

**Tobacco Prevention and Control-Related Public Health Law Technical Assistance FOA  
Informational Conference Call  
Thursday, March 24, 2016  
12:00-1:00pm ET  
LYNC/Call in**

**Agenda in brief:**

- 1. Welcome, Introductions, Agenda – Gabbi Promoff**
- 2. Overview of the Office on Smoking and Health and National Tobacco Control Program – Gabbi Promoff**
- 3. FOA Overview, Expected Outcomes, Strategies, and Evaluation & Performance – Sarah Edwards**
- 4. FOA Eligibility, Funding and Application Requirements –Romero Stokes**
- 5. Questions and Answers – Anna Schecter**
- 6. Closing – Gabbi Promoff**

**1.Welcome/Introduction – Gabbi Promoff**

**Slide 1 (Title)**

Welcome to the pre-application call regarding CDC's *Tobacco Prevention and Control-Related Public Health Law Technical Assistance* Funding Opportunity Announcement, or FOA. My name is Gabbi Promoff. I am the Associate Director for Policy within the Office on Smoking and Health. I will be serving as a moderator for today's call and will also be providing a brief overview on the work our office does. We are so happy to have you on today's call, and we look forward to receiving strong applications that will help advance CDC's goals in tobacco prevention and control.

We hope this call and the information on the Website will help applicants prepare to submit their letters of intent, and their subsequent applications. Letters of intent are entirely optional for this FOA; however, they will assist us in preparing for the objective review, so we highly encourage you to indicate your interest in applying by submitting one. These should be emailed or postmarked by no later than Friday, April 8<sup>th</sup>, 2016. The actual applications for the FOA are due May 11, 2016, 11:59 p.m. U.S. Eastern Daylight Time.

**Slide 2 (Agenda)**

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

- Sarah Edwards, Policy Analyst in the Office on Smoking and Health, will provide an overview of the Funding Opportunity Announcement and will discuss examples of the program activities, the expected outcomes, and strategies for this FOA. She will also briefly review the evaluation and performance measurement requirements.
- Romero Stokes, Grants Management Specialist from the Office of Financial Resources (OFR, formerly Procurement and Grants Office) at CDC, will discuss eligibility, funding, submission procedures, and award process. He will also briefly review the resources available to applicants while preparing letters of intent and applications.
- Anna Schecter, Project Officer with our Program Services Branch, will lead us through the question and answer process. (TBC)

### **Slide 3 (Call Logistics)**

We are conducting this call on CDC's web platform, Lync (or Skype). You should be able to see slides and to hear us; however your line will be muted. Alternatively you may use the telephone conference line provided. If you have technical difficulties, please type into the instant message box or email [DP161610@cdc.gov](mailto:DP161610@cdc.gov) and we will try to assist you. Slides and the script for this call will be made available on our website following the call.

At the end of this call, you will have the opportunity to ask questions about this program. 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 couple of days at <http://www.cdc.gov/tobacco/about/foa/public-health-law-ta/index.htm> . Currently all lines are on mute. However, prior to the Q & A portion of the call, we 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 the FOA section of the Office on Smoking and Health section of the aforementioned CDC Web site- we will provide this address again at the end of the call, along with instructions for submitting questions.

### **Slide 4 (Overview of OSH & NTCP)**

We'd like to open today's informational call with a brief overview of the Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health (or OSH) and the National Tobacco Control Program (or NTCP).

Our mission as the lead federal agency for comprehensive tobacco prevention and control is to develop, conduct, and support strategic efforts to protect the public's health from the harmful effects of tobacco use

OSH provides national leadership for a comprehensive, broad-based approach to reducing tobacco use. OSH provides funding and support through the National Tobacco Control Program (NTCP) to comprehensive tobacco prevention and control programs in 50 states, the District of Columbia (D.C.), 8 U.S. territories/jurisdictions, and 8 national networks.

### **Slide 5 (OSH Goals & Strategies)**

The goals of OSH and the NTCP are to use evidence-based policies, interventions and systems changes to:

- Prevent initiation of tobacco use among youth and young adults
- Promote tobacco use cessation among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities

Essential elements of this approach include: state-based, community-based, and health system-based interventions; cessation services; counter-marketing; program development and implementation; research; surveillance; and evaluation (2). These activities target groups that are at highest risk for tobacco-related health problems. OSH accomplishes these goals by expanding the science base of tobacco control; building capacity to conduct tobacco control programs; communicating information to constituents and the public; and facilitating concerted action with and among partners.

For more information about OSH, we encourage you to visit our Website at [www.cdc.gov/ tobacco](http://www.cdc.gov/tobacco). You can also find a link to the Web site on page 43 of the funding opportunity announcement.

## **Slide 6 (Role of Public Health Law)**

Public health law is a tool for protecting and promoting the health of the public and has been critical in serving as a foundation for governmental public health activities. An example of an evidence-based tobacco prevention and control policy recommended by the U.S. Surgeon General, CDC, and international experts is comprehensive smokefree policies.

As NTCP funded and non-funded partners identify, develop, and implement evidence-based interventions and policies, a good understanding of public health law can inform these policies. The current FOA will provide public health law technical assistance specific to tobacco prevention and control.

I will now turn it over to Sarah who will give us an overview of the program.

## **2. Overview of the FOA – Sarah Edwards**

### **Slide 7 (FOA Overview)**

Thank you, Gabbi.

On March 10<sup>th</sup>, CDC's Office on Smoking and Health (OSH) announced the availability of Fiscal Year 2016 funds to implement DP16-1610, which proposes to fund one applicant to provide tobacco prevention and control-related public health law technical assistance to National Tobacco Control Program (NTCP) funded and non-funded partners. Under this cooperative agreement, the awardee will provide technical assistance, consultation and training on issues concerning the landscape around the identification, development, and implementation of evidence-based interventions and policies. Technical assistance and consultation will consist of research and analysis of public health law questions related to tobacco control policies and interventions, identification of public health law priorities, comparative analyses across jurisdictions, as well as educating on the foundations of tobacco control law. This project will ensure NTCP funded and non-funded partners have access to specific, timely technical assistance from highly knowledgeable public health law experts in order to implement the strategies proven to reduce morbidity and mortality due to tobacco use. This is a five-year project and is expected to begin on or before July 1, 2016.

It is important to note that awardees are prohibited from using CDC funds for impermissible lobbying (See Section 19 of the FOA for further information). Further, the awardee will not be giving legal advice or creating an attorney/client relationship with NTCP funded or non-funded partners that they are providing technical assistance to using CDC funds.

This cooperative agreement builds on OSH's history of working with state and local governmental agencies, non-governmental organizations, and multiple sectors of the community to implement population-based strategies that address tobacco use.

### **Slide 8 (FOA Purpose)**

The purpose of the FOA is to ensure NTCP funded and non-funded partners have access to specific, timely technical assistance from highly knowledgeable public health law experts in order to implement the strategies proven to reduce morbidity and mortality due to tobacco use.

### **Slide 9 (Outcomes)**

Cooperative agreement outcomes are categorized as short-term, intermediate, and long-term. The responsibility for outcome measurement will depend on the outcome type, as described on page 9-10 of the FOA.

The awardee is expected to achieve the following short term outcomes within the first 1-2 years of the cooperative agreement:

- Increased NTCP funded and non-funded partners' attendance at workshops, presentations and webinars on public health law and evidence-based tobacco control policy interventions

- Increased awareness and understanding by NTCP funded and non-funded partners of public health law and evidence-based tobacco control policy interventions
- Increased use and dissemination by NTCP funded and non-funded partners of training resources and support materials on key public health law issues related to tobacco control policy
- Increased NTCP funded and non-funded partners' use of technical assistance for tobacco control policy

### **Slide 10 (Intermediate and Long Term Outcomes)**

The intermediate-term outcome for which the awardee will be held accountable is:

- Increased dissemination and use by NTCP awardees of briefing documents, fact sheets and other resources in educating decision-makers

The long-term goals of this funding opportunity announcement will contribute to:

- Increased federal, state and local capacity to reduce tobacco-related death and disability through effective policy development,
- Increased percentage of the U.S. population covered by smokefree policies\*
- Increased use of evidence-based price policies\*

Note that the awardees will not be held accountable for achieving these long-term outcomes; however, their work will contribute to these goals.

### **Slide 11 (Strategies)**

The awardee will use a number of strategies and activities to achieve the project outcomes of the cooperative agreement. The strategies and activities outlined in the logic model can be found on page 5 of the FOA. Several examples of strategies for this cooperative agreement include:

- Providing on-going technical assistance to OSH NTCP awardees. This will include providing training and resources, as well as in-person technical assistance, as appropriate.
- Translating and disseminating support materials on public health law related to tobacco prevention and control policies, including webinars and other formal presentations, white papers and briefing documents, and fact sheets.

### **Slide 12 (Activities & approach)**

The awardee will undertake a range of activities in order to achieve the program goals and outcomes. Several examples of activities include:

1. Planning, developing, conducting and evaluating at least two meetings a year to convening relevant sites, tobacco control experts, and other stakeholders to discuss important tobacco prevention and control topics (topic to be agreed upon with CDC).
2. Providing regular evaluation reports and developing success stories

The FOA also requires a collaborative approach (with both NTCP funded and non funded partners). The awardee is encouraged to identify and leverage opportunities that will also enhance the recipient's work with entities and programs that address chronic diseases or their underlying risk factors. This may include, but is not limited to: training, technical assistance, consultation about public health law and policy issues, and strategic planning and leadership activities. The awardee is strongly encouraged to expand partnerships, coordinate and collaborate as appropriate, with organizations external to CDC working on tobacco prevention and control issues and public health law.

The target populations for this cooperative agreement are CDC's NTCP funded and non-funded partners. The applicant should define target populations within the general public based on tobacco-related and geographical disparities in access to TA for public health law related to tobacco control within the NTCP funded and non-funded partners that will benefit from the proposed strategies, activities and resulting outcomes in their application. By expanding national access to technical assistance, this FOA seeks to minimize the geographically and regionally defined disparities in capacity for tobacco prevention and control policy implementation.

### **Slide 13 (Organizational Capacity to Implement the Approach)**

This FOA outlines in great detail the organizational capacity required for implementation. It is important for any potential applicants to be aware of the subject matter expertise required by this FOA and the rapid turnaround that will be needed in order to be highly responsive to the needs of the NTCP funded and non-funded partners, and to be able to meet the outcomes of the FOA. Other areas where specific capacity is indicated include a minimum period of experience in providing tobacco prevention and control TA, expertise across a wide range of relevant topics, and a history of collaboration with key national partners.

Two examples of the desired organizational capacity include:

- The awardee staff must be considered subject matter experts in a range of areas, including smokefree air, preemption, and pricing strategies (among other tobacco control policy interventions).
- The awardee should be able to respond to requests for technical assistance on routine tobacco prevention and control topics (such as smokefree protections, price policy, and preemption) within 2 business days, and respond to requests for technical assistance on emerging issues within 5 business days.

We encourage any interested applicants to read this section carefully to determine whether they have the organizational capacity to implement the approaches needed for this FOA.

### **Slide 14 (Evaluation & Performance Measurement)**

Awardees will track process and outcome measures and estimate the impact of their efforts as part of the FOA. The applicant evaluation and performance measurement plan will show how candidates plan to fulfil the requirements described in the CDC Evaluation and Performance Management and Project

Description section of the FOA. The performance measures (process and outcome) listed on pages 13-14 relate to specific strategies indicated by the FOA and FOA logic model outcomes indicated by bolded text.

The applicant's plan should include:

- How the applicant will collect the performance measures, respond to the evaluation questions and use evaluation findings for continuous program quality improvement,
- How key program partners will participate in the evaluation and performance measurement planning process
- Available data sources, feasibility of collecting appropriate evaluation and performance data, and other relevant data information (e.g. performance measures proposed by the applicant).

This plan will then be elaborated on and resubmitted to CDC within in the first 6 months of the award. Throughout the five-year project period, CDC will provide technical assistance to the awardee to develop a comprehensive monitoring and evaluation plan that encompasses process evaluation, outcome evaluation, and performance measurement. Further information about reporting requirements is found on pages 38-40 of the FOA.

Now I'd like to turn the call over to our colleague Romero Stokes, from OFR, who is our PoC on this FOA.

### **3. Overview of Eligibility, Funding, Application Requirements, and Letter of Intent: Romero Stokes**

**Thank you Sarah.**

#### **Slide 15 (Eligibility)**

This FOA does not have any eligibility restrictions. In addition to the eligible organizations listed in the FOA, public health law centers are also eligible to apply.

Due to the strategies, activities and approaches required by this cooperative agreement, it is essential that the potential awardee has a) has deep institutional knowledge specific to current and historical U.S. tobacco control issues, b) is an experienced national organization with capacity to work at the national level in tobacco control technical assistance, and c) that the awardee's mission is consistent with the objectives of this FOA and in line with CDC's public health mission.

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.

#### **Slide 16 (Funding and Restrictions)**

Subject to the availability of funding, this FOA will provide \$235,000 per 12-month budget year in funding to the awardee for a total project period of 5 years. The award Ceiling is \$2,000,000 and the

floor is \$1,175,000. CDC will consider any application requesting an award higher than the FOA ceiling amount (which is \$2,000,000) as non-responsive and it will receive no further review.

Please note this funding is not intended for research or the provision of clinical care. A complete list of funding restrictions is found on page 31 of the FOA.

CDC funds may not be used for impermissible lobbying (see further information in the FOA).

### **Slide 17 (General Applicant Requirements)**

The Application Package will include the following standard components, as described in Section D of the FOA. The scoring criteria also are included in the FOA starting on page 33. Please be sure to read these sections carefully. Your application should include a section for each of the following:

- Table of Contents.
- Project Abstract Summary.
- Project Narrative
- Background
- Approach
- Evaluation and Performance Management Plan
- Organizational capacity to implement the approach
- Work plan
- Budget Narrative. Please use the Budget Preparation Guidelines referenced on page 28 of the FOA when preparing your budget.

### **Important pre-submission notes:**

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'm going to mention are all in the Funding Opportunity Announcement 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 (D&B). 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 SAMs 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: 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). All applicant organizations must register at [www.grants.gov](http://www.grants.gov). The one-time registration process usually takes not more than five days to complete. Applicants must start the registration process as early as possible.

### **Slide 18 (Specific Application Requirements)**

I will now cover specific requirements for your application. Each applicant must prepare an application that demonstrates the following required elements:

- Demonstration of collaboration with the tobacco control field.
- Demonstration of plans to appropriately target and be inclusive of specific populations in order to reduce tobacco-related disparities in health and access.

For the first specific requirement, applicants must file letters of support, as appropriate, name the file "Letters of Support", and upload it as a PDF file at [www.grants.gov](http://www.grants.gov). Applicants should include letters of support from: (1) state departments of health (including tobacco control program managers) describing Technical assistance provided in the past to at least one state in every HHS region within the past five years, (2) at least three national tobacco prevention and control stakeholder organizations (such as state attorneys general, the National Association of Attorneys General, or a national voluntary organization, for example, the American Cancer Society, Americans for Nonsmokers' Rights, American Lung Association, American Heart Association, or the Campaign for Tobacco-Free Kids). These letters of support should describe the organization's relationship to the applicant, including describing past provision by the applicant of technical assistance specific to a tobacco control-related public health law issue or past participation in a training or meeting organized by the applicant on relevant tobacco control issues, and, if applicable, describing past collaboration with the applicant on relevant tobacco control work. Such letters of support can demonstrate the expertise and national reach described above.

For the second requirement, (target populations and inclusion), applicants should describe how their plans will ensure access national to technical assistance and ultimately help to reduce tobacco-related disparities.

**Applications are due on May 11, 2016 at 11:59 p.m. U.S. Eastern Daylight Savings Time, on [www.grants.gov](http://www.grants.gov).**

### **Slide 19 (Letter of Intent)**

Applicants are encouraged to submit a Letter of Intent (LOI) as part of the application process to assist CDC in preparation for the objective review; however, the LOI is optional for this FOA. Instructions for submitting the LOI are on page 21. LOIs are due by April 8, 2016. You may submit the LOI electronically no later than 5 p.m. to Anna Schechter at [zho7@cdc.gov](mailto:zho7@cdc.gov) or they may be postmarked by April 8 per the address provided in the FOA.

The Letter of Intent could helpfully include:

1. FOA title and number.
2. Mission statement of the applicant.
3. Brief description of the experience of the applicant in providing public health law technical assistance for tobacco prevention and control.
4. Name, address, telephone number, and email address of the proposed Project Director.
5. Name, address, telephone number, and e-mail address of the primary contact for writing and submitting the application.
6. Names in the LOI should match those in the application.

### **Slide 20 (Review process)**

I'm going to briefly describe the review process.

First, all applications received by the May 11<sup>th</sup> deadline will be reviewed for completeness by the Office of Financial Resources (OFR) staff. The applications are then jointly reviewed for responsiveness by the National Center for Chronic Disease Prevention and Health Promotion and OFR. Any incomplete applications or applications that are non-responsive to the eligibility criteria will not advance. Notice will be sent that the application did not meet eligibility and published submission requirements.

The Objective review panel will conduct a review using criteria listed in Section E, part 1, Application Review Information, subsection entitled "Evaluation Criteria", which can be found on p. 33-36 of the FOA. The review panel will be conducted by federal government employees from within and outside the funding center. All scored applications are arranged in rank order by score. The Anticipated Award Date for this award is June 30, 2016.

### **Slide 21 (Additional information)**

There are a number of resources available to applicants as they prepare their applications. These include:

- The FOA itself, which is a very detailed document describing the program requirements, expected outcomes, and instructions for how to demonstrate how the applicant plans to meet these requirements and outcomes. This is available on grants.gov by searching for the FOA number, DP16-1610.
- CDC OSH's website has a page dedicated to this FOA. It highlights important deadlines, provides an overview of the FOA, and links to the logic model, the workplan, and the FOA itself.
  - This is also where the applicants can post questions and check on answers.
- And CDC OSH's website also has a wealth of information about our office, programs and tobacco control.
- Finally, PGO and program points of contact are also reachable- our information can be found in the FOA.

Before I finish, I'd like to repeat the important dates applicants need to be aware of:

Letters of intent (which are optional) are being accepted by email no later than 5 p.m. on April 8, 2016 and, if submitting by express mail or US Mail they should be postmarked by April 8, 2016. Application packages are being accepted via Grants.gov and are due by 11:59 p.m. EDT on May 11, 2016.

I will now turn the call over to Anna Schecter from the Office on Smoking and Health to facilitate the question and answer session.

## **7. Questions and Answer Session: Anna Schecter**

Thank you Romero.

### **Slide 22 (Q&A)**

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, we will be posting all of the questions and answers from today's call on the FOA's Web site in the coming days. You should check that Web site frequently for new questions and answers, as answers will not be returned directly to the enquirer, but will be posted on the website. Before we go to the phones, I will read through one question we have received.

**Q1: We are interested in a grant opportunity (DP16-1610) with the CDC and we are looking for the full announcement, but have (only) been able to download the synopsis, the instructions and the package online.**

**A1:** Please follow these instructions to get to the full announcement:

1. Go to the grant by following this link: <http://www.grants.gov/web/grants/view-opportunity.html?oppld=282141>
2. Click on the 'package' tab.
3. Enter and confirm your email in the space provided. This will ensure you get any relevant updates that are made to the FOA.
4. Click 'submit'

5. You will now have the option to download the instructions and the package. Save these onto your computer.
6. Please read the instructions carefully, as they contain important details about this FOA and the application process.

<<<Open Line for Questions>>>

Please remember to keep questions generic to be of interest to the group. CDC will answer questions as we are able. Please know some questions might require more research. In this instance, we will also post the answers on the website.

<<<Q & A Session>>>

I will now turn the call back over to Gabbi Promoff.

#### **8. Closing: Gabbi Promoff**

Thank you for your interest in the Tobacco Prevention and Control-related Public Health Law Technical Assistance FOA. We have created a web site to submit questions and post their answers on CDC's Tobacco website under 'About this Office' and 'Funding Announcements'; the web address is <http://www.cdc.gov/tobacco/about/foa/public-health-law-ta/index.htm>. There is a button on this page labeled 'Submit a question'. Follow this and fill in the online form to submit your question. We will answer questions as soon as possible – please check back on the website frequently for updates.

This concludes our call.