Welcome to the California Department of Public Health
California Tobacco Control Program

Reduce Tobacco-Related Inequities Interventions
RFA CTCP 14-10010

INFORMATIONAL WEBINAR

December 2, 2013
1:00 p.m. – 3:00 p.m. PT

Presenters

- Leslie Ferreira
  - Program Consultant
  - Health Equity and Local Programs Unit
- Roxanne Hendrickson
  - Procurement Manager
  - Federal Projects Unit
- Humberto (Beto) Jurado
  - Technology Projects Analyst
  - Knowledge Management Unit

Agenda

- Welcome & General Announcements
- RFA/Application Presentation
- Q & A Session
- Online Tobacco Information System (OTIS) Training

General Information

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

- **Questions:** Use the Chat Box to type questions during the webinar. Responses will be provided at the end of the webinar and will be posted on **https://tcfor.catcp.org/** by 12/11/13

- **Documents:** All information discussed during this webinar can be found at: **https://tcfor.catcp.org/**

General Reminders

- The RFA instructions take precedence over anything said during this webinar.
- Interested applicants are to refer to the RFA instructions for clarification on the RFA criteria and requirements.
- The California Tobacco Control Program (CTCP) will post any updates, corrections, or modifications to the RFA on the Tobacco Control Funding Opportunities & Resources (TCFOR) website.
- It is strongly encouraged that interested agencies frequently access the TCFOR website for potential updates, corrections, or modifications to the RFA. Sign-up for Email Alerts.
- TCFOR website: **https://tcfor.catcp.org/**

General Reminders Cont.

- The RFA requires the Applicant to submit applications online via the Online Tobacco Information System (OTIS). There is an OTIS training session included in this webinar. An online training is also available within OTIS.

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

- This webinar presentation will be posted on the TCFOR website following today's webinar.

Funding Amount

- Approximately $1 million available to fund 10 to 12 projects for two years.

- Any single grant award will not exceed $100,000 for a two year period and will not exceed $50,000 per year.

Grant Term

- July 1, 2014 – June 30, 2016
- Applications must be for the entire two year period and may not exceed $50,000 per year and $100,000 for two years.
- Possible additional one year extension for the period July 1, 2016 – June 30, 2017.
  - Note: Applicants must submit an *Optional One-Year Extension Scope of Work and Budget* to be eligible (see page 7).

Eligibility Criteria (pages 6-7)

- California public or private non-profit agencies that are not currently funded by CDPH/CTCP as of January 1, 2014 are eligible to apply for these funds.
- Only one application per agency may be submitted.
- Eligible agencies include, but are not limited to: hospitals, community clinics, voluntary health organizations, Indian tribes, colleges and universities, county offices of education, school districts, health maintenance organizations, professional health associations, and professional health education associations.
- State of California agencies, other than state universities and colleges are not eligible for these funds.
- CTCP will not fund any agency that has a relationship with a tobacco company. (Certification Required)
- Applications must meet the mandatory requirements laid out in this RFA in order to be reviewed and scored.

Selection Criteria (pages 21-25)

- Each eligible application will be evaluated and scored according to the selection criteria by a review committee.
- Applications will be scored on a scale of 0 to 100 points (see pages 19-25).
- Applicants receiving a score of 75 points or more will be considered for funding.
- Receiving a score of 75 points or more does not guarantee funding.
- CTCP reserves the right to fund applications that score less than 75 points in certain circumstances.
- Review CTCP's reservation of rights (see page 8).

Key Dates (page 7)

ACTIVITY	ACTION DATE (all times are Pacific)
RFA Release Date	**November 19, 2013**
First Day to Request to Apply	**November 19, 2013**
OTIS Opened for Application Input	**November 19, 2013**
RFA Informational Webinar	**December 2, 2013, 1 p.m. – 3 p.m.**
Mandatory Letter of Intent due date	**December 9, 2013 by 5 p.m.**
Last Day to Submit Questions	**December 12, 2013 by 5 p.m.**
Application Due Date	**January 9, 2014 by 5 p.m.**
Notice of Intent to Award	**February 11, 2014**
Appeals Due	**February 19, 2014 by 5 p.m.**
Appeal Hearings, if needed	**February 21, 2014**
Appeal Decisions Announced (tentative)	**February 24, 2014**
Proposed Award Date	**February 25, 2014**
Grant Start Date	**July 1, 2014**

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California Tobacco Control Program

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Funding Opportunities and Resources

Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

The California Tobacco Control Program (CTCP), California Department of Public Health (CDPH) provides information on available funding opportunities to conduct:

- local tobacco control projects by community-based organizations and local health departments,
- statewide training and technical assistance projects,
- statewide evaluation/surveillance projects, and
- statewide paid media and public relations projects.

Resource documents, links to directories and websites, and information about trainings that help applicants with the preparation and submission of an application are also provided.

Funding Opportunities
Provides information about current funding opportunities, eligibility requirements, submission requirements, contract documents, and resources to help agencies prepare and submit an application to the California Tobacco Control Program.

Project Directory
Provides contact information and project descriptions for agencies currently funded by CTCP.

Local Program Evaluator Directory
Find contact information, qualifications and geographic availability of local program evaluators interested in working with local tobacco control projects in California.

CTCP Featured Websites
Find links to websites maintained by the CTCP, statewide CTCP-funded projects, and key national tobacco control organizations.

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Funding Opportunities and Resources

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Funding Opportunities

➤ Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

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Funding Opportunities

The *Funding Opportunities* site includes information on open and upcoming calls for proposals/applications; instructions on how to apply; archives of past funding opportunities; FAQs; and a sign-up for Email alert services.

Title	Opening Date	Closing Date
2013-17 PHASE II LOCAL LEAD AGENCIES COMPREHENSIVE TOBACCO CONTROL PLAN GUIDELINES	Oct 8 2013	Dec 17 2013 5:00 PM PST
CTCP 14-10010 Reducing Tobacco-Related Inequities Interventions	November 19, 2013	January 9, 2014 5:00 p.m. PST

- View Upcoming Funding Opportunities
- View Recently Awarded Funding
- Sign-up for Email Alert Services
- View Archive

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TCFOR

- The following information can be located on the TCFOR website:
  - Purpose
  - General Updates
  - Eligibility & Selection
  - Application Information & Appendices
  - Contract Documents
  - Meetings & Trainings
  - Key Dates
  - Total Award
  - Contact Information
  - Related Materials
  - Any Updates and Addendums
  - How to Apply

Reduce Tobacco-Related Inequities Interventions

Completing the Application

RFA Information

The RFA Information includes the following sections:

- Section I: Introduction
- Section II: Statement of Work
- Section III: Instructions for Completing the Application
- Section IV: Application Selection Process and Criteria
- Section V: Administration
- Appendices: 1-20

➢ Download/Save and carefully review each section and appendices.

Section I: Introduction

- Background Information (page 5)
- Purpose and Description of Services (pages 5-6)
  - To fund 10-12 grants that address tobacco-related inequities in the identified communities of focus including: African American; American Indian/Alaska Native; Asian/Pacific Islander; Hispanic/Latino; Lesbian, Gay Bisexual, Transgender; low socioeconomic status; and behavioral health (mental health and substance abuse).
  - To fund grants that implement and evaluate innovative community-focused health education and health promotion interventions resulting in policy, system, and environmental changes that prevent and reduce tobacco use among the groups listed above.
  - To fund grants that include evidence-based, innovative, and cost-effective activities and approaches that reflect the cultural values and practices of the communities of focus.
- Refer to Appendix #1: *California Tobacco-Related Inequities Data*

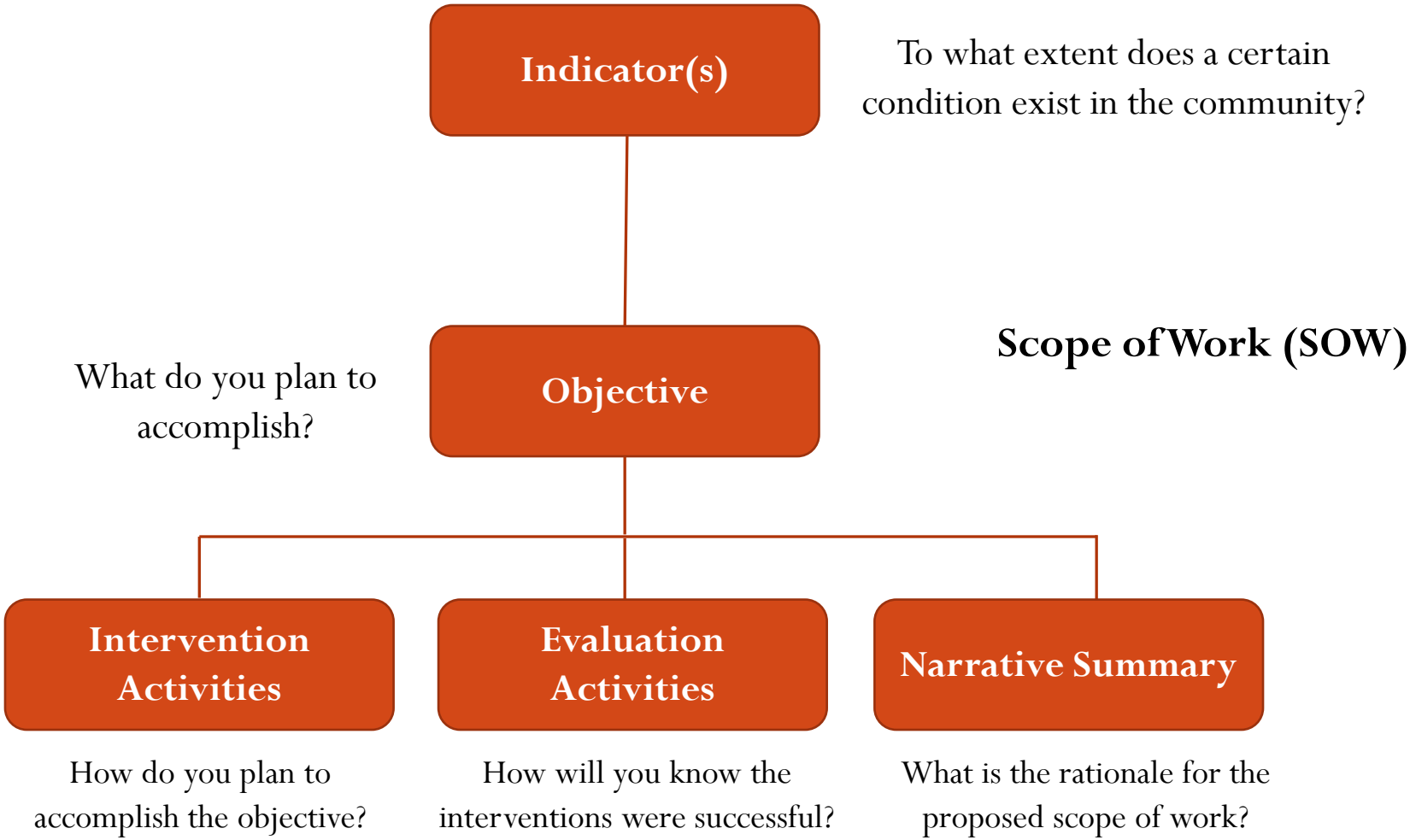
Section I: Introduction

- Mandatory Letter of Intent (page 8)
  - The letter of intent must be submitted on the applicant's letterhead, signed by an officer of the board or their agent, and state the following:
    - The name and number of the RFA
    - Estimated budget request
    - At least one RFA identified community of focus
  - A signed letter of intent must be uploaded to the TCFOR website by **5 p.m. on Monday, December 9, 2013**.
  - Refer to Appendix #4: *Mandatory Letter of Intent*

Section I: Introduction

- Questions (page 9)
  - Questions can be entered into the Chat Box and will be answered at the end of the webinar. A summary of the questions and responses will also be posted on TCFOR by December 11, 2013
  - Any questions after the webinar can be submitted to CTCPInbox@cdph.ca.gov by December 12, 2013. A summary of the questions and responses will also be posted on TCFOR by December 26, 2013
  - TCFOR: https://tcfor.catcp.org

Section II: Statement of Work



Section II: Statement of Work

- Recommended Scope of Work Components (pages 10-11)
  - Include at least one policy or systems change objective based on one of the tobacco control indicators list in Appendix 2: *Communities of Excellence Indicator and Asset Priorities for Funding*
  - Include a comprehensive and detailed "road map" for the project including a range of coordination/collaboration, educational, media, policy, and training strategies.
  - Address tobacco-related inequities in at least one identified communities of focus: African American; American Indian/Alaska Native; Asian/Pacific Islander; Hispanic/Latino; Lesbian, Gay, Bisexual and Transgender; low socioeconomic status; and behavioral health.
  - Include community-focused health education and promotion interventions that will result in policy, system, and/or environmental changes.

Section II: Statement of Work

- Recommended Scope of Work Components (pages 10-11)
  - Include an activity to conduct a strategic planning session utilizing the Midwest Academy Chart for each policy objective within the first three months. See Appendix #5: *Sample Midwest Academy Chart*
  - Include coordination/collaboration with other CTCP-funded local or statewide tobacco control partners and other organizations and agencies that successfully work with the identified communities of focus. See Appendix 6 (a-c) for lists of CTCP-funded projects.
  - Include an activity that indicates project staff will participate in a Local Lead Agency (LLA) tobacco control coalition.
  - Include participation by at least one project staff in Information and Education Days (I&E) which is conducted annually in the spring.

Section II: Statement of Work

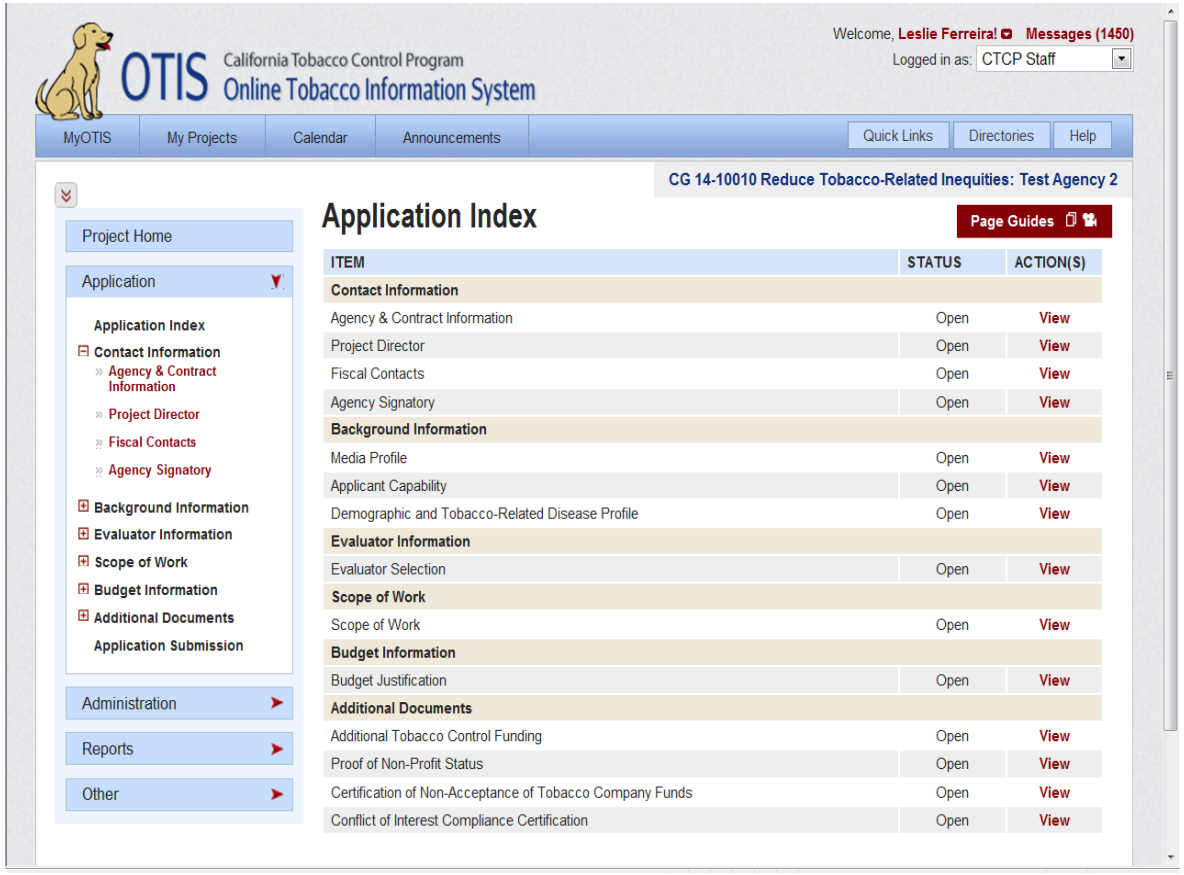
- Recommended Scope of Work Components (pages 10-11)
  - Designate one objective as the primary objective which requires an in-depth evaluation plan in consultation with a qualified evaluator resulting in a Final Evaluation Report. If a second objective is included it should be designated as a non-primary objective and requires a less in-depth evaluation plan and submission of a Brief Evaluation Report. See Appendix #7: *Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report*
  - Include a primary objective that produces valuable knowledge and replicable interventions and strategies that identify and reduce tobacco-related inequities.
  - Designate a lead staff person that directs a minimum of 10 percent of a full-time position (equivalent to 4 hours per week) to overseeing evaluation activities.

Section III: Application Instructions

- Online Tobacco Information System (OTIS)
  - A secure, password-protected knowledge management system.
  - Submit applications, review and score applications, modify the SOW and budget, and submit and approve progress reports.
  - Accessible 24 hours per day, 7 days per week.
  - Create a User Account to access OTIS via TCFOR at **https://tcfor.catcp.org/**
  - **More on OTIS later in the webinar…**

Section III: Application Instructions

- Contact Information (page 11)
  - Agency & Contract Information
  - Project Director
  - Fiscal Contacts
  - Agency Signatory



Section III: Application Instructions

- Background Information
  - This information is primarily for the peer reviewers to understand the unique features of your community and put the proposed scope of work into context.
  - Demographic Profile
    - This section is pre-set based on population and census data for the health jurisdiction. However, you may modify the designation based on the specific community in which your project intends to work.
  - Media Profile
    - Enter at least five media outlets including type (i.e., radio, TV or print media); language; and name.
  - Applicant Capability
    - Describes your agency's experience and readiness to address your project needs.

Section III: Application Instructions

- Applicant Capability (pages 12-14)
- Program Experience
  - Agency Mission
  - Demonstrated Access
  - Demonstrated Linkages
  - Demonstrated Results
  - Partnerships
  - Program Experience
  - Program Staffing
- Organizational Start Up
- Administrative/Fiscal Experience
  - Fiscal and Contract Compliance
  - Audit History
  - Administrative Staffing

Section III: Application Instructions

- Applicant Capability, continued
  - Equipment (page 13)
    - Office equipment, computer equipment, software and other communication equipment available for use by proposed grant
    - *See Appendix #10: Computer Software Minimum Specifications*
  - Letters of Reference (page 14)
    - No more than 3 letters
    - Within last 2 years
    - One from government funder, if applicable
    - Capacity in which worked
    - Ability to provide interventions & services
    - Fiscal and administrative ability

Section III: Application Instructions

- Evaluation Information (page 14)
  - Select the Plan and Project Evaluator
    - If the Evaluator is not already a part of the Local Program Evaluator (LPE) Directory, you must invite your Evaluator to submit a profile
    - LPE Directory: https://otis.catcp.org/public/evaluator/
    - Once your Evaluator has submitted a profile and it has been approved by CTCP, you can select your Evaluator in OTIS.
    - Next, complete the certification form identifying how much time your Evaluator spent on and their role in preparing the Evaluation Plan
    - The Plan Evaluator will then need to certify this information is accurate
    - Instructions for inviting, identifying and selecting the Plan and Project Evaluator(s) are in the OTIS web-based training

Section III: Application Instructions

- Scope of Work (SOW)
  - Pages 14-16 in the RFA
  - Next few slides will be illustrating the SOW components using screen shots from the actual application in OTIS
  - The scope of work and evaluation plan from Appendix 16: *Sample SOW and Evaluation Plan* is being used for this illustration

Scope of Work Instructions (pages 14-16)

OTIS California Tobacco Control Program Online Tobacco Information System

Welcome, PC1 Person! Messages (151

Logged in as: Program Consultant

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View Objective

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Edit

Objective ID: Not Yet Assigned

Completion Date: June 30, 2016

Objective: By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsorship.

Primary Priority Area: (1) Limit Tobacco Promoting Influences

Is this a primary objective? Yes

Evaluation Plan Type: Voluntary Policy -- Adoption and Implementation

Target Audience:

Audience Group

- 21 years and older
- Bar Owners
- Lesbian, Bisexual, Gay, Transgender

General Population Groups

- None

Specific Ethnic Population Groups

Project Objective

Target Audience

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Scope of Work Instructions (pages 14-16)

- Evaluation Plan Types
  - Legislated Policy – plan type that addresses a policy adopted by a government or board authorized to set formal rules (e.g., city, county, state, tribe, fair board, school board, transit authority, or housing authority).
  - Voluntary Policy – plan type that addresses a policy adopted by a non-governmental entity that governs the business practices, property operations, or actions of the entity (e.g., a business, commercial rate multi-unit housing property, college campus organization, or sporting venue).
    - Adoption Only - includes activities to facilitate adoption of the policy
    - Adoption and Implementation - includes activities to facilitate both adoption of and compliance with the policy.
    - Implementation Only - includes activities to facilitate compliance with the policy.
  - Individual Behavior Change – plan type that results in individual behavior change such as individual smoking cessation or a family smoke-free policy.
    - ONLY use this plan type if addressing indicator 2.2.1 – Household Smoking

Scope of Work Instructions (pages 14-16)

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Primary

1.1.7 **Adult-Only Facility Marketing:** The number of jurisdictions covered by a public policy that restricts or specifically bans time, place, and manner of tobacco and/or ENDD product marketing and sponsorship at adult-only facilities (e.g., bars and night clubs) consistent with the First Amendment and federal law.

Scope of Work Instructions (pages 14-16)

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- Cultural Competency Training
- Digital Storytelling
- Endorsements Collected
- Facebook
- Key Informant Interviews
- Letters to the Editor
- Midwest Academy Strategy Chart
- Newspaper Advertising
- Opinion Editorial(s)
- Photovoice
- Press release(s)
- Priority Population Organizations Collaboration
- Public Intercept Surveys
- Spokespersons Training
- Twitter
- Volunteer Recruitment
- Website Advertising

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Add Intervention Activity

View Activities in Applicant Determined Order | Re-order Activities

Activity	ID	Action
Coordination/Collaboration Activities		
Attend 1-3 meetings annually of the Serenity County Tobacco Coalition in order to share project prog...		View
Coordinate and collaborate with statewide tobacco control projects: ChangeLab Solutions, California ...		View
Use the Online Tobacco Information System (OTIS) and Partners to identify other CTCP-funded grantees...		View
Community Education Activities		
The volunteer ambassadors will participate in a minimum of one activity (e.g., digital storytelling,...		View
Educational Materials Development		
Create and develop an Infographic to describe the inequity of LGBT tobacco use as compared to other ...		View
Policy Activities		
Consult with The Center for Tobacco Policy and Organizing and work with volunteer ambassadors, membe...		View
At least one staff and/or volunteer ambassador will participate in the annual Information and Educat...		View
Training/Technical Assistance Activities		
Provide 20-30 hours of technical assistance total to at least 5 owners/managers and employees to tai...		View
Paid Media Activities		
Obtain by contacting CTCP Media unit, and other organizations, adapt as necessary, and place at leas...		View
Earned Media Activities		
Utilize the Lambda Community Center's existing social media sites including Facebook, Twitter and In...		View

Participation in a Local Lead Agency (LLA) tobacco control coalition

Coordination/Collaboration with other CTCP-funded projects

Strategic planning session using the Midwest Academy Chart

Participation in I&E Days annually

See Appendix 16: *Sample SOW and Evaluation Plan*

Scope of Work Instructions (pages 14-16)

- Educating and Informing - YES
  - Document a problem
  - Educate the public on the problem
  - Identify potential solutions to the problem
  - Empower communities to advocate for their chosen solution
- Lobbying and Political Activities – NO
  - Defined as any attempt to promote a "yes" or "no" vote on a specific piece of legislation, local ordinance, ballot measure, or to promote any candidate for an elective public office through any oral, written, or other form of communication.
- See Appendix 15: *CTCP PL 12-03 Allowed Policy Activities*

Scope of Work Instructions (pages 14-16)

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View Intervention Activity

Edit Activity | Delete Activity | Return to View Objective

Objective: By June 30, 2016, By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsorship.

Intervention Category: Policy Activities

Activity: Consult with The Center for Tobacco Policy and Organizing and work with volunteer ambassadors, members of the Lambda Community Center's Board of Directors, community group representatives, and members of the LGBT Collaborative to conduct 1, 2-3 hour Midwest Academy Strategy planning meeting to create a plan for promoting the adoption of no tobacco company sponsorship policies in LGBT frequented bars and nightclubs. Periodically review and revise the Midwest Academy Strategy Chart to identify new leads and approaches.

Activity Number: Not Yet Assigned

Copyright: No

Program Deliverable Percentage: 3.00 %

Start Date Period: 07/14-12/14

Completion Date Period: 07/14-12/14

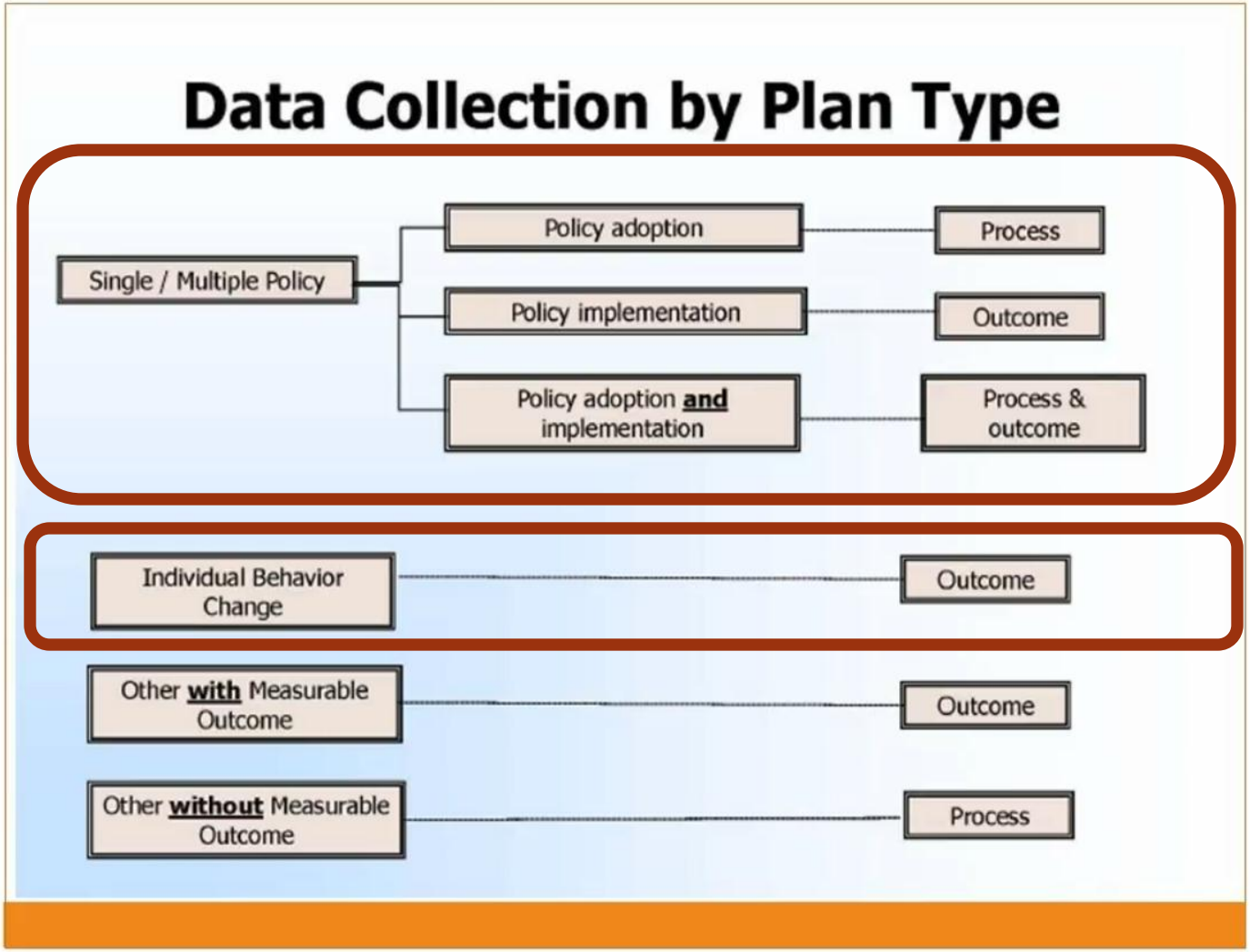
Tracking Measures Add

Tracking Measure	Submit	Actions
Completed Midwest Academy Chart	Yes	Edit | Delete

Responsible Parties Add

Responsible Party	Budget Type	Action
Project Coordinator	Budgeted	Delete
Project Director	Budgeted	Delete

Scope of Work Instructions (pages 14-16)



Source: *Developing Your Evaluation Plans* webinar, 11/07/13, Tobacco Control Evaluation Center, www.tobaccoeval.ucdavis.edu

Scope of Work Instructions (pages 14-16)

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Add Evaluation Activity

View Evaluation Activities in Applicant Determined Order | Re-order Evaluation Activities

Activity	ID	Action
Collection of Outcome Data		
Collection of Outcome Data Activity		View
Collection of Process Data		
Key Informant Interview		
Brief interview tool to assess owner's/ manager's readiness to adopt voluntary policy, learn their v...		View
Evaluation Reporting		
Evaluation Reporting Activity		View

Primary objective's evaluation plan results in a Final Evaluation Report (FER)

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See Appendix #7: ***Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report***

See Appendix 16 : ***Sample SOW and Evaluation Plan***

Scope of Work Instructions (pages 14-16)

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View Collection of Process Data Activity

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Remember to provide Tracking Measures and Responsible Party information below!

Objective: By June 30, 2016, By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsorship.

Activity Type: Key Informant Interview

Activity ID: Not Yet Assigned

Description of the instrument to be used or developed: Brief interview tool to assess owner's/ manager's readiness to adopt voluntary policy, learn their views and opinions in order to plan strategies and messages. Contact TCEC for sample KII tools targeting bar owners, managers and staff on the issue of bar event promotions and adapt as necessary. Questions will focus on the type of and benefits and barriers to tobacco company promotional activities and their interest in reducing tobacco company marketing.

Sample size: 10

Will follow-up interviews be conducted: Yes

Description of key informants: Informants will be former and new bar owners/managers that have allowed tobacco sponsorship events.

Data collection method: Face-to-face

Method to analyze findings: Responses to closed-ended questions will be analyzed with frequencies and percentages. Content analysis will also be performed on open-ended questions. In analyzing the pre-adoption and implementation responses, anticipated and/or perceived challenges and barriers to policy adoption and implementation will be identified. In analyzing post-policy adoption and implementation responses, challenges and barriers to policy adoption and implementation will be identified including perceptions of how successfully the challenges and barriers were or were not overcome.

Copyright: No

Program Percentage Deliverable: 5.00 %

Period to be conducted: 07/14-12/14
01/15-06/15
01/16-6/16

Period results will be analyzed and disseminated: 07/15-12/15
01/16-6/16

TRACKING MEASURES — ADD

Tracking Measure	Submit	Actions
Completed KII	On File	Edit | Delete
Key Informant Interview Form	Yes	Edit | Delete
KII Summary Report	Yes	Edit | Delete

RESPONSIBLE PARTIES — ADD

Responsible Party	Budget Type	Action
Project Coordinator	Budgeted	Delete
Project Director	Budgeted	Delete
Evaluation Consultant	Budgeted	Delete

Scope of Work Instructions (pages 14-16)

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View Evaluation Reporting Activity

Page Guides

Edit Activity | Delete Activity | Return to Objective View

Remember to provide Tracking Measures and Responsible Party information below!

Objective: By June 30, 2016, By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsorship.

Activity Type: Evaluation Reporting

Activity ID: Not Yet Assigned

Type of analysis: After collecting the baseline data from the public opinion polls and the first wave of bar observation survey and key informant interviews, a descriptive analysis on the state of tobacco company targeted bars and nightclubs that are frequented by the LGBT community members and the support for and potential challenges to voluntary policy adoption will be performed. The analysis will provide information that will be helpful to our program in planning our campaign during the implementation period. A similar descriptive analysis will be performed after the second wave of bar observation survey and key informant interviews is completed. We will compare the indicators of the adopted voluntary ban on tobacco company sponsorship implementation and report the percentage of bars and clubs that adopted the ban that have eliminated indication of sponsorships in addition to the perceptions of challenges and barriers to policy adoption.

Methods to disseminate findings: The evaluation results will be disseminated through a Final Evaluation Report sent to key stakeholders and LGBT community leaders, agencies and groups. Additionally, an abstract of the Final Evaluation Report will be submitted on Partners.

Study limitations or challenges: Possible evaluation challenges include: problems recruiting and retaining volunteers; gaining access to bar managers for key informant interviews; difficulty identifying bar events in enough time to send observers to the sites; and implementation will be based on whether bars and nightclubs adopt a policy.

Copyright: No

Program Percentage Deliverable: 3.00 %

Period evaluation report to be submitted: 01/16-6/16

TRACKING MEASURES — ADD

Tracking Measure	Submit	Actions
Final Evaluation Report	Yes	Edit | Delete

RESPONSIBLE PARTIES — ADD

Responsible Party	Budget Type	Action
Project Coordinator	Budgeted	Delete
Project Director	Budgeted	Delete
Evaluation Consultant	Budgeted	Delete

Tobacco Control Evaluation Center (TCEC)'s website has resources and tools:

http://tobaccoeval.ucdavis.edu

Scope of Work Instructions (pages 14-16)

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CG 14-10010 Reduce Tobacco-Related Inequities: Test Agency 2

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Overview | Indicator(s) | Intervention Topic(s) | Intervention Activity Plan | Evaluation Activity Plan | Narrative Summary

Edit

Community Assessment Analysis: The lesbian, gay, bisexual, and transgender (LGBT) population has one of the highest smoking rates compared to any other group. In 2012 smoking prevalence in the California's lesbian, gay and bisexual population (22.1 percent) was 1.5 times that of the heterosexual population (14.9 percent) (CHIS, 2011-2012). Smoking prevalence for bisexual men and women was 24.5 percent (CHIS, 2011-2012), and 30.7 percent for transgender people (California LGBT Tobacco Use Survey – 2004). There may be several ecologic reasons for this tobacco-related disparity, including targeted marketing by the tobacco industry, barriers to health care access, a convergence of multiple reinforcing disparities and minority stress.

Major Intervention Activities: This objective will address the current and growing acceptance of tobacco company sponsorship by Serenity County LGBT-frequented bars and nightclubs. Volunteer ambassadors that represent the LGBT community will be recruited locally through existing networks, community groups, and local college-based organizations. Ambassadors will be trained to participate in campaign activities including collecting public opinion poll data, implementing events, conducting presentations and creating an activity that documents tobacco-related inequities in the LGBT community (i.e. digital storytelling, PhotoVoice, etc). The results of the volunteer ambassador efforts along with support from local organizations and groups and interview findings from bar and nightclub owners will be utilized to promote voluntary policy adoption and implementation. Media exposure in community news outlet will provide objective exposure and reinforcement of policy efforts. Additionally, to further community norm change in the LGBT population, community forums will be held to discuss tobacco control issues and LGBT specific cessation materials and messages will be created.

Theory of Change: This objective focuses on a specific venue type and group within the community level; the LGBT night club goers and owner/managers of these venues. It will utilize a Community Organization and Other Participatory Models approach. Its goal is to encourage bar owners to adopt policies that affect the health of their clientele. The intervention has an element of Diffusion of Innovation Theory in that smoking is no longer a "cool" behavior and that socially irresponsible aggressive marketing behaviors by the tobacco companies are now thought of as wrong. For this objective to be implemented in line with a true community organization model, LGBT community members, leaders, groups and organizations need to be part of the moving force for policy adoption. The goal is to start reducing disparities by building and utilizing existing community assets and increasing and maintaining meaningful participation and leadership of LGBT individuals and communities most impacted by inequities in the priority-setting and decision-making processes through the aforementioned approaches that recognize that social determinants of health, beliefs, perspectives, and histories of people and organizations in the community influence their ability and willingness to participate in efforts that change community conditions.

Evaluation Summary Narrative: The purpose of the evaluation is to determine the extent of adoption and implementation of voluntary policy of non-acceptance of tobacco company sponsorship in Serenity County LGBT frequented bars and nightclubs. The evaluation will have two main activities: an outcome evaluation and a process evaluation. The outcome evaluation will examine the extent of policy adoption and implementation in terms of eliminating tobacco sponsorship in bars and nightclubs. An Observation Survey will be conducted in all bars and nightclubs with tobacco sponsorship in the first wave, and in venues where the policy has been adopted in the second wave. Indicators of implementation including removal of tobacco company signs, furnishings, and advertisements will be observed and documented. Through analyzing the number of implementation indicators that are or are not being utilized toward full policy implementation, the extent to which tobacco sponsorship has been eliminated will be determined, the measures that have been taken to further the policy, and how they are being enforced. The second evaluation activity will consist of public opinion poll to provide policy support from LGBT bar and nightclub-goers and pre-policy and post-policy adoption key informant interviews with bar and nightclub owners. The process data collected from the key

Section III: Application Instructions

Budget and Budget Justification (pages 17-18)

- Two levels of budget detail required:
  - Budget justification developed in OTIS
    - Eight line items
    - Associated sub-line items
    - Detailed descriptions including formulas
    - Total cannot exceed $50,000 per year
  - Summary Budget by SOW Category uploaded into OTIS
    - Ten SOW categories
    - Estimated by SOW deliverable percentages

Budget Justification Developed in OTIS

Budget Section	FY 14/15	FY 15/16	Total
A. Personnel Costs	$ 29,062	$ 29,062	$ 58,124
B. Fringe Benefits @ 16% - 18%	$ 4,650	$ 4,650	$ 9,300
C. Operating Expenses	$ 1,569	$ 520	$ 2,089
D. Equipment Expenses	$ 0	$ 0	$ 0
E. Travel/Per Diem and Training	$ 1,202	$ 2,251	$ 3,453
F. Subcontracts and Consultants	$ 3,750	$ 3,750	$ 7,500
G. Other Costs	$ 2,350	$ 2,350	$ 4,700
H. Indirect Expenses @ 20% - 22%	$ 7,417	$ 7,417	$ 14,834
Total Expenses	**$ 50,000**	**$ 50,000**	**$ 100,000**

A. Personnel Costs	FY 14/15	FY 15/16	Total Budget
Title: Project Director **Salary Calculation:** $4,558 - $5,050 paid monthly x 10% FTE time x 12 pay periods per year **Duties Description:** The Project Director will be responsible for overall project direction and management. Duties will include contract administration, revisions to the SOW and budget, oversight of progress reports, monitoring of consultant agreements, program planning, supervision of project staff, and liaison with CTCP. 10% of time will be spent overseeing evaluation activities.	$ 6,060	$ 6,060	$ 12,120
Title: Project Coordinator **Salary Calculation:** $4,324 - $4,792 paid monthly x 40% FTE x 12 pay periods per year **Duties Description:** The Project Coordinators duties include coordinating and collaborating with other groups, recruiting and working with advocates, developing written project materials, conducting trainings, presenting to community groups, obtaining endorsements, meeting with policymakers, collaborating on media advocacy, providing technical assistance, contributing to progress reports, and implementing the evaluation plan.	$ 23,002	$ 23,002	$ 46,004
Total Personnel Costs:	**$ 29,062**	**$ 29,062**	**$ 58,124**

B. Fringe Benefits	FY 14/15	FY 15/16	Total Budget
At approximately 16% - 18% of Total Personnel Costs, Fringe Benefits includes the following: The benefit rate includes mandatory FICA/Medicare , state unemployment insurance , and workers' compensation insurance premiums. Also pays for medical insurance, dental insurance, vision insurance, life insurance and a defined benefit retirement plan. Sick leave, vacation, personal business days and jury duty benefits are included in salary expenses and are not included in fringe benefits.	$ 4,650	$ 4,650	$ 9,300

Summary Budget by SOW Category

SUMMARY BUDGET BY SOW CATEGORIES

Agency Name: _____

Budget Year: _1__ *(complete for each year of the grant term)*

SOW Objective No: _1__ *(complete for each objective for each year):*

- Category 1 - Behavior Modification Materials $__1,500___
  Activities:
- Category 2 - Community Education $__8,500___
  Activities:
- Category 3 - Coordination/Collaboration $__3,500___
  Activities:
- Category 4 - Earned Media $__4,500___
  Activities:
- Category 5 - Educational Materials Development $__5,250___
  Activities:
- Category 6 - Evaluation $_11,000___
  Activities:
- Category 7 - Paid Media $__2,250___
  Activities:
- Category 8 - Policy $__7,500___
  Activities:
- Category 9 - Schools $_____0___
  Activities:
- Category 10 - Training/Technical Assistance $__6,000___
  Activities:

Total $_50,000___

Summary Budget by SOW Category continued

		Total	Yearly		
SOW Categories		% Deliverables	% of $50,000		
1	Behavior Modification Materials	0%	$1,500.00	3.0% added	
2	Community Education	18.0%	$8,500.00	BMMs deducted 1.0%	
3	Coordination/Collorabation	7.0%	$3,500.00		
4	Earned Media	9.0%	$4,500.00		
5	Educational Materials Development	10.5%	$5,250.00		
6	Evaluation	23.0%	$11,000.00	BMMs deducted 1.0%	
7	Paid Media	4.5%	$2,250.00		
8	Policy	16.0%	$7,500.00	BMMs deducted 1.0%	
9	Schools	0.0%	$0.00		
10	Training/Techical Assistance	12.0%	$6,000.00		
		100.0%	$50,000.00		

Section III: Application Instructions

- Optional One-Year Extension Scope of Work and Budget (page 7)
  - Upload additional Word/Excel or PDF document in OTIS
  - SOW narrative format:
    - Description of activities to accomplish the objective
    - Description of evaluation activities
  - Eight line item budget & Summary Budget by SOW Category

Section III: Application Instructions

- Additional Documents (page 18)
  - Additional Tobacco Control Funding (OTIS form)
  - Proof of Non-Profit Status (uploaded by applicant). *See Appendix 3 for examples*
  - Certification of Non-Acceptance of Tobacco Company Funding (uploaded form). *See Appendix 13*
  - Conflict of Interest Compliance Certificate (OTIS form)
  - Agency Documentation Requirements (OTIS form)
  - Summary budget by SOW categories (uploaded by applicant). *See Appendix 18*
  - Optional One-Year Extension Scope of Work and Budget (uploaded by applicant).

IV. Application Section Process and Criteria

- Stage One: Administrative and Completeness Screening
  - Review for on time submission and compliance with administrative requirements and completeness
- Stage Two: Application Scoring
  - Applications will be reviewed and scored on a scale of 0-100 by a review committee
  - To be eligible for funding, an application must receive a score of 75 points or more
  - Scores of 75 points or more are not guaranteed funding or funding at the level requested
  - In certain circumstance, applications with a score of less than 75 points may be funded
- Please carefully review the Application Selection Criteria on pages 21-25 of the RFA

IV. Application Section Process and Criteria

- Selection Criteria and Points Values
  - Applicant Capability – 45 points
    - Program and evaluation experience
    - Organizational Start-Up
    - Administrative/Fiscal Experience
    - Equipment Available to the Project
    - Letters of Reference
    - Evaluator Information: Evaluation Qualifications/Evaluator Certification
  - Scope of Work – 15 points
  - Evaluation Plan – 10 points
  - Narrative Summary – 10 points
  - Budget and Budget Justification – 20 points

IV. Application Section Process and Criteria

- Stage Three: Notification of Decision
  - All applicants will be notified of the funding decision in writing
  - Applicants may request, in writing, their scoring summary page
- Stage Four: Grant Modifications
  - CTCP may require modifications to the application as a condition of the award
  - Potential grantee will be required to review SOW and Budget to comply with CTCP and CDPH requirements
  - Work shall commence only up receipt of the fully executed grant.

IV. Application Section Process and Criteria

- Important Administrative Details (page 25)
  - Cost of developing an application is the responsibility of the applicant cannot be charged to the State
  - Any applications partially or entirely marked "confidential" will not be accepted or retained
  - Grantee Requirements:
    - Utilize OTIS for grant management; obtain and maintain an active Partners account; maintain an active Internet account
    - Fund up to 60 days of expenditures
    - Hire fiscal/administrative staff with appropriate training and experience
    - Maintain accurate accounting records and keep for three years

IV. Application Section Process and Criteria

- Important Administrative Details, continued (page 26)
  - RFA Cancellations and Addendums
    - CTCP reserves the right to cancel, modify as needed and/or reject any or all applications received in response to this RFA
    - Any and all Addendums will be posted at: **https://tcfor.catcp.org**
  - Errors
    - Any ambiguity, conflict, discrepancy, omission, or other error discovered in this RFA should be documented in writing and submitted to CTCP
  - Immaterial Defect
    - It is CTCP's sole discretion to waive immaterial defect or deviation contained in the Applicant's application

IV. Application Section Process and Criteria

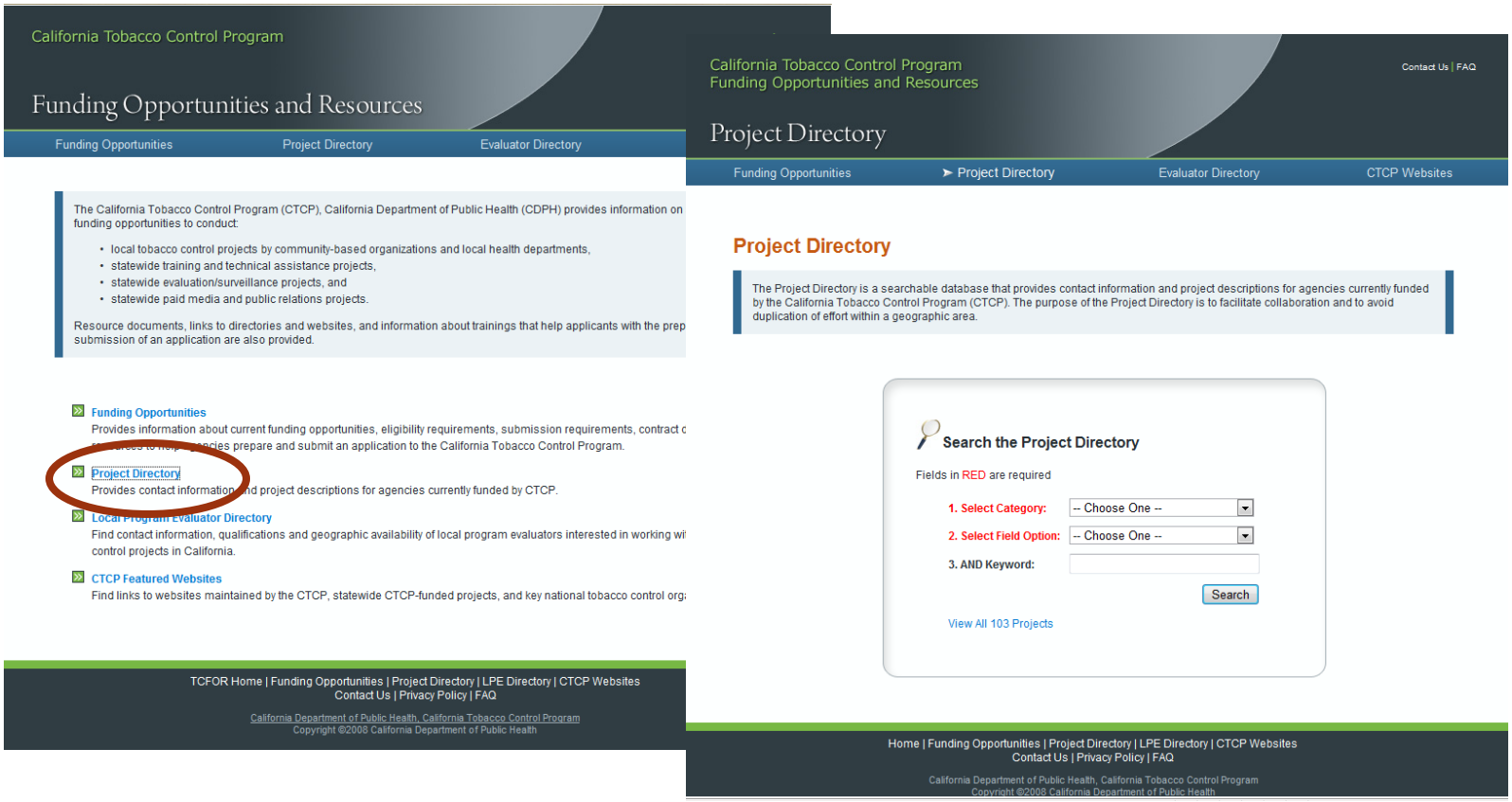
- Important Administrative Details, continued (pages 27-28)
  - Award
    - Posted on TCFOR for five working days prior to awarding grants
  - Protest
    - Only Applicants submitting an application consistent with the requirements of this RFA and are not awarded may appeal

Tips for a Successful Application

- Tip #1: Carefully read and review all of the instructions
- Tip #2: Always be clear and concise. Assume the reviewers will have no knowledge of your agency's history or current and previous programs
- Tip #3: Develop your application, SOW and budget responses in Word and/or Excel first.
- Tip #4: Deliverable percentages:
  - Should be in 0.5 percent increments
  - Tied to tangible products or services to be produced or conducted
  - Coordination/Collaboration Activities and Behavioral Modification Materials typically do not receive a percent deliverable (i.e. 0.00%)

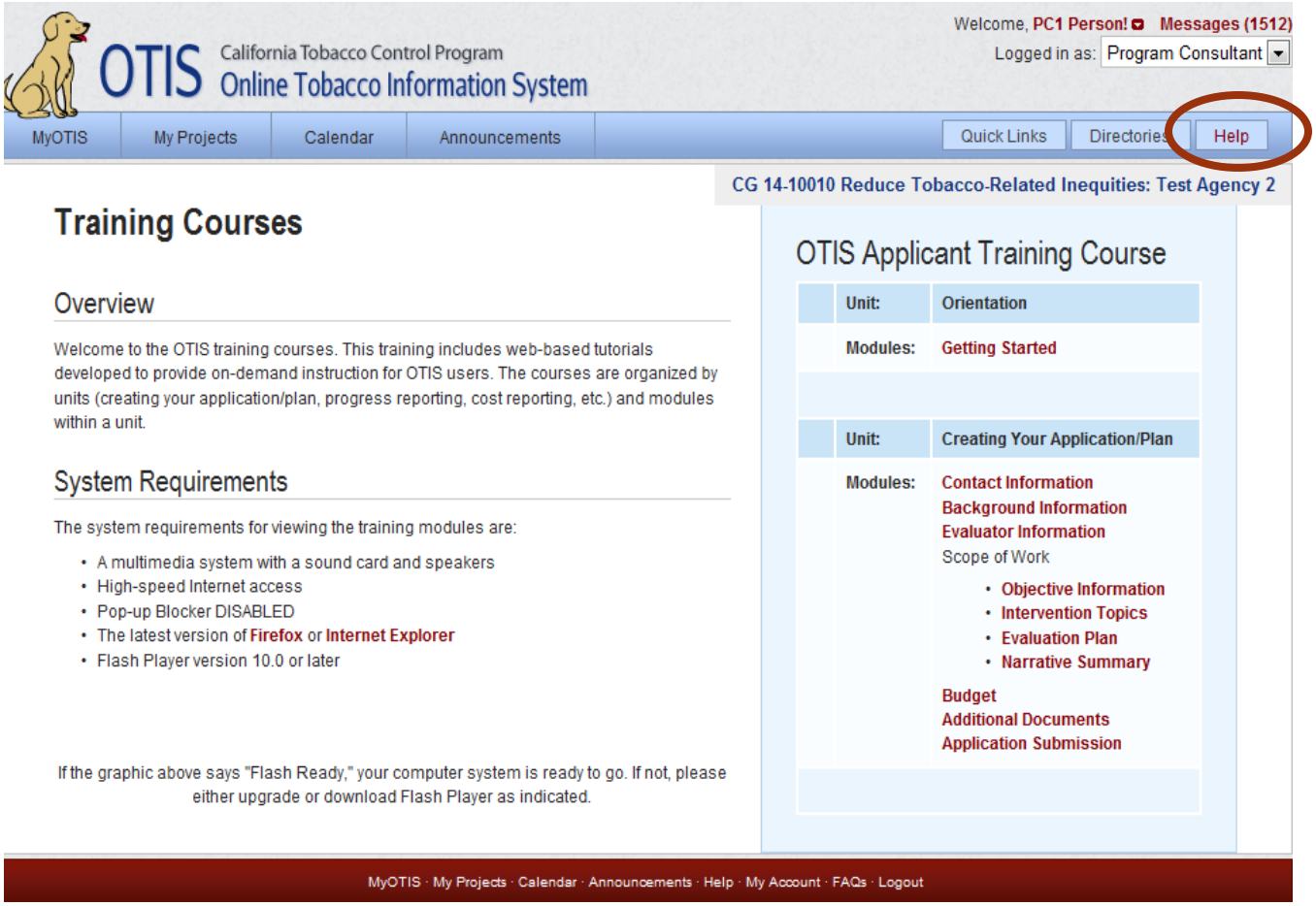
Tips for a Successful Application

- Tip #5: Search the Project Directory on TCFOR to descriptions of CTCP-funded projects in your area.



Tips for a Successful Application

- Tip #6: Utilize the OTIS Applicant Training Courses



Tips for a Successful Application

- Tip #7: Ensure the budget justification:
  - Supports expenses connected with SOW
  - Includes accurate mathematical formulas
  - Includes whole numbers
  - Includes recommended trainings (I & E Days and Project Director's Meeting)
- Tip #8: Ensure all Additional Documents are:
  - Signed by the appropriate agency representative, if applicable
  - Fully completed
  - Correctly uploaded
- Tip #9: Before submitting, print and review your application
  - In OTIS, "View Reports", select and save/print "Web (Black and White)"
  - Review all of the "Reports" to ensure accuracy and completeness
- Tip #10: Don't wait until the last minute

OTIS Wizard for Adding Objectives

MyOTIS | My Projects | Calendar | Announcements | Quick Links | Directories | Help

CG 14-10010 Reduce Tobacco-Related Inequities: Test Agency 2

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Add Objective | Add Objective using Wizard

ITEM	STATUS	ACTION(S)
Scope of Work		
Objective : By June 30, 2016, By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsors...	Open	View

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Add Objective Wizard

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The Add Objective Wizard will help fill in the Edit Objective form based on your selections below.

After making a selection, you will be returned to the Edit Objective form where you will need to review the wizard provided text and make any needed revisions.

Important:

- Some fields may not be filled in by the Wizard. You will need to review the entire form to make sure that all needed information has been provided and is correct.
- Some of the wizard provided text may include "blanks" where you should fill in information. These "blanks" will be indicated in one of these ways:
  - XXXX -- You should be able to double-click on each "blank" to highlight it for editing.
  - (date range) - This format indicates what should be filled into the "blank". In this case, the date range should be entered in place of '(date range)'.

Fields in RED are required.

Priority Area/Asset: 1 Limit Tobacco Promoting Influences

Indicator: 1.1.7

Adult-Only Facility Marketing: The number of jurisdictions covered by a public policy that restricts or specifically bans time, place, and manner of tobacco and/or ENDD product marketing and sponsorship at adult-only facilities (e.g., bars and night clubs) consistent with the First Amendment and federal law.

Sample Objectives:

Berkeley's City Council will adopt a policy to prohibit the free distribution of tobacco industry coupons, accessories, etc. in any building open to the public, in an effort to discourage and eliminate tobacco industry sponsored bar nights from occurring in Berkeley.	Use This
8 of 20 bars or nightclubs in Brevé City that are frequented by LGBT community members will adopt and implement policies against accepting tobacco industry bar night sponsorships and free tobacco sampling. (Combination objective for indicators 1.1.7 and 3.2.4).	Use This

Cancel

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Indicator 1.1.7 – Adult-Only Facility Marketing

- **Sample Objective:** By June 30, 2016, at least 5 of the tobacco company targeted adult-only-facilities (e.g., bars, night clubs) that are frequented by lesbian, gay, bisexual, and transgender (LGBT) community members in Serenity County will adopt a voluntary policy prohibiting tobacco company/product marketing/sponsorship.

- **Evaluation Plan Type:** Voluntary Policy - Adoption and Implementation

Indicator 1.2.7 – Minimum Package/Volume Size

- **Sample Objective** - By June 30, 2016, the City of Tranquil will adopt a policy and/or amend the existing Tobacco Retail Licensing Ordinance (TRL) to establish a minimum pack size for cigars (including cigarillos, tiparillos, little cigars, blunts and blunt wrappers).

- **Evaluation Plan Type:** Legislated Policy – Adoption Only or Legislated Policy – Adoption and Implementation

Indicator 2.2.10 – Smoke-free Health Care Campuses

- **Sample Objective:** By June 30, 2016, a minimum of 10 facilities in Serenity County that primarily serve low socio-economic status (LSES) individuals (such as alcohol and drug treatment, mental health, developmental disabilities, or senior day treatment or residential care settings) will adopt and implement a 100% smoke-free policy that includes all indoor areas and outdoor facility grounds.
- **Evaluation Plan Type:** Voluntary Policy – Adoption and Implementation

Indicator 2.2.13 – Smoke-free Multi-Unit Housing

- **Sample Objective 1 –** By June 30, 2016, the Point County Public Housing Authority Commission will fully adopt and implement a written, permanent, system-wide policy mandating that all multi-unit housing facilities operating under its authority in Point County will prohibit smoking in 100% of individual apartment units, including balconies and patios.
- **Evaluation Plan Type:** Legislated Policy – Adoption and Implementation

- **Sample Objective 2 –** By June 30, 2016, at least 20 multi-unit housing complexes in Point County, with predominately Asian/Pacific Islander residents, will adopt and implement voluntary policies that restrict smoking in at least 75% of contiguous individual units, including balconies and patios.
- **Evaluation Plan Type:** Voluntary Policy – Adoption and Implementation

Indicator 3.2.4 – Tobacco Industry Sampling, Coupons/Discounts/Gifts

- **Sample Objective** - By June 30, 2016, the city of Witching Heights will adopt a policy that prohibits the distribution of free or low-cost tobacco and nicotine products, coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and nicotine products. Project activities will focus on communities (such as Skeleton Alley) whose ethnic composition and income levels make residents more likely to be targeted by, and vulnerable to, tobacco industry marketing activities in the retail environment (convenience stores, liquor stores, neighborhood markets or grocery stores).

- **Evaluation Plan Type:** Legislated Policy – Adoption Only

Indicator 4.2.4 – Behavioral Health Cessation Treatment Programs

- **Sample Objective –** By June 30, 2016, at least 4 alcohol and drug treatment programs, mental health treatment programs, migrant clinics, and/or other health or social service programs in Sunny County will adopt and implement a voluntary policy to include tobacco use assessment questions in their client intake procedures and utilize the "Ask, Advise, Refer" policy to provide behavioral tobacco cessation referral services to clients who use tobacco.

- **Evaluation Plan Type:** Voluntary Policy – Adoption and Implementation

Questions

- Please type your questions into the Chat Box
- A summary of the questions and responses will be posted at: **https://tcfor.catcp.org** by December 11, 2013.