Tobacco Education, Prevention and Cessation Grant Program

September 7, 2017

FY19-21 Request for Applications
Reviewer Orientation
Welcome & Thank You
Purpose of the Presentation

- Provide overview of Funding Portfolio
- Provide overview of RFA content
- Provide overview of reviewer materials
- Review key tips and guidance
The purpose of the 2012 strategic plan:
• provide focus and guidance for the Review Committee grant prioritization
• Direct the STEPP project, activities and grants toward specific outcomes
• Inform the efforts of Colorado agencies, coalition and organizations working in tobacco prevention and control

The 2012-2020 Strategic plan also outlines strategies and objectives across 7 Goals.
FY19-21 Overall Funding Portfolio

The Tobacco Prevention, Education and Cessation Grant Program Funding portfolio is designed to be:

- Comprehensive and collaborative, and to facilitate a statewide tobacco control movement
- Enable evidence-based statewide programming
- Allows to prioritize populations with higher burden
- Conduct innovative projects to enhance evidence-base

The TRC voted to distribute funding among four categories:

1. State and Community Efforts
2. Cessation
3. Mass Reach Media
4. Surveillance and Evaluation

Summary of funding recommendations to the TRC can be found [here](#).
FY19-21 Overall Funding Portfolio

Tobacco Review Committee (TRC) approved a three-year funding cycle for fiscal years 2019-21 with an annual allocation of approximately $23.5M.

The TRC voted to allocate:

- Approximately $2.53M for innovative demonstration projects (this RFA)
- Approximately $6.52M for core/formula funding to LHAs
- Approximately $14.3M for mass reach media programs, cessation efforts, surveillance and evaluation

For more information on FY 19-21 STEPP Funding opportunities, check the Tobacco A-35 website.
Purpose

The purpose of this Request for Applications (RFA) is to:

- Fund innovative approaches to address tobacco related inequities
- Focus on interventions that reach the remaining 15% of Colorado adults who smoke.
- Focus on reaching and engaging priority populations with tailored approaches where they live, work, play and receive medical and social services
- Build upon what is working to reduce tobacco prevalence and further community-wide mobilization efforts to change social norms regarding tobacco initiation, use and secondhand smoke exposure.
State and Community Tobacco Interventions

Total amount available: approximately $1.13M annually

Purpose: to fund environmental approaches to positively influence evidence-based policy and social norms change regarding tobacco use and secondhand smoke exposure

- Tobacco Control Strategies in Priority Population Community-based Organizations
- Reducing use of Menthol and other Flavored Tobacco Products
- Tobacco-Free Generation Alliance: Youth Movement for Tobacco Control
- Other Evidence-Informed Strategies
RFA Interventions

Cessation Interventions:

Total amount available: approx. $1.4 M annually.

Purpose: to fund the implementation and uptake of person-centered cessation interventions, informed by evidence-based public health practice, where individuals live, work, play and receive medical and social services:

- Cessation Navigation in Public Housing Multi Unit Housing Settings
- School Based Health Centers Tobacco Treatment Integration
- Enhancing Clinical Tobacco Cessation Competencies
- Integrated Approaches to Treating Tobacco Dependence
- Other Evidence-Informed Strategies
Timeline

9/7/17: Reviewer Orientation Webinar

9/9/17: Reviewers receive guidance on review process and supporting materials:

- Reviewer Guidance document
- Application scoring sheets (with instructions and rubric)
- Other reference documents

9/18-9/22/17: Application Intake Technical Review & applications tentatively assigned to review teams
Timeline

9/21/17: Final Disclosure Request

9/22/17: Confidentiality & Conflict of Interest Disclosure forms
  Sign and return, via email: cdphe_stepp_pg@state.co.us

9/25/17-10/30/17: Individual Review
  ✓ Applications
  ✓ Scoresheets

10/30/17-11/6/17: Team Scoring
12/15/17:

- Funding Conference, 9:00-1:00
  - Join in person or via webinar
  - Lead reviewer for each team will present application summaries and scores
- Tobacco Review Committee Meeting, 1:00-4:00
- Colorado Board of Health Meeting, TDB Feb-March 2018
Questions?
Reviewer Materials

1. Reviewer Guidance Document
2. Today’s Webinar
3. Confidentiality Agreement & Conflict of Interest Disclosure Form
4. Scoring Instructions (included in Application Scoresheets)
5. Individual Review - Application Scoresheets (same doc as above)
6. Team Review- Application Score Sheets (will be projected in team meeting)
7. Other reference documents:
   - STEPP RFA #7513
   - RFA #7513 Q&A document
8. Grant Applications
## Scoring Components

<table>
<thead>
<tr>
<th>Application Scoring Components</th>
<th>State/Community and Cessation Strategies (pg. # 7-11)</th>
<th>Other Innovative Strategies (pg. # 11-14)</th>
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<tr>
<td>Application Components</td>
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<td>Executive Summary</td>
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<td>5</td>
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<tr>
<td>Application Narrative:</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Project description, design and statement of need</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>Evidence-Informed Alignment</td>
<td>n/a</td>
<td>10</td>
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<tr>
<td>Program infrastructure and Summary of Experience/Qualifications</td>
<td>15</td>
<td>10</td>
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<tr>
<td>Description of Collaboration (includes letters of collaboration)</td>
<td>15</td>
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<tr>
<td>Project Evaluation</td>
<td>15</td>
<td>20</td>
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<tr>
<td>Project work/Implementation plan</td>
<td>20</td>
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<tr>
<td>Project Budget and Budget Justification</td>
<td>5</td>
<td>5</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
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Individual Review

Preparation:

Review and become familiar with the following:

- RFA # 7513
- Q&A document

It takes an estimated two hours per application for the individual review process. Be sure to allot adequate time to review all applications assigned.
Individual Review

Implementation:

- Complete an individual scoring form for each application reviewed; score according to the rubric.
- Provide careful review of each application, noting strengths and weaknesses.
- Ensure each application has a final score between 0-100 points.
- Write comments using concise and complete sentences.
- Comments need to reference specific areas of the application.
Individual Review

- Rate applications based on evaluation criteria, not against other applications or because you do not agree with the proposal.

- Use your professional judgment to determine if the objectives and activities proposed are realistic.

- Review the application, and then again more thoroughly, before rating it.

- Look for consistency within the specific application.
Scoresheets

- There are two scoring sheets; one for State & Community, as well as Cessation strategies and a separate one for Other-Evidence Informed Strategies.

- Complete one scoresheet for each application assigned.

- Write comments in the strengths and weaknesses sections on the scoresheet to bring to the reviewer team meeting.

- Be aware that comments may be shared with the public during the funding conference.
**APPLICANT NAME:**

**REVIEWER NUMBER:**

**Tips for Reviewers:**
- Please write comments, strengths, and weaknesses so that they could be given directly to the applicant for feedback.

**SCORED CRITERIA**

**APPLICATION COMPONENTS:**

<table>
<thead>
<tr>
<th>Executive Summary</th>
<th>Points Possible</th>
<th>Points Awarded</th>
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<tbody>
<tr>
<td>The applicant describes the intent of the proposed project/application, indicating how the project meets the goals and objectives of the grant program.</td>
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<tr>
<td>The application indicates the specific Intervention and Strategy for which applicant is applying.</td>
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<tr>
<td>The application states the purpose, intended audience, key objectives and expected outcomes.</td>
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<tr>
<td>It also state how the proposed project will contribute to reducing health inequities in populations most burdened by tobacco use.</td>
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**Scoring Scale:**
- 0-1: Criteria not addressed; major gaps/weaknesses present
- 2: Criteria somewhat addressed; major gaps/weaknesses present
- 3-4: Criteria addressed; minor gaps/weaknesses present
- 5: Criteria fully addressed; no gaps/weaknesses present

**Strengths:**

**Weaknesses:**
Individual Review

Wrap-up:

- After completing individual scoring sheets for each application, save the documents to bring to your reviewer team meeting.

- Meet with review team between October 30 and November 6. Meeting times will be sent to each team with the applications each team will review.
Questions?
Scoring Components
Executive Summary:

- Describes intent of proposed project/application, indicating how the project meets the goals and objectives of the grant program.

- Indicates the specific Intervention and Strategy for which applicant is applying.

- States the purpose, intended audience, key objectives and expected outcomes.

- States how the proposed project will contribute to reducing health inequities in populations most burdened by tobacco use.

Note strengths and weaknesses
Application Narrative

Project Description, Design and Statement of Need:

- Describes the needs and the opportunities the proposed project will address, as well as detail on the intended population and existing (or non-existing) resources.

- Describes the populations that the proposed project/strategy plans to reach/impact (include demographic characteristics and geographic location, if applicable).

- Describes how the proposal satisfies an unmet need of the population to be served, including the impact on health disparities and inequities.
Application Narrative

● Describes the current financial resources that exist within the relevant communities for the kinds of activities outlined in this proposal.

● Cites relevant data that substantiates the existing burden or disparities of tobacco use.

● Described how applicant will develop and implement a sustainability plan demonstrating how the proposed strategies will remain sustainable beyond this 3-year grant period.
The application provides a justification for and local facts which support why the selection was made, and how the strategies will impact applicant’s intended population/community.

1. The applicant describes how the proposed interventions are not duplicative of other services provided in the same geographic area or to the same intended population/community. Describes how the proposed interventions will complement other related chronic disease efforts, including other Amendment 35-funded grant program efforts (e.g. CCPD, or Health Disparities) in the same geographic area or with the same intended population/community.
Application Narrative

2. Describes plans for engaging and addressing needs of populations experiencing health inequities.

3. Describes the overall project design, including specific activities and services to be provided and expected outcomes from the activities and services.

Note strengths and weaknesses
Program Infrastructure and Summary of Experience/Qualifications:

● Describes the program infrastructure in place as well as applicant’s (and collaborators) experience relevant to the project. Briefly describes current and past programming related to the proposed project. The applicant includes details of all funding including any current Amendment 35 funding.

● The applicant describes the cultural and linguistic responsiveness of the project, staff, and/or organization relative to the intended population.

● The application describes how the proposed project will be sustained, or will lay the foundation for further work, after the grant ends.

● The application describes the organization’s ability to complete this project.

● The application describes applicant’s organization’s history and experience working with the intended population.
Program Infrastructure and Summary of Experience/Qualifications:

- The application describes applicant’s organizational capacity to comply with and monitor the implementation of grant requirements.

- The application describes existing and additional required staff to implement this project as well as their roles and responsibilities. For vacant proposed positions, the application identifies plan for hiring, training and retaining staff that represent the community’s racial and cultural diversity and ability to work with the community (ies) and population(s) identified in the project.

- The application describes applicant’s experience relevant to the project, such as working in a specific disease or health promotion project; working with the intended population; and implementing similar strategies.
1. The response includes any relative experience and a description of types of agencies the applicant has worked with to support tobacco control goals (e.g. governmental public health agencies, private not-for-profit clinics, Federally Qualified Health Centers).

2. If an application is submitted with other agencies, the applicant describes any experience working with other agencies in the past.

Note strengths and weaknesses
Description of Collaboration:

● The application describes how applicant’s organization will coordinate with existing programs in the area to maximize resources for the intended population/community in order to implement an effective tobacco control program.

1. Partners may include community coalitions, providers of local tobacco control services, youth programs, volunteer organizations and/or other entities.

2. Partnerships must be evident in the application work/implementation plan and via the submissions of the letters of collaboration.

● The application explains the collaborative efforts supporting the proposed project, including the name and the role of the lead agency, names and roles of collaborating agencies, and the process for communication and coordination.
Description of Collaboration:

- The application includes letters of collaboration from partnering agencies specifically describing the roles and responsibilities in the collaboration and the work to be performed.
- The application identifies and describes work completed by contractors and collaborating agencies as well as how the lead agency will be responsible for the successful completion of work by contractors and collaborating agencies.

Note strengths and weaknesses
Project Evaluation:

- Describes the process and expected outcomes for evaluation, scaled appropriately for the proposed project.

- Includes a summary of the evaluation plan of activities proposed in the work/implementation plan, including timelines; tools and approaches used; and staff responsible for collecting, analyzing, and evaluating the data.

- Describes the methods that will be used to evaluate the effectiveness of the proposed project, based on the following criteria:
Project Evaluation:

**Reach:** How will you assess whether or not the proposed project reached and impacted your intended populations and to what degree?

**Implementation:** How will you implement project activities as planned and with fidelity?

**Effectiveness:** How will the proposed outcome objectives achieve the desired outcome and to what degree?

Note strengths and weaknesses
Project Work/Implementation Plan:

The applicant submits a project work/implementation plan for the first year:

- Defines the work to be completed including all elements of the project under the selected strategy.
- Lists all specific goals and SMART objectives.
- Includes the target population(s) and setting(s) for each objective.
- Lists a minimum of one (1) primary activities employed in accomplishing project goals/objectives. The application lists corresponding sub-activities as needed.

Lists responsible individuals’ positions, including subcontractors or partners when appropriate. The application includes positions, not names.
Project Work/Implementation Plan:

- Includes the estimated timeframe for completion of primary and sub-activities, using quarters of the year
- Lists the desired outcomes expected to be achieved.
- Lists corresponding deliverables activities.

The applicant submits a high level project work/implementation plan for years 2 and 3:

- The application describes how the work would be accomplished and how it would advance the work proposed for year 1, including all major activities, and expected outcomes.

Note strengths and weaknesses
Budget with Justification:

- Budget for year 1 is submitted on the template provided with the RFA.
- Budget does not include retroactive funding and capital projects, maintenance or equipment are not listed as direct costs.
- Proposed costs are reasonable and allowable.
- Budget aligns with the work proposed in the project work/implementation plan.

Applicant correctly completes all sections of the budget template.

- Check the calculations
  - There is **no** additional fiscal review

Note strengths and weaknesses
Evidence-Informed Alignment (For Evidence-Informed Innovation Strategies Only)

- The applicant describes what is being proposed and how this evidence-informed innovation aligns with the selected Intervention area and advances the strategic direction of the STEPP Grant Program.

- The application establishes the evidentiary basis which supports the selection and the reasons why the proposed strategy advances the goals of the Intervention.

- The application describes why this evidence-informed innovation is being proposed for this population and indications that it will be successful.

- The application describes the (community) assessment that was done to demonstrate the need for the proposed project/approach.
Evidence-Informed Alignment (For Evidence-Informed Innovation Strategies Only)

- The application describes what type of readiness assessment was completed (to show that there is capacity to implement the approach AND that there would be interested participants).

- The application describes how this evidence-informed innovation will help reduce health inequities.

- The application describes the evidence that supports the selection or design of this innovative approach. For example:
  1. Was a similar approach used to address a different behavior change?
  2. Was the same approach being used but with a different intended population? Or a different setting (urban vs. rural)?
Evidence-Informed Alignment (For Evidence-Informed Innovation Strategies Only)

3. Was there qualitative evidence that this innovation could work based on local experience?

4. Have any studies been performed on this kind of intervention and what have they shown.

5. What would make this innovation fail and what steps will you put in place from the beginning to prevent that?

Note strengths and weaknesses
Team Review

Preparation:

● Have your scoring sheets (and any notes) available for the team review meeting to inform the discussion.

● Come to the team meeting prepared to discuss how you arrived at your scores.

Implementation:

● The team meeting facilitator will complete the scoring form during the meeting, capture notes and comments from the conversation and record the final composite scores for each application.
Team Review

- Follow the same guiding principles used during the individual review.

- Use this time to discuss scoring consistency across applications in the focus area the team is reviewing.

- Discuss comments related to the strengths and weaknesses of evaluation criteria and come to consensus during the team meeting to determine a final score for each grant application; the final score will be shared during the funding conference.

- Rank order applications by funding recommendation.

- Identify at least one designee to share the team scores, and an overview of how those scores were determined, during the funding conference.
Team Review

Wrap-up:

● Determine a final score for each grant application; the final score will be shared during the funding conference.

● Rank order applications by funding recommendation.

● Identify a Lead Reviewer to share the team scores, including an overview of how those scores were determined, during the funding conference.

● Team final score, name of the lead reviewer and meeting notes are due to STEPP by Nov 8
Reviewer Support

Any questions or concerns throughout this process?

• Submit questions to: cdphe_stepp_pg@state.co.us

• Need immediate assistance? Contact:
  
  Jennifer Schwartz, 303-692-2509 jennifer.schwartz@state.co.us
  Sherryl Garcia, 303-692-2449 sherryl.garcia@state.co.us
  Rochelle Manchego, 303-692-2698 rochelle.manchego@state.co.us
  Natalya Verscheure, 303-692-2516 natalya.verscheure@state.co.us
Questions?
Thank you for your dedication and partnership