

general audience for HHS public health initiatives such as Steps to a HealthierUS, enhance and expand the teaching of public health to students in grades K–12 by providing educational resources to health and life science teachers, and encourage health and science museums to support public health exhibitions and educational programming.

Authority: Section 301 of the Public Health Service (PHS) Act.

The professional audience for the National Health Museum is comprised of the nation's public health and museum and science center leaders but the end audience that will benefit from the museum is much larger. More than 800 million visits occur each year in American museums and science centers, yet only a relatively small percentage of these visits address public health issues. Funded activities will directly support efforts to reach this public audience with educational activities that incorporate public health learning objectives. Activities will be undertaken to bring public health and museum and science center leaders together to collaborate in the development of products useful to a broad, general audience. Specifically, the grant is intended to: (1) Develop a master plan for museum exhibits; (2) support implementation of the National Public Health Partnership to create a Rapid Response Network (RRN) that could help promote quicker, better-coordinated responses to public health emergencies by communicating CDC and NIH-developed information and research to the public through outreach to the nation's museums, science centers and public health educators, and (3) expand the museum Web site to provide educational resources and instructional support for middle school teachers of health and life sciences.

DATES: Persons requesting additional information about this notice should contact the OPHS Office of Grants Management, no later than November 7, 2003.

ADDRESSES: Persons requesting additional information about this notice should contact the OPHS Office of Grants Management, 1101 Wootton Parkway, 5th Floor, Rockville, MD 20852. An application kit may be requested by telephone from (301) 594-0758 or by fax from (301) 594-9399.

SUPPLEMENTARY INFORMATION: CFDA: Applied for.

I. Funding Opportunity Description

Background

The U.S. Department of Health and Human Services (HHS) is the agency protecting the health of all Americans and providing essential human services, especially for those least able to help themselves. HHS health agencies have responsibility for a wide range of public health activities, working closely with State and local government, public and private nonprofit organizations, schools systems, business and industry. Program responsibilities among public health agencies include but are not limited to biomedical and health services research and translation of research findings into public health practice; the safety of food, drugs, and medical devices; disease prevention and health promotion; improving and expanding access to quality of health care; public health workforce education and development; and conducting rapid and effective responses to public health emergencies. The current HHS Steps to a HealthierUS initiative, led by Secretary Tommy G. Thompson, highlights the importance of prevention in public health, particularly for diseases such as diabetes, obesity, and asthma, by promoting healthy community lifestyles and healthy behavior. The initiative has a special focus on health among youth and older Americans.

The mission of the National Health Museum, a nongovernmental 501(c)(3) organization, is to educate, engage, and inspire people, young and old, to understand the past, present, and future of health and health science and empower them to act upon that information to enhance their individual, family, and community health. The goals of the museum are to educate people about the human body and health science, to motivate people to learn more about their health needs and make positive lifestyle changes, to promote appreciation of the Nation's health science and medical heritage, and to serve as an independent and unbiased center of dialogue about health issues. Providing support for the promotion of public health activities was identified by museum planners as one of the key opportunities for museum programming, by museum planners, and the museum is a convener of the National Public Health Partnership comprising 28 organizations dedicated to bridging the gap between public health and informal education in museum and science center settings. Established in 1996, the museum operates an extensive educational Web site at <http://www.accessexcellence.org>,

and plans to build a Washington, DC facility that will include a "discovery center" for visitors, K–12 classroom facilities and resources, and a health conference center. Additionally, the museum will use HHS funds to support implementation of the NPHP, a nationwide network of museums, science centers, and public health organizations that will actively address public health issues. The National Health Museum conceptualized and secured funding for formative research that has resulted in a strategic plan. HHS funds will be used to undertake implementation of this plan, which will involve Partnership members in information dissemination, project collaborations and resource sharing.

The National Health Museum is uniquely qualified to accomplish the purpose of this grant because:

- It is developing an educational facility in the nation's capitol that is projected to attract over 2 million visitors each year with public health-oriented programs, exhibits and activities.
- It provides leadership to a nationwide network of museums and science centers in developing public health educational materials.
- It has an explicit mission to provide assistance to K–12 health and life science teachers and learners of all ages by furthering their understanding of public health.
- It has a Web site that attracts more than 5.7 million monthly "hits" including 650,000 health and life science educators and learners.
- It maintains a national directory that can match public and private sector health experts with schools, community groups, institutions, and media outlets who could use their expertise to develop programs and media on chronic and emerging public health issues.
- As a convener of the National Public Health Partnership which consists of 28 organizations that focus on bridging the gap between public health and education in museum and science center settings, it has strong working relationships with the primary organizations essential to the fulfillment of the public health mission of this grant.

Assistance will be provided only to the National Health Museum under this grant. Various HHS agencies have contributed funds for this effort. The OMH will award this grant on behalf of these agencies.

Purposes of the Grant

The Office of Minority Health, Office of Public Health and Science, will award a single source grant to the