Regional Rural Initiative to Reduce Tobacco-Related Disparities

Informational Webinar: RFA 18-10122

July 11, 2018
11:00 a.m.

California Department of PublicHealth

California CTCP Tobacco Control Program

Presenters

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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.

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 in the chatbox during the webinar or by email to CTCPInbox@cdph.ca.gov with the subject line "**CTCP RFA #18-10122"** by **5pm** on **July 16, 2018**. Responses to questions asked in the chatbox and via email will be posted on the TCFOR website on **July 23, 2018.**

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.

- ✓Applicants are encouraged to begin writing applications in a Microsoft Word file that can be copied and pasted into the OTIS system.

- ✓**Do not** wait until the last minute! Allow adequate time to load information into OTIS

Agenda

1. Overview
2. Eligibility Criteria
3. Agency Qualifications
4. Funding and Grant Term
5. Timeline
6. Program Requirements
7. Application Instructions
8. Application Review and Scoring
9. TCFOR/OTIS Live Demonstration
10. Questions

Overview: RFA Structure

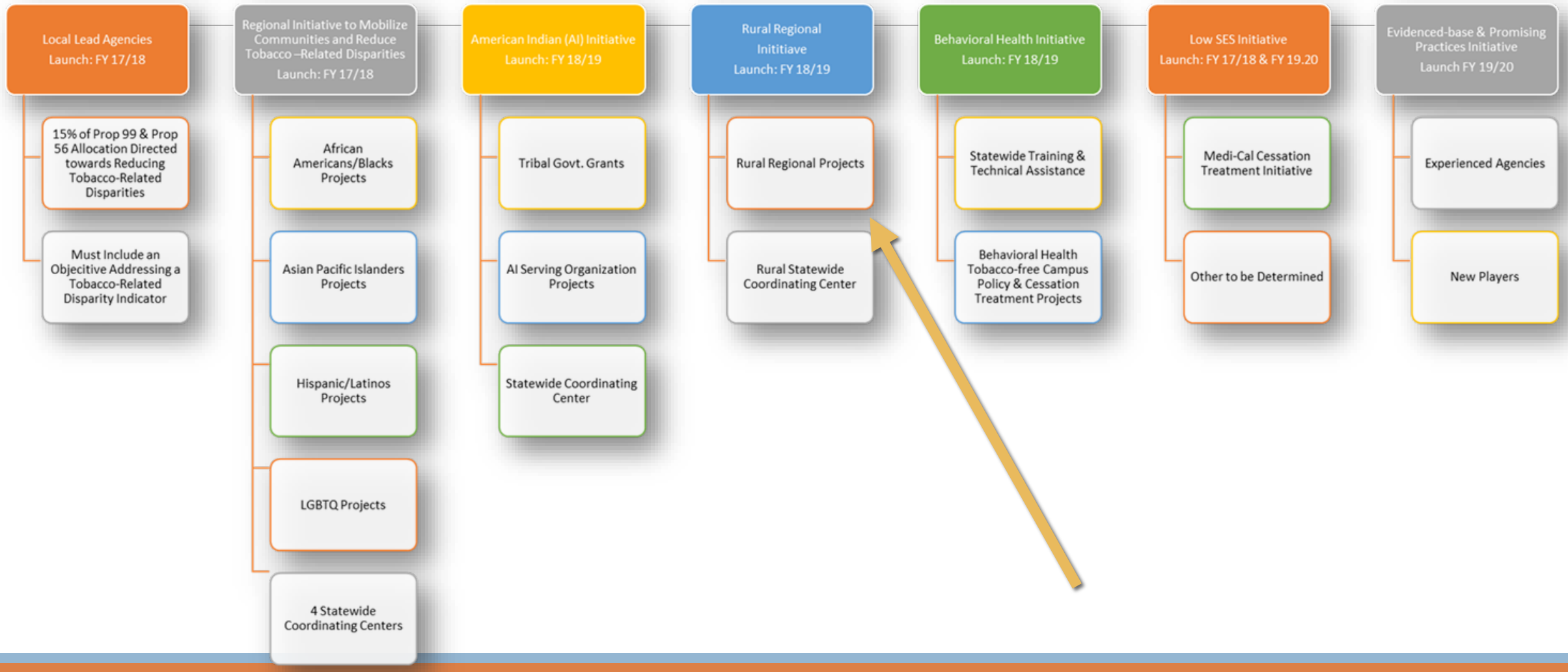
- Legal Authority (Page 1)
- Funding Purpose (Page 2)
- Public Health Significance of Tobacco Use & CTCP Goals (Page 4)
- Initiative to Reduce Tobacco Related Disparities (Page 8)
- Eligibility / Term / Funding / Timeline (Page 11)
- Program Requirements (Page 16)

Overview: RFA Structure (continued)

- Letter of Intent (Page 27)
- Application Technical Assistance & Resources (Page 28)
- Application Submission Process & Instructions (Page 29)
- Application Selection Process and Criteria (Page 42)
- Award Administration Information and Administrative Details (Page 56)
- References (Page 63)

Overview: California Tobacco Control Program Infrastructure

Overview: Initiative to Reduce Tobacco Related Disparities



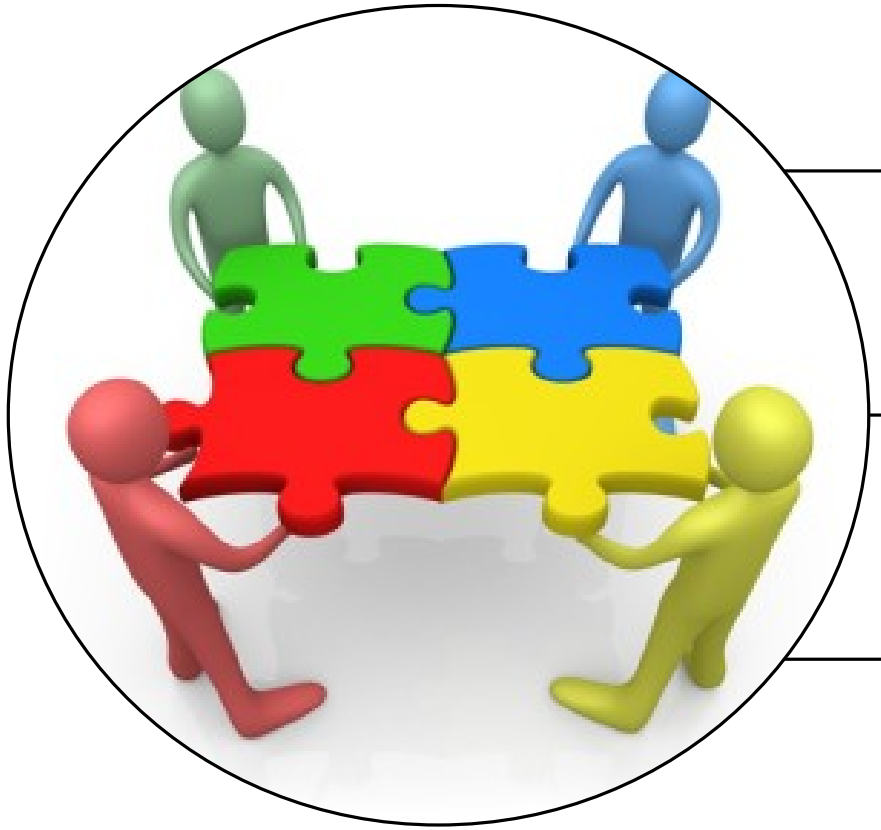
Rural Region Selection

Selection of Geographical Regions: The geographical regions are historic groupings of counties established in 1992. The regions were originally based on California's 12 media markets and then modified as a result of extensive stakeholder input. Stakeholders from each geographic area named their region.

Table 1. Eligible Regional Rural Initiative Regions

Region/Rural Counties	Number of Awards Anticipated by Region
Central Valley Fresno, Kern, **Kings, Madera, Mariposa, Merced, Tulare**	1
Gold Country **Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada,** Placer, Sacramento, San Joaquin, **Stanislaus, Sutter, Tuolumne**, Yolo	1
High Country **Lassen, Modoc, Plumas, Sierra, Siskiyou, Trinity**	1
North Coast **Del Norte, Humboldt, Lake, Mendocino,** Napa, Sonoma	1
North Valley **Butte, Colusa, Glenn, Shasta, Tehama, Yuba**	1
Total # of Regional Rural Initiative Projects	Up to 5
Total # of Statewide Coordinating Center for Rural Communities	1

Overview:
Role of Regional Rural Projects



Create new cross-sector partnerships and strengthening existing networks of organizations

Implement, support, and evaluate policy and systems change campaigns

Mobilize residents in rural communities to advocate on their behalf for tobacco use prevention and reduction policy and systems changes

Participate in local educational summits and in-district Information & Education outreach to decision makers

Participate in the statewide evaluation of the *Initiative*

Role of Regional Rural Projects

- Reduce tobacco-related health disparities in rural communities through regional approaches focused on tobacco use prevention and reduction, collaboration, and community engagement.

- Develop a stronger evidence base of effective tobacco use prevention and reduction programs with the goal of reducing tobacco-related disparities among rural communities

Refer to **Appendix 1**: Examples of Using Grant Funds to Address Social Determinants of Health (SDOH) for examples of ways in which grant funds may be used to address SDOH.

Funding Restrictions (Page 3)

Please review the <u>full list</u> of funding restrictions outlined on Page 3.

THIS RFA WILL NOT FUND:

- Lobbying
- Fundraising activities
- Activities that supplant or duplicate existing programs or services
- Development and/or placement of mass media campaigns to support policy and system change campaigns
- Objectives that solely focus on increased knowledge or awareness as outcomes
- Objectives that use voluntary policy approaches in the retail environment

Eligibility Criteria (Page 11)

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.

Eligible:

LLAs are eligible if part of a consortium of CBOs or non-profit agencies. In a consortium, LLA must not be recipient of more than one-third of budget request

Not Eligible:

State of California agencies other than state universities, colleges, and community colleges

Eligible:

Certify no-tobacco industry conflict (Appendix 6)

Agency Qualifications (Page 11)

An office that has been physically located, for at least three (3) years, in the geographical region proposed to be served.

Three (3) years of experience working with the rural communities.

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 Regional Rural Initiative

Funding and Grant Term (Appendix 4)

Grant Term: March 1, 2019 – February 29, 2024

Fiscal Year	Maximum Five Year Budget
Central Valley	$2,115,730
Gold Country	$2,141,890
High Country	$1,349,440
North Coast	$1,508,970
North Valley	$1,737,015
TOTAL	**$8,853,045**

Timeline (Page 14)

Key Action	Date and Times All times in Pacific Time (PT)
RFA Release Date	June 28, 2018
OTIS Open for Application Input	June 28, 2018
Informational Webinar	July 11, 2018 at 11:00 a.m.
Mandatory Letter of Intent Due Date	July 13, 2018 at 5:00 p.m.
Last Day to Submit Written Questions	July 16, 2018 at 5:00 p.m.
Responses to Written Questions Posted	July 23, 2018
Applications Due	August 15, 2018 at 5:00 p.m.
Awards Posted on TCFOR	October 3, 2018
Intent to Appeal Letter Due	October 10, 2018 at 5:00 p.m.
Final Announcement of Awards	November 2, 2018*
Grant Modification Period Ends	December 14, 2018
Grant Start Date	March 1, 2019
Grant End Date	February 29, 2024

Reminder: Submit all questions by email to CTCPInbox@cdph.ca.gov with the subject line "**CTCP RFA #18-10122**"

***Note:** Final award cannot be made until all appeals have been resolved.

Scope of Work

To what extent does a certain condition exist in the community?

Indicators/Asset(s)
Appendix 8

What do you plan to accomplish?

Objective

Intervention Activities

How do you plan to accomplish the objective?

Evaluation Activities

How will you know the interventions were successful?

Narrative Summary

What is the rationale for the proposed scope of work?

SMART Objectives (Specific, Measureable, Attainable, Relevant, Timely)

1. By February 29th, 2024, *Project Rural* will coordinate with at least ten (10) community health clinics located in areas with high concentrations of rural residents in *Rural County* (including *Rural County #1*, *Rural City A*, and *Rural City B*), who will adopt and implement a 100% smoke-free policy including electronic smoking devices (ESDs).

- Indicator 2.2.10 – Smoke-Free Health Care Campuses

2. By February 29th, 2024, *Project Rural* will partner with at least three (3) existing youth groups (*Coalition A, Youth Group B*, and *Youth Club C*) to engage and maintain a group of at least fifteen (15) youth in three (3) or more tobacco control policy campaigns in the rural communities of *Rural City A*, *Rural City B*, and *Rural County C*.

- Asset-Based Objective 2.4 - Youth Engagement in Tobacco Control

3. By February 29th, 2024, *Project Rural* will increase by at least five (5) the number of jurisdictions including tobacco-control related considerations in zoning regulations, building codes, housing or other general plan elements, Housing and Urban Development consolidated plans, permitting processes, etc.

- Indicator 2.2.22 - Tobacco Control Elements in Building Codes/General Plans/Permitting Process

Scope of Work Glossary

Intervention Category:

- Intervention Category topics represent the type of Intervention and Evaluation Activities conducted within the Scope of Work
- A variety of Intervention Categories is essential to a comprehensive objective
- Ex: Public Intercept Surveys, Key Informant Interviews, Website Maintained, etc.

Intervention Topic(s)

- Billboard Advertising
- Facebook
- Housing Organization Collaboration
- Key Informant Interviews
- Letters to the Editor
- Midwest Academy Strategy Chart

Tracking Measure:

- Tracking Measures substantiate completion of Intervention and Evaluation Activities.
- Ex: Presentation Log, Copy of Final Policy, Coalition Meeting Minutes, etc.

Tracking Measures:

Measure	Submit
Forum Agenda	Yes
Presentation(s) Materials	Yes

Responsible Party:

- Responsible Parties identify budgeted personnel (e.g. staff positions, consultants and subcontracts, and non-budgeted entities such as volunteers and coalition members, etc.) who are responsible for completing the Intervention and Evaluation Activities.
- Budgeted titles must be consistent with the titles used in the Budget Justification
- Ex: Project Director, Project Evaluator, Health Educator, Subcontract A, etc.

Responsible Party	Budget Type
Project Director	Budgeted
Evaluator	Budgeted

Example Intervention Activity

Intervention Category: Educational Materials Development

Activity: Design and disseminate 1-2 types of smoke-free campus signage for a minimum of 1-3 facilities implementing smoke-free health care campus policies. Types of signage may include parking lot/sidewalk stencils, parking lot and/or pole signs. Signage will include California Smokers' Helpline 1-800-NO-BUTTS information in a minimum of two (2) languages (e.g. English and Spanish). Submit material(s) to Tobacco Education Clearinghouse of California (TECC) Material Submission page upon completion.

Activity Number: 2-3-10

Copyright: Yes

Program Deliverable Percentage: 0.25 %

Start Date Period: 07/17-12/17

Completion Date Period: 01/19-06/19

Tracking Measures

Tracking Measure	Submit
Copy of Signage Developed	Yes
Photo of Signage Installed	Yes

Responsible Parties

Responsible Party	Budget Type
Health Program Specialist A	Budgeted
Health Program Specialist B - Community Engagement Coordinator	Budgeted
Health Program Specialist C	Budgeted

Example Evaluation Activity

Activity Type:	Key Informant Interview
Activity ID:	2-E-2
Evaluation Activity:	Utilizing a set of key informant interview questions developed by the project evaluator in consultation with the Tobacco Control Evaluation Center as necessary, conduct a minimum of seven (7) Key Informant Interview surveys using face-to-face or telephone with facility managers, department heads and at least 3-4 elected officials such as, Board of Supervisors, etc. to follow-up on current knowledge and attitudes regarding smoke-free campus policies. Qualitative analysis of interview results will be used to summarize and report interview findings. The results will be shared with project staff and coalition members and help guide campaign interventions such as the Midwest Academy Strategy Chart.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	1
Data Collection Period(s):	
Begin/End Periods for Wave 1:	07/17-12/17 to 01/19-06/19
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes
Program Deliverable Percentage:	1.25 %

TRACKING MEASURES

Tracking Measure	Submit
Smoke-Free County Facilities KII Summary of Results	Yes
Smoke-Free County Facilities KII Survey Instrument	Yes

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Evaluation Consultant	Budgeted
Health Program Specialist C	Budgeted
Health Program Specialist A	Budgeted
Health Program Specialist B - Community Engagement Coordinator	Budgeted

Program Requirements:
Scope of Work – Intervention Plan (Pages 16-23)

Culturally Tailored Scope of Work

A minimum of three (3) Indicator and Asset-based objectives – One (1) objective must be from Table 3. No more than one (1) objective may be based on an asset.

Plans must identify a minimum of five (5) jurisdictions that the Applicant will work in to demonstrate that the project employs a regional approach.

Required Activities

Table 4

Coordination/Collaboration with CTCP-funded projects

Comprehensive Road Map (I.e., SOW)

Capitol Information and Education (I & E) Day Participation

Integrative Approaches to Tobacco Control

Education Materials Development

Media Requirements

Page 22

Participate in Statewide Evaluation of the Initiative

Program Requirements:
Scope of Work – Evaluation Plan (Pages 23-24)

Primary Objectives:

1 required

10% deliverables allocated to evaluation activities

Use process and outcome evaluation to improve the intervention

Evaluation Plan must reflect that a qualified Plan Evaluator provided a minimum of 4 hours of consultation on the application

Scope of Work Glossary (Continued)

OTIS Wizards:
Pre-written items that can be inserted into the Scope of Work or Budget.

See **Appendix 14** for OTIS Activity Wizard examples

SCOPE OF WORK

BUDGET

Program Requirements: Staffing Minimum Requirements (Pages 25-26)

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.

Project Director/Project Coordinator
- 100% FTE

Project Evaluator
- 10% FTE
- (e.g. 208 hours per year.)

Community Engagement Coordinator
- 50% FTE

Program Requirement: CTCP Travel/Training (Page 26)

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
Capitol Information & Education Day (Sacramento, CA)	1		1		1	
Statewide Coordinating Center Coordination/Collaboration Meetings	2-3	4-5	4-5	4-5	4-5	4-5

Application Submission: Letter of Intent (Page 27)

One (1) signed letter of Intent must be uploaded to TCFOR by **July 13, 2018 at 5:00 p.m**.

Letters of Intent are **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 #18-10122)
- State the Applicants' history of working (and/or relationship) with rural communities
- State the estimated budget request
- Include a short description of the proposed project

Application Instructions: Applicant Capability (Pages 30-33)

Program Experience

- Agency Mission/Types of Services
- Demonstrated access and work with rural communities
- Record of accomplishment in Policy/Systems Change
- Prior Work Experience
- Staff Qualifications

Organizational Start Up & Equipment

- Primary office space and location of proposed project
- Hours of Operation
- Capability to travel throughout geographically isolated rural areas of CA
- Equipment

Admin/Fiscal and Audit History

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

Letters of Reference

- 3 letters
- Describe the Applicant's abilities and qualifications
- Scan & Upload

Application Submission: Plan Evaluator (Page 33)

PLAN EVALUATOR QUALIFICATIONS

- 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

- 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 for the email invite.
Do NOT wait until the last day to complete the *Evaluator Certification.*

Application Instructions: Narrative Summary (Page 36-37)

Community Assessment Analysis

600 Words

Major Intervention Categories

400 Words

Theory of Change

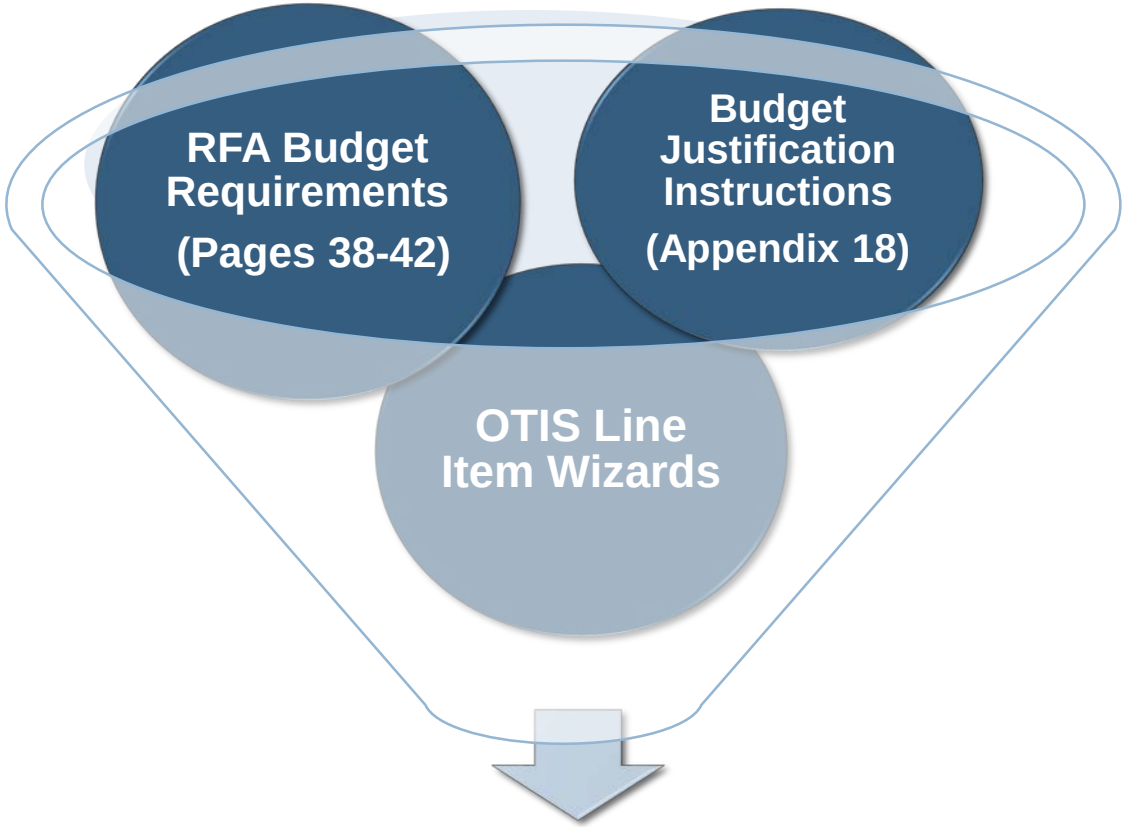
300 Words

(Appendix 17)

Evaluation Summary

500 Words

Application Instructions: Budget and Budget Justification



Great Budget Score!

Budget Section	Description
Personnel Costs	Each position responsible for completing Scope of Work (SOW) activities
Fringe Benefits	The cost of 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

Budgeted staff that have SOW responsibilities must be listed as a “Budgeted Responsible Party” in the corresponding SOW activities.

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 list each benefit for eligible Personnel

Budget Tips Continued

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

Appendix 18

Table 6

Table 7

Table 8

Budget Tips Continued

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 (not organizations), and may not be tied to productivity

Paid Media

Allocate no more than 5% of the annual budget(12 months) towards Paid Media

Indirect Expenses

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

Additional Documents (Page 42)

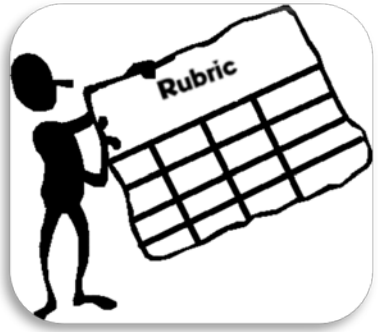
1. Additional Tobacco Control Funding
2. Certification of Non-Acceptance of Tobacco Company Funding*
3. Proof of Non-Profit Status*
4. Tax Debtor List*
5. California Civil Rights Laws Attachment*

*Applicants that do not submit these documents will fail Stage One: Administrative and Completeness Screening (Page 43)

Application Review & Scoring (Pages 43-56)

Application Component	Total Point Value
Applicant Capability	27
Scope of Work – Intervention Plan	25
Scope of Work – Evaluation Plan	15
Scope of Work – Narrative Summary	13
Budget and Budget Justification	20
TOTAL	**100**

- **Table 9** outlines the criteria and point values that will be used to score your application.
- To be eligible for funding, an application must receive a score of **70** points or more.



Application Technical Assistance Resources (Appendix 10)

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

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

UCSF Smoking Cessation Leadership Center

Every smoker. Every encounter. CA QUITS

Helpful Tips

- ✓ **Collaborate and coordinate** with CTCP-funded tobacco control partners working in rural regions (e.g. LLAs, Regional Priority Population grantees, etc.) in order to avoid duplication of effort within the Scope of Work.
- ✓ Utilize the resources provided in the **Appendices.**
- ✓ Request technical assistance early from **CTCP Statewide Training and Technical Assistance** providers.
- ✓ Request a "**Fresh Eyes" Application Review** from your Agency colleagues to ensure consistency of content across the Budget Justification and Scope of Work.
- ✓ Conduct a thorough grammar check of all application materials.
- ✓ **Run a submission test** 72 hours prior to submitting the Application in order to address pending items.
- ✓ **Don't wait until the last minute** to submit your application!

TCFOR/OTIS Instructions

Live Demonstration

Questions?

Questions from the webinar chatbox will now be answered.

Additional questions may be submitted to CTCPInbox@cdph.ca.gov until **5pm** on **July 16, 2018**. Please reference **RFA #18-10122** in the Subject Line.

Responses to questions asked in the chatbox and via email will be posted on the TCFOR website by **July 23, 2018.**

Thank You!