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### **BabysFirstTest: The Newborn Screening Clearinghouse Funds Novel Newborn Screening Initiatives**

WASHINGTON – April 5, 2011 – BabysFirstTest: The Newborn Screening Clearinghouse selected four Challenge Awardees to receive funds for innovative solutions to challenges in newborn screening (NBS) outreach, engagement, and education.

In January, the Clearinghouse announced the release of the [Challenge Awards Request for Proposals \(RFP\)](#). Organizations applied for up to \$25,000 to fund projects that build a bridge between the Clearinghouse and existing programs, resources, and expertise in the newborn screening community. Project proposals were to be non-duplicative and nationally focused (state or condition models for broader implementation were also accepted). Applicants were asked to demonstrate promotion of community investment in NBS, and the Clearinghouse project and website in particular. The next generation of the Clearinghouse website, to be named [BabysFirstTest.org](http://BabysFirstTest.org), launches September 1, 2011.

“I had the opportunity to review projects that not only met the call of the RFP, but also showcased a superb utilization of an extensive network of existing resources,” said Dr. Tracy Trotter, MD, a pediatrician with San Ramon Valley Primary Care who reviewed proposals. “Applicants identified excellent synergies and have the potential for significant long-term impact.” Evaluation of submitted proposals included a comprehensive external and internal review as well as engagement of the Health Resources and Services Administration, which funds the Clearinghouse and numerous NBS initiatives.

“We recognize that the projects proposed by the Awardees exist in the context of many complementary initiatives,” said Natasha Bonhomme, Genetic Alliance vice president of strategic development and project director for the Clearinghouse. “In addition to developing much-needed resources and engaging high priority communities, the Clearinghouse promotes collaboration among NBS stakeholders. This inclusiveness will be a fundamental measure of success for the Awardees.”

<b>Challenge Award Recipient</b>	<b>Project Summary</b>
March of Dimes	Develop and disseminate, as part of its ongoing “Healthy Pregnancy, Healthy Babies” series, a five-minute English and Spanish-language video vignette depicting a discussion of NBS in a prenatal office visit setting.
New York – Mid-Atlantic Consortium for Genetic and Newborn Screening Services	Develop and pilot an educational toolkit to be used by nurse midwives, doulas, and other childbirth educators to introduce NBS into childbirth education and literature produced for expectant parents.

Hawai'i Department of Health	Conduct survey outreach with Asian and Pacific Islander families in Hawai'i on their NBS information needs, via electronic surveys/questionnaires at the Hawai'i Baby Expo and Hawai'i WIC clinics; Conduct focus groups to evaluate the BabysFirstTest.org website.
Association of Public Health Laboratories	Develop a video detailing the NBS process at a state public health laboratory to de-mystify the testing process; Conduct outreach for BabysFirstTest.org via social media and partnerships with state departments of health.

To learn more about the Newborn Screening Clearinghouse, please visit:  
<http://nbsclearinghouse.org/About>.

To learn more about Genetic Alliance's newborn screening initiatives, please visit:  
<http://www.geneticalliance.org/nbs>.

*The Newborn Screening Clearinghouse is funded by the Newborn Screening Saves Lives Act of 2008 through a cooperative agreement from the Department of Health and Human Services, Maternal and Child Health Bureau, Genetic Services Branch to Genetic Alliance, Inc.*

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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>.*