

Request for Proposals

Who: Adult & Youth -Serving Community Organizations in Central Contra Costa County

What: Prevent and Reduce Tobacco Use

How: Collect In-Person Surveys with Martinez community members on their opinion of the sale of tobacco products.

Amount: up to \$5,000

Funded by: California Tobacco Control Program through Contra Costa Health Services' Tobacco Prevention Program

The Tobacco Prevention Program for Contra Costa Health Services (CCHS) is seeking proposals from community-based organizations who are interested in civic engagement, health equity, public health, and social justice issues are encouraged to apply. Tobacco and policy experience is a plus but not required. Agencies that provide services in Contra Costa County are eligible with special interest paid to those that work in Martinez.

Overview

The Tobacco Prevention Program for Contra Costa Health Services (CCHS) is pleased to announce the availability of funding from the California Tobacco Control Program (CTCP) of the California Department of Public Health (CDPH) for community-based organizations to subcontract and collaborate with Tobacco Prevention Program (TPP). The organizations must work in Contra Costa County with special interest paid to those in Central County, in particular Martinez. The city of Martinez has been identified as a high priority based on alarmingly high tobacco related diseases statistics, political will to consider tobacco prevention policies to improve health, and local social justice advocacy. These parameters make Martinez a prime area for tobacco prevention policy work.

This grant is intended to support adult and youth serving community organizations to partner with the TPP to survey the community around their opinion related to tobacco sales and availability in their city. This is a one-time \$5,000 funding opportunity for one organization to work in collaboration with CCHS staff in completion of one scope of work activity by December 2022.

Applicants must be in good financial standing, must be able to follow CTCP and County approved scope of work activities and guidelines, and must maintain and provide progress reports on a monthly basis and upon request by funder.

In order to be considered, applicants must email or hand deliver one (1) signed original copy of the Proposal

Proposals should be submitted to:

Isabelle Kirske

Isabelle.Kirske@cchealth.org

Tobacco Prevention Project
 Community Wellness and Prevention Program
 597 Center Ave, Ste 110
 Martinez, CA 94553
 925-313-6808

**ALL PROPOSALS MUST BE RECEIVED BY:
 5:00pm on 7/15/22**

Key Activities and Dates:

Activities

Dates

Release of RFP	June 13, 2022
Virtual Informational Meeting https://bit.ly/3AjtnWG	July 13, 2022 12:00pm – 1:00pm
Letter of Intent Due (Required Document)	July 20, 2022
Last Day CCHS Will Respond to Questions	July 28, 2022
Application Due Date	July 29, 2022
Applications Evaluated by Review Committee	August 5, 2022 (tentative)
Notification of Contract Awardees	August 8, 2022 (tentative)
Contract Commencement Date	September 3, 2022 (tentative)

I. Introduction

California Tobacco Control Program (CTCP)

In November 1988, California voters approved the Tobacco Tax and Health Protection Act through the passage of Proposition 99, which added a 25-cent tax to each pack of cigarettes. A portion of the tax funds the California Tobacco Control Program (CTCP), the longest-running comprehensive tobacco control program in the nation.

CTCP's mission is to improve the health of all Californians by reducing illness and premature death from the use of tobacco products. This is accomplished by educating and motivating the public to:

- Decrease exposure to the harmful effects of secondhand smoke and toxic cigarette waste in the environment.
- Understand the dangerous influence of the tobacco industry.
- Take action and get involved in the fight against tobacco in their community.
- Break their addiction to tobacco.

Since the program began in 1989, California has led the way in forever changing how the public sees tobacco use and tobacco industry marketing.

Positive results can be seen throughout California:

- 88 percent of Californians do not smoke.¹
- Youth smoking rates are one of the lowest in the nation.²³
- Lung cancer incidence rates are decreasing over three times faster in California than in the rest of the country.⁴

While there have been many successes, a lot remains to be done:

- Tobacco use continues to be the single most preventable cause of illness, disability and premature death.⁵
- One out of eight Californians still smoke – equal to over three million people, the same population as the city of Los Angeles.^{1 6}
- Thousands of children become addicted to tobacco every year.⁷
- Millions of Californians continue to be exposed to secondhand smoke at home or work.⁸
- Every year, the tobacco industry spends billions to hook new smokers, develop new products and keep current customers by offering deeply discounted coupons.⁹
- In a 2019-2020 study, the vast majority (92.0%) of high school students in Contra Costa County who were current tobacco users reported using a flavored tobacco product. That includes flavored vape products, little cigars/cigarillos, and flavored hookah. While the rate of current hookah use among high school students in Contra Costa is relatively low (.8%), the majority of current high school hookah users

(79.2%) use flavored hookah. (Zhu S-H, Wang J, Braden K, Trinidad DR, and Zhuang YL, 2021)

Contra Costa Health Services Tobacco Prevention Program (CCHS)

CCHS is a comprehensive public health agency with a long track record of building partnerships for implementing policy, systems and environmental change to improve community health through community prevention activities to address the environmental determinants of health. CCHS operates Contra Costa Regional Medical Center (CCRMC) and eight Federally Qualified Health Centers (FQHC) primary care clinics which high quality healthcare to the low- income and Medicaid population in the county. CCHS is comprised of several divisions, one being the Public Health Division. The Community Wellness and Prevention Program (CWPP) is a subdivision where the Tobacco Prevention Program (TPP) *is established in.*

The Contra Costa Health Services Tobacco Prevention Program (TPP) is a pioneer and established local leader in tobacco prevention policy in the San Francisco Bay Area and statewide. TPP and the Tobacco Prevention Coalition led Contra Costa County to become the first multijurisdictional county in the country to adopt ordinances in the county and all 18 cities restricting smoking in public places and in the workplace. Since 1984, more than 50 local ordinances have been enacted in Contra Costa to require tobacco retail licensing and increase protections against second hand smoke, including in multi-unit housing. TPP is positioned to expand and integrate tobacco prevention, education and enforcement efforts across strategic directions, focusing on the communities and populations of greatest disparities to achieve measurable reductions in youth access to tobacco products. Most recently, TPP worked to adopt and implement comprehensive tobacco retailer licensing laws to reduce youth tobacco influences, including restrictions on the sale of flavored tobacco products and small cigar pack sizes marketed to youth.

Tobacco Prevention Program Staff Role TPP's role is to provide education and training to the subcontractor on educational content and monitor the subcontractors to support and assess any technical assistance training needs and resources needed to conduct the activities. *TPP provides services, resources, to support project success.*

Subcontract Purpose This grant is intended to support adult and youth serving community organizations to partner with the Tobacco Prevention Program to assist with gathering community input on policy objectives related to tobacco prevention.

Subcontractor Role The role of the subcontractor is to survey residents of Martinez, in at least 4 diverse locations to gather at least 200+ completed surveys from a range of Martinez residents asking for input related to tobacco prevention policy objectives.

Below is the project scope and the activities the subcontractor must deliver within the grant timeline.

II. Project Scope

<u>Activity 2-E-4 Public Intercept Survey & Opinion Poll</u>							
<u>Activity:</u>	To improve staff understanding of community knowledge, attitudes, and perceptions regarding a comprehensive tobacco retail licensing policy, an online poll will be conducted with 100-300 Martinez residents. Polling will aim to recruit participants from diverse backgrounds by disseminating through posting flyers of the survey in various locations including laundromats, bus stops, coffee shops, in parks and outside stores and offering an incentive for completion of the survey. The survey and protocol will be developed in consultation from the Tobacco Control Evaluation Center. This pre-measurement will be conducted in 1 wave before the TRL campaign. Data will be analyzed using descriptive statistics and inferential statistics to document support/opposition to policy strategies, knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with program staff, data sources, and other stakeholders to inform next steps and improve interventions.						
<u>Is this data being collected for Process Evaluation or Outcome Evaluation purposes?</u>	Process						
<u>How many waves of data collection will occur?</u>	1						
<u>Data Collection Period(s)</u>	1/22-6/22 to 7/22-12/22						
<u>Tracking Measures:</u>	<table border="0"> <tr> <td>Measure</td> <td>Submit</td> </tr> <tr> <td>Online POP Instrument and Protocol</td> <td>Yes</td> </tr> <tr> <td>Online POP Summary Report</td> <td>Yes</td> </tr> </table>	Measure	Submit	Online POP Instrument and Protocol	Yes	Online POP Summary Report	Yes
Measure	Submit						
Online POP Instrument and Protocol	Yes						
Online POP Summary Report	Yes						

<u>Responsible Parties:</u>	Responsible Party	Budget Type
	Senior Health Educator – Communications	Budgeted
	Evaluator	Budgeted
	PHP Intern	Budgeted
	Senior Health Educator – Policy 1	Budgeted
	Community Contracts	Budgeted
	External Contract Evaluator	Budgeted

III. Contract Requirements

Subcontractor must not be funded by the same funder for the same activities described above. The Tobacco Prevention Program or prime agency, funded by CTCP may enter into a subcontract with another agency or community-based organization, funded by CTCP when the services provided by the subcontractor **do not overlap** or supplant the funding for similar services provided by the other agency under their original CTCP-funded agreement.

Subcontract Agreement: A subcontract agreement is between the prime agency such as the Tobacco Prevention Program and another agency (e.g., subcontractor) to perform components of the Project Scope. Subcontractors are to receive a detailed scope of activities that clearly identifies the services/activities to be performed and a detailed budget/budget justification.

Community Engagement Agreement: A community engagement agreement is one in which the award is less than \$5,000 and the funds are used to facilitate community engagement to support completion of activities described in the Project Scope. The community engagement activities may include providing funds to an agency to participate in data collection, educational outreach, advocacy activities, and trainings.

Please refer to Section I, Administrative Section of the Competitive Grantees Administrative and Policy Manual, Chapter 600, Subcontract and Community Engagement Agreements Requirements for additional instructions.

IV. Applicant Eligibility Requirements

Applicants that can demonstrate their ability to meet the project requirements identified in the Contract Requirements section are invited to submit a proposal.

Funded agencies must:

- * Be in good fiscal standing and can have the fiscal capacity to comply with grantor requirements. Be able to provide their most recent financial audit and Financial Survey, which is included in your packet. Applicants who are or have been seriously deficient in contract performance, in the absence of circumstances properly beyond the control of the Applicant, shall be presumed to be unable to meet this requirement.
- * Have demonstrated experience conducting data collection, and interviews. Priority will be given to organizations that have experience working in the city of Martinez.
- * Have demonstrated experience keeping accurate records and maintaining data files.
- * Have demonstrated experience working with local government agencies.
- * Have demonstrated experience conducting surveys and reporting on the results.
- * Have the ability to work with CCHS staff and meet with them and provide progress reports on a biweekly basis.
- * Have the ability to keep detailed staff time logs, travel logs and payroll summary reports.
- * Have the ability to begin implementation of proposed project by December 30, 2022.

IV. Scoring Criteria

1. Application Cover Sheet and Required Forms Included In Packet 5 points

- * Application Cover Sheet
- * Proposal Authorization Signature Page
- * Certification Checklist
- * Contract Information Form

2. Executive Summary (In 250 words or less) 5 points

Please summarize your request for proposal and be certain to include in your executive summary the following:

- * Problem A brief statement of the problem or need your agency has recognized and is prepared to address (one or two paragraphs).
- * Funding requirements an explanation of the amount of grant money required for the project and what your plans are for funding it in the future (one paragraph).

* Organization and its expertise -A brief statement of the history, purpose, and activities of your agency, emphasizing its capacity to carry out this proposal (one paragraph).

3. Agency Capability (Maximum of 2 pages) 20 points

* Provide a brief description of the agency. Include its mission/goals and a demonstrated organizational commitment to reducing or preventing tobacco use among youth and adults or commitment to working with policy makers through decision making process surrounding tobacco reduction and prevention policies

* Experience with data collection and interviewing community members

* Brief description of current projects

* Experience in region of the County selected

* Staff capabilities – language, culture, and experience with population to be served

* Describe how the agency will build on existing expertise and/or community partnerships

* Administrative and fiscal capability

* Experience working with restrictive funding requirements and record keeping

4. Project Overview and Program Plan (Maximum of 2 pages) 50 points

*Describe the project for which you will receive funds. Please be as specific as possible.

* Describe how the Project Scope activities will be conducted and who will perform them, including how staff will engage community members safely

* What barriers and/or challenges do you expect to encounter during this project and how will you address them?

5. Evaluation (Maximum of 1 page) 5 points

* Provide a brief description of the agency’s experience with collecting data as well as successfully administering survey instruments to members of a target population.

* Briefly describe how you propose to monitor and measure your progress.

6. Budget and Budget Justification 15 points

- * Include a detailed budget and provide budget justification for each line item.
- * Documentation of federal or state non-profit status – 501 (c) 3 letter.
- * Current list of Agency officers and Board of Directors, if applicable.

Total Points possible 100 points

Please submit Letter of Intent no later than July 20, 2022.

Please submit your Proposal by July 29, 2022.