

**PPHF 2015: Asian Language Tobacco Quitline -  
financed solely by 2015 Prevention and Public  
Health Funds  
CDC-RFA-DP15-1503**

**Informational Conference Call  
May 19, 2015**

National Center for Chronic Disease Prevention and Health Promotion  
Office on Smoking and Health

[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)



## Web Meeting / Phone Line

- ❑ **Lync web conference** (best to join audio portion via phone (855)-644-0229 Toll Free

Conference ID: 5701377

- ❑ Lines will be muted until question and answer period
- ❑ Comment box will be moderated during the call for any problems or questions

# Agenda

- ❑ **Overview of background, purpose, goals, and activities**
- ❑ **Eligibility Criteria and Funding Levels**
- ❑ **Review some key resources available to you for additional information as you prepare your Letters of Intent and applications.**
- ❑ **Q&A**

## Overview

- ❑ **Telephonic counseling services are an evidence-based intervention for smoking**
- ❑ **Several subgroups of Asian Americans smoking rates higher than the general population**
- ❑ **Traditional state quitline services have not adequately met the needs of callers who predominantly speak CKV languages**

## **Purpose**

- ❑ **Fund linguistically and culturally appropriate nationwide quitline service for tobacco users who predominantly speak CKV languages as well as their family members**
- ❑ **As appropriate, the distribution of FDA-approved cessation medications to quitline callers**

# Goals

## Short Term Outcomes (1-2 years)

- ❑ Increased awareness of the quitline among community partners and media reaching CKV-speaking populations
- ❑ Increased awareness of the quitline among health care providers/health systems
- ❑ Increased awareness of the quitline among state/large city tobacco control and chronic disease programs
- ❑ Increase in partnerships between the quitline and community partners serving CKV-speaking populations
- ❑ Increased earned media about the quitline in media outlets reaching CKV-speaking populations
- ❑ Increased referrals to the quitline from health care providers and health systems serving CKV-speaking patients

## Intermediate Outcomes (2-3 years)

- ❑ Increased quitline call volume
- ❑ Increased number of intakes and CKV-speaking tobacco users who call the quitline for help quitting
- ❑ Increased number of CKV-speaking tobacco users receiving counseling and/or FDA-approved cessation medications via the quitline
- ❑ Increased quit attempts among quitline callers
- ❑ Increased cessation among quitline callers

# Activities

- ❑ **1) Deliver a culturally tailored, evidence-based treatment protocol in the Chinese (Mandarin and Cantonese), Korean, and Vietnamese (CKV) languages that includes a 2 week supply of FDA-approved smoking cessation medications for eligible participants.**
- ❑ **2) Identify, prioritize, and target markets for promotion and outreach to CKV-speaking populations, and deliver targeted promotion through earned and paid media.**
- ❑ **3) Promote awareness and facilitate referrals among health care providers and systems that serve CKV-speaking patients.**
- ❑ **4) Collaborate with and conduct outreach to national, state, and local organizations and community partners that reach CKV-speaking populations**
- ❑ **5) Participate in monitoring, evaluation, and reporting efforts**

# Eligibility

- ❑ **Eligibility Unrestricted**
- ❑ **Under Section C Eligibility Information p. 16 FOA, states “open to any type of entity above”, however, these entities were not included. Amended FOA posted on grants.gov**
- ❑ **Additional eligibility information: Applicants must currently operate a proactive tobacco cessation telephone quitline that provides counseling in Chinese (Mandarin and Cantonese), Korean and Vietnamese languages, using a culturally tailored, tested, evidence-based service protocol. These calls must be answered in the callers’ predominant languages by counselors fluent in the respective language, rather than through the use of translation services.**

## Funding Levels

- ❑ 1 award
- ❑ Funding up to three years, subject to the availability of funds.
- ❑ Total funding for this project will be up to \$1,000,000 per year.

## Letters of Intent

- ❑ Optional (p. 19 of the FOA)
- ❑ Must receive the Letter of Intent by via U.S. express mail, delivery service, fax, or email by May 22, 2015.
- ❑ Letters of intent should be emailed or mailed to:

*Anna Schecter*

CDC, NCCDPHP

Address: CDC 4770 Buford Hwy, NE MS F-79 or for fed-ex/direct delivery: 4770 Buford Hwy, NE Bldg 107 Rm 7225.2 Atlanta, GA 30341 Telephone number: 770-488-2499

Fax: 770-488-5767

Email address: [zho7@cdc.gov](mailto:zho7@cdc.gov)

## **Review Process**

- ❑ **Reviewed for completeness by the Procurement and Grants Office (PGO) staff**
- ❑ **Jointly reviewed for responsiveness by the National Center for Chronic Disease Prevention and Health Promotion and PGO.**
- ❑ **Incomplete applications/applications that are non-responsive to the eligibility criteria will not advance. Notice sent that the application did not meet eligibility and published submission requirements.**
- ❑ **Objective review panel using criteria listed in Section E, part 1. Application Review Information, subsection entitled “Evaluation Criteria,” which can be found on pp. 22-30 of the FOA.**
- ❑ **Review panel conducted by federal employees from within and outside the funding center.**
- ❑ **All scored applications arranged in rank order by score and funded in order, by score.**

## Additional Information

- ❑ Website <http://www.cdc.gov/tobacco/about/foa/asian-quitline>
- ❑ Frequently Asked Questions (FAQ)
- ❑ Electronic submissions of Questions



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**Question #1: When are applications due and when will awards be announced?**

**Answer: Applications are due on June 29, 2015, 11:59 p.m., Eastern Daylight Savings Time. Applications must be submitted electronically at [www.grants.gov](http://www.grants.gov). Submissions sent by e-mail, fax, CD's or thumb drives will not be accepted. Award date is anticipated to be August 1, 2015.**

**Question #2: Is there a restriction on how much funding can be spent on cessation medication?**

**Answer: No more than 10% of funds may be used on FDA-approved cessation medications unless otherwise directed through official communication from CDC.**

**Question #3: Page 20 of CDC RFA DP15 1503, item 10, titled "Project Narrative," specifies that the project narrative must include all the bolded headers outlined in this section and should be a maximum of 20 pages. Does this include the workplan too?**

**Answer: Yes, as stated on pg 23, the workplan is included in the maximum of 20 pages, single spaced, Calibri 12 point, 1-inch margins submission. Content beyond 20 pages will not be considered**