 1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.**
 - a. Budget request by source of funds ([Link](#))
 - b. Personnel salaries and wages ([Link](#))
 - c. Equipment and motor vehicles ([Link](#))
 - d. Capital project details ([Link](#))
 - e. Government contracts, grants, and grants in aid ([Link](#))

- 2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2021.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
27,169	27,169	27,169	27,169	108,676

- 3. The applicant shall provide a listing of all other sources of funding that they are seeking for fiscal year 2021.**

HMHB will seek supplemental funding for the Piko Pals program from the Atherton Family Foundation, the Harry & Jeannette Weinberg Foundation, the Oahu and Big Island Charity Walks, and the Hawaii State Department of Health.

- 4. The applicant shall provide a listing of all state and federal tax credits it has been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.**

HMHB has received zero (0) state and federal tax credits within the past three years.

- 5. The applicant shall provide a listing of all federal, state, and county government contracts, grants, and grants in aid it has been granted within the prior three years and will be receiving for fiscal year 2021 for program funding.**

HMHB received a City Grant in Aid for the Piko Pals program in FY2018. Other private foundation grants include: Atherton Family Foundation, Charity Walk (Oahu), Women's Fund of Hawaii, and Hawaii Women's Legal Foundation. Currently, we are awaiting confirmation of funding sources for FY2021.

- 6. The applicant shall provide the balance of its unrestricted current assets as of December 31, 2019.**

HMHB's balance of unrestricted assets as of 9-30-19: \$372,636.47. HMHB's balance of unrestricted assets as of 12-31-19 will be available after an independent financial review is conducted on 1-30-20.

V. Experience and Capability

1. Necessary Skills and Experience

HMHB has committed, well-trained staff members with ample maternal and child health experience and the leadership skills, including group support experience, knowledge, skills, and abilities necessary to successfully carry out the requirements of the proposed project. Together, HMHB's team of professionals works to ensure that the program is sustained and nurtured; that participant satisfaction is high, and that an increasing number of new parents are supported, as the program expands to new areas.

HMHB regularly assists with support through grassroots community outreach by providing marketing materials, brochures and implementing public relations strategies to increase awareness to local community partner agencies and health centers. HMHB is particularly focused on increasing access to resources and information to low-income pregnant women, new parents and other vulnerable populations; a large majority of which are low-income, high-risk clients, including a large portion of the Native Hawaiian/Part Hawaiian, Samoan, Black and other Pacific Islander populations.

In addition to the Piko Pals program, HMHB has expertise providing numerous community services in collaboration with partner organizations that serve women and infants, including:

- A free MothersCare phone line designed to help pregnant women, new mothers and their families find the information and resources necessary to have a healthy pregnancy, birth and baby.
- Hawaii Cribs for Kids, a safe sleep education program that provides a free pack-n-play for high-risk low income pregnant women.
- A smoking cessation program for pregnant mothers and their families called Baby and Me Tobacco Free.
- Quarterly trainings for perinatal support service providers at community health clinics statewide on topics directly relating to improving the health of pregnant women, new mothers and infants.
- Creation and distribution of culturally-appropriate educational materials for Hawaii's pregnant women, mothers and their families (including topics such as safe sleep/SIDS prevention, Fetal Alcohol Spectrum Disorders (FASD), Postpartum Depression (PPD), breastfeeding, and nutrition, as well as a "Healthy & Hapai" educational pregnancy calendar to help women keep track of their prenatal appointments and to find resources for a healthy pregnancy).
- Maintaining a dynamic online perinatal resource directory searchable by service and location.
- Updating families and providers on maternal and child health news, and local resources/events in the maternal and child health community via social media.

2. Facilities

Our home office is located inside the Kukui Center, a Harry and Jeannette Weinburg Building funded by the Kukui Children's Foundation. We have a comfortable meeting space in the middle of Oahu where Piko Pals groups often meet and where we train group leaders, staff and board members. HMHB is constantly building relationships in new communities and neighborhoods to find new meeting spots and find potential group leaders. Often, groups decide to meet at public parks for an outing but partnerships with social service agencies and local private business' assist greatly in helping build connections and new meeting spots as well.

VI. Personnel: Project Organization and Staffing

1. Proposed Staffing, Staff Qualifications, Supervision and Training

HMHB currently has three full-time, four part-time staff members and two licensed clinical social workers with ample maternal and child health experience and leadership skills, including group support experience, knowledge, skills, & abilities necessary to successfully provide maternal and reproductive health outreach.

All staff members have a relevant university degree and/or experience in public health, social work, and/or nursing, and receive ongoing training to ensure subject matter expertise and effective communication skills. HMHB's executive director, Sunny Chen, MBA, RN, is a certified lactation consultant & has a clinical background in maternal child health. The Executive Director provides oversight to the onsite therapists & Clinical Services Director and management of the Program Coordinators.

Clinical Services Director, Kari Wheeling, RN, FNP, provides clinical leadership, consultation and support to pregnant and parenting women and their families. Kari is responsible for overseeing and developing HMHB's clinical services and provider education programs; ensuring quality patient care, clinical consultation, oversight of case planning, care coordination and supervision to the staff. In addition, the clinical services director helps conceptualize improvements to the patient care delivery system; initiating and participating in research methods to improve the statewide system of care for pregnant and parenting women of Hawaii.

Piko Pals is implemented by program coordinator and certified case manager, Vivian Choy, who has a bachelor's degree in public health and has expertise in data analysis and website development. She recruits and trains volunteers, manages the program and orchestrate its growth through HMHB's website, social media and direct outreach. In addition to recruiting new group leaders and upcoming participants, Vivian is migrating and incorporating data into a new customer relationship management system which will streamline and automate communications and data collection. This valuable system will enable HMHB to relieve some of the time-consuming manual processes and utilize staff time for more impactful duties.

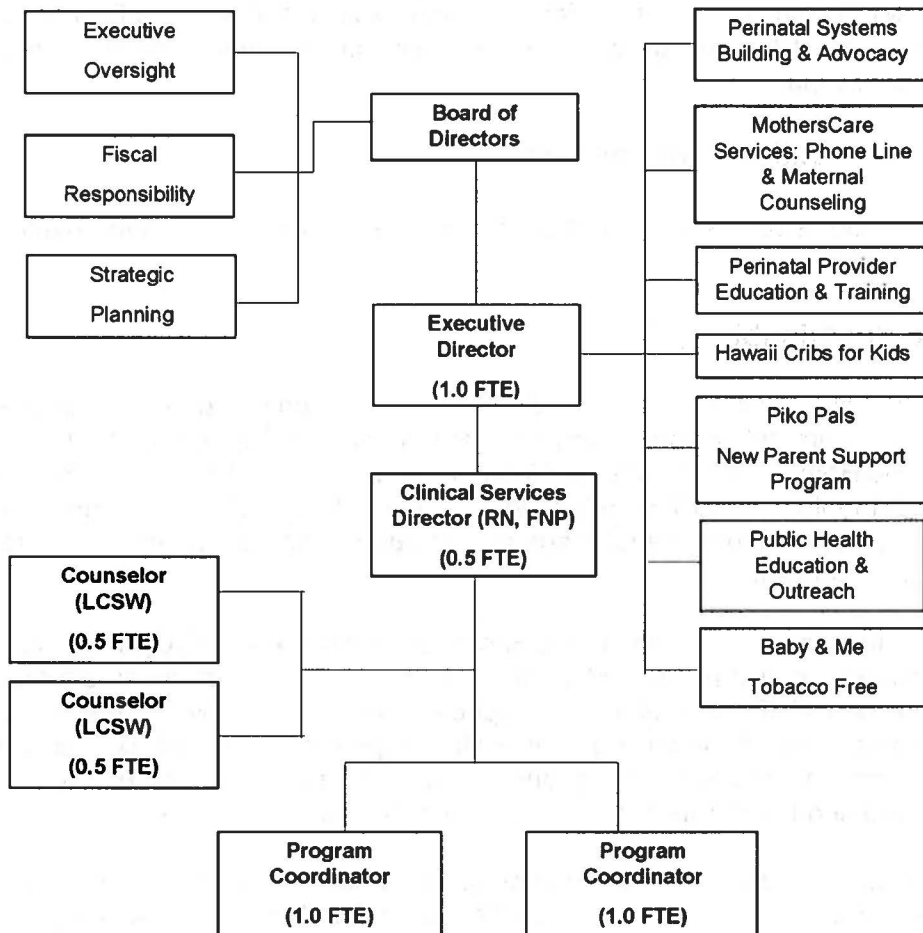
Princess Lei Ebbay, program coordinator, is responsible for assisting in collecting paperwork, initiates contact and establish community partners to host trainings and partnerships; contribute to marketing, outreach and planning for such activities; and distribution of materials to meet participant needs.

Together, HMHB's strong team of professionals works to ensure that the program growth is sustained and nurtured; that participant satisfaction is high; and that an increasing number of new parents are supported, as the program expands to new areas. If not all funding is received as anticipated, results will be scaled to serve the most participants possible. HMHB will continue to promote and provide outreach to the public, organizations and clinics upon the end of the grant period and beyond. Staff time and outreach will be limited or modified based on available funding.

2. Organization Chart



Organizational & Program Chart



3. Compensation

Annual Salaries paid to the three highest paid employees of HMHB by position:

- Executive Director: \$80,000
- Clinical Services Director: \$75,000
- Program Coordinator: \$45,000

VII. Other

1. Litigation

HMHB is not a party to any pending litigation or outstanding judgement.

2. Licensure or Accreditation

PEPS grants HMHB a limited, non-transferrable, non-exclusive, revocable license to use the written materials that PEPS may provide solely in conjunction with the organization and facilitation of the groups.

3. Private Educational Institutions

This grant will not be used to support or benefit a sectarian or non-sectarian private education institution.

4. Future Sustainability Plan

Piko Pals was launched in January 2017 using funding from private donors who strongly believed in the program. We've previously received funding for Piko Pals from the Chamber of Commerce Public Health Fund, Women's Fund of Hawaii and Beta Beta Gamma Foundation, and the C&C of Honolulu. HMHB intends to seek out supplemental funding support from various other sources, including foundations and private donors, to ensure the sustained growth & longevity of this program.

As a member of the Hawaii Maternal Infant Health Collaborative (HMIHC), HMHB also continues to collaborate with public and private agencies to set objectives to decrease maternal and infant mortality. HMHB will seek funding opportunities through HMIHC's supportive channels, with objectives of: increasing infant safe sleep practices to reduce sleep-related deaths; decreasing smoking during pregnancy; decreasing the proportion of low birth weight infants; and increasing the duration and exclusivity of breastfeeding rates.

Piko Pals is a unique program developed in direct response to requests for more new parent support groups across Oahu. 26 groups launched since 2017, and have now expanded across the island, with group leaders trained from each area of Oahu. This positive momentum helps sustain continued growth. HMHB added the wraparound MothersCare Services, after identifying the under-served need. This presents a significant opportunity for an area of growth, which is currently being pursued. Currently there is more demand for the program than capacity to

serve, so HMHB is hopeful that new partnerships will facilitate sustainability. Additionally, because our PPD counselors are licensed to bill insurance (including QUEST/Medicaid) for services, we ensure long-term financial growth and sustainability by increasing referrals through this program.

Additionally, we are developing community-based fundraisers and parent events to help support the continued growth and expansion throughout the island, and turning to past program participants to become trained as group leaders. These opportunities utilize the support of parents who truly believe in the Piko Pals mission and philosophy, and passionately want to help support the continued growth to serve other new parents. As one new mom said, "Piko Pals was my only source of support during the postpartum phase. I'm now volunteering as a leader because I believe in the program and want to help other new parents too." We also have a dedicated volunteer base that helps distribute flyers, speak at public events, and market the program via social media so that we can ensure a continued interest in new group development.

BUDGET REQUEST BY SOURCE OF FUNDS

Period: July 1, 2020 to June 30, 2021

Applicant: Healthy Mothers Healthy Babies Coalition of Hawaii

BUDGET CATEGORIES	Total State Funds Requested (a)	Total Federal Funds Requested (b)	Total County Funds Requested (c)	Total Private/Other Funds Requested (d)
A. PERSONNEL COST				
1. Salaries	56,000		56,000	75,825
2. Payroll Taxes & Assessments	4,284		4,284	5,800
3. Fringe Benefits	6,912		6,912	6,912
TOTAL PERSONNEL COST	67,196		67,196	88,537
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island	500		3,000	1,800
2. Insurance	2,417		2,417	2,417
3. Lease/Rental of Equipment	250		250	250
4. Lease/Rental of Space	10,268		10,268	10,268
5. Staff Training/Conference	5,200		1,200	800
6. Supplies/Program Activities	9,000		13,350	6,245
7. Telecommunication	3,045		3,045	0
8. Contractual Services-Administrative	1,000		300	1,920
9. Contractual Services- Subcontracts	2,700		2,700	12,000
10. Milage/Parking/Transportation	930		600	600
11. Postage/Freight/Delivery	400		400	0
12. Publication/Printing	970		970	0
13. Subsistence/Per Diem	400		400	400
14. Consumable Office Supplies	595		595	0
15. Accounting	2,585		2,585	0
16. CRM Database	1,220		1,220	0
TOTAL OTHER CURRENT EXPENSES	41,480		43,300	36,700
C. EQUIPMENT PURCHASES				
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	108,676		110,496	125,237
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	108,676	Sunny Chen (949)302-6920		
(b) Total Federal Funds Requested		Name (Please type or print) Phone		
(c) Total County Funds Requested	110,496	Signature of Authorized Official January 16th, 2020		
(d) Total Private/Other Funds Requested	125,237	Date		
TOTAL BUDGET	344,409	Sunny Chen, Executive Director Name and Title (Please type or print)		

BUDGET JUSTIFICATION - PERSONNEL SALARIES AND WAGES

Period: July 1, 2020 to June 30, 2021

Applicant: Healthy Mothers Healthy Babies Coalition of Hawaii

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Program Coordinator	1	\$48,000.00	50.00%	\$ 24,000.00
Program Coordinator	1	\$48,000.00	50.00%	\$ 24,000.00
Executive Director	1	\$80,000.00	10.00%	\$ 8,000.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				56,000.00
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Period: July 1, 2020 to June 30, 2021

Applicant: Healthy Mothers Healthy Babies Coalition of Hawaii

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
N/A			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				
JUSTIFICATION/COMMENTS:				

BUDGET JUSTIFICATION - CAPITAL PROJECT DETAILS

Period: July 1, 2020 to June 30, 2021

Applicant: Healthy Mothers Healthy Babies Coalition of Hawaii

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2018-2019	FY: 2019-2020	FY:2020-2021	FY:2020-2021	FY:2021-2022	FY:2022-2023
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS: N/A						

GOVERNMENT CONTRACTS, GRANTS, AND / OR GRANTS IN AID

Applicant: Healthy Mothers Healthy Babies Coalition of Hawaii

Contracts Total: 84,559

	CONTRACT DESCRIPTION	EFFECTIVE DATES	AGENCY	GOVERNMENT ENTITY (U.S. / State / Haw / Hon / Kau / Mau)	CONTRACT VALUE
1	Piko Pals New Parent Support Program	7/31/19 - 7/30/20	Oahu Charity Walk		1,500
2	Piko Pals New Parent Support Program	6/14/19 - 6/13/20	Atherton Family Foundation		20,000
3	Piko Pals: Financial Aid for Families in Need	1/1/19 - 12/31/19	Women's Fund of Hawaii		3,000
4	Piko Pals: Financial Aid for Families in Need	5/13/19 - 11/13/19	Hawaii Women's Legal Foundation		5,000
5	Piko Pals New Parent Support Program	10/1/18 - 9/30/19	Honolulu City Grant-in-Aid	Oahu	55,059
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					