

MAY 2025

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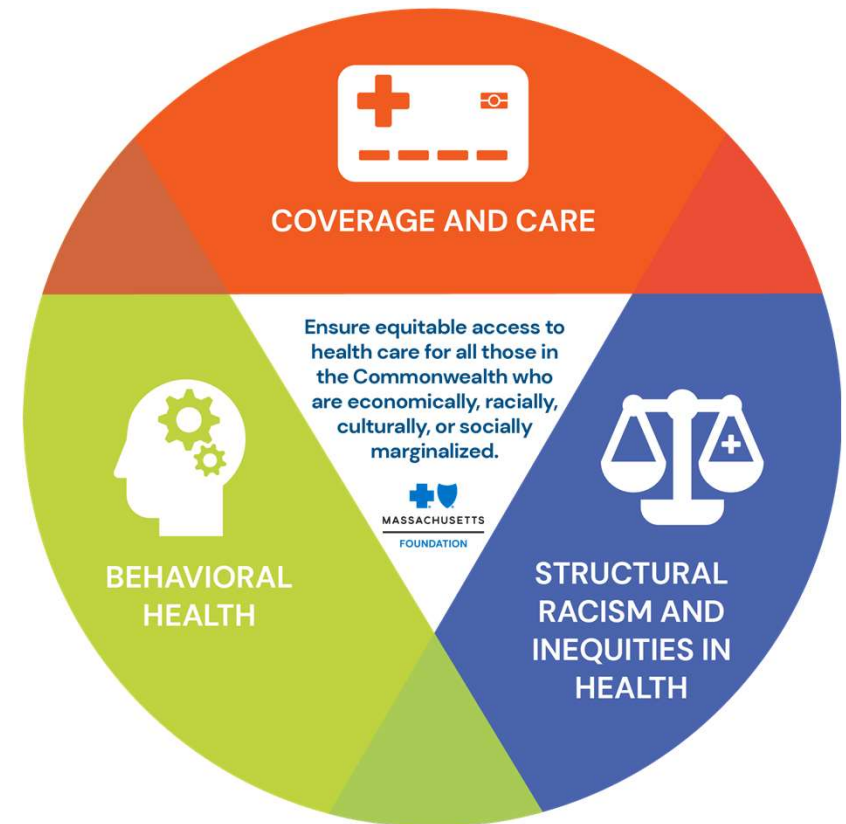
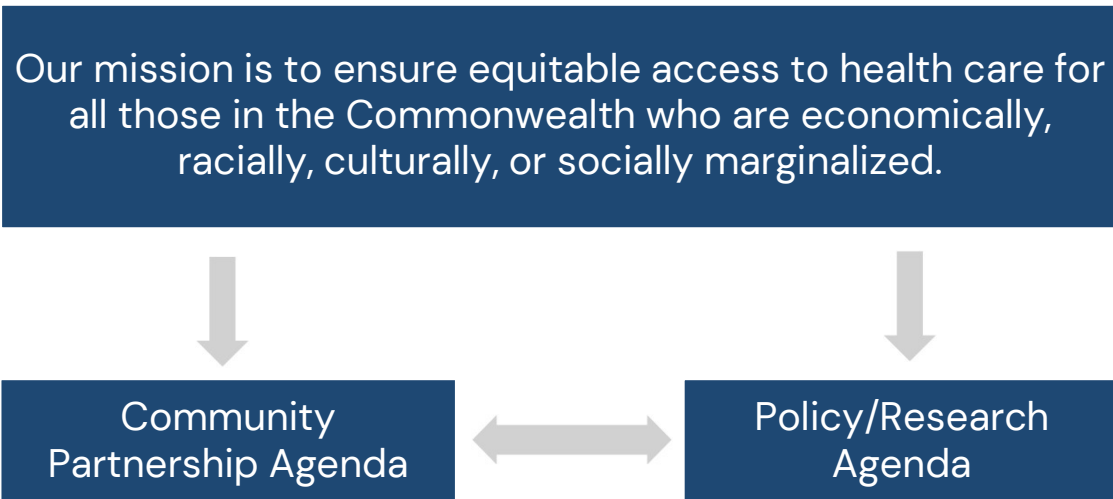
# PERINATAL HEALTH INITIATIVE 2025-2027

Reena E. Singh, Senior Program Officer  
Jacquie Anderson, Senior Director, Grantmaking  
Evelyn Monteiro, Grants Management Administrator

# AGENDA

- Welcome, Review Agenda
- Foundation Background
- PHI 2025–2027 Grant Program
- Timeline
- Q/A

# HOW WE WORK AND WHAT WE WORK ON



# FOUNDATION STRATEGIC FOCUS AREAS

## Access to coverage and care:

All MA residents have health insurance coverage and access to quality, affordable, and equitable care, especially those most in need.



## Access to behavioral health:

All MA residents have access to the right type of behavioral health care where and when they need it.



## Access to equitable care:

All MA residents, regardless of race and ethnicity, experience equitable health care access, quality, and outcomes.



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# PHI PROGRAM DETAILS

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# 2024 PERINATAL HEALTH INITIATIVE



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# 2025-2027 PERINATAL HEALTH INITIATIVE

## Goals:

- Expand community-based and -led perinatal health education focused on communities most impacted by disparities.
- Strengthen the birth justice and advocacy community to increase community participation in policy efforts.
- Support and expand diverse community of doulas, midwives, those trained in PMADs, lactation counselors, etc. Not only increase the number but ensure workforce is sustainable to meet needs of community.

## Additional Details:

- Two years
- 11-15 grant partners
- \$30,000-\$60,000 per year

Policy & Advocacy

Community Education  
& Supports

Build, Support &  
Sustain Perinatal Care  
Team

# CATEGORIES OF WORK

Applicants will focus on one category of work

## Policy & Advocacy

Strengthen the birth justice policy and advocacy community to:

- create and advance policy
- increase community participation in the public policy process
- promote collaboration among organizations

## Community Education & Supports

Provide perinatal health education and supports led by and located in communities most impacted by perinatal health disparities.

## Build, Support & Sustain Perinatal Care Team

Support and expand access to doulas, midwives, those trained in perinatal mood anxiety disorders, lactation consultants, childbirth and perinatal educators that reflect communities served.

Develop, support and sustain this workforce through:

- recruitment and training
- retention efforts
- other supports



# ELIGIBILITY CRITERIA

- Organizations with a 501(c)(3) tax-exempt nonprofit designation from the IRS or that operate under the fiscal sponsorship of a tax-exempt nonprofit.
- Community-based organizations that primarily serve birthing people and families who have been socially, economically, culturally, or racially marginalized.
- Organizations located in and reflecting communities most impacted by perinatal health disparities.

## Policy & Advocacy

Demonstrated experience in perinatal health policy, advocacy, or engagement in policy or stakeholder conversations about improving perinatal health and birth equity.

## Community Education & Supports

Demonstrated experience in birth equity, perinatal health education and supports

## Build, Support & Sustain Perinatal Care Team

Focus on recruitment, training, retention efforts, and other support to help improve the sustainability doulas, midwives, lactation consultants, childbirth and perinatal health educators, those trained in PMADs

## **\*\* SMALL APPLICATION CHANGE**

Please note Project Management is now a standalone question.

### **7. Collaboration and Partnerships (3000 characters)**

- If applicable, identify partners in this work. Be specific about the roles they will play during the grant period. Please include information about any formal or informal agreements to support your collaboration.
- Project Management and Staffing-- Who are the people that will lead this effort, and what experience do they bring to this work?



rsingh08 12:31 PM [Reply](#) [X](#)

On portal this will be a standalone question.

Add a reply...

### **8. Community Engagement (3000 characters)**

- If applicable, what is your community engagement, building, or organizing strategy will community members be involved in this project? How has the community been

# TIMELINE

Date		Activity
May 19		Request for Proposal Released
May 29		Webinar
June 5	10am-12pm	Zoom Office Hours  "Pop in" and ask a question about the program. Please register using link in Grant Guidelines.
June 6	10am-11:30am	
June 12	12pm – 2pm	
June 16	12pm – 2pm	
June 9		Applicant Portal Opens <i>Registration may take 48 hours.</i>
July 8 at Noon EST		Proposal Deadline
End of October 2025		Grant Awards Announced

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# Q&A

# THANK YOU

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Program Information  
Reena Singh  
[reena.singh@bcbsma.com](mailto:reena.singh@bcbsma.com)

Grant Portal Questions  
[grantinfo@bluecrossmafoundation.org](mailto:grantinfo@bluecrossmafoundation.org)