**Informational Call for Notice of Funding Opportunity (NOFO) DP18-1807**

**State Physical Activity and Nutrition Program**

**Introduction**

Welcome to the Division of Nutrition Physical Activity and Obesity (DNPAO) technical assistance call for applicants to CDC’s Notice of Funding Opportunity CDC-RFA-DP18-1807, “State Physical Activity and Nutrition Program,” the cooperative agreement also known as SPAN.

My name is Claire Heiser. I am a Team Lead in the Program Development and Evaluation Branch in the Division of Nutrition, Physical Activity and Obesity in the CDC National Center for Chronic Disease Prevention and Health Promotion. I will be serving as your call moderator today.

The purpose of this call is to present an overview the Notice of Funding Opportunity otherwise known as a NOFO and then answer questions. The NOFO is available on [www.grants.gov](file:///\\www.grants.gov) , and is announcement # DP18-1807. You can register on grants.gov to receive update notifications about this NOFO. This will be important if amendments occur.  This announcement solicits applications from qualified applicants for the next competitive 5-year period of performance 2018 to 2023, pending availability of funds, for CDC's State Physical Activity and Nutrition Program, also known as SPAN.

Throughout this call, I will be referring to page numbers in the NOFO. If possible, follow along on the NOFO document with numbered pages. The DNPAO NOFO website address is <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2018/span-1807.html>.

Questions about the technical and programmatic aspects of this announcement can be answered by using the CDC contact information in the NOFO. Programmatic questions should be sent to the following e-mail address, [SPAN1807@cdc.gov](mailto:SPAN1807@cdc.gov).

We hope that this call and the information on the website helps you, the applicant, as you prepare to submit your optional letter of intent – **due May 14, 2018** - and your subsequent application – due **June 14, 2018**, 11:59 p.m. U.S. Eastern Daylight Time.

I will now provide an overview of today’s agenda and introduce you to the people you will be hearing from today.

* Dr. Terry O’Toole, Chief for the DNPAO Program Development and Evaluation Branch in the Division of Nutrition, Physical Activity, and Obesity will provide a general overview of the NOFO. He will also provide an overview of the program strategies, expected outcomes, performance measures and evaluation requirements described in this NOFO.

* I will then take us through the application components and review process and the award information. This includes the eligibility criteria, funding levels, application submission procedures, and the optional letter of intent. I will then lead us through the question and answer process, and close out today’s call with final housekeeping details.

Mr. Romero Stokes, Grants Management Specialist from the CDC Office of Grant Services is also joining us and he will answer any questions concerning budget or the award process.

We have structured the call to include time at the end in order to receive and answer some of your questions. Currently all lines are on mute. However, prior to the Q & A portion of the call, I will provide instructions on how you can indicate that you would like to ask a question. With this in mind, we suggest that you write down your questions during the call, and we will open the phone lines at the end of the CDC presentations. In the event your question is not answered on today’s call, you may submit it to [SPAN1807@cdc.gov](mailto:SPAN1807@cdc.gov).

I will now turn it over to Dr. O’Toole, who will give us a general overview of the DNPAO and the SPAN NOFO.

**NOFO overview**

Hello everyone. I’m Terry O’Toole, and on behalf of the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity and Obesity, I am very pleased to welcome all participants to this informational conference call. I would like to make a few comments, by way of background and context, for today’s call.

Poor nutrition and low levels of physical activity are significant risk factors for obesity and other chronic diseases such as type 2 diabetes, heart disease, stroke, hypertension, certain cancers, and depression. These diseases are too common, very costly, and more likely to affect certain population groups at higher rates such as those of lower socioeconomic status. Physical activity and adequate nutrition early in life supports healthy growth and brain development, and protects against life-threatening and chronic diseases. However, a large percentage of Americans are not meeting recommended national guidelines for nutrition and physical activity.

CDC’s Division of Nutrition, Physical Activity and Obesity (DNPAO) is at the forefront of protecting the health of Americans at every stage of life by encouraging regular physical activity and good nutrition. The DNPAO supports healthy eating, breastfeeding, active living, and obesity prevention by creating healthy communities, child care centers, hospitals, schools, and worksites as well as building capacity of state, local, territorial and tribal health departments, and national organizations; and, conducting research, surveillance and evaluation studies.

This new five-year State Physical Activity and Nutrition Program (SPAN) supports recipients to implement statewide and local level nutrition and physical activity interventions that support healthy nutrition, safe and accessible physical activity, and breastfeeding within states and/or the District of Columbia. This program provides recipients support and flexibility to work on governmental public health systems at the state and local levels to implement evidence-based strategies and to leverage resources from multiple stakeholders and sectors (e.g., agriculture, transportation, education, business, commerce, and housing) to improve the nutrition and physical activity status of Americans.

I will now discuss more details about the SPAN NOFO.

**Program strategies, expected outcomes performance measures and evaluation requirements**

The **Outcomes** recipients will be responsible for reporting on are the **Intermediate Outcomes**, found in bold within the logic model on page 5 and in the Outcome section on page 6.

These outcomes will drive progress on the long-term outcomes, which will be evaluated by CDC.

Applicants must propose work in ALL of the following five s**trategies**, listed beginning on page 6:

The three nutrition specific strategies are-

1. Implement food service guidelines (FSG) in worksites and in community settings, in multiple venues to increase the availability of healthy foods.
2. Implement interventions supportive of breastfeeding that address one or more of the following:
   1. Maternity care practices in birthing facilities
   2. Continuity of care/ community support
   3. Workplace compliance with the federal lactation accommodation law
3. Implement and integrate nutrition standards into statewide early care and education (ECE) systems as outlined in the CDC ECE opportunities framework. A link to this framework is provide immediately after this strategy in the NOFO on page 6.

The final two strategies are physical activity specific, and are-

1. Collaborate with partners to connect sidewalks, paths, bicycle routes, public transit with homes, early care and education, schools, worksites, parks, or recreation centers through implementing master plans and land use interventions:
   1. Establish new or improved pedestrian, bicycle, or transit transportation systems (i.e., activity-friendly routes) that are combined with new or improved land use or environmental design (i.e., connecting everyday destinations).
2. Implement and integrate physical activity standards into statewide early care and education (ECE) systems as outlined in the CDC ECE opportunities framework, again referenced on page 6.

In addition, as you’ll notice on page 7, awards made to recipients must be able to be shared with state and local governmental entities as sub-recipients, so applicants must have experience successfully implementing physical activity and nutrition efforts at the state and local levels. As previously mentioned, recipients must work on all five of the strategies, however they will have the flexibility to select the *interventions* that support strategy implementation to improve nutrition and increase physical activity, as well as to *define their geographic area*(s). It is expected that the recipient will *already have in place or will adopt state level actions* necessary to support local level implementation of the five strategies.

Recipients are encouraged to use a community-based participatory approach that builds on existing community assets and existing coalitions, allowing for the flexibility necessary to tailor interventions that meet the unique needs of target populations. Recipients must include communication activities that will support each of the program strategies. Once the strategies are implemented in the initial geographic areas identified by the recipient, additional geographic areas may be addressed in subsequent years.

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| Regarding collaborations, CDC require recipients to collaborate and coordinate with other existing or future CDC-funded programs in selected geographic areas within the state to complement the work of those CDC funded programs. Collaborations with a variety of public and private partners from multiple sectors are required to maximize resources, reach, and impact. |

I will now discuss the evaluation and performance measurement strategy.

**Evaluation and Performance Measurement Strategy**

**CDC’s Evaluation and Performance Measurement Strategy**, beginning on page 8, discusses how CDC will work collaboratively with recipients to conduct evaluations that determine the impact of CDC funding on nutrition and physical activity outcomes. CDC will be responsible for tracking the short-term outcomes and evaluating the long-term outcomes identified in the logic model.

CDC will work collaboratively with recipients to develop an evaluation framework to guide evaluation for the SPAN program. This will include monitoring strategy implementation, conducting evaluations on the effectiveness of the selected interventions at achieving expected outcomes, and collecting data.

The key evaluation questions are found on page 9 of the NOFO.

The table on pages 9 and 10 depicts the complete list of performance measures that recipients will be required to report for SPAN. CDC will work collaboratively with recipients during the first six months of the performance period to finalize performance measures.

Applicants must provide an evaluation and performance measurement plan that demonstrates how the recipient will fulfill the requirements described in the CDC Evaluation and Performance

Measurement and Project Description sections of this NOFO. At a minimum, the plan must describe the listed elements on page 11 of the NOFO.

Page 11 and 12 describes the **Organizational Capacity of Recipients to Implement the Approach.** Upon receipt of award, recipients must be able to readily implement this program in the state in which they operate and are located. To ensure that recipients are able to execute CDC state based program requirements and meet period of performance outcomes, applicants must demonstrate relevant experience to implement the activities and achieve the project outcomes, experience and capacity to implement the evaluation plan, and a staffing plan and project management structure sufficient to achieve the project outcomes and which clearly define staff roles. Applicants must demonstrate established experience and organizational capacity in order to meet implementation readiness requirements noted in more detail in the NOFO on pages 12 and 31. The minimum requirements of the first three implementation readiness requirements listed on page12: A minimum staffing of a principal investigator, program manager, physical activity coordinator, nutrition coordinator and fiscal manager.

The **Work Plan** section that begins on page 12 should describe how the applicant plans to implement all of the required activities to achieve NOFO outcomes.

At a minimum, the detailed work plan for Year 1 of the award must include

* Activities and time lines to support achievement of outcomes that align with the NOFO logic model.
* Measures for the relevant outcomes. These should align with the performance measures listed in the evaluation and performance measurement section
* Milestones for accomplishing tasks encompassed by the key activities related to each outcome
* Staff, partners, contractors and administrative roles and functions to support implementation of the award.

Applicants must also submit a detailed work plan for Year 1 of the award and provide a general summary of work plan activities for Years 2-5 in narrative form. The work plan should describe how the applicant plans to implement all of the required activities to achieve the NOFO outcomes. A sample work plan template is provided on page 13.

This work plan should include activities such as engaging communities and existing partnerships or coalitions, conducting needs assessments in targeted communities, tailoring interventions for target populations, and embedding specific communication activities that directly support the

NOFO strategies (including identifying their intended audiences).

**CDC’s Monitoring and Accountability Approach** include routine and ongoing communication between CDC and recipients, site visits, and recipient reporting. Consistent with applicable grants regulations and policies, CDC has several expectations regarding post-award monitoring for grants and cooperative agreements, and these are provided on page 13.

I will now turn the line over to **Ms. Claire Heiser** to review award information, eligibility criteria, and application submission procedures, including an optional Letter of Intent.

**Award Information**

Thank you, Dr. O’Toole.

Page 15 lists the **Award Information**.

* The approximate total fiscal, or budget, year funding for this NOFO is $14,000,000
* The approximate period of performance funding is $70,000,000
* The NOFO will fund approximately 15 awards
* The approximate average award is $900,000
* The individual award range is from $600,000 to $1,300,000
* The anticipated award date is September 29, 2018
* The budget period length is 12 months, and
* The length of this period of performance is 5 years

Throughout the period or performance, CDC will continue the award based on the availability of funds, the evidence of satisfactory progress by the recipient (as documented in required reports), and the determination that continued funding is in the best interest of the federal government.

This funding is not intended for research or the provision of clinical care. A complete list of funding restrictions is found beginning on page 26.

Direct Assistance is not available through this NOFO.

The **Eligibility Information**, on page 16, lists the categories of applicants eligible to apply for this NOFO. This NOFO is designated as open competition with the exception of for-profit applicant organizations. Due to statutory authority, for-profit organizations do not qualify for this NOFO.

Applicants must be physically located and operate in the state for which work is proposed, and in the application must specifically identify the state in which they will work. Applicants with locations in multiple states must select one state, the state in which that applicant is located, per application. Applicants proposing to work in states other than where the applicant is physically located and operates will be considered non-responsive and will not receive further review.

Although CDC encourages recipients working within their agency or organization and with their partners and stakeholders to leverage additional funding sources and resources wherever possible, cost sharing and matching is not required as part of this NOFO.

Now on to the **Application Submission Procedures**

Applicants may access the application package at www.grants.gov. If Internet access is not available, or if the online forms cannot be accessed, applicants may call the CDC OGS staff at 770-488-2700 or e-mail CDC Office of Grant Services at [ogstims@cdc.gov](mailto:ogstims@cdc.gov) for assistance. Persons with hearing loss may access CDC telecommunications at TTY 1-888-232-6348.

If you are interested in submitting an application, CDC recommends applicants submit a Letter of Intent, or LOI. The information to be included is found in the Letter of Intent section on pages 20 and 21 of the NOFO. The LOI must be emailed or postmarked by **May 14, 2018.** You may submit the LOI electronically to [SPAN1807@cdc.gov](mailto:SPAN1807@cdc.gov). Further instructions for sending the LOI and the information to include in the LOI are provided on page 20.

Application packages are due on June 14, 2018, 11:59 p.m. U.S. Eastern Daylight Saving Time, on [www.grants.gov](http://www.grants.gov).

Please remember that an organization must be registered before it can submit an application for funding at [www.grants.gov](http://www.grants.gov).  Further information about registration requirements is found on pages 17 and 18.

Please make sure to closely review and respond to all of Part 2, Section D, Application and Submission Information. This will ensure that you submit a complete and eligible application.

**Application components and review process**

Now we’ll review the **Application Components** which beginning with the Table of Contents, on page 21 of the NOFO. The applicant must provide a detailed **table of contents** for the entire submission package that includes all of the documents in the application and headings in the "Project Narrative" section. The table of contents is not included in the project narrative page limit and must be submitted as a separate attachment.

The **project abstract** is included on the mandatory documents list and must be entered in the "Project Abstract Summary" text box in grants.gov.

The **project narrative** is a maximum of 20 pages, single spaced, 12 point font, 1-inch margins, with pages all numbered. This includes the work plan. Content beyond the specified page number will not be reviewed. It must include all of the following headings (including subheadings): Background, Approach, Applicant Evaluation and Performance Measurement Plan, Organizational Capacity of Applicants to Implement the Approach, and Work Plan. Most of what applicants need to develop a project narrative is provided in Part 2, A, Funding Opportunity Description section.

The **evaluation and performance management plan** should demonstrate how the recipient will fulfill the requirements described in the CDC Evaluation and Performance Measurement and Project Description sections of this NOFO. Minimum requirements for the plan are provided in this section.

The **organizational capacity of applicants to implement the approach** requirements are detailed in the CDC project description on pages 11 and 12. In addition, page 31 provides further details aboutwhat information to include concerning project management and staffing, and implementation readiness.

As previously mentioned, the applicant must submit a detailed first year **work plan** and a general summary of work plan activities for years 2 – 5 in narrative form. Make sure to address the minimum requirements and include all elements listed in the recommended template on page 13.

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| Applicants are strongly encouraged to submit with their application a memorandum of understanding (MOU), memorandum of agreement (MOA), and/or tribal resolutions for key collaborations. They should describe the scope of work and contributions from each key partner for work to be conducted. Applicants must at the very least submit letters of support for key collaborations. Letters of support will clearly describe the partner level of participation and their anticipated contribution to overall program strategies and activities. |

The **budget narrative** must be reasonable and consistent with work associated with the project narrative. The budget categories are listed on page 24, and page 25 provides further detail specific to this NOFO. This includes:

* Given recipients are expected to work with partners and communities at both the state and local levels, CDC recommends that applicants budget at least 25% of their proposed total annual budget to effectively support the organization(s) that will plan, implement, and evaluate local work.
* CDC recommends using the public health benchmark of a minimum of 10% of the annual award to support evaluation activities.
* A required recipient-training meeting will be scheduled in the first budget year. Applicants should budget up to five staff to participate for up to five days, with Atlanta as the tentative training site.
* A CDC evaluation training will be scheduled in Atlanta in the fall of the first budget year. Applicants should budget up to two evaluation staff to participate for up to two days.

Once again, please make sure to closely review and respond to all of Part 2, Section D, Application and Submission Information.

Carefully follow the application mandatory and optional documents guidance on page 40. All documents must be in PDF format.

The naming of files is an important application submission detail and you are encouraged to following our suggestions because this will greatly assist us in staying organized and not misplacing any files. (Pages 8, 12, 20, 21, 24)

Successful applicants will receive an electronic copy of the Notice of Award (NOA) from the CDC Office of Grants Services (OGS) by September 29, 2018.

This concludes our presentation of applicant expectations and requirements for CDC’s State Physical Activity and Nutrition Program Notice of Funding Opportunity.

**Q & A Session**

We will be posting all of the questions and answers from today’s call on the NOFO’s web site in the coming days. You should check that web site frequently for new questions and answers. The FAQ section of the Web site will be updated weekly. Before we go to the phones, I will read through a few initial frequently asked questions that are intended to assist you with your application.

Q: Who is eligible to apply for this NOFO?

A: This NOFO is designated as open competition with the exception of for-profit applicant organizations. Due to statutory authority of this NOFO, for-profit organizations do not qualify for this NOFO.

Q: Does CDC have specific expectations about staffing?

A: Applicants must provide a staffing plan that is sufficient to achieve the project outcomes which includes a minimum of a principal investigator, program manager, nutrition coordinator, physical activity coordinator, and fiscal manager. See page 12 of the NOFO for specifics on staffing.

Q: The NOFO states the work plan should be one document with a specific file name and the project narrative is another document with a specific file name.  Do both of these documents get uploaded separately or together?

The work plan is included as part of the project narrative and as such is part of the narrative’s 20 page limit for the narrative. The work plan does not need to have a separate file name and should be submitted as part of the entire project narrative. The directions on pages 12 and 13 for naming and submitting a separate work plan file is incorrect.

Q: The work plan example template given on page 13 does not include measures for the relevant outcomes as stated on page 12. How should outcome measures be represented in the work plan?

The required element of outcome measures was inadvertently left off of the sample work plan template on page 13. The measures should be included in the work plan and may best be presented under each strategy or outcome.

Q: Can you clarify the "implementation readiness requirements" that are listed on page 12?

A: Further clarification of these requirements can be found on page 31.

Thank you for your questions. We’ve reached the conclusion of our scheduled time. Please submit your questions to [SPAN1807@cdc.gov](mailto:SPAN1807@cdc.gov). Remember to go to the SPAN web site to submit questions and check for answers to your questions. If you have already submitted questions, the response will be posted soon. That includes all questions asked during this call. All responses will be posted weekly on the CDC Web site. Once again, that website address is: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2018/span-1807.html>.

We at CDC’s Division of Nutrition, Physical Activity, and Obesity thank you for your interest in the State Physical Activity and Nutrition Program Notice of Funding Opportunity, and we thank you for participating in today’s informational call. Have a great rest of your day.