## AREAS OF EXPERTISE

Select up to 5 areas ONLY

<table>
<thead>
<tr>
<th>NAME OF APPLICANT:</th>
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<tbody>
<tr>
<td>CHILD WELFARE &amp; SAFETY</td>
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</table>
- Child abuse and neglect prevention
- Early intervention
- Prevention programs and strategies
- Substance abuse prevention and intervention
| MATERNAL AND CHILD HEALTH |
- Health and mental health access/coverage
- Nutrition, oral health and physical activity
- Perinatal issues and birth outcomes
- Prenatal, maternal and postpartum health and care
- Preconception and inter-conception care
- Workforce development
| CIVIC ENGAGEMENT |
- Advocacy efforts (excluding lobbying)
- Collaboration and networking
- Community needs assessment
- Community outreach/engagement and training
- Information sharing targeting the general public and/or policy makers
- Facilitation (e.g., decision-making processes, etc.)
- Mobilizing to increase public involvement in 0-5 issues
- Policy advocacy, analysis and research
- Training and technical assistance on cultural competency, cross-cultural collaboration, relationship building and strengthening
- Trainings related to mobilizing and organizing residents, systems change, policy development and advocacy
| ORGANIZATIONAL DEVELOPMENT |
- Financial analysis, fiscal oversight and planning
- Fund development (e.g., development audit, fundraising planning and counsel, grants research and writing)
- Organizational assessments
- Organizational training and support related to service delivery, inclusive planning, development, governance, etc.
- Residents informing service delivery
| COMMUNITY DEVELOPMENT |
- Community capacity building; systems change
- Community banking and financing
- Community needs assessment
- Urban planning (parks/open space/landscape design)
| PUBLIC AFFAIRS & MARKETING |
- Branding and identity development
- Design and production of printed materials
- Direct mail/door-to-door marketing
- Communications/Media Training
- Event preparation and execution
- Film and/or video production (scripting, production, filming, editing, final delivery in multiple formats)
- Marketing/communication strategies and tactics
- Market Research
- New and/or traditional media buying, including strategy, research and planning (media include web, print, video, direct, outdoor, “grassroots,” other)
- Partnership/sponsorship development
- Public education and marketing plans
- Social marketing development and implementation
- Storage, shipping, mailing and distribution
- Website development (information architecture, design, editorial, production, maintenance)
- Writing and editing
| COMMUNITY RESOURCE MOBILIZATION |
- Efforts to build relationships with funders and other potential resource providers
- Policy advocacy and training to increase resources in the community
- Public financing (e.g., blending of funding to finance; public/private sector financing)
- Resource mobilization (e.g., leveraging of fiscal and non-fiscal capital, etc.)
- Trainings on mobilizing resources
| SOCIAL CAPITAL |
- Developing new or strengthening existing collaborations and networks
- Hosting or supporting relationship-building events and activities
- Training and technical assistance on cultural competency, cross-cultural collaboration, relationship building and strengthening
| EARLY CARE & EDUCATION |
- Child development
- Early care and education; Kindergarten readiness
- Workforce and professional development and TA
| OTHER |
- Other:____________________________________
- Other:____________________________________

| FAMILY STRENGTHENING |
- Developmental delays and disabilities and early identification
- Family literacy, parenting education and training
- Home visitation
- Parent-child interaction
- Peer support groups

| OTHER |
- Other:____________________________________
- Other:____________________________________