CDC-RFA-OT13-1302: Building Capacity of the Public Health System to Improve Population Health through National Nonprofit Organizations

Partnership Support Unit
Office for State, Tribal, Local and Territorial Support
Centers for Disease Control and Prevention

Pre-Application Conference Call

January 29 & 31, 2013

Agenda

- Introductions
- Program Overview
- FOA Requirements
- Application Eligibility & Review Process
- Pre-Application Information & Tips for Applying
- Resources for More Information
- Q&A

OSTLTS Partnership Support Unit

PROGRAM OVERVIEW

Public Health System Conditions

- Fragmented public health infrastructure
- Need for improved public health systems and organizational efficiencies
- Need for a sustained, capable, and qualified public health workforce
- Demand for increased use of state-of-the-art information technology systems and integrated and standardized community and population data

Public Health System Conditions (Cont.)

- Improved planning, implementation, and evaluation of evidence-based public health policies, laws, programs, and services
- Limited use of results-driven local and national public and private partnerships
- Limited availability and accessibility of public health resources, such as publications, educational materials, syndicated website material, assessments, evaluation tools, and other products for improvement

Program Purpose

- **The purpose of this program is to optimize the quality and performance of**
  - Public health systems
  - Public health workforce
  - Public health data and information systems
  - Public health practice and services
  - Public health partnerships
  - Public health resources
- **This is accomplished through Capacity Building Assistance (CBA) to health departments, public health workforce segments, and nongovernmental public health organizations**

Capacity Building Assistance

- **Capacity Building Assistance (CBA) is defined as**

  technical assistance, training, information sharing, technology transfer, materials development, or funding that enables an organization to better serve customers or to operate in a more comprehensive, responsive, and effective manner (CDC, 2000)

Program Outcomes

- **The applicant's CBA program is expected to demonstrate measurable progress towards <u>two or more</u> of the following outcomes:**
  1. Increased adoption of new or proven business improvements that lead to management and administrative efficiencies or cost savings
  2. Increased availability and accessibility of continuing education and training focused on public health competencies and new skills, including the use of experience-based internships and fellowships;
  3. Increased incorporation of core public health competencies into employee position descriptions and performance evaluations
  4. Increased integration of state-of-the-art technology into data collection and information systems

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Program Outcomes (Cont.)

5. Increased implementation of evidence-based public health programs, policies, and services;
6. Improved capacity to meet nationally established standards, such as those for health department accreditation;
7. Establishment and maintenance of diverse public health partnerships for meaningful cooperation and achievement of evidence-based public health strategies and interventions, such as the CDC Winnable Battles; and
8. Improved quality, availability, and accessibility of public health education, training, and evaluation tools and resources.

Six Program Strategies

- **Successful applicants will provide CBA focused on <u>one or more</u> of the following program strategy areas:**

1. Public Health Systems and Organizational Improvement
2. Public Health Workforce
3. Public Health Data and Information Systems
4. Public Health Practice and Services
5. Public Health Partnerships
6. Public Health Resources, Communication and Evaluation

FOA Logic Model

Conditions

- Fragmented PH systems and infrastructure
- Need for improved PH systems and organizational efficiencies
- Need for improved PH workforce
- Demand for increased tech use and better population data
- Improved planning, implementation, and evaluation of evidence-based PH policies, laws, programs, and services
- Limited use of results-driven partnerships
- Limited availability & access to PH resources and materials

CDC Inputs

Authority • Performance Monitoring • Program Guidance • Partner Networks • Technical Consultation & Services • Information Sharing • Funding

Program Strategies

1. Public Systems & Organizational Improvement
2. Public Health Workforce
3. Public Health Data & Information Systems
4. Public Health Practice & Services
5. Public Health Partnerships
6. Public Health Resources, Communication & Evaluation

Outputs

Needs Database • Trained Workforce • Publications • Training Curricula • PSE Support • Partnerships • Improved Data/Info. Systems • Scientific Tools and Information Sharing

Outcomes

- New/improved business practices and management efficiencies
- Increased PH workforce training
- Incorporation of core PH competencies into position descriptions & performance evaluation
- Increased use of state-of-the art technology and data collection systems
- Increased implementation of evidence-based PH programs, policies, and services;
- Improved capacity to meet nationally established standards
- Establishment/maintenance of diverse results-driven PH partnerships
- Improved quality, accessibility and availability of PH training, evaluation and education tools

FOA REQUIREMENTS

Applicant Eligibility Criteria

- **Applicants must demonstrate all of the following to be eligible for funding**
  - ✓ Nonprofit 501(c)(3) or 501(c)(6) Internal Revenue Service status (other than institutions of higher education)
  - ✓ A national scope of work
  - ✓ A public health charge or mission

Target Populations

Applicants should propose to address CBA needs on the basis of the most relevant evidence for the selected target population(s):

Category A:	▪ **Governmental Public Health Departments** – This Category is focused on meeting the priority CBA needs of **one** of the following health department types: state, tribal, local, or territorial
Category B:	▪ **Workforce Segments across Governmental Public Health Departments** – This Category is focused on meeting the priority CBA needs of **one** workforce segment across multiple health department types: state, tribal, local, and territorial
Category C:	▪ **Nongovernmental Public Health –** This Category is focused on meeting the priority CBA needs of **one** type of nongovernmental professional constituency or other component of the public health system (e.g. public health institutes, community-based and faith-based organizations, community or neighborhood health centers)

Evidence-Based CBA Needs

- **Applicants must justify CBA needs of Target Population(s) with evidence-based data**
- **FOA requires applicants to demonstrate the following as part of the application criteria:**
  - ✓ Evidence for the target population's priority CBA needs
  - ✓ A comprehensive understanding of the CBA needs for the target population
- **Priority CBA needs can be justified using information from program experience, surveys, focus groups, assessments, reports, etc.**

Organizational Capacity

- **Applicants must demonstrate organizational capacity to successfully execute FOA strategies and meet project outcomes**
  - ✓ Adequate infrastructure, workforce capacity, and program management
  - ✓ Relationship with Target Population
  - ✓ Track record of providing CBA services to the Target Population
  - ✓ Target Population's interest in the CBA services to be provided (i.e., letters of support)
- **Applicants must also provide a description of their current CDC-funded capacity building projects**

CBA Work Plan

CBA Work Plan elements must include:

1. A logic model or equivalent that graphically displays the conditions, inputs, strategies, outputs, and intended outcomes for the five-year period
2. Narrative (description) of the logic model
3. Intended outcomes for the first year of the project period
4. Program strategies to be used during the first year of the project period
5. Activities for the first year of the project period (aligned with the chosen program strategies)
6. SMART objectives for program activities and outcomes as presented in the logic model, including milestones for accomplishing tasks
7. Timeline for the first year of the project period

Evaluation and Performance Measurement Plan

- Applicants must develop an initial evaluation and performance measurement plan to show how they will identify progress in implementing program strategy activities and achieving selected outcomes
- If funded, Awardees will work with CDC to develop a more detailed evaluation and performance measurement plan for the entire project

Documentation Requirements

- **Applicants must submit the following information to complete their application(s)**
  - ✓ Project Abstract Summary
  - ✓ Table of Contents for Entire Submission
  - ✓ Project Narrative
  - ✓ Budget Narrative
  - ✓ CDC Assurances and Certifications
  - ✓ Work Plan
  - ✓ References/Citations
  - ✓ Resumes/CVs
  - ✓ Letters of Support
  - ✓ Organizational Charts
  - ✓ Indirect cost rate , if applicable
  - ✓ Proof of Nonprofit Status *
  - ✓ Proof of National Scope of Work *
  - ✓ Proof of Public Health Mission *

* Required

Other Requirements

- Submit a Letter of Intent for <u>each</u> application by February 4, 2013
- Follow format for application content
- Address all Evaluation Criteria
- Submit all acceptable attachments
- Submit application(s) to Grants.gov by March 7, 2013
- Submit no more than <u>two</u> stand-alone applications, each for a distinct Target Population

APPLICATION ELIGIBILITY & REVIEW PROCESS

Application Evaluation Criteria & Scoring

I. **Approach (55 points)**
   a. Background (15 points)
   b. Work Plan (40 points)

II. **Organizational Capacity (30 points)**
   a. Organizational Capacity Statement (10 points)
   b. Relationship with Target Population (10 points)
   c. Project Management/Staffing Plans (10 points)
   d. Budget and Budget Narrative (reviewed, not scored)

III. **Evaluation & Performance Measurement Plan (15 points)**

- Use this information to prepare your Project Narrative -

Two-Part Review and Selection Process

Initial Base-Funding Review

- An objective review panel will evaluate complete and responsive applications according to the criteria listed in the “Criteria” section of the FOA
- Applications will be compiled and reviewed according to the Category for which applicants submitted their applications
- Applicants that are successful in the Initial Base-Funding) Review will be eligible to participate in the Phase IV (Secondary CIO-Funding) Review for CDC-wide public health projects

Secondary CIO-Funding Review

- Eligible awardees will receive an application packet detailing the Secondary CIO-Funding application submission process upon receipt of Initial Base-Funding Notice of Award
- Awardees must submit stand-alone applications in response to a range of CBA projects that represent public health disciplinary areas and cross-cutting disciplines and/or topics
- Applications will be compiled and reviewed according to the Category and CIO project for which applicants submitted proposals
- Technical Review held in place of Objective Review when appropriate

Key Dates

- **Letter of Intent Deadline**
  - February 4, 2013 (submitted via email)
- **Application Deadline**
  - March 7, 2013, 11:59p.m. (EST) (uploaded to Grants.gov)
- **Anticipated Award Dates**
  - Initial Base-Funding competition – July 1, 2013
  - Secondary Funding competition for funding from CDC Centers/Institutes/Offices (CIOs) – September 1, 2013

CDC Procurement and Grants Office

PRE-APPLICATION INFORMATION & TIPS FOR APPLYING

Submission Requirements for Eligibility

- **Upload the information for eligibility as part of the "Other Attachment Forms" section in Grants.gov.**
  - Evidence of nonprofit with 501(c)(3) or 501(c)(6) IRS status:
    - A copy of the current, valid IRS/US Treasury determination letter
  - Evidence of national scope and public health mission:
    - Board resolution
    - Articles of incorporation OR
    - By-laws
  - Label the group of documents "Eligibility Criteria"
  - Each document should be labeled (e.g., "Proof of Nonprofit Status," "Proof of National Scope of Work," "Proof of Public Health Mission")

Grant Application Process

- **Prior to applying:**
  - Become familiar with the Grants.gov website
  - Keep track of the technical assistance provided through the Grants.gov website
  - Ensure that your organization has the following readily available and current:
    - Data Universal Numbering System (DUNS) number
    - Employer Identification Number (EIN)
    - System for Award Management (SAM) Registration
      - Central Contractor Registration (CCR) number
    - Bank account information
  - Review the funding opportunity announcement (FOA)

Grant Application Process

- **Register NOW with Grants.gov.**
  - Your organization must complete the Grants.gov registration process to apply for a grant.
  - The registration process can take 3-5 business days or as long as four weeks.

Grant Application Process

- **Grants.gov registration requirements**
  - Data Universal Numbering System (DUNS) Number
    - Application: http://fedgov.dnb.com/webform/pages/CCRSearch.jsp
    - For help either call (866) 705-5711 or email CCRhelp@dnb.com
  - System for Award Management (SAM)
    - Create a user account
    - Gain Central Contractor Registration (CCR) number
    - Web: www.sam.gov/portal/public/SAM/
    - For help check the user guide first and then…
      - Call (866) 606-8220 (domestic calls)
        (334) 206-7828 (international calls)
      - Visit: www.fsd.gov
  - Employer Identification Number (EIN)
- **Grants.gov Tutorial**

Grant Application Process

- Find a funding opportunity announcement

Keyword Search:

Search by Funding Opportunity Number:

CDC-RFA-PS11-1114

Search by CFDA Number:

SEARCH CLEAR FORM

Search Results

New Search

Sort: Open Date, Descending Sort by Close Date Results 1 - 1 of 1

Open Date	Opportunity Title	Agency	Funding Number
02/18/2011	Community Approaches to Reducing Sexually Transmitted Diseases	Centers for Disease Control and Prevention	CDC-RFA-PS11-1114

Grant Application Process

- **Submit an application**
  - You must be completely registered on Grants.gov to upload a completed application
  - No extensions to the FOA application due date are granted. No exceptions
  - All applications must be submitted and accepted via www.Grants.gov

Step 1 Download a Grant Application Package

Downloading a grant application package allows you to complete it offline and route it through your organization for review before submitting.

Click here to verify if your Adobe software version is compatible with Grants.gov.

Instructions on how to open and use the forms in the package are on the application package cover sheet. Agency specific instructions are available for download when you download your application package, which will include required information for your submission.

Step 2 Complete the Grant Application Package Step

Now that you have downloaded an application package, complete the grant application offline. Save changes to your application as you go, Grants.gov does NOT automatically save changes. The package cannot be submitted until all required fields have been completed.

View a narrated tutorial on how to complete a grant application package using **Adobe.** *If you're having problems completing the package, view our Frequently Asked Questions.*

Step 3 Submit the Completed Grant Application Package

Grant Application Process

- **When completing applications:**
  - Review and follow instructions and deadlines provided in the FOA.
  - Provide a proposed narrative and explain the project completely.
  - Prepare a budget as it relates to the requirements identified in the FOA.
    - Also make sure to follow CDC Budget Guidelines when preparing a budget.
  - Identify key personnel and applicable duties (e.g., program director and business official).
  - Identify the approving officials for the organization to prevent processing delays.

Grant Application Process

- **When completing applications:**
  - Include key forms/documents.
    - SF 424 Application for Federal Assistance (nonresearch)
    - SF 424 R&R Forms Application for Federal Assistance (research)
    - SF 424A Budget Information
    - SF 424B Assurances
    - Budget and Project Narrative
    - Budget Spreadsheet (for consolidated programs)
    - Debarment and Suspension Certification
    - Certification for Trafficking Victims Protection Act of 2000
- **All new nonresearch and research grant applications must be submitted through Grants.gov.**

Budget Guidelines

- **Overarching Goal**
  - Provide quality and proper stewardship of grants by managing the financial resources of the federal government
- **Primary objectives are to assure that the grantee:**
  - Is eligible to participate in a federally funded program
  - Has all appropriate clearances
  - Proposes costs that are allowable, allocable, and reasonable
  - Has a budget that is complete and properly detailed

Preparing Your Budget

- **In order to prepare a proper budget, it is important to know the following:**
  - The types of costs that are allowable
  - The cost principles to apply
  - Differences between direct & indirect costs
- **For help in preparing your budget, please follow the template and budget guidelines at:**

www.cdc.gov/od/pgo/funding/grants/Budget_Guidelines.doc

Cost Considerations

- **Cost Principles**
  - Provided in OMB Circulars (A-21 Educational Institutions; A-87 State, Local, Tribal Governments; A-122 Nonprofit Organizations)
  - If the financial management system meets 45 CFR 74.21 standards, grantees can use their own accounting systems, policies, and procedures to fulfill the cost principle requirements
- **Direct Costs**
  - Costs identified specifically with a particular award, project or program, service, or other organizational activity
- **Indirect Costs**
  - Facility or administrative costs—costs incurred for common or joint objectives
  - In order to be approved, an agency must have a current, federally negotiated and approved indirect cost rate agreement

Common Budget Challenges

- **Salary and Fringe Benefit line items**
  - A description of the responsibilities should be provided.
  - The description should be directly related to specific program objectives.
  - Salary:
    - Must not exceed Executive Level II or $179,700
  - Fringe Benefits:
    - Allowable provided such benefits are granted in accordance with established written organizational policies

Common Budget Challenges

- **Sample Salary Budget & Justification**

Position Title and Name	Annual Salary	Time	Months	Amount Requested
Project Coordinator Susan Taylor	$45,000	100%	12	$45,000
Finance Administrator John Johnson	$28,500	50%	12	$14,250
Outreach Supervisor (Vacant*)	$27,000	100%	12	$27,000
Total Personnel				$86,250

Job Description: Project Coordinator (Susan Taylor)

This position directs the overall operation of the project, including overseeing the implementation of project activities; coordination with other agencies; development of materials; provisions of service and training; collection, tabulation, and interpretation of required data… (refer to budget guidelines for full example).

Common Budget Challenges

- **Sample Fringe Benefits Budget**
  - Compute by an established percentage of salaries:

    25% of total salaries = Fringe Benefits

    Total Personnel: $86,250 Total Fringe: $21,562.50
  - OR itemize how the amount of each benefit is determined for each salary:

    Project Coordinator Salary: $45,000

Fringe Benefits	Percentage of Salary	Amount Requested
Retirement	5%	$2,250
FICA	7.65%	$3,443
Insurance	N/A	$2,000
Workers' Compensation	N/A	$5,000
Total Fringe		$12,693

Common Budget Challenges

- **Travel**
  - Staff travel
    - Shown in the “Travel” category
    - The only dollar amount included in the “Travel” category
  - Consultant travel
    - Shown in the “Consultant” category
  - Other participants, advisory committees, review panels, etc. travel
    - Shown in the “Other” category
  - Provide justification for both in-state and out-of-state travel, including the itemized information listed in the budget guidelines

Common Budget Challenges

- **Sample Travel Budget & Justification**

Total In-State Travel: $2,577

Number of Trips	Number of People	Cost of Airfare	Number of Total Miles	Cost per Mile	Amount Requested
1	2	N/A	500 mi.	$0.27	$270
25	1	N/A	300 mi.	$0.27	$2,025
Total Transportation					$2,295

Per Diem or Lodging	Number of People	Number of Units	Unit Cost	Amount Requested
Per Diem	2	2 days	$37/day	$148
Lodging	2	1 night	$67/night	$134

The Project Coordinator and the Outreach Supervisor will travel to (location) to attend AIDS conference. (Refer to budget guidelines for full example.)

Common Budget Challenges

- **Sample Travel Budget & Justification**

  Total Out-of-State Travel: $773

Number of Trips	Number of People	Cost of Airfare	Number of Total Miles	Cost per Mile	Amount Requested
1	1	$500	N/A	N/A	$500

Per Diem or Lodging	Number of People	Number of Units	Unit Cost	Amount Requested
Per Diem	1	3 days	$45/day	$135
Lodging	1	1 night	$88/night	$88

Ground Transportation?	Number of People	Amount Requested
Yes	1	$50

The Project Coordinator will travel to CDC, in Atlanta, Georgia, to attend the CDC conference.

Common Budget Challenges

- **Contractual Costs**
  - Grantees must receive written approval from CDC prior to establishing a third-party contract to perform program activities.
  - The following information must be submitted:
    - Name of contractor
    - Method of selection
    - Period of performance
    - Scope of work
    - Method of accountability
    - Itemized budget and justification

Common Budget Challenges

- **Consultant Costs**
  - Grantees must receive written approval from CDC prior to establishing a written agreement for consultant services (e.g., training, expert consultant).
  - The following information must be submitted:
    - Name of consultant
    - Organizational affiliation (if applicable)
    - Nature of services to be rendered
    - Relevance of service to the project
    - Number of days of consultation (basis for fee)
    - Expected rate of compensation
    - Method of accountability

Common Budget Challenges

- **Equipment vs. Supplies**
  - Equipment:
    - Useful life of more than one year AND a cost of ≥$5,000 per unit
    - Consider maintenance costs in budget
    - Provide justification, which includes the use for and relationship to the specific program objectives
  - Supplies:
    - General office supplies may be shown by an estimated amount per month times the number of months in this budget category
    - Major supply items (<$5,000) should be justified and related to specific program objectives

Common Budget Challenges

- **Other**
  - Contains items not included in previous budget categories
  - Provide justification, which includes the use for and relationship to the specific program objectives

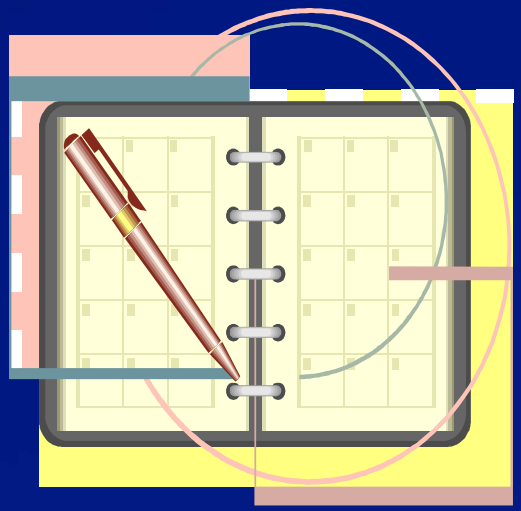
Letter of Intent

- **Submit a Letter of Intent (LOI) by February 4, 2013**
  - Submit via email to OSTLTSPartnershipFOA@cdc.gov
  - Print LOI on applicant organization's letterhead and attach to the email
  - 3-page limit; single- or double-spaced
- **The LOI should include the following information:**
  - Name of applicant organization
  - Project director's name, address, telephone number, and email address
  - Primary application point of contact's name, address, telephone number, and email address (if different from above)
  - Number and title of this funding opportunity
  - Category of the applicant's target population
  - Brief description of the target population that will be affected by the proposed project
- **An LOI is required for each stand-alone application**

Application Tips

- **Include a cover letter that cites the following:**
  - FOA number
  - Category applying for
  - Budget amount
  - Organization point of contact
- **Any pages in excess of page limits will be removed from the application and not forwarded to the review panel**
  - Work plan is limited to 25 pages
  - Project narrative is limited to 18 pages
- **Use the FOA and evaluation criteria section as a guide to develop the work plan and project narrative**

Application Tips



- **Application packages must be SUCCESSFULLY submitted into Grants.gov no later than the date stated in the FOA**
- **Extensions to the due date will <u>NOT</u> be granted**
- **Submit your application package as early as possible**
  - Ensure all Grants.gov errors are cleared up prior to the due date

RESOURCES FOR MORE INFORMATION

Resources

- **FOA website:** www.cdc.gov/stltpublichealth/funding/rfaot13.html
  - Applicant Resources
  - List of FAQs
  - Key Links
  - FOA References
- **FOA Mailbox:** OSTLTSPartnershipFOA@cdc.gov
  - Submit questions related to the application

Contacts

CDC Programmatic Technical Assistance
Samuel Taveras, Associate Director for Partnerships
Department of Health and Human Services
Centers for Disease Control and Prevention
4770 Buford Highway NE, MS K-90
Atlanta, GA 30345
Email:
OSTLTSPartnershipFOA@cdc.gov

Grants.gov Support Center
(800) 518-4726, support@grants.gov
(Be sure to track Case#)

CDC Application Submission or Questions
CDC PGOTIM Office
Telephone: (770) 488-2700
Email: PGOTIM@cdc.gov
(Have FOA# available; email is best)

CDC Financial, Grants Management, or Budget Assistance
Devi Hawkins, Grants Management Specialist
CDC Procurement and Grants Office
2920 Brandywine Road, MS K-69
Atlanta, GA 30341
Email:
OSTLTSPartnershipFOA@cdc.gov

QUESTIONS?