California Department of Public Health
California Tobacco Control Program

Informational Webinar: RFA 18-10069

Statewide Coordinating Center For the American Indian Initiative to Reduce Tobacco-Related Disparities

May 16, 2018

10:00 AM – 12:00 PM

Welcome and Housekeeping

- **Is this webinar being recorded?** Yes! Recording will be posted on the *Tobacco Control Funding Opportunities & Resources* (**TCFOR**) website early next week: https://tcfor.catcp.org/

- **Documents:** All information discussed during this webinar can be found on the TCFOR website.

- **Mute:** All participants will be on mute during the webinar.

- **Questions:** Use the Chat Box to type questions during the webinar. Responses to questions about the RFA will be posted on the TCFOR website on **May 31, 2018.**

- This icon represents a “reminder” or “helpful tip” in your application submission.

Presenters

- **Cheri Mitchell, MPH**
  Program Consultant
  Health Equity and Local Programs Unit

- **Adam Doughri**
  Procurement Manager
  Procurements Management Unit

- **Humberto "Beto" Jurado**
  Knowledge Management Unit

California CTCP Tobacco Control Program

General Reminders

- The RFA instructions take precedence over anything said during this webinar.
- This is a competitive procurement and process; therefore, we are unable to provide advice, opinions, or personalized answers. Updates, corrections, or modifications to the RFA will be posted to the TCFOR website.
- Please submit all questions related to this procurement by email to CTCPInbox@cdph.ca.gov with the subject line "CTCP RFA #18-10069" by May 23, 2018. Responses to questions about the RFA will be posted on the TCFOR website on May 31, 2018
- Frequently check the TCFOR website for corrections or modifications to the RFA.
- TCFOR website: https://tcfor.catcp.org/

General Reminders (continued)

- The RFA requires the Applicant to submit applications online via the Online Tobacco Information System (OTIS). OTIS contains an online training program, page guides, and "Wizards" to help you complete your Application.

- **Do not** wait until the last minute! Applicants are encouraged to begin writing applications in a Word file that can be copied and pasted into the OTIS system and to allow adequate time to load information into OTIS.

Agenda

- Overview
- Eligibility Criteria
- Agency Qualifications
- Funding and Grant Term
- Timeline
- Program Requirements
- Application Instructions
- Application Review and Scoring
- TCFOR/OTIS Live Demonstration

Overview: RFA Structure

- Legal Authority (Page 1)
- Funding Purpose (Page 2)
- Public Health Significance & CTCP Goals (Pages 3 - 6)
- Initiative to Reduce Tobacco Related Disparities (Page 7)
- Eligibility / Term / Funding / Timeline (Pages 9 - 12)
- Program Requirements (Pages 13 - 25)

Overview: RFA Structure (continued)

- Letter of Intent (Page 26)
- Application Technical Assistance & Resources (Page 27)
- Application Submission Process & Instructions (Pages 27 - 40)
- Application Review & Scoring (Pages 40 - 52)
- Administrative Details (Pages 52 – 58)
- References (Page 59)

Tribal Consultation Process
In-Person Sites + Online Survey Option

Counties with Tribal Nations

Humboldt/Del Norte/Siskiyou Area (population: 18,497)

Redding/Butte Area (population: 18,448)

Sonoma/Mendocino Area (population: 20,852)

Fresno/Madera Area (population: 31,655)

San Diego Area (population: 52,749)

Riverside/San Bernardino Area (population: 87,583)

2013 American Indian Population and Labor Force Report, January 2014, Federal Recognized Tribes, California Clean Air Project Website – Tribal Nations Map

Overview: California Tobacco Control Program Infrastructure

Overview: Initiative to Reduce Tobacco Related Disparities

Overview: Role of the Statewide Coordinating Center

- Convene AI/AN Projects
- Conduct Mass Media Campaign
- Leadership Development
- Educational Materials Development
- Success Stories
- Coordinate with CDPH/CTCP Training & Technical Assistance Projects & Statewide Evaluation

Role of Statewide Coordinating Center – Enabling Systems

- Help accelerate tobacco control policy and system change among tribal projects to be funded
- Enabling systems support large numbers of community organizations engaged in promoting grassroots social change initiatives.

Funding Restrictions (pg. 3)

Please review the full list of funding restrictions outlined on page 3.

This RFA will not fund:

- Lobbying
- Growing or cultivating traditional tobacco
- Fundraising activities
- Activities that supplant or duplicate existing programs or services
- Development, implementation, and evaluation of policy and system change campaigns

Eligibility Criteria (pg. 9)

Eligible: California federally recognized tribes or tribal entities

Eligible: California public or private non-profit entities

Eligible: Hospitals, community clinics, voluntary health organizations, colleges and universities, county offices of education, school districts, etc.

Not Eligible:

Local Lead Agencies, local health departments, and State of California agencies other than state universities, colleges, and community colleges

Certify no-tobacco industry conflict Appendix 4

Agency Qualifications (pg. 9)

An office that has been physically located, for at least three (3) years, in the state of California

Three (3) years of experience working with American Indian tribes or organizations that serve American Indian tribes on major issues affecting the American Indian population

Three (3) years of experience developing community linkages, participating in and maintaining stakeholder groups.

Demonstrate a strong record of accomplishment in public health policy or system change in the past two (2) years.

Two (2) years of experience in program monitoring, including data collection and reporting of performance measures.

Staff, consultants, or subcontractors whose experience and training are well suited to the purpose and activities of the Coordinating Center

Funding and Grant Term (pg. 10)

Grant Term: December 1, 2018 – November 30, 2023

Fiscal Year	Maximum Budget
FY 18/19	$361,667
FY 19/20	$807,500
FY 20/21	$807,500
FY 21/22	$807,500
FY 22/23	$807,500
FY 23/24	$408,333
TOTAL	**$4,000,000**

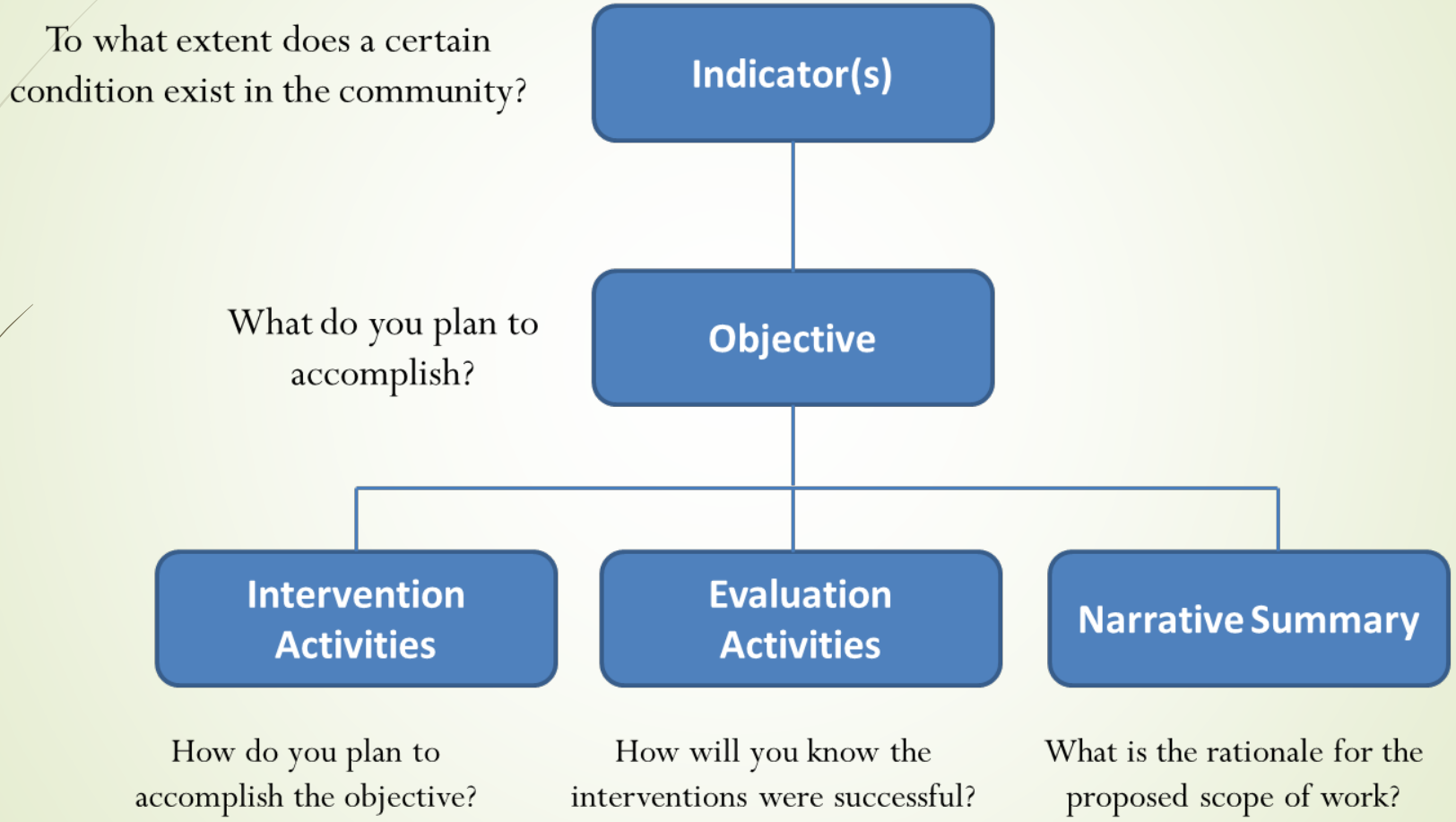
Total is the maximum amount for 60 months

Timeline (pg. 12)

Key Action	Date (all times in Pacific Standard Time)
RFA Release Date	May 08, 2018
OTIS Open for Application Input	May 08, 2018
Informational Webinar	May 16, 2018
Last Day to Submit Written Questions, 5:00 PM	May 23, 2018
Mandatory Letter of Intent Due Date, 5:00 PM	May 24, 2018
Responses to Written Questions Posted	May 31, 2018
Applications Due, 5:00 PM	June 26, 2018
Awards Posted	July 27, 2018
Intent to Appeal Letter Due, 5:00 PM	August 3, 2018
Final Announcement of Awards	August 3, 2018
Grant Document Finalization	October 1, 2018
Grant Start Date	December 1, 2018
Grant End Date	November 30, 2023

Reminder: Submit all questions by email to CTCPInbox@cdph.ca.gov with the subject line "CTCP RFA #18-10069" by May 23, 2018

Scope of Work



Program Requirements:
Scope of Work – Intervention Plan (pgs. 13 - 22)

- Culturally Tailored SOW
- Policy and System Change
- Three Asset Based Objectives – one objective must be Asset 2.1 - Table 3
- Coordination and Collaboration Components – Table 4
- Coordination/Collaboration with CTCP-funded projects
- Comprehensive Road Map
- Capitol Information and Education (I & E) Day Participation
- Integrative Approaches to Tobacco Control
- Education Materials
- Participate in Statewide Evaluation of the Initiative

Program Requirements:
Scope of Work – Sample Objectives/Activities

- Table 3. Asset List and Sample Objectives (page 14)
- Table 4. Required Components and Recommended Activities (page 16)

Program Requirements: Media (pg. 20)

Budget	• Minimum of $1,500,000 (overall) dedicated to media
Communication Plan	• Required for all objectives that include paid, social or earned media • Submit with progress reports
Media Tracking Form	• Document placement of paid and social media • Media Record – Tracking Measure
Advertising Testing	• Consumer testing is required for all newly developed advertisements

Program Requirements:
Scope of Work – Evaluation Plan (pg. 22)

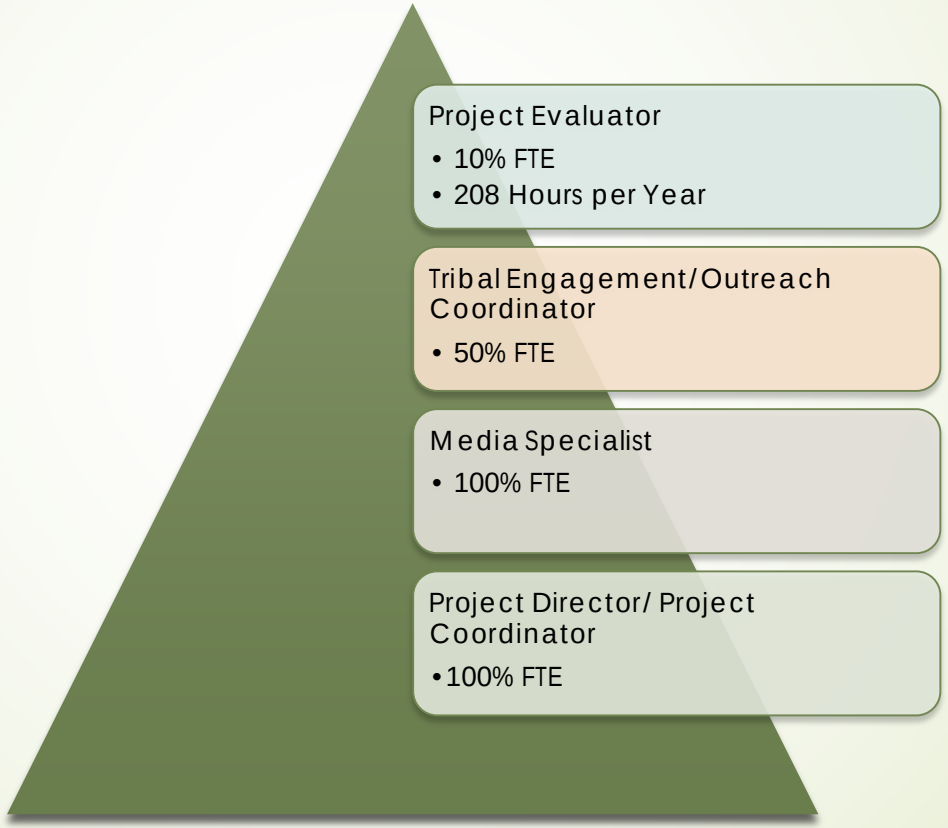
Primary Objectives – 1 required

10% deliverables

Use process evaluation to improve the intervention

Evaluation Plan must reflect that a qualified Plan Evaluator provided 4 hours of consultation (minimum)

Program Requirements:
Staffing Minimum Requirements (pgs. 23 - 25)



In OTIS you will see the terms "Plan Evaluator" and "Project Evaluator." The Plan and Project Evaluator may be the same person; however, sometimes agencies will identify a different individual to be the ongoing Project Evaluator. For more information, see page 23.

Program Requirement: CTCP Travel/Training (pg. 25)

Required CTCP Travel/ Training	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24
Tobacco-Free California Projects Meeting	1	1		1		1
Capitol Information & Education Training and Day (Sacramento, CA)	1		1		1	
Statewide Coordinating Center Coordination/Collaboration Meetings**		4-5	4-5	4-5	4-5	4-5
American Indian/Alaskan Native Tobacco Use Reduction Conference		1		1		

Awardee will host Statewide Coordinating Center Coordination/Collaboration meetings

Application Submission: Letter of Intent (pg. 26)

- One (1) signed letter of Intent must be uploaded to TCFOR by 5:00 pm Pacific Standard Time on May 24, 2018
- Mandatory but non-binding
- The Letter of Intent must:
  - Be on the Applicant agency's letterhead and signed by an authorized agency signatory or their official agent
  - State the name and number of the RFA under which the application will be submitted (Request for Application #18-10069)
  - State the Applicants' history of working (and/or relationship) with American Indian tribes
  - State the estimated budget request
  - Include a short description of the proposed project

Application Submission: Plan Evaluator (pg. 32)

Plan Evaluator Qualifications (Pg. 22)

- One course or one year of experience in study design
- One course or one year of experience in program evaluation
- Two courses in intermediate statistics
- Intermediate or higher proficiency at sampling and data collection
- Intermediate or higher proficiency at evaluating behavior change, policy or media interventions
- Intermediate or higher proficiency with statistical software

***Evaluator Certification* - OTIS**(Pg. 32)

- Evaluator Creates Profile
- Applicant Selects Plan Evaluator
- Email Invite Goes to the Plan Evaluator
- Plan Evaluator MUST Complete the "Certification of the Evaluator's Role in Preparing the Scope of Work"

Do make sure the Plan Evaluator is looking or the email invite.
Do NOT wait until the last day to do to complete the *Evaluator Certification.*

Application Technical Assistance Resources (Appendix 7)

Who To Contact:

California Youth Advocacy Network
(916) 339-3424
www.cyanonline.org

Center for Tobacco Cessation
(858) 300-1051
www.nobutts.org/free-training

The Center for Tobacco Policy and Organizing
(916) 554-5864
www.center4tobaccopolicy.org

ChangeLab Solutions
(510) 302-3380
www.changelabsolutions.org

The LOOP
(415) 502-3265
http://theloop.ucsf.edu

ROVER Library
(530) 752-9717
https://rover.catcp.org

Tobacco Education Clearinghouse of California
(800) 258-9090 x103
www.tobaccofreecatalog.org

Tobacco Control Evaluation Center
(530) 752-9951
http://tobaccoeval.ucdavis.edu

Be sure to request training/technical assistance early, don't wait until the last minute!

Application Instructions: Applicant Capability (pgs. 29 - 31)

Program Experience

- Agency Mission/Ability to Work Statewide
- Access to Population
- Policy/System Change
- Prior Work Experience
- Staff Qualifications

Organizational Start Up & Equipment

- Space
- Hours of Operation
- Equipment

Admin/Fiscal and Audit History

- Administrative Staff Qualifications
- Grant/Contract Compliance
- Audit History
- Tax Debtor List Requirements

Letters of Reference

- 3 letters
- Describe your agency's qualifications
- Scan & Upload

Application Instructions: Narrative Summary (pgs. 34 - 36)

Community Assessment Analysis

600 Words

Major Intervention Categories

400 Words

Theory of Change

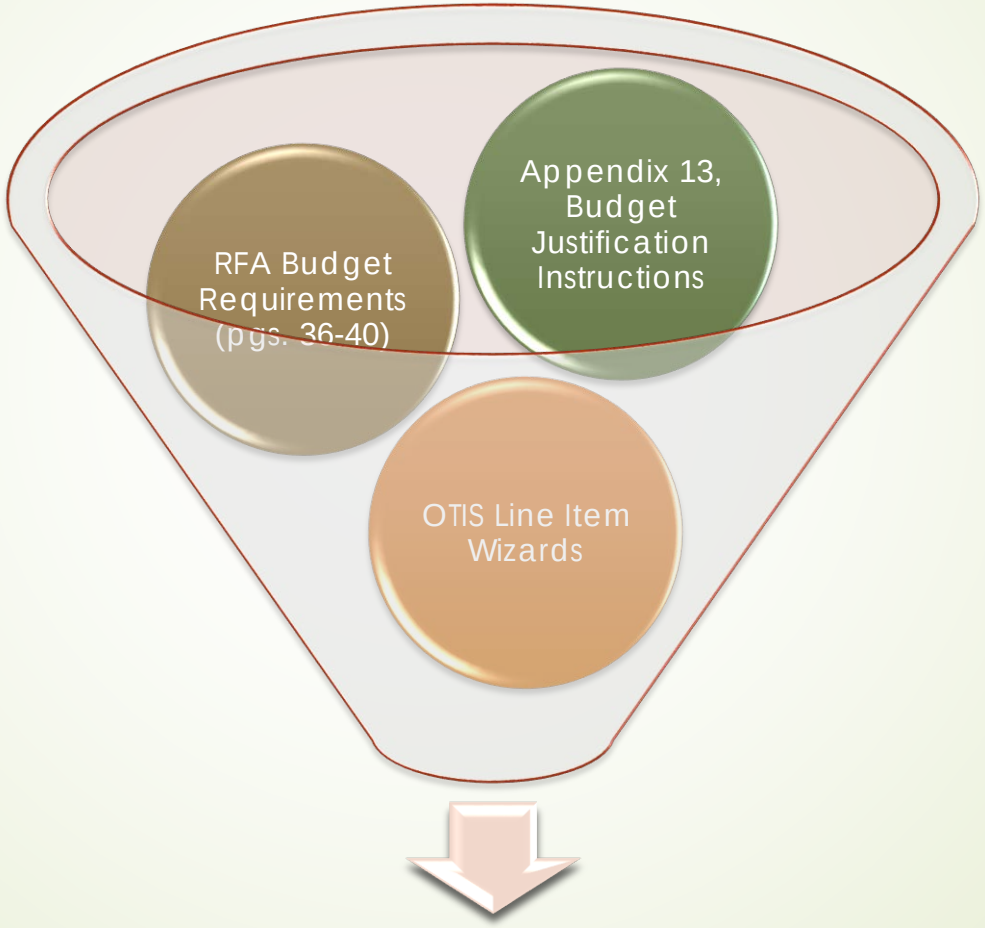
300 Words

(Appendix 12)

Evaluation Summary

500 Words

Application Instructions:
Budget and Budget Justification (pgs. 36 - 40)



Great Budget Score!

8 Line Item Budget

Budget Section	Description
Personnel Costs	Each position responsible for completing Scope of Work (SOW) activities
Fringe Benefits	Fringe Benefits that will be provided to eligible personnel
Operating Expenses	The costs associated with completing the SOW
Equipment Expenses	Equipment needed to support the SOW
Travel/Per Diem and Training	Includes costs associated with Project/CTCP/Required/Out of State Travel
Subcontracts and Consultants	All individuals or agencies qualified to complete a specialized task directly related to the SOW
Other Costs	All costs associated with completing the SOW not listed in Operating Expenses
Indirect Expenses	Administrative costs necessary for the general operation of the agency

Budget Tips

Overall

Line items should always include descriptions and cost formulas

Line items with zero or insufficient funds requests should have an explanation (i.e.in-kind)

Personnel Costs

Personnel Titles in the Budget should be listed as a Responsible Party in the Scope of Work

Personnel with salaries exceeding comparable civil service salaries should provide additional justification in the description

Fringe Benefits

The Fringe Benefit range should match the actual budgeted costs

The narrative should describe each benefit for eligible Personnel

Budget Tips

Operating Expenses

Printing = Outside Vendor

Duplicating = In-house Printing

The FTE in the Operating Expenses cost formulas should match the FTE in Personnel

Equipment Expenses

Equipment description should include who will be using, and the purpose of, the equipment

Travel/ Per Diem Training

Required Travel should be budgeted in accordance with the RFA

Budget Tips

Subcontracts and Consultants

Subcontractors and Consultants in the Budget should be listed as a Responsible Party in the Scope of Work

Other Costs

The number of incentives in the Budget should match the numbers listed in the Scope of Work

Stipends must only be provided to individual volunteers only (not organizations), and may not be tied to productivity

Indirect Expenses

Indirect Expenses must not exceed a maximum of 25% of Total Personnel Services or 15% of Total Allowable Direct Costs

Additional Documents (pg. 40)

1. Additional Tobacco Control Funding
2. Certification of Non-Acceptance of Tobacco Company Funding*
3. Proof of Non-Profit Status*
4. Tax Debtor List*

*Applicants that do not submit these documents will fail Stage One: Administrative and Completeness Screening (pg.41)

OTIS Wizards: Appendix 11

Scope of Work

OTIS Wizards are pre-written items that can be inserted into the scope of work or budget.

Budget

Application Review & Scoring (pgs. 40-52)

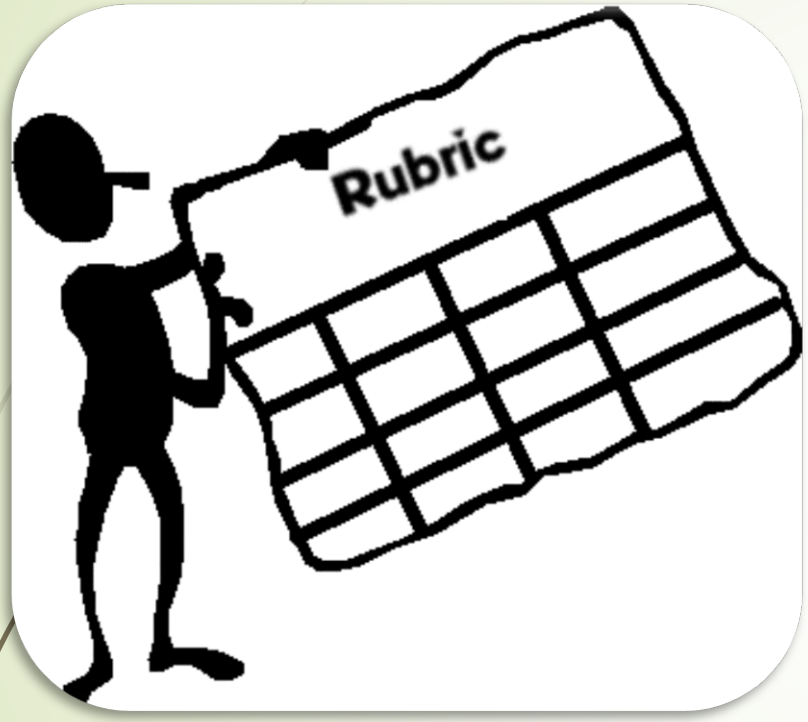


Table 11 outlines the criteria and points that will be used to score your application.

Application Component	Total Point Value
Applicant Capability	30
Scope of Work – Intervention Plan	24
Scope of Work – Evaluation Plan	13
Scope of Work – Narrative Summary	13
Budget and Budget Justification	20
TOTAL	**100**

- Please send questions to CTCPInbox@cdph.ca.gov
- The deadline to submit written questions is **May 23, 2018** at 5:00 pm
- Responses to questions will be posted on TCFOR on **May 31, 2018.**
- For questions regarding TCFOR or OTIS, contact Humberto Jurado at 916-449-5474 (Humberto.Jurado@cdph.ca.gov) or Cody Fowler at 916-323-5031 (cody.fowler@cdph.ca.gov)

Thank You!