

# CDC-RFA-DP-23-0014 NOFO

## *Racial and Ethnic Approaches for Community Health Program - REACH*

Informational Call February 22, 2023

Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion  
Division of Nutrition, Physical Activity, and Obesity



# Cooperative Agreement Information Call Agenda

- NOFO Overview
- Required and Optional Strategies and Outcomes
- Project Narrative and Work Plan
- Evaluation and Performance Measurement Plan
- Expectations for Organizational Capacity
- Eligibility
- Application Submission

# REACH Strategies

DNPAO is uniquely positioned to drive progress in chronic disease prevention by implementing the following strategies:



**Nutrition**



**Physical Activity**



**Breastfeeding Continuity of Care**



**Early Care and Education**



**Family Healthy Weight Programs**



**Tobacco**

**Adult Flu, COVID-19 & Other Vaccines**



# Overview

**Purpose:** Fund recipients, working with local level partners, organizations, and networks, to implement local level interventions.

● **Funding Mechanism:**  
Cooperative Agreement

● **Period of Performance:**  
5 years

● **Anticipated Number of Awards:**  
41

● **Award Ceiling:**  
- \$1.5M per year or budget period

● **Budget Narrative:**  
- Budget must identify the specific costs for each proposed Component (e.g., A and B)

# Component A

## These two are required

**1**

### Nutrition -

- a. Promote food service and nutrition guidelines
- b. Coordinate the uptake & expansion of existing fruit & vegetable voucher incentive & produce Rx programs.

**2**

### Physical Activity –

Implement local level policies & activities to connect pedestrian, bicycle, or transit transportation networks to everyday destinations.

## Outcomes

**Increased access to healthy foods**

**Increased policies, plans, or community design changes that increase access to physical activity**

# Component A

## Select One of These Four

1

### Breastfeeding –

Implement local level policies and activities that achieve continuity of care for breastfeeding families



Increased access to programs that provide continuity of care for breastfeeding families

2

### Early Care and Education –

Implement local level policies and activities that improve nutrition, physical activity, and breastfeeding and advance Farm to ECE



Increased local ECE policies & activities that improve nutrition, physical activity, & breastfeeding standards & Farm to ECE

## Outcomes

# Component A

## Select One of These Four

3

### Family Healthy Weight Programs –

Collaborate with partners to implement family healthy weight programs



Increased supports to implement family healthy weight programs

4

### Tobacco –

Adopt or strengthen commercial tobacco prevention and control policies



Increased access to places that adopt or strengthen commercial tobacco prevention and control policies

## Outcomes

# Component B Optional Strategy

**1**

## Adult Flu, COVID-19 and other Vaccines –

Implement practices to increase awareness, confidence, demand and access to flu, COVID-19, and other routinely recommended adult vaccines.



# Outcomes

**Increased demand and  
access to vaccination  
opportunities**



# Target Population and Health Disparities

- ❖ Applicants must select up to two of the five priority populations listed below for work on this award.
  - African Americans and Blacks
  - American Indian and Alaska Native
  - Asian American
  - Hispanic and Latino
  - Native Hawaiian and Other Pacific Islands
- ❖ Applicants will describe how the proposed strategies and activities would address health disparities and inequities in selected priority populations.
- ❖ The applicant must cite the data sources used to define and describe the priority population(s). The geographic area must have at least 20% of the population with income below 100% federal poverty threshold (based on census tract or community health needs assessment data).
- ❖ Recipient must use the results from a community health needs assessment at the beginning of the cooperative agreement or provide evidence of previous assessments (< 5 years) for their priority population selection and a justification for the proposed geographical area.
- ❖ It is suggested that applicant conduct an equity assessment in the first six months of the cooperative agreement.

# Project Narrative including Work Plan

## Required Narrative Components

- Background
- Approach
  - Purpose
  - Outcome objectives
  - Strategies and Activities
    - Collaborations
  - Priority Population & Health Disparities
- Evaluation & Performance Plan
- Organizational Capacity
- Work Plan

**Important Note:** Project Narrative and Work Plan is limited to **20** pages combined and submitted as two separate files

# Work Plan Template

<u>Short Term Outcome:</u>		<u>Intermediate Outcome:</u>		
<u>Strategy</u>	<u>Measures</u>	<u>Milestone(s) for Completion of Activity</u>	<u>Responsible Position /Party</u>	<u>Completion Date</u>
<u>Activity and timeline</u>				

Applicants are not required to use the template but are required to include all the elements listed in the template.

# Work Plan Requirements

The Work Plan must include:

- ❖ Activities and timelines that support achievement of strategy-specific outcomes that align with the NOFO logic model for all strategies.
- ❖ 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 each strategy's key activities related to each outcome
- ❖ Staff, partners, contractors and administrative roles and functions as responsible party to support implementation of the award

# Evaluation and Performance Measurement Plan

- The Evaluation and Performance Measurement Plan must describe how applicant will:
  - Collect the performance measures
  - Respond to the evaluation questions
  - Use evaluation findings for continuous program quality improvement
  - Have key partners participate in the evaluation and performance measurement process
- The applicant will identify available data sources, feasibility of collecting evaluation and performance, DMP, and other relevant data
- Recipients will submit a more detailed Evaluation and Performance Measurement Plan, including a DMP if appropriate, within the first six months of the award.

# Organizational Capacity

## Project Management Structure and Staffing

- ❖ Has an established principal investigator or designee to serve as a chair of the community coalition and a full-time program manager responsible for the day-to-day operations.
- ❖ Demonstrates substantial capability and experience to carry out the scope of the proposed project
- ❖ Evidence that the organization's staff members and coalition have experience providing services to the priority population(s) or describes plans to hire staff or recruit for coalition membership those who have experience working with the priority population(s).

# Organizational Capacity (cont.)

## Implementation Readiness

- ❖ Community coalition leadership and management to readily implement requirements with minimal start up time (< six months).
- ❖ An established active community coalition in place that promotes equitable engagement of all partners, including community experts, with a history of success.
- ❖ At least two letters of support from members of the community coalition
- ❖ Evidence of key collaborations such as MOU/MOA or Tribal Resolution is encouraged

# Application Information





# Eligibility

- ❖ In addition to listed eligible categories of applicants, the following Governmental Organizations are eligible:
  - ✓ State governments or their bona fide agents (includes the District of Columbia)
  - ✓ Local governments or their bona fide agents
  - ✓ Territorial governments or their bona fide State controlled institutions of higher education
  - ✓ American Indian or Alaska Native tribal governments (federally recognized or state-recognized)
  - ✓ American Indian or Alaska native tribally designated organizations
- ❖ Applicants must identify the priority population(s) who are the focus of the proposed work in the project abstract.

# Key Application Requirements

**1**

## Identify key partner collaborators

- ✓ At least 2 LOS from members of Community Coalition
- ✓ MOU/MOA/Tribal Resolution w key collaborators

**2**

## Component A

- ✓ Nutrition
- ✓ Physical Activity
- ✓ PLUS – one of these:  
Breastfeeding,  
ECE, FHWP or Tobacco

## Select Component B

### Optional Strategy

- ✓ Flu, COVID-19 & Other Adult vaccinations

**3**

## Community Coalition

- ✓ Applicant
- ✓ Comm Coalition Leader
- ✓ Priority pop rep w lived experience
- ✓ Local Community Org rep
- ✓ State or Local DOH rep

# REACH Program Routine Monitoring Expectations

- ❖ All recipient reports should distinguish between Component A and B
- ❖ In addition to routine monitoring activities and ongoing communication between CDC and recipients:
  - ✓ Recipients will participate in monthly conference calls
  - ✓ A required implementation and evaluation training during the first budget year
  - ✓ Participate in peer sharing opportunities, evaluation specific technical assistance calls and webinars, site or reverse site visits
  - ✓ For **Component B only** - Complete quarterly reports using the REDCap Data Collection System

# Application Review and Selection

## Phase I: Eligibility and Completeness

Applications not identifying the selected priority population(s) in the abstract will be considered non-responsive.

## Phase II: Merit Review

See pages 33-35.

Criteria	Point Value
Approach	40 points
Evaluation and Performance Measurement	25 points
Applicant's Organizational Capacity to Implement Approach	35 points
<ul style="list-style-type: none"><li>• Project Management Structure and staffing</li><li>• Implementation Readiness</li></ul>	

# Application & Submission Information

- Letter of intent is not requested nor required
- Last day to submit questions: March 31, 2023, at 5:00 PM Eastern Time
- Application Due date: April 11, 2023, at 11:59 PM Eastern Time
- Notification of Award: August 30, 2023
- Project Start Date: September 30, 2023

# Final Reminders

- Send questions to REACH email inbox: **REACH2314@cdc.gov**
- Responses to question will be posted weekly to the DNPAO REACH NOFO website.
- NOFO Application Due: **April 11, 2023**
- For assistance with **submission** difficulties on [www.grants.gov](http://www.grants.gov), call the Contact Center at 1-800-518-4726. Hours of Operation: 24 hours a day, 7 days a week, except federal holidays.

# Thank you!

## **www.grants.gov:**

<https://www.grants.gov/web/grants/view-opportunity.html?oppld=342940>

## **DNPAO NOFO website:**

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/reach.html>

## **REACH FAQs:**

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/reach.html#>

**Email: REACH2314@cdc.gov**

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