

**United Way for Southeastern Michigan
FY 2024 Advancing Healthy Births Rubric**



FY 2024 ADVANCING HEALTHY BIRTHS SCORING RUBRIC

INITIAL ELIGIBILITY REVIEW: 5 possible points based on all “yes” in this round of review. If a Reviewer answers “No” the application based on applicant’s responses to the questions, it will be deemed ineligible and receive a “0” score.

Does the applicant provide services in Region 10?	Yes	No				
Do you provide activities or programs that address equity/disparities in maternal and infant health? Or that address social determinants of health?	Yes	No				
Is the applicant currently engaged with the high-risk population or services to the population at risk for disparate birth outcomes?	Yes	No				
Does your organization have the infrastructure to support the grant requirements and dollars? Infrastructure is defined as personnel (staff-such as finance, operations, programs, etc.), financial resources, and any other relevant indicators.	Yes	No				

COMMUNITY OF FOCUS: 10 possible points

Community of focus is at an increased risk for disparate birth outcomes, as supported by data.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
Community of focus need for outreach and/or intervention is supported by data.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points

APPROACH: 15 possible points

Clear description of barriers or disparate outcomes addressed by the project/effort.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
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The approach described can be expected to address the barriers or disparate outcomes identified.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
Does the project/effort described align with priorities of the Advancing Healthy Births plan?	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
EVALUATION: 10 possible points						
Clear plan for measuring the outcomes of the approach (i.e., Identify the methods and tools for each objective).	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
Approach to measurement can be expected to provide useful information on the impact of the strategy (i.e., have a plan for measuring outcomes).	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
CAPACITY: 20 possible points						
Applicant has an established relationship with community of focus.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
Applicant is well-suited to address the barriers and/or disparate outcomes identified in application.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
Applicant has personnel, infrastructure, and financial resources in place to successfully implement proposed strategies (e.g., have a financial officer, have experience successfully managing budgets).	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
Proposed activities build on current work within the community of focus.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
BUDGET: 5 possible points						
Budget is reasonable for the proposed scope of work.	(1) Not At All	(2) A Little	(3) Somewhat	(4) To a Considerable Degree	(5) Very Much So	5 points
TOTAL POSSIBLE SCORE						65

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Questions:

- Strengths
- Weaknesses
- Recommendations