

**Talking Points for Pre-application Call**  
**Funding Opportunity Announcement (FOA) CDC-RFA-DD16-1602**  
***National Centers on Health Promotion for People with Disabilities***

**Agenda in Brief:**

- **Introduction and Welcome** – Dr. Shannon Griffin-Blake
- **FOA Overview and Funding Description** – Ms. Mary Helen Witten
- **Evaluation and Performance Measurement** – Dr. Shannon Griffin-Blake
- **Application Submission Requirements and Procedures** – Ms. Kathy Raible
- **Questions and Answers** – Ms. Mary Helen Witten
- **Closing Remarks** – Dr. JoAnn Thierry

<b>1. Introduction and Welcome: Dr. Shannon Griffin-Blake</b>
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Welcome to the pre-application call regarding CDC's *National Centers on Health Promotion for People with Disabilities* Funding Opportunity Announcement (or FOA) DD16-1602. My name is Dr. Shannon Griffin-Blake. I am the Disability and Health Branch Chief in the Division of Human Development and Disability within the National Center on Birth Defects and Developmental Disabilities.

We hope this call and the information on the Disability and Health Branch website will help applicants prepare to submit their applications due on January 15, 2016 by 11:59 p.m. U.S. Eastern Standard Time at [www.grants.gov](http://www.grants.gov). At the end of this call, you will have an opportunity to ask questions about the FOA. The answers to these questions and other Frequently Asked Questions (or FAQs) will be posted along with the script from today's call in the next few days at [www.cdc.gov/ncbddd/disabilityandhealth/funding-opportunity-announcements.html](http://www.cdc.gov/ncbddd/disabilityandhealth/funding-opportunity-announcements.html).

Before we begin, I will provide an overview of the agenda and introduce the speakers you will be hearing from today.

- Ms. Mary Helen Witten, Project Officer on the Disability Policy, Interventions and Programs Team, will provide an overview of the FOA and funding description.
- I will discuss evaluation and performance measurement.
- Ms. Kathy Raible, Grants Management Specialist from the Procurement and Grants Office, will discuss application submission requirements and procedures.
- Ms. Witten will return to facilitate the question and answer process.
- Lastly, Dr. JoAnn Thierry, Disability Policy, Interventions and Programs Team Lead, will provide closing remarks.

Please mute your phone line at this time. Prior to the question and answer portion of the call, Mary Helen will alert you to when you should take the phone lines off mute. We suggest you write down questions during the call, so you will be prepared when we open the phone lines at the end of the CDC presentations.

At this time, Ms. Witten will discuss the FOA overview and funding description.

## 2. FOA Overview and Funding Description: Mary Helen Witten

Thanks, Shannon. Welcome, everyone, to the call.

This FOA builds on 15 years of CDC-funded disability programs in chronic disease prevention and health promotion, as well as the experience of national disability organizations and state programs nationwide. Specifically, this FOA is an extension of the lessons learned that support making multi-level changes, such as programmatic, policy, systems, and environmental improvements, to impact the health and well-being of people with disabilities across the lifespan.

This announcement is only for non-research domestic activities supported by CDC. Awardees may not use funds for research or clinical care.

This FOA will fund up to three National Centers on Disabilities to

- Improve knowledge and awareness about the usefulness and effectiveness of health promotion programs and policy, systems and environmental improvements for people with mobility disabilities and/or intellectual disabilities (or ID);
- Develop, implement, evaluate, and disseminate multi-level strategies that improve the health and quality of life of people with mobility disabilities and/or ID;
- Implement the Healthy Athletes Program for people with ID; and
- Collaborate with and support states and academic centers to improve the health of people with mobility limitations and ID.

This FOA is intended to

- Raise the knowledge and awareness of the health needs of people with mobility limitations and/or ID;
- Develop and disseminate health promotion models, strategies, tools, and health promotion materials;
- Provide training and education to healthcare professionals and others that provide support and/or services to people with mobility limitations and/or ID;
- Improve access to healthcare screenings and services; and
- Promote the adoption of healthy behaviors aimed at reducing health disparities for people with mobility limitations and/or ID.

Recipient activities will vary by category and address specific populations and priority topic areas.

The target populations for the proposed projects are

For Category A - People with mobility disabilities, their families, healthcare providers, organizations serving people with disabilities, and the general public.

For Category B - People with ID, healthy athletes, people who influence or guide a person with ID -- such as a family member, friend, coach, health professional, service provider, advocate or caregiver other than family -- and the general public.

Funded programs must include people with disabilities in all aspects of the program, such as advisory boards, planning committees, project staff, and consultants.

The amount and number of awards for this FOA are contingent on the availability of funds. Award information for each category includes,

For Category A awards, focused on improving the health of people with mobility limitations, CDC will fund up to \$1,500,000 for this category. CDC will fund only one award. Category A applicants are requested to address physical activity, nutrition, and healthy weight.

For Category B awards, focused on implementing the Healthy Athletes Program and improving the health of people with ID, CDC will fund up to \$4,000,000 for this category. The award ceiling is \$3,500,000. CDC will fund up to 2 awards. Category B applicants are requested to address physical activity, nutrition, healthy weight, tobacco use and exposure, hypertension, and oral health.

Applicants may apply for only one category of funding.

It is expected that applicants will describe the specific target population, identify applicable health disparities, and develop and evaluate program objectives and related activities to reduce or eliminate these disparities.

Applicants are expected to collaborate with other National Centers on Disability supported under this award and with CDC-funded programs, including the State-based Disability and Health Programs. Applicants are encouraged to initiate at least one collaborative project. The scope of this collaboration should be clearly described in the work plan and outlined in a letter of support accompanying the application. If contractual agents or agencies will be used, applicants should describe potential contractors, how contractors will be selected, and the role of the applicant as compared to those of the contractor.

Applicants must demonstrate their organizational capacity to execute the proposed work plan and achieve short term and intermediate outcomes, demonstrate relevant experience and capacity, and describe a sufficient staffing plan and project management structure. Applicants should include information on the current status of programs conducted by their organization and describe their understanding of the need for this program as well as their agency's capacity in implementing and evaluating the activities within the application.

Applicants are encouraged to submit up to three 1-page success stories that demonstrate program accomplishments in the appendix. Applicants must be capable of managing the required procurement efforts, including the ability to write and award contracts in accordance with applicable grants regulations, and meet reporting requirements related to federal programmatic, financial, and management benchmarks as required in the FOA.

Now, I will turn this call over to Dr. Griffin-Blake to discuss evaluation and performance measurement.

**3. Evaluation and Performance Measurement: Dr. Shannon Griffin-Blake**

Thank you, Mary Helen.

This FOA is based on a national logic model designed to illustrate the intended strategies and activities, as well as the short-term, intermediate, and long-term outcomes over the 5-year project period. Please follow the logic model for this FOA found in the CDC Project Description section when developing your project narrative, work plan, and evaluation plan.

Each category has some unique strategies, and both Categories A and B have some common strategies, as described in the FOA logic model, to achieve the identified outcomes. The bolded text of the FOA logic model indicates outcomes expected to be achieved by awardees during the project period. Objectives and activities that align with the FOA logic model should be proposed within the applicant's work plan.

Awardees will be responsible for measuring and reporting on short-term and intermediate outcomes that align to objectives included in their work plans. Monitoring progress on short-term and intermediate outcomes provides an opportunity for awardees to make adjustments to ensure increased long-term health impact. The list of evaluation requirements are in the Applicant Evaluation and Performance Measurement Plan section of the FOA.

Examples of these outcomes include

**For short-term outcomes:**

- Increased availability and use of community models, tools, and resources
- Increased access to healthcare screenings and referrals for other healthcare services

**For intermediate outcomes:**

- Increased screening for health risk factors
- Improved evidence-base for health promotion programs

The Disability and Health Branch is responsible for addressing the long-term outcomes. As part of the Branch's National Evaluation Plan, CDC will be responsible for estimating overall FOA impact based on performance monitoring and progress achieved by all awardees. CDC staff will conduct routine calls and ongoing performance monitoring activities through site visits and reviews of awardee reports -- including work plans, evaluation plans, and financial reports.

As part of the required reporting on Evaluation and Performance Measurement activities, applicants should submit an evaluation plan. Details on what should be included in the evaluation plan can be found in the Applicant Evaluation and Performance Measurement Plan section. This plan should outline the program's evaluation questions, data sources, data collection tools, and related techniques that will be used to monitor and evaluate program impact over the project period. Additionally, the evaluation plan should include an applicant logic model that is specific to the proposed objectives and activities outlined in the work plan.

Similarly, the applicant's work plan should include the components that are described in the Work Plan section. The work plan should provide a detailed set of objectives and activities that will be completed in the first budget period, a high-level description for the remaining portion of the project period, and a set of proposed measures that can be utilized to track progress.

CDC has developed a suggested Work Plan template that can be downloaded from the Disability and Health Branch website. A direct link to this Work Plan template can be found in the FOA. Although applicants are not required to use the Microsoft Excel-based Work Plan template, the template is strongly encouraged because it includes all the necessary fields outlined in the Work Plan section of the FOA. CDC will provide feedback and technical assistance to awardees to finalize the work plan post-award.

I will now provide a quick overview of the suggested Work Plan template. It is divided into 10 tabs.

The "Home" tab provides a place to enter your organization's name, identify the appropriate funding category, and access template instructions.

The "Summary" tab is a page that is automatically populated based on information you enter in other tabs of the work plan to provide a high-level overview.

The other seven tabs represent areas where you may do work, but you do not necessarily need to populate every tab. These tabs are Infrastructure, Models, Programs, Training, Technical Assistance, Tools, and Dissemination.

Under these seven tabs, you will find several fields where you can enter information about your Project Period Objectives (or PPOs) and Descriptions, Partners, Annual Objectives (or AOs), Reach, and Activities. Some of these terms may be unfamiliar, so I will highlight some basic information about the Project Period Objective and Annual Objective.

A PPO should describe the overarching strategy you hope to accomplish at the end of the 5 years and should be written in a SMART format meaning that it is Specific, Measurable, Achievable, Realistic, and Time-phased. You should also enter a PPO description, which should provide additional information on its purpose, the strategy you will employ to achieve the objective, and how you will be able to accomplish this objective by achieving the associated AOs.

The Annual Objective should support the Project Period Objective by explaining the intervention you will use to advance the goals of the Project Period Objective by the end of the first budget year. Like PPOs, AOs should also be written in the SMART format. You may have 1 to 3 AOs for one PPO.

The final tab of this Work Plan template is Measures, which will provide an opportunity for an applicant to tell CDC how it plans on measuring progress toward the Project Period Objectives and Annual Objectives, and the source of the data. A list of predefined data sources are provided in this template for easy reference and convenience.

Once all of the fields have been completed, the applicant can review the responses in the Summary tab. Please note that Project Period Objectives, Annual Objectives, and Measures that are over 300 characters will appear truncated and end in an ellipsis. Thus, please adhere to guidelines in the template for the length of each field.

When ready, the work plan will need to be submitted to grants.gov as a PDF. Instructions on how to print to PDF in recent versions of Microsoft Office can be found on the Home tab of the suggested Work Plan template. If applicants do not have access to a recent version of Microsoft Office, there are a variety of free and paid alternatives that can be used to produce a PDF of the work plan.

This concludes the Evaluation and Performance Measurement portion of the call.

I will now turn the call over to Ms. Raible to review application submission requirements and procedures.

<b>4. Application Submission Requirements and Procedures: Kathy Raible</b>
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Thank you, Shannon.

Eligible applicants for this FOA include

- Public and State controlled institutions of higher education
- Native American tribal organizations (other than Federally recognized tribal governments)
- Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
- Nonprofits without 501(c)(3) status with the IRS, other than institutions of higher education
- Private colleges and universities

Award ceilings are the following:

For Category A (Mobility Disabilities) up to \$1,500,000 is available for this category. The ceiling for an individual award is \$1,500,000.

For Category B (Healthy Athletes Program and Intellectual Disabilities) up to \$4,000,000 is available for this category. The ceiling for an individual award is \$3,500,000.

The award floor is \$500,000 for all awards.

CDC will consider any application requesting an award higher than the ceiling amount as non-responsive and it will receive no further review.

Applications are due on **January 15, 2016** by 11:59 p.m. U.S. Eastern Standard Time at [www.grants.gov](http://www.grants.gov).

Please remember that an organization must be registered at the three following locations before it can submit an application for funding at [www.grants.gov](http://www.grants.gov).

The websites I am about to mention are all in the FOA and will be posted in the call script, so don't worry if you are not able to write it all down as I am speaking.

**The first is the Data Universal Numbering System or DUNS:** All applicant organizations must obtain a DUNS number. A DUNS number is a unique nine-digit identification number provided by Dun & Bradstreet. It will be used as the Universal Identifier when applying for federal awards or cooperative agreements. The applicant organization may request a DUNS number by telephone at 1-866-705-5711 (toll free) or internet at <http://fedgov.dnb.com/webform/displayHomePage.do>. The DUNS number will be provided at no charge. If funds are awarded to an applicant organization that includes sub-awardees, those sub-awardees must provide their DUNS numbers before accepting any funds.

**The second is the System for Award Management or SAM:** The SAM is the primary registrant database for the federal government and the repository into which an entity must submit information required to conduct business as an awardee. All applicant organizations must register with SAM, and will be assigned a SAM number. All information relevant to the SAM number must be current at all times during which the applicant has an application under consideration for funding by CDC. If an award is made, the SAM information must be maintained until a final financial report is submitted or the final payment is received, whichever is later. The SAM registration process usually requires not more than five business days, and registration must be renewed annually. Additional information about registration procedures may be found at [www.SAM.gov](http://www.SAM.gov).

**The last is [Grants.gov](http://www.grants.gov):** The first step in submitting an application online is registering your organization at [www.grants.gov](http://www.grants.gov), the official HHS E-grant Web site. Registration information is located at the "Get Registered" option at [www.grants.gov](http://www.grants.gov). The one-time registration process usually takes not more than five business days to complete. Applicants must start the registration process as early as possible.

Applications will be objectively reviewed following CDC agency procedures.

The direct and primary recipient in a cooperative agreement program must perform a substantial role in carrying out project outcomes and not merely serve as a conduit for an award to another party or provider who is ineligible.

This award will be made in the form of a cooperative agreement. This means CDC will have substantial involvement throughout the project period.

Cost sharing or matching funds are not required for this program. Although no statutory matching requirement for this FOA exists, leveraging other resources and related ongoing efforts to promote sustainability is strongly encouraged.

The anticipated award date is March 31, 2016. The budget period length is 12 months, and the project period length is 5 years.

I will now turn the call back over to Ms. Witten to facilitate the question and answer process.

## 5. Questions and Answers: Mary Helen Witten

Thanks, Kathy.

To the extent possible, we will try to answer your questions on the call today. In the event that we are not able to provide an immediate answer, all of the questions and answers from today's call will be posted on the Disability and Health Branch website in the coming days. You should check the website frequently for new questions and answers. Before we go to the phones, I will read through some FAQs that we have developed to assist you in your application as well as questions that have been submitted since the FOA posting.

**Question:** Is there a page limit for the project narrative?

**Answer:** Yes, the project narrative is limited to 20 pages, single spaced, Calibri 12 point, and 1-inch margins. All pages should be numbered. Content beyond 20 pages will not be considered.

**Question:** Can an applicant submit two separate applications, such as one application for Category A and one for Category B?

**Answer:** No, an organization can only submit one application and must choose between either Category A or B.

**Question:** What health topic areas and target populations must Category A address?

**Answer:** Category A should address physical activity, nutrition, and healthy weight in people with mobility disabilities.

**Question:** What health topic areas and target populations must Category B address?

**Answer:** Category B should address physical activity, nutrition, healthy weight, tobacco use and exposure, hypertension, and oral health in people with ID.

**Question:** What is the annual award range for this FOA?

**Answer:** Annual awards will range between \$500,000 and \$3,500,000.

**Question:** Does the work plan need to be included in the narrative section of the application?

**Answer.** The work plan should be referenced in the narrative. However, the full work plan should be uploaded as an appendix. Applicants must name this file "Work Plan" and submit it as a PDF at [www.grants.gov](http://www.grants.gov).

**Question:** What is the difference between a Project Period Objective and an Annual Objective?

**Answer:** The difference is the scope of the objective and time frame. A Project Period Objective describes the overarching strategy that the organization intends to complete by the end of the 5 years. An Annual Objective supports the Project Period Objective by identifying the specific intervention that the organization will accomplish by the end of the first budget year. The suggested Work Plan template developed by CDC has examples of PPOs and AOs included in the first three tabs for easy access and review.

**Question:** Must I register with all three systems: [grants.gov](http://grants.gov), Dun & Bradstreet and SAM?

**Answer:** Yes, an applicant must be registered with all three locations before it can submit an application at [www.grants.gov](http://www.grants.gov). The registration process takes up to 5 business days to complete. Applicants should begin the registration process as early as possible.

**Question:** How will applications be rated?

**Answer:** All applications will be objectively reviewed following CDC agency procedures. Potential applicants can examine the evaluation criteria that will be used to rate applications in the Review and Selection Process section of the FOA. It is important that FOA instructions are followed, and the application and related appendices are accurate, complete and well defined.

**Question:** Are indirect costs awarded in addition to the direct costs?

**Answer:** No, the total costs must include both direct and indirect costs.

**Question:** Are the ceiling limits different for Categories A and B?

**Answer:** Yes, the ceiling limits are different for Categories A and B. For Category A, the ceiling for individual awards is \$1,500,000. For Category B, the ceiling for individual awards is \$3,500,000.

**Question:** There are a number of health promotion centers in operation. Are any funded through earlier funding cycles of this funding stream and, if so, which centers have been funded?

**Answer:** The program has not funded any "Health Promotion" centers under this funding stream; however, we have funded Resources Centers under previous announcements.

**Question:** What center will address sensory disabilities (blind, deaf)?

**Answer:** The priority populations for activities supported by this funding opportunity announcement are people with mobility disabilities and/or ID; however, it is possible that some individuals with mobility disabilities and/or ID will also have sensory disabilities.

**Question:** Will there be a cross disability center (physical, sensory, cognitive)?

**Answer:** Funded programs must be able to address the focal populations of people with mobility disabilities and/or ID.

We will now open the call for questions, so for those who would like to ask a question, please take your phone line off mute. Who would like to ask the first question?

I will turn the call over to Dr. Thierry to conclude the call.

## 6. Closing Remarks: Dr. JoAnn Thierry

Thank you, Mary Helen, and thanks to everyone for your interest in the *National Centers on Health Promotion for People with Disabilities* FOA.

In summary, please remember to

1. Follow directions for font, type size and spacing requirements.
2. Limit your narrative to 20 pages. Appendices do not have a page limit.
3. Don't wait until the last day to upload your files. Begin adding files to your application early to ensure success with grants.gov.
4. Register at the three websites mentioned on this call and ensure that your organization maintains the registrations at these sites. Remember, the SAM registration must be renewed annually.
5. Develop the application based on the logic model and match your proposed outcomes, work plan, and evaluation plan.
6. Remember that this application will be objectively reviewed, so strive to ensure that the reviewer will understand what you are proposing.

This concludes our call. Thank you for joining us.