



COMMUNITY-BASED PROGRAMS REQUEST FOR APPLICATIONS

REDUCING TOBACCO USE AMONG THE LESBIAN, GAY, BISEXUAL, AND TRANSGENDER (LGBT) POPULATION

Release Date: December 13, 2007

Proposal Due Date: January 7, 2008 by 5:00pm

I. BACKGROUND

In December 2006, the District of Columbia's City Council passed legislation to allocate funds for the American Lung Association of DC (ALADC) in collaboration with the American Cancer Society (ACS) and the DC Department of Health (DOH) to implement an aggressive and bold tobacco use prevention and cessation program. Both organizations have a long history in combating tobacco use to reduce the incidence and prevalence of cancer and lung disease. The initiative termed the DC Tobacco Free Families (DCTFF) Campaign is funded through ALADC and is in the text of bill B16-913. This request for applications provides funding resources for community-based initiatives for supporting the reduction of tobacco related morbidity and mortality in the District of Columbia. All grant funds will be managed and allocated through ALADC.

II. INTENT

ALADC seeks experienced and qualified District of Columbia entities to provide appropriate community-based tobacco use prevention and outreach services for District residents.

III. TARGET POPULATIONS

The purpose of the DCTFF Campaign is to provide services to District residents who are considered to be at a higher risk for tobacco use, (racial/ethnic minorities, and youth and young adults), in order to reduce resulting morbidity and mortality from tobacco use. For the purpose of this application, the following groups are "targets" of the tobacco industry and applications may address one or more of the following populations:

1. African American
2. Latino/Hispanic
3. Lesbian, Gay, Bisexual or Transgender (LGBT)
4. Out-of-school youth and/or high risk youth

IV. COMPONENTS OF THE DCTFF CAMPAIGN

The DCTFF Campaign is implementing a "best practices" approach recommended by the Centers for Disease Control and Prevention (CDC) for a comprehensive tobacco control program. This includes the following program components:

1. Mass Media Campaign
2. Cessation Programs
3. Local Community Programs
4. Surveillance and Evaluation
5. Administration and Management

This request for proposal will fund component #3 – Local Community Programs

V. FUNDING AVAILABILITY

Approximately \$10,000 of grant funds is available to fund the development of community-based tobacco use prevention, outreach and educational programs targeting the LGBT population in the District of Columbia.

VI. SCOPE OF SERVICES

Community-based organizations are frequently the best source of leadership and programmatic innovation involving key members and stakeholders of the community. Community interventions can help change community norms and practices relevant to tobacco use..

All services must be provided in the District of Columbia targeting District residents for the following:

<p>LGBT Outreach and Cessation – \$10,000 ALADC seeks an entity to support and develop health promotion initiatives targeting the Lesbian, Gay, Bisexual, and Transgender (LGBT) adults, to reduce tobacco use and secondhand smoke exposure in the home and within the community.</p>
<p>Scope of Services Area</p> <ul style="list-style-type: none">▪ Design and implement an outreach initiative to increase awareness and promote quitting and a tobacco free lifestyle with the focus being on the LGBT community. The focus will be on the harmful effects and disproportionate use of tobacco within the population.▪ Include a strategy to seek and identify the target population for program activities.

The application should address how the following objectives will be impacted:

Long Term Objectives of the Community Based Program

By 2010:

1. Reduce the prevalence of cigarette use among District youth by 30%.
2. Reduce the prevalence of use of other tobacco products (pipes, cigars, bidis, etc) among District youth by 30%.
3. Reduce the prevalence of District cigarette use among African Americans by 20%.
4. Reduce the prevalence of District cigarette use among Latinos by 20%.
5. Reduce the prevalence of District cigarette use among LGBTs by 20%.
6. Reduce the number of children exposed to secondhand smoke by 50%.

VII. WORK STATEMENTS/SPECIFICATIONS

For all of the Scope of Services outlined in this RFA, the grantee must:

1. Collaborate with ALADC program staff on the implementation of any scope of service approved in the Request for Applications.
2. To ensure adequate coordination, the applicant must become a member and attend at least two DC Tobacco Free Coalition meetings.
3. Develop and maintain a system of accountability, and comply with all applicable District laws, statutes, regulations and policies regarding the DCTFF Campaign.
4. Use funds for educational purposes only--funds may not be used for lobbying local, state or federal government.

5. Submit to ALADC for approval prior to production any public awareness or advertising materials, including artwork, radio or television scripts as a part of this Award. Materials must be made available in a reproducible format, to use at ALADC's discretion, without further charges to ALADC.
6. Work with the approved media vendor through the DCTFF Campaign to conduct any media materials, Public Service Announcements (PSA) or print advertisements.

VIII. ELIGIBILITY REQUIREMENTS

Eligible applicants must be District of Columbia non-profit community-based organizations including grass-roots organizations, community health programs, non-governmental agencies, and faith-based organizations. Preference will be given to organizations that have experience in working in the targeted populations and/or organizations that have established linkages or partnerships with organizations or individuals capable of serving the populations.

IX. APPLICANT RESPONSIBILITY

The applicant must promote the program within the community and seek out opportunities to publicize appropriate events and information accordingly. For the duration of any resulting award, the applicant must:

1. Identify community linkages for promotion of tobacco use prevention community-based initiatives. The contractor must also provide educational programs and presentations regarding the problems of tobacco use and the health disparities associated;
2. Provide services in accordance with Centers for Disease Control and Prevention tobacco control best practices;
3. Provide a final programmatic timeline with adjusted deliverables, within 30 days of award of funds;
4. Submit a six month and final programmatic and fiscal reports to ALADC. Guidelines for program reports will be provided upon award of funds; and
5. Comply with the non-discrimination in employment policies and/or provisions prohibiting unlawful employment practices as required by the District of Columbia Code, as well as all other applicable state and federal laws and regulations regarding employment discrimination. The Awardee must not and will not discriminate in any manner on the basis of race, color, religious creed, age, gender, sexual orientation, marital status, national origin, ancestry, or physical or mental handicap.

X. ALADC RESPONSIBILITY

ALADC may examine the applicant's record to verify compliance with the award and to resolve any claim arising under it. The Awardee must grant ALADC access to these records during the award term and for 3 years after final payment.

XI. OUTCOME/PERFORMANCE MEASURES

For all the scope of services outlined in this RFA, the applicant must develop and implement a mechanism to document that all services rendered reinforces non-smoking behaviors and supports healthy lifestyles. This includes developing short term outcome measures that will be used to determine the success of the program. Short-term outcomes are the immediate or early results of the program. Short-term outcomes may be changes in knowledge, attitudes and skills, based on pre and post-testing of the target audience following proposed treatments or programming.

The applicant should provide an explanation of how the outcomes for the proposed project will help towards the overall outcomes measures of reducing tobacco use in the District of Columbia. If the applicant does not have a system in place to ensure the outcomes listed above, the applicant must participate in the development and/or selection of appropriate tools with ALADC.

XII. PERFORMANCE PERIOD

TERM

The grant award period will be February 2008 through September 30, 2008 for a period of eight months. A full fiscal year under the terms of the District of Columbia Department of Health begins October 1, 2007 and ends September 30, 2008.

XIII. PROPOSAL EVALUATION CRITERIA

PROCESS

A Qualification and Selection Committee (QSC) of 5 individuals; one each from ALADC, ACS, DOH and two representatives from the DC Tobacco Free Coalition with qualified expertise in the area of tobacco control will review and evaluate all proposals in accordance with the evaluation criteria established below.

CRITERIA - Written Proposal Evaluation

The evaluation committee will consider all information and presentations submitted in response to this RFA by each applicant. In conducting the review, the committee will utilize a point system, and will employ a weighting system specific to each element. Each Application will have the potential to earn a total of 100 points. The categories to be evaluated are as follows:

Creativity – 15 points. The extent to which the proposal evidences the creative capacity to conduct services, including access to the targeted population and implementation of effective strategies to reach the stated goals.

Relevant Experience and Organizational Capacity – 20 points. The extent to which the application demonstrates the ability to achieve the stated objectives, meet service delivery targets, and effectively utilize the funds requested, through evidence of previous work experience and demonstrated service to the targeted population.

Cultural Sensitivity – 15 points. The extent to which the application demonstrates cultural competence, sensitivity and appropriateness in support of the goals and objectives to reduce the disparities associated with tobacco use. The extent to which the proposed program has defined how it will enhance access and address identified barriers to tobacco control for the targeted population.

Theoretical and Technical Soundness of Proposal – 20 points. The extent to which the application is well thought out, organized and clearly addresses the Tobacco Use Prevention and Cessation goals set forth by the DCTFF Campaign and in alliance with CDC's *Best Practices*.

Sound Fiscal Management and Reasonable Budget – 15 points. The extent to which the proposal has a detailed and reasonable budget to achieve the project objectives, and the spending plan is reasonable and realistic to achieve objectives. This will also include an assessment of the extent to which the application has produced evidence of fiscal soundness.

Outcome measures – 15 points. The extent to which the application has identified outcome measures that will be used to determine the success of the program

XIV. PROPOSAL SUBMISSIONS

Each Application should be organized in the following format:

1. TITLE PAGE

Applicant Profile

- Name of Organization/Grantee Identification
- Lead Contact Person – Title
- Tax ID number or SSN
- Address, Phone, Fax/Email
- Scope of Service Area

2. DOCUMENT FORMATTING

All pages must use 12 point font, double spaced, on one side, and on 8 1/2 by 11 inch paper with a 1-inch margin. Pages must be numbered beginning with the Executive Summary. Total number of pages should not exceed 15, including budget pages.

3. EXECUTIVE SUMMARY

Provide a broad overview of the contents of the entire proposal to include:

- Goal(s) and objectives—all objectives must be written as SMART objectives (Specific, Measurable, Achievable, Relevant and Timely)
- Specified targeted population
- Community impact of proposed project
- Description of how the program will complement and not duplicate existing tobacco control programs in the District of Columbia

4. APPLICANT'S EXPERIENCE AND QUALIFICATIONS

- General overview
- Provide the reviewer with a concise overview of the applicant's program, readiness and capacity to involve and engage the populations targeted under this RFA in a tobacco control program
- Experience in working with the targeted population
- Collaboration – established linkages or partnerships, including references of at least two organizations or groups for which services were successfully implemented.

5. PROJECT DESCRIPTION

Describe the tobacco control efforts to be undertaken, specify program deliverables and timeline for delivery.

6. PROPOSED BUDGET AND NARRATIVE

Submit a proposed budget to provide the required services and justify all rates for each scope of service proposed. Build all administrative costs into the budget. Provide justification for all administrative costs.

7. APPENDIX/ATTACHMENTS

Provide the reviewer with resumes of key staff already identified by this project. Include at least three letters of support from community partners, and W-9 Tax Form.

8. DUE DATE

The due date for the RFP will be **January 7, 2008**. Award will be announced on or before January 15, 2008. All applications need to be submitted by 5:00pm on January 7 to:

American Lung Association of D.C.
530 7th Street, SE,
Washington, D.C. 20003
Attn: Donna Rojas Brown

Any proposals submitted after the due date and time will not be considered.

XV. DECISION ON AWARDS

The review panel will review, score and rank each applicant's proposal, and when the review panel has completed its review, the panel shall make recommendations for awards to the Chief Executive Officer of ALADC based on the scoring process. The recommendations of the review panel are advisory only and are not binding on ALADC. The final decision on awards rests solely with Chief Executive Officer of the ALADC. After reviewing the recommendations of the review panel based on prior experience, and any other information considered relevant, the Chief Executive Officer of the ALADC shall decide which applicant to award funds and the amount to be funded.

XVI. PAYMENT SCHEDULE

Upon award of grant, successful applicants will receive an initial payment (1/3) of amount awarded. Second and final payments will be made in April and in July, with an appropriate invoice and report of deliverables to be met during the grant reporting period.