



FOR IMMEDIATE
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2012 Baby's First Test Challenge Awards
Genetic Alliance Funds Innovation in Newborn Screening
Request for Proposals Released

WASHINGTON, DC – October 6, 2011 – Genetic Alliance invites proposals for the 2012 Baby's First Test Challenge Awards. Genetic Alliance will distribute several Awards up to \$20,000 each for organizations to integrate [Baby's First Test](#) into new or existing outreach, engagement, or educational efforts.

Baby's First Test was created as a newborn screening resource that directs users to current information, materials, resources, and data on newborn screening education, family support, and services. In addition to increasing awareness, knowledge, and understanding of newborn screening as a process and system, over the past year this clearinghouse of information has connected key stakeholders to resources that are highly valuable, but historically difficult to find or access due to the high costs of dissemination and outreach.

Genetic Alliance, through Baby's First Test, will fund proposals that detail innovative solutions to challenges in the newborn screening system. The full Request for Proposals is available on <http://www.BabysFirstTest.org/innovation>. Proposals will be accepted until November 7, 2011, 6:00 PM EST. Genetic Alliance will consider proposals submitted from nonprofit organizations, public health groups, research institutions, and private-sector companies. A question and answer webinar will be held on October 21, 2011, from noon to 1:00 p.m. EST. Register online at <http://www.geneticalliance.org/webinars>.

The 2012 Baby's First Test Challenge Awards are an opportunity to build a bridge between Baby's First Test and the existing programs, resources, and expertise in the newborn screening community. "In the last year we have seen our Challenge Awards truly impact education about newborn screening," said Natasha Bonhomme, Baby's First Test project director. "This next set of awards will also spur creativity and innovation – two qualities that are at the core of newborn screening and maternal and child health."

To read about the current Challenge Awards, please visit:
http://www.babysfirsttest.org/about_babys_first_test/newsletter#CA

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About Genetic Alliance

Genetic Alliance improves health through the authentic engagement of communities and individuals. In this, our 25th year, we celebrate innovation on our journey toward novel partnerships, connected consumers, and smart services. For more information about Genetic Alliance, visit <http://www.geneticalliance.org>.