STATEWIDE COORDINATING CENTER FOR RURAL COMMUNITIES

Informational Webinar: RFA 18-10123

July 11, 2018
1:00 – 2:30 p.m.

California Department of PublicHealth

California CTCP Tobacco Control Program

Presenters

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California CTCP Tobacco Control Program

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 today or by email to CTCPInbox@cdph.ca.gov with the subject line "**CTCP RFA #18-10123"** 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 9)
- Eligibility / Term / Funding / Timeline (Page 10)
- Program Requirements (Page 15)

Overview: RFA Structure (continued)

- Letter of Intent (Page 24)
- Application Technical Assistance & Resources (Page 26)
- Application Submission Process & Instructions (Page 26)
- Application Selection Process and Criteria (Page 40)
- Award Administration Information and Administrative Details (Page 55)
- References (Page 62)

Overview: California Tobacco Control Program Infrastructure

Overview: Initiative to Reduce Tobacco Related Disparities

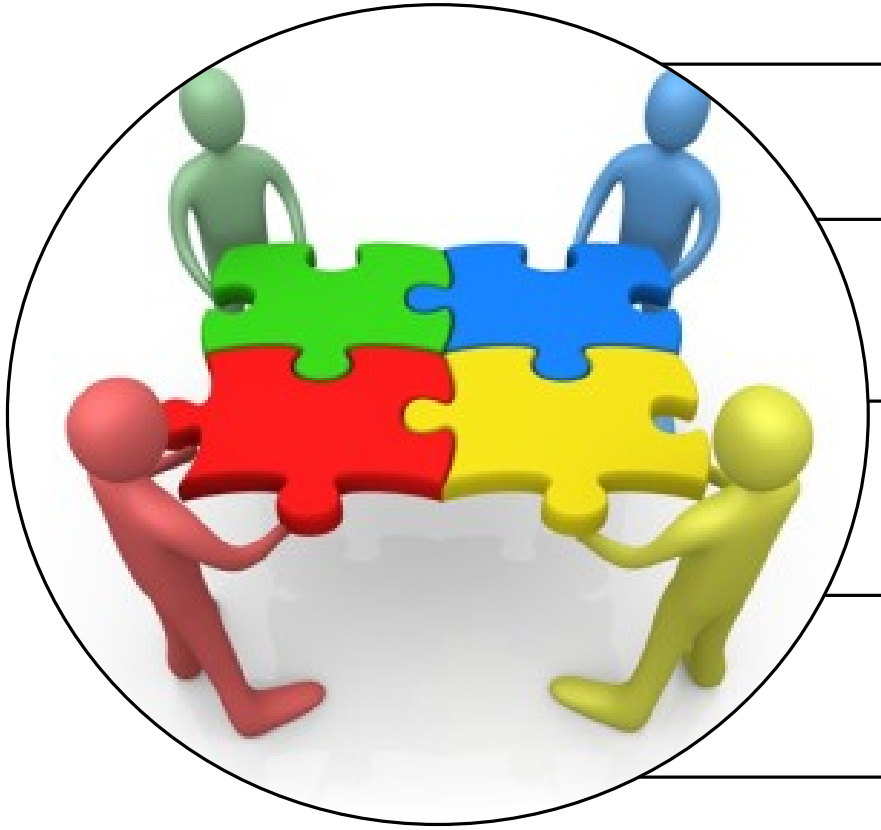
Rural Region Selection

The Statewide Coordinating Center may serve and network with other CTCP-funded projects in rural counties that are not identified in Table 1*: Eligible Regional Rural Initiative Regions*; however, the bolded counties listed in Table 1 are to be the primary focus of the service delivery area**.**

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 the Statewide Coordinating Center



Coordinating Center

Convene *Regional Initiative* Projects

Increase Key Opinion Leader Support

Leadership Development

Educational Materials Development

Success Stories

Coordinate with CDPH/CTCP Training & Technical Assistance Projects & Statewide Evaluation

Role of Statewide Coordinating Center: Enabling Systems

- The Statewide Coordinating Center will function as an Enabling System to support the work of *Regional Rural Initiative* projects and other currently CTCP-funded rural projects.
- The Statewide Coordinating Center will help support locally funded agencies successfully adopt and implement policy, system and environmental change strategies by helping them come up to speed with tobacco control evidence practices, linking them to existing local, state, and national resources, increasing key decision maker support, and developing community leaders.

Funding Restrictions

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, implementation, and evaluation of policy and system change campaigns
- Development and/or placement of mass media campaigns to support policy and system change campaigns

Eligibility Criteria (Page 10)

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 4)

Agency Qualifications (Page 11)

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 rural residents or organizations that serve rural regions on major issues affecting rural communities (e.g., education, housing, social justice, etc.).

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 (Page 12)

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

Fiscal Year	Maximum Budget
FY 18/19	$125,000
FY 19/20	$500,000
FY 20/21	$500,000
FY 21/22	$500,000
FY 22/23	$500,000
FY 23/24	$375,000
TOTAL	**$2,500,000**

TOTAL IS THE MAXIMUM AMOUNT FOR 60 MONTHS

Timeline (Page 13)

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 1:00 p.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 #18-10123**"

*__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?

Refer to Appendix 5

Asset(s)

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 Objective (Specific, Measurable, Attainable, Realistic, Timely) Example Asset 2.3 - Key Opinion Leader Support

1. By February 29th, 2024, the Statewide Coordinating Center for Rural Communities will create and disseminate a policy platform that identifies policy and system change strategies and priorities for preventing and reducing tobacco-related disparities among rural communities to a minimum of five (5) Regional Rural Initiative projects and five (5) California Tobacco Control (CTCP)-funded projects working in rural communities.

2. By (insert date), the Statewide Coordinating Center for Rural Communities will annually organize and implement educational summits in (insert # regions) with a minimum attendance of (*insert #*) policymakers, community champions, and key stakeholders per summit and (*insert #)* local in-district I&E visits to a minimum of (insert #) policymakers regarding tobacco use prevention and reduction issues of concern in rural communities.

Note: See Table 4 for additional Sample Objectives

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: Coordination/Collaboration Activities

Activity: Contact the Rover Library to request their assistance in conducting literature reviews, and to help collect information that can help inform regional projects with the implementation of the HL Policy/Advocacy Platform. Information can be, but not limited to, relevant federal, state and time-framed community issues that may impact efforts, including things such as media, policy and advocacy, secondhand smoke, and tobacco industry developments.

Activity Number: 1-1-2

Copyright: No

Program Deliverable Percentage: 0.00 %

Start Date Period: 05/18-12/18

Completion Date Period: 01/23-04/23

Tracking Measures

Tracking Measure	Submit
Contact (Submissions) with Rover	On File
Literature Review Summary/Information Gathered	Yes

Responsible Parties

Responsible Party	Budget Type
Project Coordinator	Budgeted

Example Evaluation Activity

Activity Type:	Education/Participant Survey
Activity ID:	4-E-1
Evaluation Activity:	Annually conduct a short web-based needs assessment survey of CTCP-funded projects (specifically LLAs and Competitive Grantees) who serve in the HL regions. The needs assessment will solicit feedback and suggestions on educational materials and resource needs and gaps that target HL population groups. The survey results will be analyzed using descriptive statistics such as percentages, frequencies and means will be used to analyze findings. Analysis of these survey results, along with the needs assessment conducted among HL Regional Projects (conducted in the primary objective) will guide the development of educational materials and resources that target the HL population.
Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:	Process
How many waves of data collection will occur?:	5
Data Collection Period(s):	
Begin/End Periods for Wave 1:	05/18-12/18 to 01/19-06/19
Begin/End Periods for Wave 2:	07/19-12/19 to 01/20-06/20
Begin/End Periods for Wave 3:	07/20-12/20 to 01/21-06/21
Begin/End Periods for Wave 4:	07/21-12/21 to 01/22-06/22
Begin/End Periods for Wave 5:	07/22-12/22 to 01/23-04/23
Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:	No
Copyright:	Yes
Program Deliverable Percentage:	1.50 %

TRACKING MEASURES

Tracking Measure	Submit
Needs Assessment Survey for Local Lead Agencies and Competitive Grantees)	Yes
Summary Needs Assessment Report	Yes

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Project Coordinator	Budgeted

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: Scope of Work – Intervention Plan (Page 15)

Culturally Tailored Scope of Work

Policy and System Change

Three Asset Based Objectives – One objective must be Asset 2.3

Table 4

Required Activities

Table 5

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 – Evaluation Plan (Page 21)

Primary Objectives:

1 required

10% deliverables allocated to evaluation activities

Use process 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

Program Requirements: Staffing Minimum Requirements (Page 23)

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.)

Program Requirement: CTCP Travel/Training (Page 24)

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

Note: Awardee will host Statewide Coordinating Center Coordination/Collaboration meetings

Application Submission: Letter of Intent (Page 24)

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 #18-10123)
- 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 (Page 28)

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 statewide 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 31)

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 34)

Community Assessment Analysis

600 Words

Major Intervention Categories

400 Words

Theory of Change

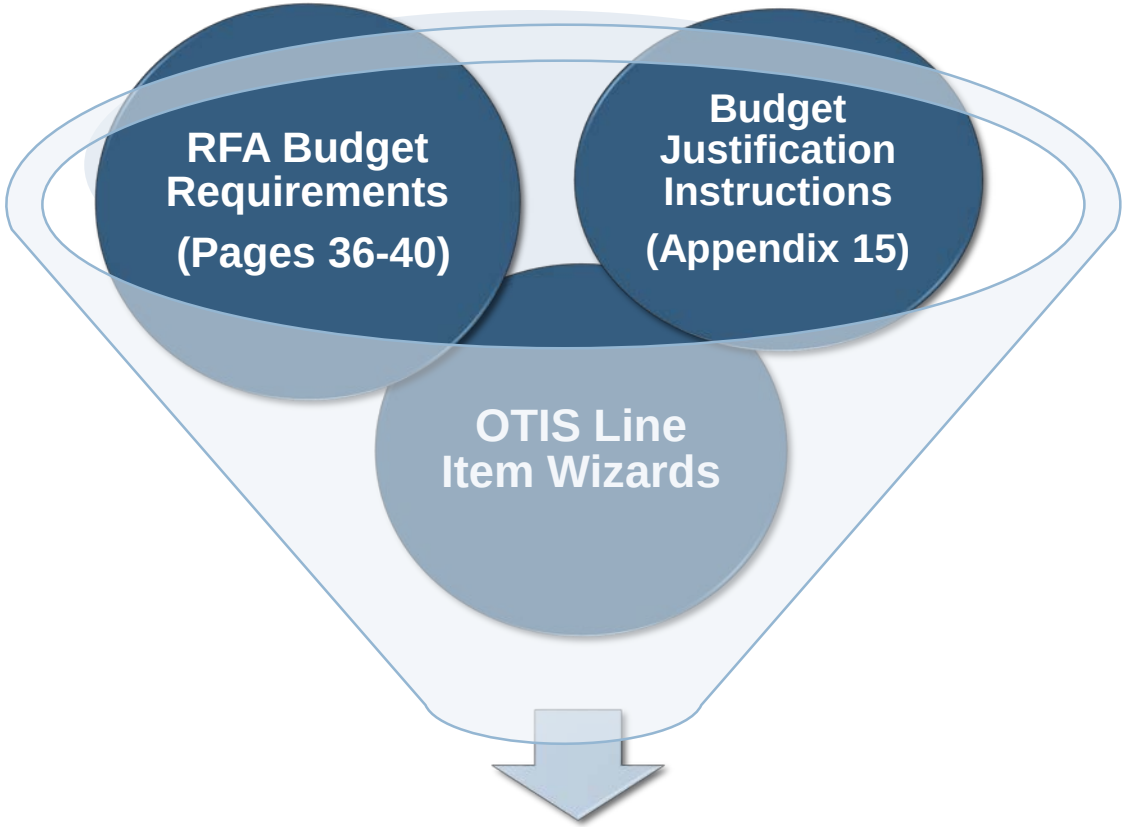
300 Words

(Appendix 14)

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

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 $10,000 per fiscal year (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 39)

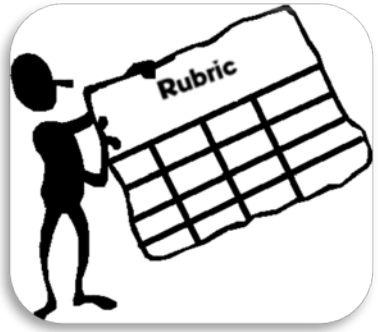
1. Additional Tobacco Control Funding
2. Certification of Non-Acceptance of Tobacco Company Funding*
3. Proof of Non-Profit Status*
4. Tax Debtor List*
5. California Civil Rights Laws Attachment*

*Applicants that do not submit these documents will fail Stage One: Administrative and Completeness Screening (Page 40)

Application Review & Scoring (Page 41)

Application Component	Total Point Value
Applicant Capability	30
Scope of Work – Intervention Plan	23
Scope of Work – Evaluation Plan	14
Scope of Work – Narrative Summary	13
Budget and Budget Justification	20
TOTAL	**100**

- **Table 10** 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 **75** points or more



Application Technical Assistance Resources (Appendix 7)

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

UCSF Smoking Cessation Leadership Center

Every smoker. Every encounter. CA QUITS

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

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.
- ✓ **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 #18-10123 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!