



**To:** IEHP Pediatricians  
**From:** IEHP – Provider Relations  
**Date:** February 25, 2021  
**Subject:** **REMINDER: Funding Opportunity - Promoting Pediatric Primary Prevention (P4) Challenge – Deadline to submit to HRSA by March 15!**

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**IEHP would like to remind you that there is still time to apply for the Phase I “P4 Challenge Program” by March 15, 2021 and IEHP is happy to support your practice as a partnering organization. Details below!**

HRSA is offering a funding opportunity supporting Provider-driven initiatives to **improve rates of well-child visit completion and completion of recommended childhood immunizations**. This funding opportunity is being offered by HRSA in response to gaps in preventive services secondary to the COVID-19 pandemic.

In Phase I, HRSA’s “P4 Challenge Program” will provide cash awards of **\$10,000 to 50 applicants** to support innovations in the pediatric primary care setting that promote either well-child visits or recommended childhood immunizations. In brief:

- Any Provider (individual or group) caring for individuals 0-21 years of age is eligible to apply for the award.
- The applicant must identify a partnering organization. IEHP is willing to serve in this role to network applicants seeking to include IEHP Members in their innovation.
- The application involves electronically submitting a concept paper (3-5 pages only). This concept paper will describe the outcome measure of interest, population of focus, and innovation proposed.
- Funds will be disbursed as **cash prizes** (not grants). Thus, no detailed budget is required with the application and funds may be used for any costs (applicant’s discretion). Funds do not need to be returned if the Phase I project does not meet its planned goals.
- The application is due to HRSA on **March 15, 2021**.
- Funds will be awarded by **April 1, 2021**.

Applicants who are awarded the \$10,000 will then be eligible for Phase II of the P4 Challenge. In Phase II, successful Phase I projects (up to 20) may receive an additional \$25,000 prize after demonstrating – based on selected outcomes – a successful one-year initiative. **For more information regarding eligibility criteria, the application process, and how applications will be evaluated:**

“Promoting Pediatric Primary Prevention (P4) Challenge” website: <https://mchb.hrsa.gov/P4Challenge>.

Note that an informational webinar and FAQ sheet are available to applicants on this website.

Email: [MCHBP4Challenge@hrsa.gov](mailto:MCHBP4Challenge@hrsa.gov)

- Applications must be submitted to the above email by 5:00pm EST on **March 15, 2021**.

**If you are interested in partnering with IEHP for your application, please email [providerservices@iehp.org](mailto:providerservices@iehp.org)**

If you have any questions, please do not hesitate to contact the IEHP Provider Relations Team at (909) 890-2054.