



InfantSEE[®] State Grant Program

Optometry Cares, The AOA Foundation in conjunction with InfantSEE[®] is pleased to announce the 2010 InfantSEE[®] State Grant program designed to encourage affiliates to develop creative, measurable and out-of-the-box approaches to educating Americans about the importance of preventative eye health and vision care for infants across the United States and increasing the number of infants who receive InfantSEE[®] assessments.

Goals of the InfantSEE[®] State Grant Program - *The goals of the InfantSEE[®] State Grant program are to encourage creative approaches to InfantSEE[®] delivery on the state level, raising awareness among new and established InfantSEE[®] providers as well as develop project proposals that can be implemented statewide enhance program service delivery of the InfantSEE[®] program.*

Eligible Grant Applicants - All state optometric associations are encouraged to apply for an InfantSEE[®] State Grant. Individual InfantSEE[®] providers must work in collaboration with their state optometric association in order to apply for a grant. A letter of support from the state optometric association **must** be included in the grant application. Faculty from schools and colleges of optometry should work in conjunction with their state optometric association.

Available Funds - Grants will be awarded in the ranges of \$10,000-\$20,000. A limited number of grants are available. State associations that are awarded grants will receive 75% of the funding upon announcement of award; the *remaining 25% of the project funds* will be awarded at the completion of the project.

Grant Parameters - Each grant should be designed to address one or more of the following areas:

- Increased doctor activation and/or doctor recruitment across the entire state;
- Increased doctor participation in the completion and return of **every** assessment form to the InfantSEE[®] office;

- Outreach to groups of various socio-economic and geographic populations through traditional and nontraditional means;
- Collaborations with non-optometric professional health communities to spread the message of InfantSEE®;
 - **To encourage collaborative activities with community resources, letters of external support must be included with the grant applications.**
- If applicable, inclusion of schools and colleges of optometry in outreach efforts

Frequently Asked Questions

How can a grant application be obtained? The application is available at The AOA Foundation Web site www.optometryscharity/infantsee. In addition, a copy of the application is available at the end of this grant announcement. **All grant applications must be completed and returned to the InfantSEE® office by Friday August 13, 2010.** Please submit three copies of the grant application along with the endorsement letter from the state optometric association and any letters of external support from local and state stakeholders for the grant. *One of the three copies of the grant application containing all accompanying letters must be blinded.*

How will the grant application be evaluated? *Grant applications will be evaluated according to the following criteria:*

- (1) Creative outreach to promote InfantSEE® across the entire state,*
- (2) Increase of current doctor activation and new doctor promotion,*
- (3) Increased awareness to non-optometric professionals and utilize community resource activation,*
- (4) Creative efforts to educate and provide services to groups in high-risk geographic and socio-economic populations. In addition, each grant application must provide a measure to evaluate the effectiveness of evaluation. Consideration should be given to the following:*
- (5) How will the outreach be measured?*
- (6) How does the outreach translate into more infants receiving assessments through the InfantSEE® program?*
- (7) How will the assessments in the project be verified by the InfantSEE® program office in St. Louis?*

(8) Budget: a listing of line items (not to include salary) should be submitted with the grant application along with a brief justification for each expense. If any in-kind funds or matching funds are available please indicate in the grant application.

What should not be included in the grant? Salary to implement outreach will be disallowed in the grant application. Any activity that will provide extra benefit/public awareness to a sole office, optometrist or one geographical area of the state will not be permitted within the grant. Promoting any additional commercial products or non-InfantSEE® materials will not be allowed. Any activity that violates local, state or federal laws will not be allowed.

In an effort to help each state with the grant application, the InfantSEE® program manager, Mark Schwartz, MPH should be utilized as a resource and consultant Mark Schwartz can be reached by e-mail MASchwartz@aoa.org or by phone at 800-365-2219 ext. 4149.

How many grants can be submitted? *Each state optometric association should submit one grant application proposal. If a variety of ideas are suggested within the state, the InfantSEE® program encourages the incorporation of those ideas which share common goals and can make the biggest impact to be included in one grant application.*

What are the reporting requirements? The state association will be required to submit the following:

- The use of a universal assessment form for each exam. The InfantSEE® program will provide, at no cost, *the forms* to be used for the data collection for each state grant. Requests for modifications and collection of additional information must be approved by the InfantSEE® program prior to the start of the grant activity;
- An interim update describing the progress of the project;
- A final implementation and financial report;
- **The due date for all grant activities and implementation including a final report must be completed and submitted to the InfantSEE® office by November 15, 2011.**

Grant applications must also include the current number of InfantSEE® providers in the state along with the total number of assessments conducted in the state for the previous year.

How should grant applications be submitted? Grant application, cover sheet and letters of external support accompanied by the state association endorsement letter should be sent to the InfantSEE® office no later than Friday August 13, 2010.

Please send all 3 copies (one blinded) of the InfantSEE® state grant application to the following address. **Grant applications that are e-mailed will not be accepted.**

InfantSEE® State Grant Program

243 N Lindbergh Blvd Flr. 1

St. Louis, MO 63141

When will grant awards be announced? Grant notification letters will be sent out via e-mail to the state optometric association(s) by October 1, 2010.



InfantSEE[®] Grant Application

Name of Grant _____

State Association _____

Grant Director _____

Address City/State/Zip _____

Telephone Number _____ Fax _____

E-mail _____

As a representative of the state optometric association named above, I certify that I have read and understand the purposes, explanations and requirements of the InfantSEE[®] State Grant Program. I certify that as the representative for the grant that I accept responsibility for the documentation, reporting and budget as outlined. I further agree to adhere to the financial expenditures of the grant as well as the timely collection and submission of data forms and reports to the InfantSEE[®] national office.

Signature _____

Date _____



InfantSEE® State Grant Selection Criteria

1. Project activities (40 points)

A. Please provide a detailed description of implementation strategies for the state grant. Please take the following components into consideration:

- Increased doctor activation and/or doctor recruitment across the entire state;
- Increased doctor participation in the completion and return of **every** assessment form to the InfantSEE® office;
- Outreach to groups of various socio-economic and geographic populations through traditional and nontraditional means;
- Collaborations with non-optometric professional health communities to spread the message of InfantSEE®
- If applicable, inclusion of schools and colleges of optometry in outreach efforts

2. Effectiveness of evaluation (20 points)

A. How will the outreach be measured? How does the outreach translate into more infants being seen in the InfantSEE® program? How will the exams be verified by the InfantSEE® office?

3. Collaborations with local and state stakeholders (20 points)

A. Please provide an insight into how the collaborations with local and state stakeholders will help to advance InfantSEE® in the state after the project plan is implemented. What are the short-term successes from the project and how will the project sustain the InfantSEE® message in the next 3-5 years.

4. Budget activities (20 points)

A. Please provide a budget detailing the expenses for implementation: Please be sure to include any in-kind donations or matching financial support for the project in the state. A sample budget form is also included at the end of the grant application.

- Salary for any employee is not allowed in the grant budget.



Sample Budget Form

Activity Budget	Expense	
Outreach		
Activity 1		
Any Costs for Activity 1 listed here		
Activity 2		
Any Costs for activity 2 listed here		
Activity 3		
Any Costs for activity 3 listed here		
CE Course (if desired)		
Any Costs for Course Here		
Media/Promotional Costs		
(Any costs listed below)		
Reporting Costs		
(Any costs listed here)		
Additional Costs		
(Any additional Cost Listed here and Explained)		
Total Cost for State Grant	\$	



Date of Exam ____/____/____

Name _____ M F DOB ____/____/____ Age in Months _____

City _____ State _____ Zip Code _____

Born Premature? Yes No If yes: baby born at what week? _____ Complications _____

Ethnic Origin: Asian Caucasian Hispanic/Latino African American Native American Other _____

Insurance: Yes No If yes: Private CHIP Medicaid Other _____

How did you find out about InfantSEE®? TV Radio Newspaper Internet Mail Friend/Family

Current Patient Pediatrician/Primary Health Provider Other (describe) _____

Yearly Household Income: \$10,000-\$19,000 \$20,000-\$29,000 \$30,000-\$39,000 \$40,000-\$49,000

\$50,000-\$59,000 \$60,000-\$69,000 \$70,000-\$79,000 More than \$80,000

Assessment

Visual Acuity: Normal Concern Problem _____

Ocular Motility: Normal Concern Problem _____

Binocularity: Normal Concern Problem _____

Refractive Status: Normal Concern Problem _____

Ocular Health: Normal Concern Problem _____

Dilation: Yes No

Plan: No Concerns Concerns and in need of follow up care in _____ months

Referral Needed to: Pediatric Specialist Pediatric Ophthalmologist

Recommended Follow-Up in _____ months OR at _____ years of age

OD Name/AOA Number

State

Zip Code

Date

