

North Carolina Health and Wellness Trust Fund Commission

Teen Tobacco Use Prevention and Cessation Initiative: Community/School Prevention Program or Special Project

Request for Proposals

CONTENTS:

PURPOSE

BACKGROUND

GENERAL GUIDELINES

THE PROGRAM

GRANT TERMS

APPLICATION PROCESS

Note: This RFP outlines the purpose and background of this initiative and also provides useful resources to which applicants can refer. In order to apply for a grant under this RFP, you are encouraged to complete a Microsoft Office-based application available at HWTFC's website (www.HWTFC.org). However, if you do not have Internet access, you may contact the HWTFC office to obtain copies of these forms.

REVIEW CRITERIA FOR APPLICATIONS

TIMELINE

Health and Wellness Trust Fund Commission

Mailing Address:

**7090 Mail Service Center
Raleigh, NC 27699**

Street Address/Overnight Delivery:

**501 N. Blount St.
Raleigh, NC 27604**

Phone: (919) 733-4011 Fax: (919) 733-1240

**E-mail HWTFC@ncmail.net
www.hwtfc.org**

North Carolina Health and Wellness Trust Fund Commission

Teen Tobacco Use Prevention and Cessation Initiative *Community/Schools Initiative and Special Projects in Teen Tobacco Use Prevention and Cessation*

PURPOSE

The Health and Wellness Trust Fund Commission (HWTFC) announces the availability of grant funding to expand and enhance their statewide effort to prevent and reduce tobacco use among teens. Funds are available for nonprofit organizations with a significant purpose for promoting the public's health, local government agencies, schools, state agencies, and other political subdivisions of the state for projects that seek to:

- Prevent youth initiation of tobacco use,
- Eliminate youth exposure to secondhand tobacco smoke,
- Promote tobacco use cessation among youth, and
- Eliminate health disparities among minority youth or other youth populations identified with tobacco-related health disparities.

These goals are linked to a document entitled: *Vision 2010: Comprehensive Plan to Prevent and Reduce the Health Effects of Tobacco Use*, published by NC Tobacco Prevention and Control Branch (TPCB), NC Department of Health and Human Services. This document is available on the web at www.communityhealth.dhhs.state.nc.us/tobacco/Tobacco%20Prevention.pdf. This plan established community and school-based initiatives as a cornerstone of an effective effort to prevent and reduce the negative health effects of tobacco use, with an emphasis on evidence-based policy interventions.

Proposals will be accepted from organizations not currently receiving HWTFC funding for teen tobacco use programs as well as from organizations that are current HWTFC Teen Tobacco Use Prevention and Cessation Initiative grantees. **An applicant organization can only submit one proposal on which it serves as the lead applicant organization. Grant awards for successful applicants who are not current HWTFC grantees will be for the period July 1, 2005 through June 30, 2009. Grant awards for existing HWTFC grantees who are granted continuation funding will be for the period July 1, 2006 through June 30, 2009.**

BACKGROUND

Tobacco use is the number one preventable cause of premature death and disease in North Carolina and the nation (U.S. Department of Health and Human Services, 2000). Tobacco use contributes to more than 14,000 deaths annually among adults in North Carolina (State Center for Health Statistics, NC Department of Health and Human Services, 2003). While cigarette smoking among adults declined between 1965 and 1990, tobacco use by youth increased in the 1990s, and only recently experienced a slight decline [NC Department of Health and Human Services and NC Department of Public Instruction, NC Youth Risk Behavioral Survey (NC YRBS) and NC Youth Tobacco Survey (NC YTS, 2003)]. The Centers for Disease Control and Prevention (CDC) has documented that among adults who have ever smoked daily, over 90% of first-tobacco use occurs prior to age 20. The average age of initiation for tobacco use is 13.

The NC YTS, conducted in the fall of 2003, shows that 33.7% of high school students and 14.3% of middle school students currently use a tobacco product (cigarettes, spit tobacco, cigars or pipes). Tobacco use increases by grade level: 8.1% of 6th graders compared to 40.0% of 12th graders report to be current tobacco users. Susceptibility to smoking also increases with age: 19.6% of middle school students and 23.3% of high school students were determined by survey response to be more susceptible to initiation of tobacco use.

For a history of HWTFC, including the HWTFC Teen Tobacco Use Prevention and Cessation Initiative and the related media campaign, “Tobacco.Reality.Unfiltered” (*TRU*), visit the HWTFC website (www.HWTFC.org).

GENERAL GUIDELINES

Applicant organizations are encouraged to consider adapting existing program models, where feasible, and to consider incorporating strategies from the evidence-based tobacco prevention and control interventions detailed in the Guide to Community Preventive Services, (see www.thecommunityguide.org/tobacco) and the Centers for Disease Control and Prevention (CDC) *Best Practices for Comprehensive Tobacco Control Programs*, (www.cdc.gov/tobacco/bestprac.htm). Applicants should also consider addressing the Healthy People 2010 risk reduction objectives with regard to tobacco use (www.health.gov/healthypeople/default.htm). A list of related websites is provided below as a resource for reviewing pertinent information.

National:

- www.thecommunityguide.org/tobacco
- www.tobaccofreekids.org
- www.cdc.gov/tobacco
- www.cdc.gov/tobacco/evaluation_manual/contents.htm
- www.tobacco.neu.edu
- www.who.int/topics/tobacco/en/
- www.epa.gov/iaq/ets
- www.nci.nih.gov
- www.ama-assn.org/ama/pub/category/3229.html
- www.lungusa.org/tobacco
- www.cancer.org
- www.smokefree.gov

North Carolina:

- www.realityunfiltered.com
- www.stepupnc.com
- www.questionwhy.org
- www.communityhealth.dhhs.state.nc.us/tobacco.html
- www.nctobaccofreeschools.com
- www.nchealthyschools.org
- www.smokefreenc.org
- www.workingsmokefree.com

THE PROGRAM

Who May Apply

Under the NC General Statutes, an organization is eligible to receive a grant from HWTFC if it fits into any of the following categories:

- A state agency
- A local government or other political subdivision of the state or a combination of such entities
- A nonprofit organization which has as a significant purpose promoting the public's health, limiting youth access to tobacco products, or reducing the health consequences of tobacco use

Other entities interested in reducing teen tobacco use may apply in partnership with an eligible organization, which is functioning as the lead applicant organization for the grant. This lead applicant organization bears responsibility for fiscal and overall grant program management including the performance of any subcontractor or partner. The lead applicant organization must act as the fiscal agent for the grant.

Program Categories

HWTFC will consider grant applications from new applicant organizations and existing HWTFC grantee organizations for the Community/Schools Initiative and Special Projects in Teen Tobacco Use Prevention and Cessation as follows:

1. Applications from organizations that are not currently receiving HWTFC funding for teen tobacco use programs. Organizations may submit a proposal providing services in at least one of the three following programmatic categories:

A. Community/school partnerships and collaborations. Funds will be available for community/school coalitions that propose to fill current service gaps, enhance existing services and build capacity for evidence-based intervention strategies to reach youth. Community/school projects can propose to provide services in a single or multi-county area. Community/school partnerships are encouraged to address all four of the goal areas in their proposal in order to have a comprehensive approach.

It is anticipated that grants will be awarded to applicants that are structured as follows:

- **Lead Applicant Organization:** Typically, a public health organization, local education agency or nonprofit organization. This lead applicant organization bears responsibility for fiscal and overall grant program management including the performance of any subcontractor or partner. The lead applicant organization must act as the fiscal agent for the grant.
- **Application Partnership:** This is a formal agreement among community-based organizations, including the lead applicant organization, to implement the proposed program. These organizations are listed as co-applicants, and could include public health organizations, local education agencies, public charter schools, youth organizations, voluntary agencies, non-profits, faith communities and substance abuse programs, among others.
- **Collaborating Organizations/Individuals:** HWTFC encourages the broadest possible coalition building among diverse organizations, dedicated to achieving the goals of this Initiative. Collaborating entities may include, but are not limited to, community organizations and individuals such as health care providers,

concerned volunteers, and parents who are committed participants in the proposed program. These entities are not listed as co-applicants.

B. Special opportunities projects in Teen Tobacco Use Prevention and Cessation.

Funds will be available for statewide, regional or local projects that propose to fill current service gaps and build capacity for evidence-based and innovative intervention strategies and expand networks actively pursuing teen tobacco use prevention and control efforts, to reach population groups that experience higher than average rates of tobacco use or exposure to secondhand smoke (i.e. youth service industry workers, low income youth). Applications will be sought for (but not limited to) the following areas where there are clear needs and demands for resources:

- Spit tobacco prevention, education and control interventions and networks for communities and schools;
- Policy analysis and development in teen tobacco use prevention and control;
- Statewide or regional networks in teen tobacco use prevention and control to enhance tobacco prevention and control through collaborations of statewide or regional entities (e.g. collaborations of regional local health departments and community based agencies, faith-based communities, businesses that cater to youth) to add needed infrastructure and evidence-based interventions for teen tobacco prevention and control;
- Special Innovations in teen tobacco use prevention, cessation and control. These projects are testing new intervention strategies in one or more of the four goal areas and must be accompanied by a strong evaluation component (e.g. greater than 10% of the budget must be spent to test and evaluate the strategy).

C. Special projects to reach minority populations or other populations identified with tobacco-related disparities.

Funds will be available for statewide, regional or local projects that propose to fill current service gaps, enhance services and build capacity for evidence-based intervention strategies to reach minority population groups and populations that experience higher than average rates of tobacco use or exposure to secondhand smoke (i.e., youth service industry workers, etc). Applications will be sought from, but not limited to, faith-based initiatives in teen tobacco use prevention and control; statewide or regional tobacco use prevention and control networks among youth; and special innovations in teen tobacco use prevention, tobacco control and cessation interventions to reach diverse populations. Innovative projects that are testing new intervention strategies to reach minority youth must be accompanied by a rigorous evaluation component (e.g. greater than 10% of the budget must be spent to test and evaluate the strategy).

2. Applications from organizations that are currently receiving HWTFC funding for teen tobacco programs to continue existing original programs or implement redesigned programs. Organizations currently conducting tobacco use prevention and cessation activities with HWTFC funds may submit a proposal providing services in at least one of the three programmatic categories described in 1.A., 1.B. and 1.C. above. Existing grantees may propose to continue current services with or without minor modifications or propose a significant redesign of the existing program. Changes in redesigned programs may include the geographic area served, current partners and collaborations or service delivery model. All existing HWTFC grantees applying for new funds will be required to clearly demonstrate the extent to which their currently funded programs have met the goals of their original grant.

As described in the Purpose section above, UNLIKE NEW HWTFC GRANT APPLICANTS, GRANT FUNDING UNDER THIS RFP FOR EXISTING HWTFC GRANTEES WILL BE FOR THREE YEARS BEGINNING JULY 1, 2006.

Priority will be given to applicants proposing to serve areas of the state that have not been previously served by any HWTFC teen tobacco grants.

Proposal Specifications

HWTFC is most interested in funding proposals that are consistent with Best Practice activities and include interventions that are known to be effective. Each successful applicant must use the funds to conduct activities that support the goals, objectives and activities listed below. The activities associated with each goal and objective are proven to be successful and serve as clear guidance to grant applicants. Proposals should be based on identified needs of the local area or region. HWTFC does not require that a grant applicant address each goal area listed below, but strongly encourages grantees to carry out activities that support a comprehensive approach. Proposals from applicants for funding for special projects may be primarily focused in one goal area, but model programs should be designed to test broader applicability. HWTFC encourages grantees to integrate strategies and activities when possible in order to impact each of the goal areas.

Successful proposals must include program plan activities that demonstrate the applicant organization(s) ability to create sustained community/local support for tobacco use prevention and cessation efforts among youth by developing local coalitions, alliances or partnerships with community groups including those not traditionally involved in teen tobacco use prevention and cessation.

Requested funding must be commensurate with the size and scope of the proposed project. The proposals of successful applicants will be incorporated into the grant agreement with HWTFC as the scope of work for the project.

As a condition of receiving a grant award, HWTFC requires that each grantee participate in a state-level outcomes study using a computer-based activity tracking system, “indicator Progress Tracking System” (iPTS), provided by the UNC-CH, Department of Family Medicine, in collaboration with the NC Tobacco Prevention and Control Branch, and funded by HWTFC. The iPTS system tracks specific program indicators to measure project progress toward meeting goals and objectives. The current iPTS goals, objectives, activities and indicators to be used in the development of proposals are identified in the section below.

Goals, Objectives , Best Practice Activities and Program Indicators

GOAL 1: PREVENT YOUTH INITIATION OF TOBACCO USE

OVERALL OBJECTIVES:

- A. Increase the proportion of youth in middle school and high school that have never smoked.**

Best Practice Activities to Support This Objective:

- A1. Encourage youth in local school and community youth groups to become teen tobacco use prevention advocates.

iPTS Program Indicators for this activity:

- *the number of skill building trainings offered to youth*
- *the number of youth trained*
- *the number of youth led policy initiatives*
- *the number of youth led non-policy related, tobacco use prevention activities*
- *the number of youth actively involved in planning and implementation of tobacco prevention and/or policy change initiatives*

A2. Provide teen tobacco use prevention education in schools and the community (e.g., media literacy, counter-marketing)

iPTS Program Indicators for this activity:

- *the number of courses offered at school following CDC Guidelines for School Health Programs to Prevent Tobacco Use*
- *the number of tobacco prevention education activities*

A3. Promote awareness of research that details the relationship between the price of tobacco products and youth initiation of tobacco use

iPTS Program Indicators for this activity:

- *the number of educational presentations on product pricing to school/community*
- *the number of paid and earned media messages on product pricing published or aired*

A4. Promote enforcement of underage tobacco sale laws and reduced tobacco advertising that appeals to youth.

iPTS Program Indicators for this activity:

- *the number of activities to increase compliance (e.g., merchant education)*
- *the number of paid and earned media messages encouraging enforcement published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign TRU in content and timing*
- *efforts to limit or remove tobacco ads targeting youth in stores*

B. Increase the proportion of schools that are 100% tobacco-free for all students, staff and visitors on all school property and at all school-related or school-sponsored events and functions on or off campus at all times

Best Practice Activities to Support This Objective for schools WITHOUT 100% Tobacco Free Schools policy:

B1. Advance the adoption of 100% Tobacco Free Schools policy in school system.

iPTS Program Indicators for this activity:

- *the number of paid and earned media messages encouraging adoption of 100% TFS policy that are published or aired, , in collaboration with the HWTFC media*

team and consistent with the state wide media campaign TRU in content and timing

- *the number of readiness assessments/surveys/petitions whose findings are disseminated to school leaders*
- *the number of presentations to community leaders and key decision makers (e.g., school boards, School Health Action Committees)*
- *the number of school district votes to adopt 100% TFS policy including outcome and number of votes*

B2. Encourage compliance with tobacco use policy

iPTS Program Indicators for this activity:

- *the number of students attending Alternatives to Suspension (ATS) program for tobacco-related issues*
- *the number of promotions identifying effective cessation resources for staff (i.e. QuitLine, 5A's counseling)*

Best Practice Activities to Support This Objective for schools WITH 100% Tobacco Free Schools policy:

B3. Encourage implementation, compliance and enforcement of 100% Tobacco Free Schools policy throughout school district

iPTS Program Indicators for this activity:

- *the number of paid and earned media messages encouraging compliance with 100% TFS policy that are published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign TRU in content and timing*
- *the number of meetings with school/community agencies to encourage implementation and enforcement of 100% TFS policy*
- *the number of students attending Alternative to Suspension programs for tobacco-related issues*
- *the number of promotions identifying effective cessation resources for staff i.e., Quit Line, 5A's counseling.)*

GOAL 2: ELIMINATE YOUTH EXPOSURE TO SECONDHAND SMOKE

OVERALL OBJECTIVE:

- A. Increase smoke-free policies in both indoor and outdoor areas frequented by youth such as: restaurants, recreation facilities, bowling alleys, malls, movie theaters, parks, place of worship, home amusement areas, convenience stores, grocery stores, sport venues and ball fields**

Best Practice Activities to Support This Objective:

A1. Educate school and community members to be advocates for the adoption of smoke-free policies in indoor/outdoor areas frequented by youth.

iPTS Program Indicators for this activity:

- *the number of paid and earned media messages promoting adoption of smoke-free policies published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign TRU in content and timing*
- *the number of educational presentations to youth groups, school classes, parents, colleges and community*
- *the number of meetings with managers/owners of indoor/outdoor areas*
- *the number of patron survey campaigns or petition drives whose findings are disseminated to managers/owners.*

A2. Indoor/outdoor area frequented by youth in proposed service area adopts or advances towards a smoke-free policy.

iPTS Program Indicators for this activity:

- *the number of areas adopting improved smoke-free policy (e.g., smoke-free night)*
- *the number of areas adopting smoke-free policies*
- *the number of earned media messages regarding changed smoke-free policy.*

GOAL 3: PROMOTE CESSATION AMONG YOUTH

OVERALL OBJECTIVE:

A. Increase the number of middle and high school youth who quit using tobacco

Best Practice Activities to Support This Objective:

A1. Provide middle and high school students with access to effective tobacco use cessation resources through promotion of the Quitline (1-800-Quit Now) , implementation of the Not On Tobacco (N-O-T) cessation program, and implementation of smoking cessation counseling that meets (5A’s) Clinical Practice Guidelines.

iPTS Program Indicators for this activity:

- *the number of cessation paid and earned media messages published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign TRU in content and timing*
- *the number of presentations promoting Quitline, N-O-T or 5A counseling*
- *the number of youth attending N-O-T classes*
- *the number of youth completing N-O-T classes*
- *the number of trainings coordinated for healthcare professionals on 5A counseling.*

GOAL 4: REDUCE HEALTH DISPARITIES AMONG YOUTH ATTRIBUTABLE TO TOBACCO USE

Note: CDC defines Disparity as a disproportionate health burden compared to the US population as a whole. HWTFC defines disparity for this initiative as a disproportionate burden from the health consequences of tobacco use compared with the NC population as a whole. HWTFC seeks applicants through this RFP to work toward “Parity” – the state or condition of being equal in health burden - by decreasing tobacco use prevalence for the groups with the highest rates of smoking, decreasing tobacco use and exposure to secondhand smoke and increasing cessation rates for the groups with the lowest quit rates. This requires

involving minority and disparate populations proportionately in planning, decision-making and obtaining appropriate access to resources.

OVERALL OBJECTIVE:

A. Decrease the proportion of middle and high school youth from minority and other youth populations identified with tobacco-related health disparities who use tobacco products

Best Practice Activities to Support This Objective:

A1. Encourage youth from identified populations to become tobacco use prevention advocates.

iPTS Program Indicators for this activity:

- *the number of skill-based trainings designed specifically for youth from identified populations*
- *the number of youth from identified populations trained*
- *the number of teen tobacco use prevention events designed specifically for youth from identified populations*
- *the number of policy change initiatives led by youth from identified populations*
- *the number of non-policy related, teen tobacco use prevention activities led by youth from identified population*
- *the number of youth from identified populations actively involved in planning and implementation of teen tobacco prevention and/or policy change initiatives*

A2. Partner with community groups and organizations working with youth from identified populations.

iPTS Program Indicators for this activity:

- *the number of presentations to community groups and organizations*
- *the number of new partnerships with community groups and organizations*

A3. Develop and disseminate culturally-sensitive, tobacco use prevention materials.

iPTS Program Indicators for this activity:

- *the number of culturally-sensitive paid and earned media messages published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign TRU in content and timing*
- *the number of culturally-sensitive curriculums developed or used.*

GRANT TERMS

Each recipient must enter into an initial 12 month grant contract that will be renewed annually, subject to continued availability of funds and satisfactory program performance.

Grant awards to organizations that **are NOT currently** receiving HWTFC funding will be in an amount up to \$400,000 for the period July 1, 2005 through June 30, 2009.

Grant awards to organizations that **ARE currently** receiving HWTFC funding will be in an amount up to \$300,000 for the period July 1, 2006 through June 30, 2009. Organizations that are currently receiving HWTFC funding should review their average monthly spend rate when determining the amount of funding that is requested. Spending patterns will be analyzed as part of the review criteria during the selection and grant amount determination process.

Large population counties, multi-county collaborations and special projects may apply for funding above the limits established above with strong justification. Organizations that plan to submit proposals above the established limits *must notify HWTFC staff in writing prior to finalizing their application so that the rationale for the larger grant amount request can receive preliminary approval*. The notification should include a brief description of the proposed project and be submitted by email to hwtfc@ncmail.net.

HWTFC expects to receive more requests than can be funded. Therefore, submission of a grant application does not guarantee receipt of an award. Furthermore, grants that are awarded may not be funded at the requested amount. Final awards will be commensurate with the size and scope of the proposed activities. HWTFC reserves the right to conduct pre-award interviews or on-site assessments.

Successful applicants will designate one of the following methods for receipt of the grant funds:

- An initial payment of 25% of the first term approved budget, followed by reimbursement of the amount submitted on the monthly expense report, until such time as the grand total of payments made to the grantee equals the total amount of the grant award.
- Reimbursement of the amount submitted on the monthly expense reports without the initial payment.

System requirements for iPTS are listed in the Application. HWTFC staff or its Outcomes Evaluator may require specific reports or information, make periodic site visits and conduct telephone interviews as needed, to document program implementation and operation. Successful applicants will be provided training and technical assistance in the proper use of iPTS and the submission of the information for central data processing, including 6-month and annual progress reports. Applicants should estimate 4-5 hours/month of staff time for the program activity tracking system and 7-8 hours/month of staff time for the state-level outcomes study. Additional local evaluation efforts are permitted but must be definitively different from the state-level outcomes study and fully described in the proposal narrative. The link to current state-wide evaluation material is www.fammed.unc.edu/tpep/hwtfceval/index.htm.

Successful applicants will be required to submit monthly grant expenditure reports to HWTFC. A final cumulative progress report and comprehensive financial report will be due 30 days after the end of the grant period.

To avoid any real or perceived conflict of interest with tobacco manufacturing and related entities, grant recipients must not currently accept any grants or anything of value from any tobacco manufacturer, distributor, or other tobacco-related entities. A conflict of interest does not exist when these tobacco manufacturing and related entities' grant funds or items of value are totally for NON-tobacco related purposes and do not present any danger of either promotion or use of tobacco products or otherwise conflict with policies and programs known to prevent and reduce teen tobacco use.

Use of HWTFC Grant Funds

Grant funds must be used exclusively to support the approved project and spent in accordance to the grant contract and approved project budget. Each year, all grantees must certify the proper use of the funds.

Grant funds may be used for staff salaries, project-related travel, supplies, limited amounts of equipment and other direct expenses essential to the project. These expenses must be budgeted to the categories and line items identified in the Budget and Financial Requirements section of the application for HWTFC grant funds.

Grant funds may not support any efforts to engage in any political activities or lobbying including, but not limited to, support of or opposition to candidates, ballot initiatives, referenda, or other similar activities. Grant funds may not be used for research studies, unless this research is directly linked to evaluation purposes, or to substitute for funds currently supporting similar services.

Successful applicants who elect to receive the 25% initial payment described in the Grant Terms section above must place all sums not immediately spent in a segregated, interest bearing account that is fully insured for the maximum amount of money that will be placed in the account.

Auditing and Reporting Requirements

All grantees are required to comply with G.S. 143-6.1 and G.S. 143-6.2. Complete details are available at www.ncauditor.net. In general, this state law requires that all grant recipients that are nongovernmental entities and receive at least \$15,000 but less than \$300,000 in combined state funds annually must file with the State Auditor and each of the funding entities a sworn accounting of receipts and expenditures of these funds. All grant recipients that are nongovernmental entities and receive \$300,000 or more in combined state funds annually must file with the State Auditor and the funding entities an audited financial statement as prescribed by the State Auditor.

A single audit is required if a unit of government or public authority expends \$300,000 or more of combined state awards in either a federal program (such as a state match) or a state program. Nongovernmental entities are not required to perform a single audit based only on state awards expenditures.

APPLICATION PROCESS

Only one proposal from each applicant organization will be accepted. All applicants must submit a complete written application by the deadline identified in the Timeline section below in order to be considered for a grant award. Applicants are strongly encouraged to use the Microsoft Word-based online application found at www.hwtfc.org, comprised of Parts I, II and III of the Application. Applicants also need to complete and submit the Microsoft Excel-based budget format (referenced in Part III of the Application and available on the HWTFC website, www.hwtfc.org). In addition, for applications to be considered complete, the Additional Materials listed in Part IV are mandatory and must be sent by mail or delivery service in one package, postmarked by March 29, 2005.

For your convenience, brief descriptions of the application sections are:

Part I: Standard HWTFC Grant Application

Applicant Organization(s)

Identifying and contact information for the lead applicant organization.

Grant Summary

Summary of proposed plan of work to achieve the goals and objectives of the project, comprised of a brief synopsis of the proposal, the total amount of funds requested, the counties served and a summary description of the overall project with a specific statement of how these goals and objectives meet the statutory purposes of HWTFC.

Co-Applicant/Partnership Summary

Specific Areas of Service

Free Text

Part II: Proposed Project

Description of Need

Demographics, community infrastructure and current activities that demonstrate the necessity for the proposed services.

Proposed Program Plan

Description of the proposed plan of work, including goals, objectives, intervention strategies, target audience, timelines, sustainability plan for program continuation, plan to increase healthcare capacity and results of previous efforts.

Organizational Capacity

Overview of the lead applicant organization and co-applicants, including staffing, experience, partnerships, media support and youth involvement.

Outcomes and Local Evaluation Plan

Description of expected outcomes, procedures to measure progress toward goals and objectives and definition of long term impact of the project.

Part III: Proposed Budget and Fiscal Information

Detailed budget and narrative for proposed plan of work including direct personnel support expenses, other than personnel support expenses, travel expenses and indirect costs. The approved Microsoft Excel-based budget format and detailed descriptions of budget categories and line items are available on the HWTFC website, www.hwtfc.org.

Part IV: Additional Materials

For applications to be considered complete, the following items are mandatory and required by the NC Administrative Code, with the exception of item #5. These additional materials must be sent by mail or delivery service in one package, postmarked by March 29, 2005.

1. Completed and signed "Agreement and Certification" form (available on the HWTFC website, www.hwtfc.org).
2. Letters of Agreement (consent) from all partnering organization (agencies other than the fiscal agent/lead applicant organization that will be receiving funds from this grant as subcontractors to the lead applicant organization).
3. At least three (3) Letters of Support from collaborating individuals or organizations (other than partnering organizations submitting letters of agreement).
4. A list of three (3) references whom the Commission may contact regarding the lead applicant organization's ability to achieve results through grant funding.

5. Evidence of paid and earned media that resulted from previous teen tobacco use prevention and cessation activities if available.
6. Copy of letter of determination of nonprofit status from IRS or proof of lead applicant organization's status as a state agency, local government or other political subdivision of the state.
7. Budget of the lead applicant organization, clearly demonstrating the source for all in-kind contributions included in the project budget and reflecting expected income from other sources which have been applied for or have been received that will be used as matching funds for the project.
8. Most recent audit of the lead applicant organization.
9. List of lead applicant organization's teen tobacco use prevention and cessation programs funded by grants or awards in the last five years, including the grant award amounts and the names of granting entities.
10. Nonprofit organizations must submit the following information for the lead applicant organization:
 - mission statement and organizational goals
 - board of directors
 - organizational history
 - current programs, activities and accomplishments
 - list of contributors to the organization with the amounts given for the current year as reported on the Lead Applicant Organization's IRS Form 990. Applicants may submit either the IRS Form 990 or another document with this same information such as an Annual Report. (This information will be used to determine potential conflicts of interest and will be kept CONFIDENTIAL. This information will be shared only with HWTFC Commissioners and select HWTFC staff.)

Note: Applicants unable to submit the application by email must notify HWTFC in writing via email or fax. Mailed applications submitted without notifying HWTFC and faxed copies may not be considered for funding. Mailed applications must contain an original plus two copies and be postmarked by the deadline identified in the Timeline section below. Mailed applications must be typed or printed on the approved application form provided by HWTFC. Applicants unable to utilize the email application process are recommended to provide an electronic copy in a format such as a formatted diskette or CD-ROM using Microsoft Word, if at all possible.

Questions concerning application preparation should be submitted in writing via email to hwtfc@ncmail.net or via fax at (919) 733-1240. Conference calls will be held in early March 2005 to discuss the application process and initiative goals and objectives (please see Timeline section below for details).

REVIEW CRITERIA FOR APPLICATIONS

Applications submitted in response to this RFP will be evaluated and ranked by an objective review panel of HWTFC Commissioners based on recommendations from HWTFC staff and outside experts. During the review of the application, HWTFC may consider who will benefit from the grant, how many will benefit from the grant, cost of administering the grant, capacity building and sustainability of the grant application, whether the grant will benefit the health and wellness of the residents of the State in a measurable manner and the existence of teen tobacco use prevention and cessation strategies in the area. HWTFC may consider the applicants' past performance of grants and publicly funded projects when awarding grants. Additionally, the

monthly grant expenditure reports and spending patterns of organizations that are currently receiving HWTFC funding will be analyzed as part of the review process.

Proposals will be evaluated based upon the following criteria:

- **Description of Need: 10% of Total Score**
- **Proposed Program Plan: 45% of Total Score**
- **Organizational Capacity: 25% of Total Score**
- **Outcomes and Local Evaluation Plan: 10% of Total Score**
- **Proposed Budget and Fiscal Information: 10% of Total Score**

TIMELINE

February 18, 2005	RFP announcement
March 2 and 7, 2005 3:30-5:00 PM	Technical Assistance conference calls for grant applicants Pre-registration by February 28, 5:00 PM required: contact Sherry Heuser at sherry.heuser@ncmail.net Email questions regarding the RFP to hwtfc@ncmail.net
March 29, 2005 5:00 PM	APPLICATIONS DUE
April - May 2005	Proposal Review Process
Planned for mid-May 2005 (check HWTFC website for updated information)	Awards announced
July 1, 2005	Effective date of grant contracts for new HWTFC grant applicants
July 1, 2006	Effective date of grant contracts for existing HWTFC grantees