RFA #20426 / Grants Gateway # *DOH01-ATFC3-2024*

New York State Department of Health
Center for Community Health/Division of Chronic Disease Prevention
Bureau of Tobacco Control

Request for Applications

Advancing Tobacco-Free Communities

KEY DATES:

Release Date:	**12/26/2023**
Letter of Interest/Intent Due:	**1/23/2024**
Applicant Conference Registration Deadline:	**1/23/2024**
Applicant Conference:	**1/23/2024 (1:00PM-3:00PM)**
Questions Due:	**1/23/2024**
Questions, Answers and Updates Posted (on or about):	**02/06/2024**
Applications Due:	**2/27/2024 by 4:00 PM**

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I. Introduction

A. Intent

The New York State Department of Health (Department) Tobacco Control Program (TCP) seeks applications from organizations for the Advancing Tobacco-Free Communities (ATFC) initiative that will foster environments supportive of policies that support and reinforce commercial tobacco-free norms in communities throughout New York State (NYS).

This RFA refers to "commercial tobacco" which is culturally responsive language to distinguish between industry-generated tobacco and traditional tobacco. The TCP recognizes that traditional and commercial tobacco are different in the ways they are planted, grown, harvested, and used. Traditional tobacco is and has been used in sacred ways by Native and Indigenous communities and tribes for centuries. In comparison, commercial tobacco is manufactured with chemical additives for recreational use and profit, resulting in disease and death. For more information, visit Keep it Sacred, National Native Network. When the word "tobacco" is used throughout this document, a commercial context is intended.

This funding opportunity utilizes a two-pronged approach of community engagement and youth action that both center on a community-based framework which includes tasks/strategies such as community education, community mobilization, government policy maker education, and advocacy with organizational decision makers to create local environments that are receptive to or demand policy change. The efforts of grantees funded as a result of this procurement will support the prevention and reduction of tobacco use. It is anticipated up to 21 awards will be made, one in each of the 21 catchment areas, as listed in Section I.C.

Under this Request for Applications (RFA), the Department seeks to develop a statewide network of 21 core grantees, covering all counties in NYS. One of the 21 awards will also include the Statewide Administrative Coordination component. Each grantee will use a bilateral approach that combines elements of community engagement and youth action (the latter branded as Reality Check) under a single grantee. In addition, grantees will be expected to issue subawards to local community organizations in support of the local partnerships to advance this work.

Health Equity (HE) is the fair and just opportunity for everyone to achieve optimal holistic health and well-being regardless of social position or other social or structural determinants of health. This requires addressing avoidable inequalities (e.g., access to affordable and high-quality food, housing, education, health care/services, and safe environments), historical and contemporary injustices (e.g., economic injustice/poverty, racism, classism, ableism, sexism, homophobia, transphobia, xenophobia, and other forms of oppression, discrimination, and/or stigma) and valuing health differences equally. We also acknowledge the historical and structural underpinnings of race, racism, and genocide in the United States and in NYS that perpetuate many of the racial inequities we see manifested today. Because health equity can never truly be achieved without racial equity, we work toward achieving both. In 2021, racism was also declared a public health crisis in NYS, meaning we are all accountable to pay attention to the intersections of race and health equity. The New York State Department of Health (NYSDOH), Division of Chronic Disease Prevention (DCDP) and the NYS TCP/Bureau of Tobacco Control (BTC) are committed to ensuring funded programs and partners are equipped with the knowledge, skills, and expertise to adequately address and advance health equity and racial justice. This RFA seeks to reduce health care expenditures, disease, and death from tobacco product use, reduce addiction and youth experimentation, increase the number of smokers that quit, and take critical steps toward advancing health equity by meaningfully addressing tobacco-related health inequities and disparities through community partnerships and policy change

Note: For RFA terminology guidance please refer to Attachment 11, RFA Terminology Guidance.

The Department envisions a tobacco-free society for all people who live in NYS. The BTC administers the state's TCP to advance health equity by reducing illness, disability and death related to tobacco use and secondhand smoke exposure and alleviating the social and economic burdens caused by tobacco use. The NYS TCP uses an evidence-based, policy-driven, and cost-effective approach to decrease tobacco initiation by youth, motivate adult smokers to quit, and eliminate exposure to secondhand smoke.

The components of TCP's comprehensive program include tobacco-free communities, health systems that facilitate tobacco dependence treatment, cessation support and services, quitline, evaluation, enforcement support, and media. The TCP uses the most current public health surveillance, program evaluation, and research findings to: (1) drive program activities, (2) work collaboratively with state and national partners to meet program goals, (3) promote policy change through evidence-based strategies that alter social norms and makes tobacco less desirable, less acceptable and less accessible, and (4) systematically evaluates its efforts to maximize impact and improve outcomes.

B. Background

Tobacco use is the leading preventable cause of morbidity and mortality in NYS and the United States. Cigarette use alone results in an estimated 480,000 deaths each year in the United States, and approximately 22,000 deaths in NYS. A total of 280,000 children now under the age of 18 and alive in NYS will die prematurely from smoking. The list of illnesses caused by tobacco use is long and contains many of the most common causes of death, including 16 types of cancer; heart disease; stroke; chronic obstructive pulmonary disease, and other lung diseases. (The Behavioral Risk Factor Surveillance System (BRFSS) Report Cigarette Smoking New York State Adults, 2020) (Centers for Disease Control and Prevention (CDC), Smoking and Tobacco Use)

The economic costs of tobacco use in NYS are staggering. Smoking-attributable health care costs are $10.4 billion annually, including $3.3 billion in annual Medicaid expenditures. In addition, smoking-related illnesses result in $6 billion in lost productivity. Reducing tobacco use has the potential to save NYS taxpayers billions of dollars every year and save countless lives from tobacco-related illness and death. (New York State Department of Health Tobacco Control Reports)

NYS has had tremendous policy success in tobacco control and although there have been substantial reductions in people who smoke in NYS, tobacco use disparities and inequities persist for certain groups and communities. Smoking rates among people with lower income, people who are enrolled in Medicaid, people with lower levels of educational attainment, people with disability, and people reporting frequent mental distress are generally higher compared to the general population.(New York State Behavioral Risk Factor Surveillance System (BRFSS): Adult Tobacco Survey 2020) (The Behavioral Risk Factor Surveillance System (BRFSS) Report Cigarette Smoking New York State Adults, 2020)

In tobacco control, health equity refers to the opportunity for all people to live a healthy, tobacco-free life, regardless of race, level of education, gender identity, sexual orientation, occupation, neighborhood or disability status (Centers for Disease Control and Prevention [CDC], Health Equity in Tobacco Prevention and Control). Tobacco control programs that incorporate social determinants into the planning and implementation of interventions will greatly contribute to the elimination of health inequities. A commitment to advancing health equity involves understanding health disparities and inequities related to tobacco and the factors (e.g., social determinants of health) that cause these disparities. Several factors connect tobacco with higher levels of disease, disability, and death in different population groups. For example, tobacco industry using tailored marketing and advertising to target specific groups and communities; tobacco companies using flavors to entice specific groups to try their harmful products; social determinants of health including discrimination, poverty, and other social conditions that can increase tobacco use and make health outcomes and problems worse; specific groups and communities needing more protections from exposure to secondhand smoke; and barriers to health care and treatment for tobacco use and dependence.

While youth tobacco use was down across all product categories and the youth smoking rate in NYS reached an all-time low (less than 3% of high school age youth smoke cigarettes), 22.5% of youth (approximately one in five high school students) vaped or utilized e-cigarettes in 2020, the most used tobacco product among youth in NYS. (Milestones in Tobacco Control: Youth Tobacco Use Declines, 2020).

The tobacco industry's influence in New York continues to drive commercial tobacco-related disparities and inequities. Annually, the tobacco industry spends $9.1 billion (almost $1 million every hour) to market and promote their deadly and addictive products nationally and of that total, an estimated $177.3 million is spent in the Empire State each year. (The Behavioral Risk Factor Surveillance System (BRFSS) Report Cigarette Smoking New York State Adults, 2020)

For more than 60 years, the tobacco industry has specifically targeted Black communities with menthol tobacco product marketing and promotions. As a result, in NYS, menthol cigarettes are used by over half of all adult smokers (52%), while 86% of Black and 72% of Hispanic smokers smoke menthol cigarettes. (New York State Bureau of Tobacco Control StatShot 2021: Prevalence of Menthol Cigarette Use among Adults Smokers by Race/Ethnicity) Tobacco does not just negatively impact the health of individuals, it also endangers the health of the environment. Tobacco product waste (TPW) is gaining attention as an environmental justice concern throughout the world and in NYS. TPW includes plastic cigarette butts, e-cigarette batteries/cartridges/plastic casings, cigar tips, hazardous nicotine and other chemicals and metals, as well as plastic wrapping of all kinds. All forms of TPW are damaging to the environment and is disproportionately concentrated in and around where tobacco products are sold. Addressing the damage and cost of TPW through education and ultimately policy change is a critical next step in the comprehensive work of tobacco control in NYS. (Public Health Law Center Tobacco Product Waste Toolkit). This underscores the urgency and need for grantees and community partners to advance health equity and support a future free of commercial tobacco in NYS.

Additional reports, fact sheets and information on tobacco use and tobacco-use disparities can be found here: New York State Department of Health Tobacco-Related Reports

C. Available Funding and Anticipated Awards

The NYS Department of Health Bureau of Tobacco Control anticipates awarding 21 contracts, each for a five-year period, with an expected term of May 1, 2025, through April 30, 2030. To ensure statewide coverage, one core award to the highest scoring applicant will be made in each of the 21 designated catchment areas (Table 1 below). One award will include the Statewide Administrative Coordination component. This component and funding will be awarded to the core awardee with the highest combined score (core + optional) regardless of catchment area. In case of tie, the funding will be awarded to the awardee with the highest optional score.

The TCP will award one State contract per catchment area. Organizations applying to serve more than one catchment area must submit separate applications for each catchment area. Organizations receiving awards for more than one catchment area will receive separate and distinct contracts for each.

The total annual funding to support this initiative is $9,275,000, for an anticipated five-year value of $46,375,000. Catchment areas define the geographic region in which ATFC activities will occur. Organizations may apply to serve the catchment areas listed below.

Table 1 provides annual funding levels for the core work for each catchment area. Funding levels range across five tiers, from $335,000 for the least populated catchment areas to $1,535,000 for the most populated catchment area. Additionally, funding for the Statewide Administrative Coordinator will be $165,000 per year.

Table 1			
	Catchment Area	**Maximum Annual Funding (Core)**	**Maximum Annual Statewide Administrative Coordinator - one award (Optional)**
	Bronx, Kings, Queens, New York, Richmond	$1,535,000	$165,000
	Nassau, Suffolk	$485,000	
	Putnam, Orange, Westchester, Rockland	$485,000	
	Erie, Niagara	$435,000	
	Monroe, Livingston	$435,000	
	Cayuga, Onondaga, Oswego	$385,000	
	Albany, Rensselaer, Schenectady	$385,000	
	Dutchess, Sullivan, Ulster	$385,000	
	Madison, Herkimer, Oneida	$385,000	
	Saratoga, Warren, Washington	$385,000	
	Allegany, Cattaraugus, Chautauqua	$360,000	
	Yates, Ontario, Seneca, Wayne	$360,000	
	Jefferson, Lewis, Saint Lawrence	$360,000	
	Broome, Tioga	$360,000	
	Wyoming, Genesee, Orleans	$360,000	
	Tompkins, Cortland, Chenango	$335,000	
	Schuyler, Steuben, Chemung	$335,000	
	Clinton, Essex, Franklin	$335,000	

	Delaware, Otsego, Schoharie	$335,000	
	Columbia, Greene	$335,000	
	Fulton, Montgomery, Hamilton	$335,000	

It is the intent of the RFA to provide services to all counties within NYS. The application catchment area is to be specified on **Attachment 5, Application Cover Sheet** and uploaded to Pre-Submission Uploads section in the NYS Grants Gateway prior to application submission. The Department reserves the right to redefine the catchment areas to ensure statewide program coverage. Contract funding to newly Department-defined catchment areas will be modified accordingly.

II. Who May Apply

A. Minimum Eligibility

All applicants **must** meet **all** of the following eligibility requirements:

1. Applicant must be non-for-profit organization as demonstrated by 501(c)(3) status and municipal agencies located in NYS including but not limited to: local government and public health agencies, health care systems, primary care networks, academic institutions, youth-focused agencies, community-based organizations, volunteer associations and professional associations.

2. Eligible Applicants **must** be prequalified in the New York State Grants Gateway or the Statewide Financial System (SFS), if not exempt, on the date and time Applications in response to this Request for Applications (RFA) are due as specified in the "Key Dates" set forth on the Cover Page of this RFA. (Please see Section IV.L for additional information.)

IMPORTANT NOTE: Due to system conversion (Transition to SFS) expected on January 16th, 2024, Applicants that are not fully prequalified in the NYS Grants Gateway by COB January 9th, 2024, will need to prequalify in the NYS Statewide Financial System (SFS). Additionally, if an applicant's vault expires prior to application submission, applicant will need to prequalify in SFS. The first day that the SFS prequalification modules will be available is January 16th, 2024. Please see Section IV.M.4 of this RFA for additional information on SFS Prequalification.

3. Applicant must propose to serve only one catchment area listed in Table 1 per application.

Eligible applicants may apply for more than one catchment area but must submit a separate application for each catchment area. Applications proposing to serve more than one catchment area may be rejected.

B. Optional Statewide Administrative Coordinator Funding Minimum Eligibility:

To be eligible to receive the $165,000 annual funding, applicants must meet all the minimum eligibility requirements above, must apply for core funding, and be awarded at least one core funding catchment area.

If an applicant submits separate applications for multiple catchment areas, the Statewide Administrative Coordinator component funding applications will ONLY be considered if it was included as part of an awarded application. The Department reserves the right to determine the awardee for supplemental funding in the event of a tie score.

C. Preferred Points: Extra application points will be awarded to applicants that:

1. Provide an example of how the organization prioritizes health equity in its current work.
2. Describe experience with cultural competence, particularly working with one or more populations that are disproportionately affected by tobacco morbidity and mortality.
3. Describe experience working with partners, including youth, to address health-related problems across multiple sectors from multiple agencies/organizations.
4. Describe at least three years of experience conducting policy work, community advocacy, community planning and grass roots community organizing, including public communication campaigns, if applicable.
5. Provide information to demonstrate that a minimum of 50% of the board of directors and senior management staff are representative of the populations served through this initiative addressing in aggregate race/ethnicity, geographic location (rural/urban), gender identity, sexual orientation, or other characteristics.
6. Provide information to demonstrate that a minimum of 50% of your employees are representative of the populations served through this initiative addressing in aggregate race/ethnicity, geographic location (rural/urban), gender identity, sexual orientation, or other characteristics

See RFA Section V.A.10. to learn how to receive these points.

III. Project Narrative/Work Plan Outcomes

A grantee may subcontract components of the Work Plan to be performed by the grantee pursuant to the terms of its Application. If known, the Applicant is expected to state in their Application the specific components to be performed through subcontracts (subcontracts may not exceed 50% of the budget) as well as names of the subcontractors. Grantees will need to submit complete subcontract agreements to obtain Department of Health approval of the subcontract prior to requesting reimbursement. Applicants should note that the lead organization (that is, the successful Applicant, as Grantee) will have overall responsibility for all contract activities, including those performed by subcontractors, and will be the primary contact for the Department of Health.

A. Health Equity

The TCP is committed to the elimination of tobacco-related health disparities and inequities across NYS. Tobacco use disproportionately affects communities who have been targeted with advertising and marketing by the tobacco industry including people with lower income, people of color, people who identify as LGBTQIA+, people with a disability, and people living with a mental illness and substance use disorders. Other groups and communities are negatively affected by tobacco use.

Throughout all narrative components of the application, applicants are required to:

1. Explain the extent to which health disparities and/or health inequities are significant elements of the problem addressed by this funding opportunity. This includes the identification of specific group(s) which experience a disproportionate burden of tobacco-related disease or tobacco-related health conditions in your catchment area (this information must be supported by data);
2. Explain how specific social and environmental conditions (social determinants of health) put groups who are already disadvantaged at increased risk for health inequities; and
3. Explain how proposed program interventions will address these problems to advance health equity.

B. Core Grantee Requirements

1. General Requirements

- Organize as a formal tobacco-based coalition, or participate as a member of other community-focused coalitions as the "tobacco control" voice.
- Engage community members, including youth, and leverage resources from the community to advance local and statewide tobacco control action.
- Engage communities, including local champions/partners, community leaders and the general public, and mobilize community members and organizations to create environments supportive of policies (both organizational and municipal) that prevent and reduce tobacco use, reduce youth exposure to harmful tobacco marketing in retail settings, limit tobacco industry manipulation of the retail environment, limit exposure to secondhand smoke, limit tobacco-related environmental waste, and ultimately reduce the morbidity and mortality associated with tobacco industry activity in New York State.
- Engage youth through branded Reality Check (RC) programming. RC will engage a core group of middle and high school youth, primarily those aged 13-18, in action-oriented activities, and impart the necessary leadership and empowerment skills to engage in the policy-related tobacco control work of the contract. Youth will be authentically-engaged in a supportive peer group and supported by adult guidance, to work toward the overall goals of the contract.
- Collaborate between Community Engagement and Youth Engagement, core components of the RC program to result in coordinated programming that improves the health status of communities by changing community policies and norms about tobacco and tobacco use.
- Partner, through one or more subawards, with one or more local community group/agency/organization that is part of and/or works directly with the communities most impacted by the tobacco industry. Local partners will be authentically engaged to educate and mobilize around the tobacco issues affecting their community, creating a demand for policy change.
- Applicants that propose to serve only a portion of the county, borough or counties in their selected catchment area will be considered on a case-by-case basis with significant evidence of concentrated health disparities and an evidence-based justification. If only a portion of the catchment area is proposed for Year 1, future catchment area coverage will be discussed and negotiated on an annual basis.

2. Collaboration and Communication

- Grantees will develop and maintain active and diverse local partnerships, and contribute to regional and state-level partnerships, that support the mission of reducing morbidity and mortality and alleviating the social and economic burden caused by tobacco use in NYS.
- Grantees will include youth, diverse organizations and interest groups with responsibilities and interests related to the prevention and reduction of tobacco use to advance health equity.
- Grantees will collaborate with internal and external partners such as the TCP Independent Evaluator, the Center of Excellence in Tobacco Policy, the University at Albany School of Public Health and others.

3. Community Engagement (CE) Component

- Grantees may employ a traditional tobacco coalition model for governing and decision-making, or may organize partnership activities according to a different structure, including participating with existing community groups and/or coalitions.
- Under any proposed structure, grantees should include advocacy partners, voluntary health organizations, universities, hospitals, youth-focused organizations, mental health providers, local health departments, organizations that represent diverse communities, community-based organizations, trade organizations, statewide and local partners, health boards, commissions, and advisory groups with responsibilities related to tobacco control, as needed to advance health equity and achieve Department goals and objectives.
- Grantees will ensure that the partnership model incorporates systems that empower and motivate members to achieve strong performance standards.

4. Reality Check (RC) Youth Engagement Component

- Youth, under clear adult guidance, will participate in all work plan deliverables.
- Grantees will develop a plan to recruit youth between the ages of 13 and 18 years old who are interested in participating in tobacco control social action activities in their communities. Activities should focus on recruiting and retaining a sufficient number of youth throughout the catchment area who can actively participate in achieving contract deliverables.
- Grantees will provide training and technical assistance to youth to empower and build their capacity to engage in the work. Youth skill levels in interacting with adults in formal situations vary widely, and grantees should assess the individual needs, strengths and opportunities of their RC youth. Improving youth skills for this work is a cornerstone activity for RC coordinators. Training topics may include but are not limited to: facts about tobacco industry tactics, public speaking, engaging with decision makers in formal meetings, writing, conducting interviews and other activities to engage with the media, planning community events, youth leadership and empowerment, health equity, policy making process, etc.
- Grantees will clearly define the roles of teens and staff in the program. Experience has

demonstrated that in the most successful youth programs, the roles are divided between youth and adults, with teens acting as educators and advocates, interacting with media, policy makers, and community members, and planning and carrying out specific programs, thereby enhancing the overall effectiveness of the grantee. Adults identify the parameters of the project, facilitate planning, help keep teens on track, and provide logistical support and training so the teens are skilled and equipped to succeed at their activities.

5. Staffing

- The Grantee is responsible for ensuring all program deliverables are met.
- The Grantee will review and approve annual work plans, monthly reports, other required reports submitted to the Department, and attend all site visits.
- Two full-time grantee staff are required for each catchment area. The required lead coordinator positions for community engagement and youth action must be structured at the same level within the funded organization. One position may not oversee the other and a high level of cooperative planning among the two coordinators is required.
    - The Grantee will be required to use grant funds to support a minimum of 1.0 FTE responsible for coordinating and managing the day-to-day operations of Community Engagement, and building, coordinating and guiding work to accomplish science-based tobacco control action consistent with the Department goals.
    - The Grantee will be required to use grant funds to support a minimum of 1.0 FTE responsible for coordinating and managing the Reality Check youth engagement component. This position is responsible for managing the day-to day-operations of youth action - interfacing with youth, community members, organizations and decision-makers at every level; and motivating and leading youth in tobacco control interventions.
- Required staff may not be subcontracted.
- Required staff will take a primary and active role in the review and development of yearly budgets and workplan deliverables.
- Additional program and/or administrative staff positions may be proposed. Staff providing management oversight and/or fiscal and administrative support should include strong justification that demonstrates that staff are at a level within the agency that directly affects day-to-day management and decision-making.
- Grantees should identify and hire staff with the appropriate competencies to implement the full range of activities for which they are applying.
- Additional responsibilities of required full-time staff positions include: interfacing with community members, organizations and decision-makers at every level; building support for the initiatives of the contract; motivating partners and leading the efforts, through both elements, in tobacco control interventions. Funded staff should have a function within the funded agency that reflects professional and leadership status and should possess a skill set that enables them to motivate and inspire others, convey knowledge and enthusiasm to partners, demonstrate initiative and drive, communicate effectively within the community and with regional and state level partners, and plan and implement effective tobacco control action.
- Both required staff positions will be considered the primary points of contact

between the contracted agency and the Department. Both will be expected to attend all required meetings and trainings convened by the Department and will be copied on all communications with the Department.

- Community Engagement and Reality Check leads are expected to possess at least a bachelor's degree OR three years of experience in a like (community organizing/youth engagement) or similar (health education, policy development, teaching, etc.) professional position.
- Salaries should be commensurate with the level of education and experience required for the job. If proposed salary is less than the median coordinator salaries outlined in **Attachment 10 RC Coordinator & CE Coordinator Salary Data,** additional budget justification is required.
- Grantees must have a written policy outlining the agency's equitable hiring practices. Awarded agencies will be required to submit a copy of the policy prior to contract execution.
- Grantees must notify the Department within 30 days of a vacancy occurring. *Please note: if a vacancy occurs (resignation, maternity leave, medical leave, etc.), it is the responsibility of the grantee to cover extended absences and to ensure that programmatic work is being completed on a timely basis.*

6. Local Data Collection

- The Grantee will work collaboratively with Department evaluation specialists to develop and implement data collection and reporting methodologies and participate in applicable Department data and evaluation-related trainings; and the Department's Independent Evaluator to provide information and implement studies to assess the impact of program activities on tobacco use, attitudes and related behaviors.

7. Infrastructure Development

Reporting Requirements

- Grantees are required to complete monthly and annual progress reports, and to participate in Independent Evaluation activities as requested.

Staff Orientation, Training, Supervision and Program Support

- Funded agencies are required to support staff by providing training to equip staff with basic professional competencies such as the ability to engage in effective presentation and public speaking activities and utilization of basic office technology, and time management skills. Grantees are also required to provide proper orientation to the organization's policies and procedures; appropriate budgeting for the program's transportation needs; fiscal and budget management support; timely processing of purchase and subcontracting requests; appropriate administrative supervision and support; access to up-to-date tobacco control information; current computer system with access to an individual e-mail account and the Internet, and office and meeting space.
- Two staff will be required to participate in in-person professional development opportunities convened by the Department. The two participants may be chosen at the agency's discretion, with Department approval, but should be staff that are involved in day-to-day community activities. If either the Community Engagement lead or RC lead

staff elect NOT to participate in in-person professional development, they will be responsible for completing a set of required self-paced development tasks. Professional development opportunities may be available to other funded staff as space allows. Guidelines for participation in professional development will be provided at the time of award.

- Grantees should support health equity training within the organization. This can include (but is not limited to) supporting internal discussions of program-provided training and/or participating in additional health equity trainings.

Organizational Capacity

- The Grantee should provide fiscal support and the capacity to expeditiously process budget and purchasing requests to facilitate the smooth operation of the contract.

Meetings, Training and Travel

- Regular travel within the catchment area is expected to achieve community engagement and youth action deliverables.
- Required full-time staff must attend and participate in all regional, program and statewide in-person and virtual meetings as required by the Department. Annual travel includes but is not limited to:

  Statewide Meeting
  - One two-day meeting for core staff in Albany, NY.

  Program Meetings
  - Up to two one-day ATFC program meetings for core staff in Albany, NY.

  Reality Check Youth Summit
  - RC Coordinator is required to attend the annual RC Youth summit in person, accompanied by a sufficient number of youth, as determined by the summit planning committee, and the appropriate number of adult supervisory staff.
  - The meeting is planned collaboratively by awarded grantees, is approximately three days, and would include approximately 10 individuals attending.
  - The meeting may be held in any part of the state, as determined by the summit planning committee.

  Professional Development
  - Two staff members will be required to attend in-person professional development opportunities.
  - Opportunities typically include two two-day trainings in Albany, NY.

8. Addressing Health Equity Through Partnerships

Health equity cannot be achieved without involving and partnering with those who are most directly impacted by the tobacco epidemic. Grantees will facilitate authentic and meaningful engagement of communities who face the greatest tobacco-related disparities and inequities to support programmatic initiatives.

- Grantees will be required to dedicate a minimum of $35,000 through subawards to collaborate and partner with local grassroots groups and/or organization(s) that serve local communities most impacted by the negative outcomes of the tobacco industry. Such impacts include targeted marketing, tobacco use, and/or experiencing negative tobacco-related health outcomes. Subawards may be allocated through the use of subcontracts, stipends and/or mini grants. Definitions for these award types can be found in **Attachment 11, RFA Terminology Guidance**. These subawards may be divided as grantees determine the most benefit within and across the catchment area. Applicants will describe a plan to subaward as part of their application and will identify subaward recipients within three months of award. Justifications for subaward recipients and related proposed deliverables/activities are subject to Department review and approval prior to subaward.
- Grantees will work with groups and/or organization(s) to support communities that are targeted by the tobacco industry in an inequitable way, and/or those that experience higher rates of tobacco-related morbidity and mortality. Grantees should be prepared to provide data-driven justification of chosen communities in their application. Information on tobacco-related health disparities within the catchment area can be obtained through data products such as county-level tobacco community surveys, needs assessments, NYS Department of Health Behavioral Risk Factor Surveillance System (BRFSS) data, Centers for Disease Control and Prevention (CDC), County Health Rankings, etc.
- Within three months of award, grantees will identify and select local groups and/or organization(s) to receive subaward(s) and will determine the appropriate amount of funding to support their work as a local extension of community engagement for the selected community/communities. Subaward recipients will lead and facilitate community engagement work with the community/communities on one or more of the required initiatives of retail environment, tobacco-free outdoors, smoke-free multi-unit housing and/or tobacco and the environment. Subaward funding will also need to support participation in Department required activities, such as (but not limited to) attendance in meetings with grantee and other partners (virtual and in-person), presenting work to colleagues in the program, and reporting progress on programmatic deliverables to grantee.
- Grantees will work with the subaward recipient(s) to develop a workplan and/or set of deliverables for each contract year. Providing education to the subaward recipient(s) related regarding programmatic initiatives, will be the responsibility of the grantee. Grantees will be required to provide needed technical assistance to subaward recipient(s) throughout the contract year(s), and report progress to the Department through monthly Community Activity Tracking (CAT) reports, and End of Year reports.

9. Paid Media

- All grantees will be required to allocate a minimum of 9% of their total budget to support specific Department-directed, collaborative media efforts that are coordinated through the Statewide Administrative Coordinator (Optional Component) awarded by this RFA and described below. In addition, grantees may use additional paid media to extend local collaborative media efforts. The primary purpose of developing and placing media is to educate the public or a subgroup of the public about tobacco-related topics.

C. Optional-Statewide Administrative Coordinator Grantee Requirements

All ATFC applicants are eligible to apply for an optional component, in addition to the core components noted above. One organization, funded under this RFA, will be awarded up to an additional $165,000 annually to support agency expenses for a 1.0 FTE Administrative Coordinator, employed by the applicant, to provide fiscal management, logistical support and coordination for statewide activities that involve all ATFC core grantees. Responsibilities include, but are not limited to the following:

1. Act as fiscal agent and procurement lead for the required statewide collaborative media campaign.
2. Liaise with contracted media agency for fiscal and creative development.
3. Provide coordination for statewide website and social media maintenance.
4. Support statewide health equity efforts.
5. Act as fiscal agent and logistics lead for the annual RC Youth Summit.
6. Provide logistics and administrative leadership for Youth Ambassador of the Year Award selection.
7. Act as fiscal agent and logistics lead for optional statewide coordinator/youth trainings outside of TCP-organized training program.
8. Coordinate planning committees for other statewide activities.

D. Core Grantee Outcomes

Core grantees will implement tasks/strategies across communities that will lead to the following outcomes:

1. Directly advance health equity by reducing tobacco-related health disparities and inequities in the catchment area.
2. Reduce the impact of retail tobacco marketing and sales on youth and adults, especially populations experiencing tobacco-related health disparities and inequities. This includes creating local environments supportive of reducing tobacco retailer density, keeping the price of tobacco products high, eliminating the sale of flavored tobacco products, and ending the sale of commercial tobacco in New York State.
3. Support and reinforce tobacco-free norms by providing support for tobacco-free outdoor areas.
4. Reduce secondhand smoke exposure in multi-unit housing.
5. Reduce the impact of tobacco-related environmental waste.
6. Create environments supportive of other tobacco-free norms, through complimentary/emerging tobacco control initiatives, with Health Department approval.

E. Deliverables

1. Core Deliverables

Please refer to **Attachment 1, TCP Work Plan Standards and Instructions**, which outlines specific expectations for meeting all deliverables. All tasks/strategies used to meet deliverable requirements should incorporate the principles of health equity, meaningful community engagement, community mobilization and authentic youth engagement. ATFC-required deliverables, along with the approximate percent of effort (ranges), are summarized below and should total 100% effort. These ranges are for guidance purposes when mapping out deliverables and developing the proposed budget.

Deliverable	Percent Effort
a. Retail Environment	20% - 40%
b. Tobacco-Free Outdoors	10% - 30%
c. Smoke-Free Multi-Unit Housing	10% - 30%
d. Tobacco and the Environment	10% - 20%
e. Sustainability	10%
f. Infrastructure	10%
g. Local Data Collection Project	5%-10%
h. Complimentary Policies/Emerging Tobacco Control Priorities Activity (Optional)	0%-5%

While the percent of effort estimates are broad, priority should be given to initiatives that most closely reflect the needs, opportunities and priorities of the community being engaged and served.

To achieve success in each of the above deliverables, grantees are expected to engage in a number of tasks/strategies across each initiative. These tasks/strategies include the following, and are discussed in detail in the TCP Work Plan Guidance Document (**Attachment 1, TCP Work Plan Standards and Instructions**):

- Community Education
- Community Mobilization
- Youth Engagement
- Advocating with Organizational Decision-Makers
- Government Policy-Maker Education
- Social/Structural Implementation Interventions
- Health Equity Partnership Coordination
- Paid Media

a. Retail Environment

The tobacco industry spends billions of dollars to market its deadly products in stores including through paying retailers to prominently display tobacco products, in-store marketing, price discounts, and other in-store promotions. Exposure to tobacco marketing in stores is a primary cause of youth smoking and vaping.

Every day, children are exposed to prominent tobacco displays at the cash register, price promotions, flavored products, and other excessive tobacco marketing/promotions at tobacco retailers throughout the community. To protect children, communities should reduce youth exposure to in-store tobacco marketing, keep the price of tobacco products high, reduce the availability of flavored products that appeal to children, and take steps to end the sale of commercial tobacco products.

Grantees will implement actions to address the impact of tobacco sales, marketing, price promotion, and flavors in the retail environment and continue NYS tobacco control program work to de-normalize and deglamorize tobacco use. Grantees will devote approximately 20 - 40 percent of effort to the primary Retail Environment priority areas via the strategies listed below. Primary priorities include a) restricting the density of tobacco retailers (restricting the number, type, and location of tobacco retailers), b) keeping the price of tobacco products high, c) prohibiting the sale of flavored tobacco products and d) prohibiting the sale of tobacco products entirely. On an annual basis, grantees will work toward creating at least one local environment open to policy change in one of the priority areas.

b. Tobacco-Free Outdoors (TFO)

Tobacco use, including vaping, in outdoor areas such as parks, playgrounds, and beaches, presents a health risk to non- smoking adults and children, is not consistent with the tobacco-free norm in NYS, and is dangerous to the environment. Municipalities and employers can keep outdoor areas free of pollution, protect children and animals from ingesting toxic cigarette butts, prevent exposure to secondhand smoke/vapor of all kinds, and maintain the tobacco-free norm.

Grantees will implement actions to reduce or eliminate tobacco use in outdoor areas and continue NYS tobacco control program work to de-normalize tobacco use. Grantees will devote approximately 10-30 percent of effort to the tobacco-free outdoor strategies listed below, depending on the extent to which TFO needs exist in the catchment area. Grantees will work to create environments that demand policy change in two municipalities, and assist with the adoption of a minimum of two voluntary policies per year. Grantees will work with the Department to choose an appropriate annual target number of voluntary policies.

c. Smoke-Free Multi-Unit Housing

Note: While the percent of effort estimates are broad, only applicants with catchment areas that currently have a high percentage (75% or more) of multi-unit housing that has already gone smoke-free should plan for an effort below 30%. Grantees should also consider the status of smoke-free policies at state and federally-funded public housing, and whether technical assistance for implementation and compliance is still necessary after the adoption of smoke-free policies as part of this deliverable.

Exposure to secondhand smoke (SHS) is linked to heart disease, cancer, and other chronic illnesses in non-smokers. SHS drifts from smokers' apartments to those of non-smokers, forcing many apartment, co-op, condo, and public housing residents to breathe secondhand smoke.

1) To protect non-smoking residents from exposure to SHS, multi-unit dwelling management companies and landlords should adopt smoke-free multi-unit housing policies.

2) To allow for equitable smoke-free housing across communities, grantees should support health equity by working on the municipal-level to create environments where policy change around smoke free multi-unit housing policies is possible.

Grantees will implement actions to promote smoke-free policies in multi-unit housing, with a strong emphasis on policies that protect the health of low-income residents. Grantees will devote approximately 10-30 percent of effort to the smoke-free housing strategies listed below, depending on the need for multi-unit smoke-free housing support in their catchment area. Grantees will a) work with the Department to choose an appropriate annual target number of new smoke-free units and b) work to create environments supportive of municipal level policies that require all multi-unit housing to have a smoke-free policy.

d. Tobacco and the Environment

Tobacco product waste (TPW), which includes cigarette filters, e-cigarette components including cartridges, batteries and plastic casings; cigar tips; plastic packaging; and other forms of tobacco trash, is damaging to the environment and is disproportionately concentrated in and around where tobacco products are sold. Plastics in these products break into microplastics that find their way into the water we drink and the food that we eat.

Grantees will implement actions that educate community members and decision makers about the problem of TPW, and create environments where policy change to address this issue is possible.

e. Sustainability

Sustainability refers to the implementation of activities designed to increase community awareness of tobacco control programs, highlight the burden of the tobacco epidemic in our communities, and demonstrate tobacco control's success in preventing and reducing tobacco use. Grantees will devote approximately 10 percent of effort to effectively engage in select educational activities as determined by the Department on an annual basis.

f. Infrastructure

A strong infrastructure is essential to the creation of an effective tobacco-control intervention. Grantees should dedicate effort to training and building staff capacity, developing appropriate professional competencies including health equity principles/concepts, attending required professional development activities, and keeping abreast of the latest tobacco-control science.

In addition, RC coordinators should dedicate effort to recruitment, retention and training of RC youth using local, statewide and national resources.

Infrastructure is also inclusive of required reporting activities, such as completing monthly reports in the Community Activity Tracking (CAT) system, compiling End of Year reports, and preparation/submission of monthly vouchers.

g. Local Data Collection Project

Each grantee will propose and execute a local data collection project annually. Programs may dedicate up to 10 percent of grant funds to local data collection and data dissemination efforts to contribute to the achievement of tobacco control program objectives and goals.

Grantees will participate in data collection and reporting trainings provided by the Department, will work with TCP evaluation specialists to develop and implement appropriate data collection methodologies, which includes proposing and seeking approval for each annual data collection project. Grantees will also cooperate with the Program's independent evaluation contractor, to provide information and implement studies conducted to assess the impact of the TCP or its components on tobacco use, attitudes and related behaviors. Grantees will utilize data collection findings to further inform local programming and educational efforts in the community.

The local data collection project for Year 1 is a required community assessment. An effective plan will include methods to collect quantitative and qualitative data to better understand tobacco control-related challenges and successes at the community level, as well as social and structural factors that impact community health and health disparities/inequities. Authentic and meaningful engagement of various community partners, including a strong emphasis on community members or those directly impacted by tobacco-related disparities and inequities, is required. Plans are required to be health equity driven.

The local data collection project for Years 2 – 5 is at the discretion of the grantee, and will be included in post-award annual work plans, pending approval from the Department.

h. (Optional) Complimentary Policiesand/or Emerging Tobacco Control Topics

Grantees may, *with Department of Health approval*, choose to dedicate up to 5 percent of additional effort toward a local level activity that aims to further reduce the burden of tobacco use in their local communities.

Work in this area should focus on complimentary policies that reduce unintended impacts on local communities, promising interventions, and/or emerging tobacco-control topics or areas of concern in the tobacco control community. Grantees may propose topic areas on an annual basis.

2. Optional-Statewide Administrative Coordinator Grantee Deliverables

Applicants may choose to apply for one award that will provide up to $165,000 in funding to support the efforts outlined below. These efforts are in addition to the core deliverables noted above.

- Act as the fiscal agent and procurement lead for the required statewide collaborative media campaign
    - Convene a committee of grantees to draft, issue, score and award a collaborative media RFP.
    - Liaise with contracted advertising agency for fiscal and creative development.
    - Provide coordination for statewide website and social media maintenance.

- Act as the fiscal agent and logistics lead for the annual RC Youth Summit
    - Procure a location to host 150-200 attendees (youth and adults).
    - Act as the fiscal agent and liaison between grantees and host location/other vendors. Maintain adequate financial records to monitor payments in and out.
    - Coordinate RC leads into appropriate committees to plan summit content, earned media, entertainment, and logistics planning.
- Provide logistics and administrative leadership for Youth Advocate of the Year awards
    - Liaise with RC leads and other grantee representatives to plan the application process and awards planning.
- Be the fiscal agent and logistics lead for optional statewide coordinator/youth trainings outside of TCP/School of Public Health organized training program.
- Be the fiscal agent and/or coordinate planning committees for other statewide activities as approved by the Department.
- Lead Statewide effort focused on advancing tobacco-related Health Equity.
    - A minimum of $15,000 should be allocated towards Statewide Health Equity Coordination effort. This may include (but not be limited to), coordination of grantee health equity work across catchment areas and/or advancement of grantee infrastructure, with Department approval.

Staffing Requirements – Optional Component Funding

- The grantee will be required to use grant funds to support a minimum of 1.0 FTE employee responsible for coordinating and managing the fiscal management and programmatic coordination of statewide efforts.
- It is required that the coordinator responsible for managing programmatic coordination of statewide activities have a bachelor's degree and at least one-year experience in a position that includes event planning/community engagement and/or community mobilization skills and activities.
- Salary should be commensurate with the level of education and experience required for the job, but salary below the median coordinator salary in **Attachment 10 RC Coordinator & CE Coordinator Salary Data** requires additional justification.
- Optional Component funded staff are expected to maintain contact with program staff in their catchment area, as well as attend statewide meetings, program meetings/calls, and other required activities.
- Grantee must notify the Department within 30 days of a vacancy occurring. *Please note: if a vacancy occurs (resignation, maternity leave, medical leave, etc.), it is the responsibility of the contract agency to cover extended absences and to ensure programmatic work is being completed.*
- Grantee may subcontract components of the Work Plan to be performed by Applicant pursuant to the terms of its Application. If known, the Applicant is expected to state in their Application the specific components to be performed through subcontracts as well as the names of the subgrantees. Grantees will need to name subgrantees prior to reimbursement. Applicants should note that the lead organization (that is, the successful Applicant, as Grantee) will have overall responsibility for all Contract activities, including those performed by sub grantees and will be the primary contact for the NYSDOH. All subgrantees and subcontracts will be required to be approved by the Department of Health.

IV. Administrative Requirements

A. Issuing Agency

This RFA is issued by the New York State Department of Health (hereinafter referred to as NYSDOH, or the Department), Division of Chronic Disease Prevention, Bureau of Tobacco Control. The Department is responsible for the requirements specified herein and for the evaluation of all Applications. *See,* Section V.C. (Review and Award Process).

B. Question and Answer Phase

All substantive questions by Applicants with respect to any aspect of the RFA must be submitted in writing to Carol Reilly, NYSDOH, NYS Bureau of Tobacco Control, at the following email address: TCP@health.ny.gov. This includes Minority and Women Owned Business Enterprise (M/WBE) questions and questions pertaining to the M/WBE forms. *See,* Section IV.H. (Minority & Women-Owned Business Enterprise (M/WBE) Requirements). Questions of a technical nature related to formatting or other minor details related to preparation of an Application may also be addressed in writing to the email address noted above. Questions are of a technical nature if they are limited to how to prepare your Application (e.g., formatting) rather than relating to the substance of the Application.

To the degree possible, each question submitted by a potential Applicant pursuant to the terms of this RFA should cite the RFA section and paragraph to which it refers. Written questions will be accepted until the date posted on the Cover Page of this RFA.

Some helpful links for questions of a technical nature are below. Questions regarding specific opportunities or applications should be directed to the NYSDOH contact listed on the cover of this RFA.

- https://grantsmanagement.ny.gov/resources-grant-applicants

- Grants Gateway Videos: https://grantsmanagement.ny.gov/videos-grant-applicants

- Grants Gateway Team Email: grantsgateway@its.ny.gov
  Phone: 518-474-5595
  Hours: Monday thru Friday 8am to 4pm
  (Application Completion, Policy, Prequalification and Registration questions)

- Agate Technical Support Help Desk
  Phone: 1-800-820-1890
  Hours: Monday thru Friday 8am to 8pm
  Email: helpdesk@agatesoftware.com
  (After hours support w/user names and lockouts)

Prospective Applicants should note that all responses to questions submitted with respect to this RFA which result in clarifications of or exceptions to the terms, conditions, and provisions of this RFA, including those relating to the terms and conditions of the Master Contract for Grants that will be required to be entered into by each successful Applicant, are to be raised prior to the submission of an Application and will be published by the Department to ensure equal access and knowledge by all prospective Applicants at https://grantsgateway.ny.gov/IntelliGrants_NYSGG/module/nysgg/goportal.aspx by the date specified on the Cover Page of this RFA.

This RFA has been posted on the NYS Grants Gateway website at: https://grantsgateway.ny.gov/IntelliGrants_NYSGG/module/nysgg/goportal.aspx and a link provided on the Department's public website at: https://www.health.ny.gov/funding/.

All Questions must be received by the date and time specified on the Cover Page of this RFA, under "Key Dates," opposite the heading "Questions Due."

All questions submitted by email should state the RFA Title and Number set forth on the Cover Page (RFA#20426, Advancing Tobacco-Free Communities**) in the subject line of the email.**

Questions and answers, as well as any updates, addendums to, and/or other modifications of this RFA, will be posted on these websites. All such questions and answers, updates, addendums to, and other modifications to this RFA will be posted by the date identified on the Cover Page of this RFA under "Key Dates."

C. Letter of Interest

Prospective Applicants are strongly encouraged to complete and submit a letter of interest (refer to **Attachment 2, Letter of Interest**). Prospective Applicants who submit a Letter of Interest by the date specified on the Cover Page of this RFA may receive email notifications when updates to and modifications of this RFA are posted, including responses to written questions. Letters of Interest should be submitted via the Grants Gateway under the Pre-Submission Uploads section of the online application. Please note that you will receive an error message when uploading the letter into the application as other Pre-Submission uploads are not due until the application is submitted. A copy should also be emailed to **TCP@health.ny.gov**. Please ensure that the RFA number and title (RFA#20426 Advancing Tobacco-Free Communities) is noted in the subject line and Letters of Interest are submitted by the date posted on the Cover Page of the RFA.

Submission of a Letter of Interest is not a requirement of this RFA, nor does the submission of a Letter of Interest by a prospective Applicant impose any obligation upon the Applicant to submit an Application in response to this RFA. To be clear, an Application may be submitted without first having submitted a Letter of Interest.

D. Applicant Conference

An Applicant Conference will be held for this project. This optional conference will be held virtually on the date and time posted on the Cover Page of this RFA.
Click Here to be Redirected to Applicant Conference WebEx Meeting
The Department requests that potential Applicants register for this conference by emailing **TCP@health.ny.gov** to ensure that adequate accommodations be made for the number of prospective attendees. A maximum of two (2) representatives from each prospective Applicant will be permitted

to attend the Applicant Conference. The Registration Deadline for the Applicant Conference is posted on the Cover Page of this RFA. The failure of any potential Applicant to attend the Applicant Conference will not preclude the submission of an Application by that Applicant.

E. How to file an application

Applications must be submitted online via the Grants Gateway by the date and time posted on the Cover Page of this RFA under the heading "Key Dates."

Reference materials and videos are available for Grantees applying to funding opportunities on the NYS Grants Gateway. Please visit the Grants Management website at the following web address: https://grantsmanagement.ny.gov/ and select the "Apply for a Grant" from the Apply & Manage menu. There is also a more detailed "Grants Gateway: Vendor User Guide" available in the documents section under Training & Guidance; For Grant Applicants on this page as well. Training webinars are also provided by the Grants Gateway Team. Dates and times for webinar instruction can be located at the following web address: https://grantsmanagement.ny.gov/live-webinars.

To apply for this opportunity (that is, to submit an Application):

1. Log into the Grants Gateway as either a "Grantee" or "Grantee Contract Signatory".
2. On the Grants Gateway home page, click the "View Opportunities" button".
3. Use the search fields to locate an opportunity; search by State agency (NYSDOH) or enter the Grant Opportunity name Advancing Tobacco-Free Communities..
4. Click on "Search" button to initiate the search.
5. Click on the name of the Grant Opportunity from the search results grid and then select the "APPLY FOR GRANT OPPORTUNITY" button located bottom left of the Main page of the Grant Opportunity.

Once the Application is complete, a prospective Applicant is **strongly encouraged** to submit their Application at least **48 hours prior to the** Application's due date and time specified on the Cover Page of this RFA. This will allow sufficient opportunity for the Applicant to obtain assistance and take corrective action should there be a technical issue with the submission process. **Failure to leave adequate time to address issues identified during this process may jeopardize an Applicant's ability to submit their Application.** Both NYSDOH and Grants Gateway staff are available to answer an Applicant's technical questions and provide technical assistance prior to the Application due date and time. Contact information for the Grants Gateway Team is available under Section IV.B. (Question and Answer Phase) of this RFA.

PLEASE NOTE: Although NYSDOH and the Grants Gateway staff will do their best to address concerns that are identified less than 48 hours prior to the due date and time for the submission of an Application, there is no guarantee that they will be resolved in time for the Application to be submitted on time and, therefore, considered for funding.

The Grants Gateway will always notify an Applicant of successful submission of the Applicant's Application. If a prospective Applicant does not get a successful submission message assigning their Application a unique ID number, it has **NOT** successfully submitted an Application. During the application process, please pay particular attention to the following:

- Not-for-profit Applicants must be prequalified, if not exempt, on the date and time Applications in response to this Request for Applications (RFA) are due as specified in the "Key Dates" set forth on the Cover Page of this RFA. Be sure to maintain prequalification status between funding opportunities. **NOTE:** Three of a not-for-profit's essential financial documents - the IRS990, its Financial Statement, and its Charities Bureau filing - expire on an annual basis. If these documents are allowed to expire, the not-for-profit's prequalification status expires as well, and it will not be eligible for State grant funding until its documentation is updated and approved, and prequalified status is reinstated.
- Only individuals with the roles "Grantee Contract Signatory" or "Grantee System Administrator" can submit an Application on behalf of an Applicant.
- Prior to submission, the Grants Gateway will automatically initiate a global error checking process to protect against an incomplete Application. An Applicant may need to attend to certain parts of the Application prior to being able to submit the Application successfully. An Applicant must be sure to allow time after pressing the submit button to clean up any global errors that may arise. An Applicant can also run the global error check at any time in the application process. (see p.68 of the Grants Gateway: Vendor User Guide).
- Applicants should use numbers, letters, and underscores when naming their uploaded files. There cannot be any special characters in the uploaded file name. Also, be aware of the restriction on file size (10 MB) when uploading documents. Applicants should ensure that any attachments uploaded with their application are not "protected" or "pass-worded" documents.

The following table will provide a snapshot of which roles are allowed to Initiate, Complete, and Submit the Grant Application(s) in the Grants Gateway.

Role	**Create and Maintain User Roles**	**Initiate Application**	**Complete Application**	**Submit Application**	**Only View the Application**
Delegated Admin	X				
Grantee		X	X		
Grantee Contract Signatory		X	X	X	
Grantee Payment Signatory		X	X		
Grantee System Administrator		X	X	X	
Grantee View Only					X

PLEASE NOTE: Waiting until the last several days to complete your Application online can be dangerous, as you may have technical questions. Beginning the process of applying as soon as possible will produce the best results.

Applications will not be accepted via fax, e-mail, paper copy or hand delivery.

LATE APPLICATIONS WILL NOT BE ACCEPTED.

F. Department of Health's Reserved Rights

The Department of Health reserves the right to:

1. Reject any or all applications received in response to this RFA.

2. Withdraw the RFA at any time, at the Department's sole discretion.

3. Make an award under the RFA in whole or in part.

4. Disqualify any Applicant whose conduct and/or proposal fails to conform to the requirements of the RFA.

5. Seek clarifications and revisions of applications, in the Department's sole discretion.

6. Use Application information obtained through site visits, management interviews, and the state's investigation of an Applicant's qualifications, experience, ability, or financial standing, and any material or information submitted by the Applicant in response to the Department's request for clarifying information in the course of evaluation and/or selection under the RFA.

7. Prior to Application opening, amend the RFA specifications to correct errors or oversights, or to supply additional information, as it becomes available.

8. Prior to Application opening, direct Applicants to submit proposal modifications addressing subsequent RFA amendments.

9. Change any of the scheduled dates.

10. Waive any requirements that are not material.

11. Award more than one contract resulting from this RFA.

12. Negotiate with successful Applicants within the scope of the RFA in the best interests of the State.

13. Conduct contract negotiations with the next responsible Applicant, should the Department be unsuccessful in negotiating with the selected Applicant.

14. Utilize any and all ideas submitted with the Applications received, at the Department's sole discretion.

15. Unless otherwise specified in the RFA, every offer in an Applicant's Application is firm and not revocable for a period of 60 days from the Application opening.

16. Waive or modify minor irregularities in Applications received after prior notification to the Applicant.

17. Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete

understanding of an Applicant's Application and/or to determine an Applicant's compliance with the requirements of the RFA.

18. Eliminate any term of this RFA that cannot be complied with by any of the Applicants.

19. Award grants based on geographic or regional considerations to serve the best interests of the State.

G. Term of Contract

Any Contract resulting from this RFA will be effective only upon approval by the New York State Office of the Comptroller.

It is expected that contracts resulting from this RFA will have the following time period: May 1, 2025 – April 30, 2030.

Continued funding throughout this five-year period is contingent upon availability of funding and state budget appropriations and the Grantee's continued satisfactory performance of its obligations under the Contract. NYSDOH also reserves the right to revise the award amount as necessary due to changes in the availability of funding.

A sample New York State Master Contract for Grants can be found in the Forms Menu once an application to this funding opportunity is started.

H. Payment & Reporting Requirements of Grant Awardees

1. The Department may, at its discretion, make an advance payment to a successful not-for-profit grant Applicant under this RFA (a "Grantee") in an amount not to exceed *25* percent of the annual grant provided for under the Grantee's Contract.

2. The Grantee will be required to submit invoices and required reports of expenditures based upon the terms for payment set forth in Attachment A-1 to its Grant Contract to the State's designated payment office (below) or, if requested by the Department, through the Grants Gateway:

   Division of Chronic Disease Prevention, Bureau of Tobacco Control
   NYS Department of Health
   Room 1042, Corning Tower
   Empire State Plaza
   Albany NY 12237

   A Grantee must provide complete and accurate billing invoices in order to receive payment of the grant funding provided for under the terms of its Grant Contract. Invoices submitted to the Department must contain all information and supporting documentation required by the Contract, the Department, and the Office of the State Comptroller (OSC). Payment for invoices submitted by the Grantee shall only be rendered electronically unless payment by paper check is expressly authorized by the Commissioner of Health, in the Commissioner's sole discretion, due to extenuating circumstances. Such electronic payment shall be made in accordance with OSC's procedures and practices to authorize electronic payments. Authorization forms are available at OSC's website at: http://www.osc.state.ny.us/epay/index.htm, by email at: epayments@osc.state.ny.us or by telephone at 855-233-8363. Each Grantee acknowledges that it will not receive payment on any claims for reimbursement submitted under its Grant Contract if it does not comply with OSC's electronic payment procedures, except where the Commissioner has expressly authorized payment by paper check as set forth above.

Payment of claims for reimbursement by the State (NYS Department of Health) shall be made in accordance with Article XI-A of the New York State Finance Law. Payment terms will be*:* Grantee will be reimbursed for actual expenses incurred as allowed in the Contract Budget and Workplan.

3. The Grantee will be required to submit the following reports to the Department of Health at the address above or, if requested by the Department, through the Grants Gateway:

   Grantees will be required to complete monthly reports in the Bureau of Tobacco Control's Community Activity Tracking online system, as well as annual reports. Other reporting may be required on a case-by-case basis.

   All payment and reporting requirements will be detailed in Attachment D of the final NYS Master Contract for Grants.

I. Minority & Woman-Owned Business Enterprise Requirements

Pursuant to New York State Executive Law Article 15-A, the Department recognizes its obligation to promote opportunities for maximum feasible participation of New York State-certified minority- and women-owned business enterprises (M/WBEs) and the employment of minority group members and women in the performance of NYSDOH contracts.

In 2006, the State of New York commissioned a disparity study to evaluate whether minority and women-owned business enterprises had a full and fair opportunity to participate in state contracting. The findings of the study were published on April 29, 2010, under the title "The State of Minority and Women-Owned Business Enterprises: Evidence from New York" ("Disparity Study"). The report found evidence of statistically significant disparities between the level of participation of minority- and women-owned business enterprises in state procurement contracting versus the number of minority- and women-owned business enterprises that were ready, willing and able to participate in state procurements. As a result of these findings, the Disparity Study made recommendations concerning the implementation and operation of the statewide certified minority- and women-owned business enterprises program. The recommendations from the Disparity Study culminated in the enactment and the implementation of New York State Executive Law Article 15-A, which requires, among other things, that NYSDOH establish goals for maximum feasible participation of New York State Certified minority- and women-owned business enterprises ("M/WBE") and the employment of minority groups members and women in the performance of New York State contracts.

Business Participation Opportunities for MWBEs

For purposes of this solicitation, the Department of Health hereby establishes a goal of **30%** as follows:

1) For Not-for-Profit Applicants: Eligible Expenditures include any subcontracted labor or services, equipment, materials, or any combined purchase of the foregoing under a contract awarded from this solicitation.
2) For-Profit and Municipality Applicants: Eligible Expenditures include the value of the total amount of the Budget provided for the Work Plan in the Grant Contract entered into pursuant to this RFA.

The goal on the Eligible Expenditures portion of a Grant Contract awarded pursuant to this RFA will be 15% for Minority-Owned Business Enterprises ("MBE") participation and 15% for Women-Owned Business Enterprises ("WBE") participation (based on the current availability of qualified MBEs and WBEs and outreach efforts to certified M/WBE firms). A Grantee awarded a Grant Contract pursuant to this RFA must document good faith efforts to provide meaningful participation by M/WBEs as subgrantee, grantees or suppliers in the performance of the Grant Contract and Grantee will agree under the terms of its Grant Contract that NYSDOH may withhold payment pending receipt of the required M/WBE documentation required by the Department or the OSC. For guidance on how NYSDOH will determine "good faith efforts," refer to 5 NYCRR §142.8.

The directory of New York State Certified M/WBEs can be viewed at: https://ny.newnycontracts.com. The directory is found on this page under "NYS Directory of Certified Firms" and accessed by clicking on the link entitled "Search the Directory". Engaging with firms found in the directory with like product(s) and/or service(s) is strongly encouraged and all communication efforts and responses should be well documented by a Grantee to evidence its good faith efforts to encourage M/WBE participation in the performance of its obligations under its Grant Contract.

By submitting an Application, each Applicant and potential Grantee agrees to complete an M/WBE Utilization plan as directed in **Attachment 3** of this RFA. NYSDOH will review the M/WBE Utilization Plan submitted be each Grantee. If a Grantee's M/WBE Utilization Plan is not accepted, NYSDOH may issue a Notice of Deficiency. If a Notice of Deficiency is issued, Grantee agrees that it shall respond to the Notice of Deficiency within seven (7) business days of receipt. NYSDOH may disqualify a Grantee as being **non-responsive** under the following circumstances:

a) If a Grantee fails to submit a M/WBE Utilization Plan;
b) If a Grantee fails to submit a written remedy to a Notice of Deficiency;
c) If a Grantee fails to submit a request for waiver (if applicable); or
d) If NYSDOH determines that the Grantee has failed to document good-faith efforts to meet the established NYSDOH M/WBE participation goals for the procurement.

In addition, Grantees will be required to certify they have an acceptable Equal Employment Opportunity policy statement.

J. Vendor Identification Number

Effective January 1, 2012, in order to do business with New York State, you must have a vendor identification number. As part of the Statewide Financial System (SFS), the Office of the State Comptroller's Bureau of State Expenditures has created a centralized vendor repository called the New York State Vendor File. In the event of an award of a grant to a successful Applicant pursuant to the terms of this RFA and in order to initiate a Grant Contract with the New York State Department of Health, a Grantee must be registered in the New York State Vendor File and have a valid New York State Vendor ID.

If already enrolled in the Vendor File, the Applicant should include the Vendor Identification number in your organization information. If not enrolled, to request assignment of a Vendor Identification number, an Applicant should please submit a New York State Office of the State Comptroller Substitute Form W-9, which can be found on-line at: https://www.osc.state.ny.us/files/vendors/2017-11/vendor-form-ac3237s-fe.pdf

Additional information concerning the New York State Vendor File can be obtained on-line at: http://www.osc.state.ny.us/vendor_management/index.htm, by contacting the SFS Help Desk at 855-233-8363 or by emailing at helpdesk@sfs.ny.gov.

K. Vendor Responsibility Questionnaire

The Department strongly encourages each Applicant to file the required Vendor Responsibility Questionnaire online via the New York State VendRep System. The Vendor Responsibility Questionnaire must be updated and certified every six (6) months. To enroll in and use the New York State VendRep System, see the VendRep System Instructions available at https://www.osc.state.ny.us/state-vendors/vendrep/file-your-vendor-responsibility-questionnaire or go directly to the VendRep system online at https://www.osc.state.ny.us/state-vendors/vendrep/vendrep-system.

An Applicant must provide their New York State Vendor Identification Number when enrolling. To request assignment of a Vendor ID or for VendRep System assistance, contact the Office of the State Comptroller's Help Desk at 866-370-4672 or 518-408-4672 or by email at itservicedesk@osc.ny.gov.

Applicants opting to complete online should complete and upload **Attachment 4, Vendor Responsibility Attestation** of the RFA. The Attestation is located under Pre-Submission Uploads and once completed should be uploaded in the same section.

Applicants opting to complete and submit a paper questionnaire can obtain the appropriate questionnaire from the VendRep website, www.osc.state.ny.us/vendrep, and upload it with their Application in the Pre-Submission Uploads section in place of the Attestation.

L. Vendor Prequalification for Not-for-Profits

Each not-for-profit Applicant subject to prequalification is required to prequalify prior to submitting its Application in the Grants Gateway.

Pursuant to the New York State Division of Budget Bulletin H-1032, dated July 16, 2014, New York State has instituted key reform initiatives to the grant contract process which requires a not-for-profit Applicant to register in the Grants Gateway and complete the Vendor Prequalification process in order for any Application submitted by that Applicant to be evaluated. Information on these initiatives can be found on the Grants Management Website.

An Application received from a not-for-profit Applicant that (a) has not Registered in the Grants Gateway or (b) has not Prequalified in the Grants Gateway or SFS on the Application's due date specified on the Cover Page of this RFA cannot be evaluated. Such Applications will be disqualified from further consideration.

Below is a summary of the steps that must be completed to meet registration and prequalification requirements. The Vendor Prequalification Manual on the Grants Management Website details the requirements and an online tutorial are available to walk users through the process. Please see Section M.4 below, for SFS related Grantee User Manual and SFS related prequalification steps.

1) Register for the Grants Gateway

- On the Grants Management Website, download a copy of the Registration Form for Administrator. A signed, notarized original form must be sent to the NYS Grants Management office at the address provided in the submission instructions. You will be provided with a Username and Password allowing you to access the Grants Gateway.

If you have previously registered and do not know your Username, please email grantsgateway@its.ny.gov . If you do not know your Password, please click the Forgot Password link from the main log in page and follow the prompts.

2) Complete your Prequalification Application

IMPORTANT NOTE: Due to system conversion (Transition to SFS) expected on January 16th, 2024, Applicants that are not fully prequalified in the NYS Grants Gateway by COB January 9th, 2024, will need to prequalify in the NYS Statewide Financial System (SFS). Additionally, if an applicant's vault expires prior to application submission, applicant will need to prequalify in SFS. The first day that the SFS prequalification modules will be available is January 16th, 2024. Please see Step 4 below for more on SFS Prequalification.

- Log in to the Grants Gateway. **If this is your first time logging in,** you will be prompted to change your password at the bottom of your Profile page. Enter a new password and click SAVE.

- Click the *Organization(s)* link at the top of the page and complete the required fields including selecting the New York State agency from which you have received the most grants. This page should be completed in its entirety before you SAVE. A *Document Vault* link will become available near the top of the page. Click this link to access the main Document Vault page.

- Answer the questions in the *Required Forms* and upload *Required Documents*. This constitutes your Prequalification Application. Optional Documents are not required unless specified in this Request for Application.

- Specific questions about the prequalification process should be referred to your primary New York State agency representative or to the Grants Gateway Team at grantsgateway@its.ny.gov.

3) Submit Your Prequalification Application

- After completing your Prequalification Application, click the ***Submit Document Vault*** Link located below the Required Documents section to submit your Prequalification Application for State agency review. Once submitted the status of the Document Vault will change to *In Review*.

- If your Prequalification reviewer has questions or requests changes you will receive email notification from the Gateway system.

- Once your Prequalification Application has been approved, you will receive a Gateway notification that you are now prequalified to do business with New York State.

All potential Applicants are strongly encouraged to begin Grants Gateway Registration and GG/SFS Prequalification process as soon as possible in order to participate in this opportunity.

4) Complete and Submit your Prequalification in the NYS Statewide Financial System (SFS)

(Prequalification modules will be available in the NYS Statewide Financial System beginning on January 16th, 2024)

- Applicants will first need to create an account in SFS. Applicants that need to create an account should do so at the following link: https://www.osc.ny.gov/state-vendors/portal/enroll-vendor-self-service-portal. Any questions related to SFS accounts should be sent to the SFS Help Desk (HelpDesk@sfs.ny.gov).

- Instructions for SFS Prequalification can be found on Page 20 of the SFS Grantee User Manual entitled, "! Grantee Processing in SFS". This user manual is accessible to organizations with an SFS account under the SFS Coach Tile/Button in the SFS Vendor Portal. Select "Handbook: User Manual with Screenshots" from the Training Type drop down to locate the manual. If you have any problems accessing the manual please contact HelpDesk@sfs.ny.gov. Please see the section entitled, "Enter and Submit a Prequalification Application", located on page 20 of the SFS Grantee User Manual, for complete instructions on how to complete and submit an SFS Prequalification in the NYS Statewide Financial System.

M. General Specifications

1. By submitting the "Application Form" each Applicant attests to its express authority to sign on behalf of the Applicant.

2. Grantees will possess, at no cost to the State, all qualifications, licenses and permits to engage in the required business as may be required within the jurisdiction where the work specified is to be performed. Workers to be employed in the performance of any Contract awarded pursuant to this RFA will possess the qualifications, training, licenses, and permits as may be required within such jurisdiction.

3. Submission of an Application indicates the Applicant's acceptance of all conditions and terms contained in this RFA, including the terms and conditions of the Master Contract for Grants. Any exceptions allowed by the Department during the Question and Answer Phase of this RFA (*See*, Section IV.B.) must be clearly noted in a cover letter included with the Application submitted by an Applicant wishing to incorporate any of such exceptions in its Applicants and in the Grant Contract awarded pursuant to this RFA if it is a successful (funded) Applicant.

4. An Applicant may be disqualified from receiving an award if such Applicant or any subsidiary, affiliate, partner, officer, agent, or principal thereof, or anyone in its employ, has previously failed to perform satisfactorily in connection with public bidding or contracts, in the State of New York or otherwise.

5. Provisions Upon Default

a. If an Applicant is awarded a grant pursuant to this RFA, the services to be performed by the successful Applicant pursuant to the terms of the Grant Contract entered into with the Department shall be at all times subject to the direction and control of the Department as to all matters arising in connection with or relating to the Contract resulting from this RFA.

b. In the event that the Grantee, through any cause, fails to perform any of the terms, covenants, or promises of any Contract resulting from this RFA, the Department acting for and on behalf of the State, shall thereupon have the right to terminate the Contract by giving notice in writing of the fact and date of such termination to the Grantee.

c. If, in the judgement of the Department, the Grantee acts in such a way which is likely to or does impair or prejudice the interests of the State, the Department acting on behalf of the State, shall thereupon have the right to terminate any Contract resulting from this RFA by giving notice in writing of the fact and date of such termination to the Grantee. In such case the Grantee shall receive equitable compensation for such services as shall, in the judgement of the State Comptroller, have been satisfactorily performed by the Grantee up to the date of the termination of this agreement, which such compensation shall not exceed the total cost incurred for the work which the Grantee was engaged in at the time of such termination, subject to audit by the State Comptroller.

V. Completing the Application

A. Application Format/Content

Please refer to the Grants Gateway: Vendor User Guide for assistance in applying for this procurement through the NYS Grants Gateway. This guide is available on the Grants Management website at: https://grantsmanagement.ny.gov/vendor-user-manual. Additional information for applicants is available at: https://grantsmanagement.ny.gov/resources-grant-applicants.

The Grants Gateway works well in most cases with all browsers, including Microsoft Edge, Google Chrome, Safari, and Firefox. However, you will need to use Internet Explorer Compatibility Mode in Microsoft Edge if you need to save 500-character limit fields in the Work

Plan. You can access Internet Explorer mode by right-clicking on a tab in Edge and selecting the option "Reload Tab in Internet Explorer Mode".

Please respond to each of the sections described below when completing the Grants Gateway online Application. Your responses comprise your Application. Please respond to all items within each section. When responding to the statements and questions, be mindful that Application reviewers may not be familiar with your agency and its services. Your answers should be specific, succinct, and responsive to the statements and questions as outlined. Please be aware that the value assigned to each section described below indicated the relative weight that will be given to each section of your Application when scoring your Application.

It is each Applicant's responsibility to ensure that all materials included in its Application have been properly prepared and submitted. Applications must be submitted via the Grants Gateway by the Application deadline date and time specified on the Cover Page of this RFA.

- **Pre-Submission Uploads**

As a reminder, the following attachments need to be uploaded under the Pre-Submission Uploads section of the Grants Gateway in order to submit an application in the system.

Attachment 2: Letter of Interest Format (Optional)
Attachment 3: Guide to New York State DOH M/WBE RFA NFP and Municipality Required Forms*
Attachment 4: Vendor Responsibility Attestation*
Attachment 5: Application Cover Sheet*
Attachment 6: Tobacco-Free Policy Attestation*
Attachment 9: Fringe Detail Sheet (if applicable)
Attachment 12: Letter of Support/Memorandum of Understanding
Attachment 13: Proposed ATFC Organizational Chart
Attachment 14: Job Descriptions and Resumes

- **Program Specific Questions**

1. Program Summary (not scored)

a. Provide a summary of the project proposal, including a confirmation of your agency's eligibility as outlined in minimum and preferred eligibility.

2. Statement of Need *(Maximum Score: 10 points)*

a. Describe the demographic characteristics of the catchment area and its population, including education, income and relevant health indicators. Sources including (but not limited to) the Center for Disease Control and Prevention, Behavioral Risk Factor Surveillance System (BRFSS), County Health Rankings, etc. should be referenced.
b. Discuss health disparities that exist within the catchment area, particularly those related to tobacco use. Definition for the term "health disparities" is included in **Attachment 11, RFA Terminology Guidance**.

c. Discuss health inequities that exist within the catchment area. Definition for the term "health inequities" is included in **Attachment 11, RFA Terminology Guidance**.
d. Identify prevailing social norms regarding tobacco use, including barriers and opportunities to changing them.
e. Describe local tobacco control laws and regulations in the catchment area and opportunities for tobacco prevention action in the catchment area. Note significant tobacco control activity and achievements in the catchment area over the past five years.

3. Applicant Organization *(Maximum Score: 18 points)*

a. Describe the mission and purpose of the agency. How will this initiative support or extend the mission and programs within the applicant agency?
b. Describe the applicant's presence in the community and how this enhances the capacity to meet the deliverables of this grant.
c. Describe the agency's experience with local populations/communities that experience tobacco-related health disparities and inequities. Such populations might include (but are not limited to) people with lower education, people with lower income, people with mental health conditions, people and communities of diverse racial/ethnic backgrounds, people who identify as LGBTQIA+, people with disability and more. Such community infrastructure might include (but are not limited to) community-based organizations, churches, food banks, key community businesses, and other local community partners. In addition, describe how this experience will be applied to address social determinates of health and the U.S. Department of Health and Human Services Office of Minority Health Culturally and Linguistically Appropriate Services (CLAS) standards to advance health equity, improve quality of services, and help eliminate disparities and inequities. Describe how this approach will be applied to the work.
d. Describe the agency's experience providing the range of services being applied for in this application, including experience with youth action, experience in conducting community organizing and public communication activities and interventions (provide details regarding years of experience with each service being described).
e. Describe an initiative in which the agency utilized community action strategies, including (but not limited to) paid media and earned media to support an intervention.
f. Describe the agency's experience in tobacco control. Answer either (i) or (ii) below based on level of experience:
    i. If the agency has previous experience in tobacco control, please describe three examples of this experience which demonstrate the agency's capacity to provide effective population-based tobacco control services.
    ii. If the applicant does not have previous tobacco control experience, please provide three examples of the agency's experience implementing community organizing, youth action, or policy change services.
g. Describe the applicant's capability and resources to ensure timely start-up and implementation of the proposed project.

4. Program Activities – Work Plan *(Maximum Score: 8 points)*

The work plan portion of the application is **Attachment 7, Work Plan Template**. Applicants are instructed to download the template, complete it for the first 12-month period using **Attachment 1, TCP Work Plan Standards and Instructions**. The completed work plan must be uploaded to the Pre-Submissions Upload prior to submitting the application.

5. Program Activities ***(Maximum Score: 25 points)***

a. Include a description of how the agency will facilitate and coordinate efforts, when applicable and appropriate, between Community Engagement and RC components of the contract. Include a description of how both components will address workplan deliverables in a unified and comprehensive way.
b. Propose a timeline in narrative format to meet deliverables with specific details describing activities. The timeline should represent an annualized 12-month period.
c. If the applicant proposes greater than 0% effort for complimentary/emerging interventions, describe in detail the emerging policy area that the agency proposes to address.
    i. Identify a population-based objective for this complimentary/emerging topic area.
    ii. Include a detailed description of the activities proposed to address the emerging issue.
    iii. Identify potential partners and/or existing community infrastructure that will support the proposed activity.
    iv. Describe community education, community mobilization, government policy-maker education and/or advocating with organizational decision-maker and social/structural intervention activities that will be undertaken to address the emerging area of concern.
d. Describe how the agency will identify traditional and non-traditional partners across multiple sectors in the community to achieve equitable, place-based community policy change.
e. As part of the addressing health equity through partnerships requirement, describe how the agency will collaborate with community infrastructure addressing health disparities and inequities, with workplan development, fiscal support, and program technical assistance.
f. Respond to i, ii, and iii below:
    i. Identify existing partnerships and/or community infrastructure that will support the required community mobilization activities.
    ii. Identify potential partnerships and/or community infrastructure that will support the required community mobilization activities.
    iii. Upload a Letter of Support or Memorandum of Understanding on official letterhead from one existing or potential partnership. The document should be uploaded to Pre-Submission Uploads, **Attachment 12, Letter of Support / Memorandum of Understanding**.

6. Staffing Pattern and Qualifications ***(Maximum Score: 12 points)***

a. Describe the proposed staffing pattern and rationale. Upload your **Attachment 13, Proposed ATFC Organizational Chart** in Pre-Submission Uploads. The chart should show the location of the proposed grant contract within the organization and all funded staff. Include the organizational structure of your proposed program, including essential staff and their qualifications (e.g., Licensure, Certification, Resume, or Curricula Vitae).
b. Provide an overview of the job descriptions for the proposed staffing structure, including where the positions will be located in the organization's hierarchy and what professional level and authority will accompany these positions. Include a description of how the agency/organization assures equitable hiring practices. Awarded agencies will be required to submit a copy of the policy prior to contract execution. Note: The 1.0 FTE Community Engagement Coordinator and 1.0 FTE RC Coordinator should be at the same professional level within the agency. One

may not supervise the other. Job descriptions and resumes should be combined into one PDF and uploaded as **Attachment 14, Job Descriptions and Resumes** in Pre-Submission Uploads.

c. Describe how orientation and supervision of staff will be provided and by whom, including the credentials of the person(s) who will be providing orientation and supervision to the program. Include resumes if the person(s) providing orientation and supervision is known.

d. If a vacancy were to occur in either of the required coordinator positions, please describe how that position(s) would be covered within the organization until the coordinator(s) returned or a new one was hired.

e. Describe the applicant's current administrative staffing pattern for activities such as payroll, bookkeeping, invoicing, and general tracking of administrative and fiscal controls. Describe the qualifications of key fiscal staff, including a description of the staff's experience (if any) with monitoring government grant funds.

7. Local Data Collection *(Maximum Score: 5 points)*

a. Describe preliminary plans for the required Year 1 community assessment, including a discussion of the selected community and topics to be discussed. The selected community should be one that experiences tobacco-related health disparities and/or inequities. "Community" may refer to a geographic community, or a group of individuals with shared characteristics, demographics or cultural experiences.

b. Describe how the agency will use the findings from data collection activity to inform programming and/or efforts in the community to advance health equity. Specifically describe how data collection will be used to contribute to community education and decision-maker education. Efforts may also contribute to community mobilization and/or earned media.

8. Addressing Health Equity Through Partnerships *(Maximum Score: 15 points)*

a. To support this initiative, describe how the agency will identify and collaborate with community infrastructure to advance health equity by addressing tobacco-related health disparities and inequities and engage key community partners. Include the following as part of this description:
   i. Identify <u>existing</u> partnerships and/or community infrastructure that will support the health equity requirement.
   ii. Identify <u>potential</u> partnerships and/or community infrastructure that will support the health equity requirement.
   iii. Attach at least one Letter of Support or Memorandum of Understanding from one existing or potential partnership.

b. Include a description of the population/community that will be supported and engaged via subaward(s) and include data and supporting justification for selecting proposed population/community.

c. Describe how the agency will, upon award of this procurement, identify and select subaward recipient(s) that are part of and/or work directly with proposed population/community, determine subaward deliverables, oversee progress reporting, determine subaward budget and reimbursement requirements. Subaward must be made within three months of grantee award of this procurement.

d. Describe the agencies capacity to manage fiscal management of subawards such as subcontracts, mini grants and/or stipends.

e. Provide preliminary plan of anticipated Year 1 subaward activities, including a) criteria and selection process for group/organization to receive subaward(s), b) criteria and justification for determination of subaward initiatives(s) of focus (such as retail environment, tobacco-free outdoors, smoke-free multi-unit housing, and/or tobacco and the environment) within the first three months of grantee award, and c) subaward deliverables and activities to support selected initiatives.

9. Budget ***(Maximum Score: 27 points)***

THIS FUNDING MAY ONLY BE USED TO EXPAND EXISTING ACTIVITIES OR CREATE NEW ACTIVITIES PURSUANT TO THIS RFA. THESE FUNDS MAY NOT BE USED TO SUPPLANT FUNDS FOR CURRENTLY EXISTING STAFF ACTIVITIES.

a. *Applicants are required to complete Year 1 of the budget in the Grants Gateway*. All costs must be related to the provision of the ATFC as well as be consistent with the scope of services, reasonable and cost effective. Refer to **Attachment 8, Budget Instructions**. Justification for each cost should be submitted in narrative form. If salaries for the lead CE/RC Coordinators fall below the median salaries identified in **Attachment 10 RC Coordinator & CE Coordinator Salary Data**, justification must be provided. For all existing staff, the Budget Justification must delineate how the percentage of time devoted to this initiative has been determined.
b. Budgets should total but not exceed the estimated annual funding for the catchment area (see Section I. D. 3. Table 1).
c. All costs should be related to the provision of this RFA, as well as be consistent with the scope of work, reasonable and cost-effective.
d. If applying for the optional Statewide Administrative Coordinator, clearly indicate which expenses are for the core and which are for the optional component.
e. For all existing staff, the Budget Justification should delineate how the percentage of time devoted to this initiative has been determined.
f. Applicants should refer to Section III, Additional Requirements for all Grantees to ensure budget reflets training, travel and other budgetary requirements.
g. Budget should include core/required staff. Sub-contracts may not assume more than half of total budget.
h. New York State certified Minority/Women-owned Business Enterprises (M/WBEs) are to be considered for subcontracting and consultant opportunities, as well as other eligible discretionary Non-Personal Services items in the budget where the organization has the option as to who to select to solicit services, projects and/or commodities. A Directory of NYS certified M/WBE firms is located at https://ny.newnycontracts.com. Documentation of good faith efforts to utilize M/WBE vendors should be retained and submitted with completed M/WBE forms as it will be required to establish the MWBE goal for awards.

Ineligible Budget Items:

- Expenditures will not be allowed for the purchase of major pieces of depreciable equipment (although limited computer/printing equipment may be considered) or remodeling or modification of structure.

- Indirect or administrative lines will not be accepted as NPS budget lines. Itemized budget lines related to these costs (e.g., rent, heat, telephone) will be allowed with appropriate justification in the narrative and must be entered in the appropriate sections of the on-line budget.

- Any ineligible budget items will be removed from the budget prior to contracting. Ineligible items are those determined by NYSDOH personnel to be inadequately justified relative to the proposed work plan, or not refundable under existing state guidance.

- **Preferred Points (Up to 5 Points)**

  Applicants that demonstrate they meet the preferred experience, as stated in Section II, Who May Apply, may be awarded up to an additional five (5) points as described below. Refer to **Attachment 11, RFA Terminology Guidance** for definitions of terms such as health equity, cultural competence and social determinants of health.

a. Describe an example of how the organization prioritizes health equity in its current work (1 point).
b. Describe an example of the organization's experience with cultural competence, including working with one or more populations that are disproportionately affected by tobacco morbidity and mortality. Include experience meaningfully engaging and working in partnership with community members/partners, including youth, to address social determinants of health that impact tobacco-related disparities and inequities. (1 point).
c. Provide information to demonstrate that your organization has a minimum of three (3) years of experience conducting policy work, community advocacy, community planning, and grassroots community organizing, including public communication campaigns (1 point).
d. Describe the composition of your organization's board of directors and senior management staff. the composition of your organization's board of directors and senior management staff. Provide information to demonstrate that a minimum of 50% of the board of directors and senior management staff are representative of the populations served through this initiative addressing in aggregate race/ethnicity, geographic location (rural/urban), gender identity, sexual orientation, or other characteristics. (1 point)
e. Describe the composition of your organization's staff. Provide information to demonstrate that a minimum of 50% of your employees are representative of the populations served through this initiative addressing in aggregate race/ethnicity, geographic location (rural/urban), gender identity, sexual orientation, or other characteristics (1 point)

Optional Component (OC) – Statewide Administrative Coordinator Program Specific Questions

This should be completed only if the applicant is applying to serve as the Statewide Administrative Coordinator. This section will be scored separately. The funding for the optional component will be awarded to the core funding awardee with the highest combined (core and optional) score regardless of catchment area.

11. Statewide Administrative Coordinator Program Activities and Budget **Maximum Score: 20**

a. Describe how the agency will meet each of the required deliverables as described in Section III above. Clearly describe a logical, achievable plan for organizing, implementing and accomplishing all the required project deliverables over the life of the contract. Include a description of how the agency will facilitate coordination of efforts, when applicable and appropriate, between grantees statewide.

b. Provide four examples of agency's experience:
   - One example of the agency's ability to develop, issue, review, score and award a subcontract.
   - One example of the agency's experience in providing logistic and/or programmatic coordination for a large activity or event.
   - One example of the agency's experience in providing team leadership and/or coordination, including fiscal coordination and/or oversight of an activity.
   - One example of the agency's experience coordination and/or oversight in leading efforts focused on health equity.

c. Describe plans for Statewide Health Equity Coordination effort to support occurring grantee health equity work across catchment areas.

d. Propose a timeline in narrative format to meet deliverables with specific details describing activities. The timeline should represent an annualized 12-month time period.

e. Complete the statewide administrative coordinator section of **Attachment 7, Work Plan Template** for a 12-month period, by addressing objectives 13 through 17 and related tasks and performance measures, as outlined in **Attachment 1, TCP Work Plan Standards and Instructions**. Follow the guidance carefully. Successful applicants will need to complete a work plan that includes ALL required activities described in the guidance document prior to finalizing a contract.

f. Applicants applying for the optional Administrative Coordinator component should incorporate the related costs into the core budget in the Grants Gateway Application(s).

g. Applicants submitting more than one application that wish to apply for this optional component must include it in every catchment area application they submit. The optional component funding cannot be transferred from an unsuccessful core application to a successful core application even when the applicant is the same organization.

h. Up to $165,000 per year ($825,000 for five-year period) may be requested, of which $15,000 per year will be directed towards Statewide health equity efforts. The budget should be representative of one year of the five-year period (May 1, 2025 - April 30, 2026).

i. Justification for each cost should be submitted in narrative form, clearly delineating which costs are for the core RFA and for the optional component funding. All costs should be related to the provision of this RFA, as well as be consistent with the scope of work for the Statewide Administrative Coordinator component, reasonable and cost-effective.

j. For all existing staff, the request should delineate how the percentage of time devoted to efforts related to the optional component has been determined.

Statewide Administrative Coordinator -Ineligible Budget Items:

- Expenditures will not be allowed for the purchase of major pieces of depreciable equipment (although limited computer/printing equipment may be considered) or remodeling or modification of structure.

- Indirect or administrative lines will not be accepted as NPS budget lines. Itemized budget lines related to these costs (e.g., rent, heat, telephone) will be allowed with appropriate justification in the narrative and must be entered in the appropriate sections of the on-line budget.

- Any ineligible budget items will be removed from the budget prior to contracting. Ineligible items are those determined by DOH personnel to be inadequately justified relative to the proposed work plan, or not refundable under existing state guidance.

B. Freedom of Information Law

All Applications may be disclosed or used by NYSDOH to the extent permitted by law. NYSDOH may disclose an Application to any person for the purpose of assisting in evaluating the Application or for any other lawful purpose. All Applications will become State agency records, and will be available to the public in accordance with the New York State Freedom of Information Law (FOIL). **Any portion of an Application that an Applicant believes constitutes proprietary information entitled to confidential handling, as an exception to the general rule regarding the availability to the public of State agency records under the provisions of the Freedom of Information Law, must be clearly and specifically designated in the Application.** If NYSDOH agrees with the Applicant's claim regarding the proprietary nature of any portion of an Application, the designated portion of the Application will be withheld from public disclosure. Blanket assertions of proprietary material will not be accepted, and failure to specifically designate proprietary material may be deemed a waiver of any right to confidential handling of such material.

C. Review & Award Process

An Application which meets all of the guidelines set forth above will be reviewed and evaluated competitively by the NYSDOH Center for Community Health/ Division of Chronic Disease Prevention/Bureau of Tobacco Control. An Application that does not meet the minimum criteria (PASS/FAIL) will not be evaluated. An Application that does not provide all required information will be omitted from consideration.

The following will result in rejected applications:

- Failing to meet one or more of the minimum eligibility requirements.
- Failure to submit an application that covers one of the 21 Catchment Areas, as noted in Section I.D.3.

Applications will be scored based on the points allotted above for each component, as follows:

Section Title	Max Score	Other format requirements
1. Program Summary	Not Scored	
2. Statement of Need	10	
3. Applicant Organization	18	
4. Program Activities / Work Plan	8	Complete **Attachment 7, Work Plan Template**. Use prescribed objectives, tasks and performance measures provided in **Attachment 1, TCP**

		Work Plan Standards and Instructions
5. Program Activities	25	
6. Staffing Pattern and Qualifications	12	
7. Local Level Data Collection	5	
8. Addressing Health Equity Through Partnerships	15	
9. Budget	27	Follow all guidance instructions provided in **Attachment 8, Budget Instructions**
10. Preferred Points	5	
CORE TOTAL	**125**	
11. Statewide Administrative Coordinator (Optional Component) Program Activities (15) and Budget (5)	20	
OPTIONAL COMPONENT TOTAL	**20**	
TOTAL	**145**	

A minimum score of 70 points out of a possible 125 is required to be considered for core funding. The highest scoring applicants in each of the 21 distinct service regions identified in Section I.H.3 TCP Catchment Areas, will be funded. The Department will fund only one applicant per catchment area. In the event of a tie score among applicants within a region, the determining factors for a grant award, in descending order of importance will be:

1. Applicant with the highest score in the Program Activities section.
2. Applicant with the highest score in the Staffing Pattern and Qualifications section.

<u>In the event of a tie score among applicants for the optional component, the determining factor for a grant award will be the applicant with the highest score in the Program Activities section of the optional component.</u>

If there are no applicants with passing scores in a catchment area, the Department reserves the right to modify the final catchment areas of successful applicants to ensure sufficient program coverage statewide, such that counties may be the responsibility of different successful applicants in contiguous catchment areas (for example, if a four (4)-county area is left without a successful awardee, the successful awardees in the two (2) contiguous catchment areas may each be awarded the additional counties – one may be awarded one (1) of the counties, the other, three (3) of the counties).
The Department also reserves the right to re-procure for one or more catchment areas left without a successful awardee should successful applicants in contiguous areas decline additional counties. Award values may be modified to address catchment area modifications. Final awards and award values are contingent on the total funds available.

Applications with minor issues (for example, an Application missing information that is not essential to timely review and would not impact review scores) may be processed and evaluated, at the discretion of the State, but any issues with an Application which are identified by the Department **must** be resolved prior to time of award. An Application with unresolved issues at the time award recommendations are made will be determined to be non-responsive and will be disqualified.

The Department reserves the right to modify awards and/or make additional awards.

Applicants will be deemed to fall into one of three categories: 1) not approved, 2) not funded due to limited resources, and 3) approved and funded. Not funded Applications may be awarded should additional funds become available.

Once awards have been made pursuant to the terms of this RFA, an Applicant may request a debriefing of their own Application (whether their Application was funded or not funded). The debriefing will be limited only to the strengths and weaknesses of the Application submitted by the Applicant requesting a debriefing and will not include any discussion of ANY OTHER Applications. Requests for a debriefing must be received by the NYSDOH Center for Community Health/ Division of Chronic Disease Prevention/Bureau of Tobacco Control no later than fifteen (15) Calendar days from date of the award or non-award announcement to the Applicant requesting a debriefing.

To request a debriefing, please send an email to Carol Reilly at TCP@health.ny.gov. In the subject line, please write: Debriefing Request (Advancing Tobacco-Free Communities).

Any unsuccessful Applicants who wish to protest the award or awards resulting from this RFA should follow the protest procedures established by the Office of the State Comptroller (OSC). These procedures can be found on the OSC website at http://www.osc.state.ny.us/agencies/guide/MyWebHelp. (Section XI. 17.)

VI. Attachments

Please note that certain Attachments to this RFA are accessed under the "Pre-Submission Uploads" section of the Grants Gateway online Application and are not included in the RFA document. In order to access the online Application and other required documents such as the Attachments, a prospective Applicant must be registered and logged into the NYS Grants Gateway in the user role of either a "Grantee" or a "Grantee Contract Signatory".

Attachment 1: TCP Work Plan Standards and Instructions**
Attachment 2: Letter of Interest Format (Optional)*
Attachment 3: Minority & Women-Owned Business Enterprise Requirement Forms*
Attachment 4: Vendor Responsibility Attestation*
Attachment 5: Application Cover Sheet*
Attachment 6: Tobacco-Free Policy Attestation*
Attachment 7: Workplan Template*
Attachment 8: Budget Instructions**
Attachment 9: Fringe Detail Sheet (if applicable)*
Attachment 10: Reality Check Coordinator & Community Engagement Coordinator Salary Data**
Attachment 11: RFA Terminology Guidance**

Attachment 12: Letter of Support / Memorandum of Understanding
Attachment 13: Proposed ATFC Organizational Chart
Attachment 14: Job Descriptions and Resumes

*These attachments are located/included in the Pre Submission Uploads section of the Grants Gateway online application.

**These attachments are included at the end of the RFA and are for applicant information only. These attachments do not need to be completed.

PLEASE NOTE: Attachments 12-14 are applicant-generated.

Attachment 1
TCP WORK PLAN STANDARDS AND INSTRUCTIONS

This document is intended to provide detailed background and guidance, for reference, when determining and completing Attachment 7 Work Plan Template.

Required Objectives:	**Percent of Effort:**
• Retail Environment	20% - 40%
• Tobacco Free Outdoors (TFO)	10% - 30%
• Smoke Free Housing (MUH)	10% - 30%
• Tobacco and the Environment	10% - 20%
• Sustainability	10%
• Infrastructure	10%
• Local Data Collection Project	5% - 10%
• Health Equity Subcontracting	Integrated throughout

Additional/Optional Program Components

• Complimentary Policies/Emerging Tobacco Control Priorities Activity (Optional)	0% - 5%
• Statewide Administrative Coordinator	100% for selected staff

Note:

- Percentages of effort are intended to be guidelines with final percent of effort across all deliverables totaling 100 percent. Grantees should use good judgment to prioritize their work within the environment of each individual catchment area and its existing policy and public health landscape. Grantees are not required to engage in every initiative in every county of the catchment area.
- Grantees may choose to focus efforts in the areas of greatest need. Those areas of greatest need may be communities experiencing disproportionate levels of tobacco-related morbidity and mortality, communities that are unfairly targeted by the tobacco industry or others. Grantees should clearly state the community of interest in each of the workplan performance measures.
- **All initiatives are encouraged to address a broad definition of "tobacco product", which includes all commercial combustible, smokeless, e-cigarettes and other similar devices, and any other nicotine-containing product.**

Strategies/Tasks:

- **Community Education:** Refers to conducting activities that educate the public, or subsets of the public, about tobacco control issues to influence individual knowledge, attitudes, beliefs and behaviors. Community education includes discrete events, earned media and other types of information dissemination. Successful community education will ensure public support for tobacco control policies, will help mobilize the community to voice their support for tobacco control policies, and will help educate policy- makers about the issue.
- **Community Mobilization:** Refers to engaging influential community members and organizations to publicly support and take action on an initiative. Community mobilization refers to engaging interested partners, and other influential community members and organizations, to advance community education and government policy-maker education efforts. Successful community mobilization will ensure that there is broad engagement from constituents, including community leaders and organizations, to actively support tobacco control efforts.

- **Youth Engagement:** Refers to activities necessary to prepare Reality Check youth to engage in initiative topics and strategies. Successful youth engagement will ensure that youth are fully and authentically engaged in the work, and have the necessary skills and knowledge to take a leadership role in tobacco control activities in a specific initiative area.
- **Advocating with Organizational Decision Makers:** Refers to strategies undertaken to influence organizational decision makers to change their organizations' policies, programs or practices. This includes identifying and empowering champions within these organizations who are committed to policy change. It also includes technical assistance provided to decision-makers in the adoption of policies. Successfully advocating with organizational decision-makers will ensure that decision-makers are taking meaningful, verifiable, and sustainable action in support of tobacco control policies.
- **Government Policy Maker Education:** Refers to educating local, state, regional or national policy-makers about tobacco issues, the public health benefits of policy action, and the experiences of communities that have adopted policy change. . *As with all activities implemented by BTC,* ***all lobbying is expressly prohibited.***
- **Social/Structural Implementation Interventions:** Refers to activities that support communities during and after policy implementation. Such activities increase compliance and reduce health inequalities that could result from policy implementation. Activities include but are not limited to provision of signage and other resources, connecting communities with cessation services and interventions, design/provision of communication materials, additional local media, and/or other similar activities.
- **Paid Media:** Refers to purchasing media with the primary purpose of educating the public or a subgroup of the public. This includes media contributed as part of a purchase plan. Contractors are required to allocate a minimum of 9% of their budget to support specific BTC-directed, collaborative efforts. Some initiatives may use a unified theme/branded approach (this will be determined as part of the collaborative media planning process). In addition, contractors may use additional paid media to extend local collaborative media efforts, address local policy efforts or thank communities for taking action.
- **Health Equity Partnership Coordination:** Refers to activities that are focused on coordinating with those organizations receiving funds as part of the Health Equity Partnership requirement. Such activities would include educating community organizations, negotiating deliverables, providing technical assistance and other necessary administration and coordination work. This strategy **MUST** be included within at least **one** initiative area, but is not required for all initiatives.

Retail Environment
20% - 40% Effort

Goal: Decrease the social acceptability of tobacco use and tobacco use rates through limiting the impact of the commercial tobacco industry's presence in retail stores.

Objective Description: Between May 1, 2025 and April 30, 2026, BTC contractor will create a local environment that successfully demands passage of one or more of the following local laws or regulations that:

1. Restricts the density of tobacco retailers
2. Keeps the price of tobacco products high
3. Prohibits the sale of flavored tobacco products
4. Prohibits the sale of commercial tobacco products

Required Strategies/Tasks (executed through a bilateral approach using community engagement and youth action, branded as Reality Check)**:**

- **Community Education**
- **Community Mobilization**
- **Youth Engagement**
- **Government Policy Maker Education**
- **Social/Structural Implementation Interventions**
- **Statewide Paid Media (9% of total budget)**

Optional Strategies/Tasks:

- **Health Equity Partnership Coordination**
- **Local Paid Media**

Task 1 - Community Education: Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables. Three performance measures are required for this objective. Propose a minimum of one additional performance measure.

Example:
A performance measure could be: Meet with 10 key stakeholders (include information on names and organizations) within one year to educate about the impact of tobacco industry marketing in retail stores on youth.

Task 2 - Community Mobilization:

Describe how your agency will engage in each of the required tasks that advance the POS initiative outcome. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables. In most cases, mobilization of youth may be fulfilled through Reality Check activities. You may propose additional activities.

Example:
A performance measure for the target youth-focused organization could be: Mobilize 2 local teachers to speak at public hearings about retail environment topics.

Required Community Mobilization Targets: For this objective, contractors are required to mobilize a minimum of three types of community groups: non-Reality Check youth, youth-focused organizations, and other influential community members and organizations.

Consider the following in your proposed performance measures:

- How you will identify and develop relationships with key community stakeholders who can provide POS education to government policy makers;
- What key messages and necessary information you will need to equip your allies with to effectively garner earned media, educate and mobilize their networks and communicate with decision makers; and
- How you will help your allies personalize and localize materials.

Task 3 – Youth Engagement: A minimum of two performance measures are required for this objective. Describe in detail how you will recruit, train, and prepare Reality Check youth for leadership in other retail environment strategy areas.

Example: A performance measure could be: Plan and execute one retail-focused media training session per semester for RC youth at Kenmore East High School.

Task 4 - Government Policy Maker Education (GPME): A minimum of two performance measures are required for this objective. Describe in detail how you will educate government policy-makers. Identify specific target groups, e.g., office name of elected official, municipality, board or council, etc. You may propose additional activities.

Example:
A performance measure could be: Work with community partners to meet with 3 local elected officials during the grant year.

Task 5 – Social/Structural Implementation Interventions: A minimum of three performance measures are required for this objective. Describe in detail how you will assess community impact of policies and offer community support for policy implementation.

Example:
A performance measure could be: Develop and provide educational materials for distribution to local retailers.

Task 6 (optional) – Health Equity Partnership Coordination: If your partnership focuses on retail environment topics, then a minimum of three performance measures are required. Describe in detail how you will educate community organizations, negotiate/monitor retail-environment-focused deliverables, provide technical assistance and work in partnership with your contracted organization(s).

Example:
A performance measures could be: Develop a brief workplan for X organization, that includes expected activities and outcomes.

Task 7 (optional) - Statewide and Local Paid Media: A minimum of one performance measure is required for this objective. Describe in detail how you will participate in the statewide media collaborative. Additionally, if applicable, describe how you will use **local** paid media to amplify community education and mobilization efforts on retail environment outcomes. Identify specific target groups.

Examples:
Performance measure could be: Applicant will designate one staff person to participate in the collaborative media planning workgroup.

Applicant has chosen to utilize local paid media. Performance measure could be: Place :30 radio ads from the Not Just media campaign from August-September.

Tobacco-Free Outdoors (TFO)
10% - 30% Effort

Goal: Decrease the social acceptability of tobacco use by reducing or eliminating tobacco use in outdoor areas.

Objective Description Increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas including public parks, beaches, playgrounds, clubs, college campuses and outdoor areas of businesses (including hospitals and other medical facilities), other grounds, recreation areas, and in proximity to building entryways.

Objectives in Work Plan-

1. Between May 1, 2025 and April 30, 2026, the contractor will create a local environment within the catchment area that successfully demands passage of at least **X#*** local laws or regulations requiring tobacco-free parks, playgrounds, beaches, grounds and/or entranceways.

2. Between May 1, 2025 and April 30, 2026, ensure that at least **X#*** of major employers** per catchment area will adopt a tobacco-free outdoor air policy including work site grounds, parking lots and proximity to building entryways.

**Upon award, grantees should work with BTC to choose a target number of municipalities and/or major employers consistent with the catchment area landscape and geographic size. The minimum allowable target is 2.*

***Major employers include colleges/universities, manufacturers and distributors, and other employers that employ a relatively large number of people in your community, are considered influential in your community, or are located in high-profile areas in your community. Major employers who voluntarily adopt tobacco-free outdoor policies are viewed as more likely to influence broader social norms. Work with small employers that will have relatively lower impact on changing social norms will not contribute toward the TFO work plan outcome.*

Required Strategies/Tasks (executed through a bilateral approach using community engagement and youth action, branded as Reality Check)**:**

- **Community Education**
- **Community Mobilization**
- **Youth Engagement**
- **Advocating with Organizational Decision Makers**
- **Government Policy Maker Education**
- **Social/Structural Implementation Interventions**

Optional Strategy/Task:

- **Health Equity Partnership Coordination**
- **Statewide and Local Paid Media**

Task 1 - Community Education: Describe in detail, how you will use community education to help achieve the tobacco-free outdoors deliverables. Identify specific target group/s. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to present information at forums and/or events organized by other individuals/groups. A performance measure could be: Presented at 10 events, with key decision makers in attendance, within one year to educate about the importance of tobacco free outdoors.

Sample performance measures include:

- Disseminating information in community venues and at community events;
- Hosting press events and sending out press releases;
- Hosting a forum/event with a tobacco-free outdoors focus;
- Presenting information at forums, events organized by other individuals/groups; and
- Utilizing earned media.

Task 2 - Community Mobilization: Describe in detail how you will mobilize and activate community members and community organizations to advance the tobacco-free outdoors outcomes. Identify specific target group/s. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to develop a plan to equip allies with key messages for garnering earned media. The performance measure could be: Mobilize 10 community members to write letters to the editor in support of tobacco free outdoors within one year.

Consider the following in your proposed activities:

- How to provide opportunities for allies to publicly support and call for actions to increase the number of tobacco-free outdoor area policies;
- How to equip your allies with key messages and other necessary information to effectively garner earned media coverage, educate/mobilize their networks and or communicate with decision makers; and
- How to help your allies personalize and localize materials.

Task 3 – Youth Engagement: A minimum of two performance measures are required for this objective. Describe in detail how you will recruit, train, and prepare Reality Check youth for leadership in tobacco-free outdoors strategy areas.

Example: A performance measure could be: Meet twice per month with teens at Columbia High School to plan talking points for upcoming Earth Day activities.

Task 4 (Employer Objective Only)- Advocating with Organizational Decision Makers:
Describe in detail how you will advocate with organizational decision-makers to help achieve tobacco-free outdoors outcome a minimum of two (2). Identify specific target group/s. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to provide technical assistance, materials, signage to major employers. Performance Measure could be: Assist 2 employers with implementation by providing educational materials on the benefits of tobacco free grounds and appropriate signage, as needed.

Sample performance measures also include:

- Contacting and meeting with major employers to assist them in adopting tobacco- free outdoor policies; and

- Providing technical assistance, materials and signage to major employers as they adopt tobacco free outdoor policies.

Task 5 (municipal objective only) - Government Policy Maker Education: Describe in detail how you will use government policy-maker and other policy maker education to help achieve the tobacco-free outdoors outcome. Identify specific municipalities, governmental positions, and public hearings to whom/at which you will educate. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Performance measure could be: Provide in-person education to the municipal governing body of 4 local municipalities who have not yet established a tobacco free outdoor policy. Municipalities include but are not limited to Kenmore, Amherst, Tonawanda, and Cheektowaga.

Task 6 – Social/Structural Implementation Interventions: Describe in detail how you will use social and structural interventions to help support the tobacco-free outdoors outcomes. A minimum of three performance measures are required for this each objective. Describe in detail how you will assess community impact of policies and offer community support for program implementation.

Example:
A performance measure could be: Develop and provide tobacco-free signage for municipalities to place in public parks.

Task 7 (optional)- Health Equity Partnership Coordination: If your partnership focuses on tobacco-free outdoors topics, then a minimum of three performance measures are required. Describe in detail how you will educate community organizations, negotiate/monitor retail-environment-focused deliverables, provide technical assistance and work in partnership with your contracted organization(s).

Example:
A performance measures could be: Provide technical assistance to X organization, that includes biweekly meetings.

Task 8 (optional)- Statewide and Local Paid Media: If funds are available, describe in detail how local media funds will be used to amplify community educational efforts on tobacco-free outdoors outcomes. Identify specific target groups. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to utilize local paid media. Performance measure could be: Place :30 radio ad educating on the benefits tobacco free outdoors from August-September.

Smoke-Free Multi-Unit Housing (MUH)
10% - 30% Effort

Goal: Eliminate exposure to secondhand smoke.

Objective Description (this is broken out into two objectives in the Grants Gateway Work Plan): Increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas including public parks, beaches, playgrounds, clubs, college campuses and outdoor areas of businesses (including hospitals and other medical facilities), other grounds, recreation areas, and in proximity to building entryways.

Objectives in Work Plan:

1. Between May 1, 2025 and April 30, 2026, X#* of units (proposed by contractor) will be covered by smoke free multi-unit dwelling policies in the catchment area.

**Grantees should choose a target number of units that is consistent with the catchment area's multi-unit housing landscape. Target numbers must be approved by BTC staff.*

2. Between Jul 1, 2024 and June 30, 2025, create a local environment in at least one municipality that successfully demands package of one or more local laws or regulations requiring all landlords and building owners to implement smoke-free and/or vape free policies.

Whenever possible, contractors should focus on supporting smoke free policies within multi-unit housing residences that serve low-income communities, such as, Local Housing Authorities and affordable housing complexes.

Required Strategies/Tasks:

- **Community Education**
- **Community Mobilization**
- **Youth Engagement**
- **Advocating with Organizational Decision Makers**
- **Government Policy-Maker Education**
- **Social/Structural Implementation Interventions**

Optional Strategy/Task:

- **Health Equity Partnership Coordination**
- **Statewide and Local Paid Media**

Task 1 - Community Education: Describe in detail how you will use community education to help achieve the MUH outcomes. Identify specific target groups that you will educate. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to host press events and send out press releases. A performance measure could be: Recognize landlords/housing authorities who have gone smoke free by submitting at least one media release per year.

Sample performance measures include:

- Disseminating information at community venues and events;

- Hosting press events and sending out press releases;
- Hosting a forum/event focused on tobacco control;
- Presenting information at forums/events organized by other individuals/groups; and
- Utilizing earned media.

Task 2 - Community Mobilization: Describe in detail how you will mobilize and activate community members and community organizations to advance the MUH outcomes. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to provide opportunities for allies to publicly support and call for actions to increase the number of MUH smoke free indoor and disclosure policies. A performance measure could be: Mobilize allies to do outreach to 3 local housing authorities within one year.

Performance Measures should include the following considerations:

- Provide opportunities for allies to publicly support and call for actions to increase the number of MUH smoke free indoor and disclosure policies.
- Equip your allies with key messages and other necessary information to effectively garner earned media coverage, educate/mobilize their networks and/or communicate with decision makers.
- Help your allies personalize and localize materials.

Task 3 - Youth Engagement: A minimum of two performance measures are required for this objective. Describe in detail how you will recruit, train, and prepare Reality Check youth for leadership in other smoke-free multi-unit housing strategy areas.

Example: A performance measure could be: Plan and execute one housing-focused training per year at 4 local high schools, including but not limited to…

Task 4 - Advocating with organizational decision-makers: Describe in detail how you will advocate with organizational decision-makers to help achieve the multi-unit housing outcomes. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to meet with and send letters to property owners and property management companies to assist them in adopting smoke-free polices. A performance measure could be: Meet with 2 large rental properties (>100 units) and educate them about the benefits of smoke free housing within one year.

Sample performance measures include:

- Meeting with and sending letters to property owners and property management companies to assist them in adopting smoke-free polices; and
- Providing technical assistance to property owners and property management companies to assist in the adoption of smoke-free polices.

Task 5 - Government Policy Maker Education: Describe in detail how you will use government policy-maker and other policy maker education to help achieve the tobacco-free outdoors outcome one (1). Identify specific municipalities, governmental positions and public hearings that you will educate. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to communicate with elected officials. Performance measure could be: Provide in-person education to the municipal governing body of 4 local municipalities who have not yet established a tobacco free outdoor policy.

Sample performance measures include:

- Communicating with and educating elected officials about the benefits of tobacco-free outdoor policies; and
- Testifying at public hearings about the benefit of tobacco-free outdoor policies.

Task 6 – Social/Structural Implementation Interventions: Describe in detail how you will use social and structural interventions to help support the multi-unit housing outcomes. A minimum of three performance measures are required for this required objective. Describe in detail how you will assess community impact of policies and offer community support for program implementation.

Example:
A performance measure could be: Work with local health systems grantee and the NYS Smokers' Quitline to plan cessation assistance for residents, to better allow them to quit/comply with the policy.

Task 7 (optional) - Health Equity Partnership Coordination: If your partnership focuses on smoke-free multi-unit housing topics, then a minimum of three performance measures are required. Describe in detail how you will educate community organizations, negotiate/monitor smoke-free multi-unit housing deliverables, provide technical assistance and work in partnership with your contracted organization(s).

Example:
A performance measures could be: Develop a brief workplan for X organization, that includes expected activities and outcomes.

Task 8 (Optional) – Statewide and Local Paid Media:
If funding is available for Smoke-Free Housing, describe in detail, in the performance measures field, how you will use paid media to achieve SFMUH outcomes. Identify specific target groups. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to utilize local paid media. Performance measure could be: Place :30 radio ad supporting smoke free housing from August-September.

Tobacco and the Environment
10% -20% Effort

<u>Goal</u>: Decrease the social acceptability of tobacco use by reducing or eliminating tobacco waste in outdoor areas.

<u>Objective</u>: Eliminate tobacco product waste from local communities.

<u>Objective in Work Plan:</u>

1. By June 30, 2024, create a local environment within the catchment area that successfully demands passage of at 1 organizational policy, local law or municipal regulation requiring regulation of tobacco product waste.

Required Strategies/Tasks:
- **Community Education**
- **Community Mobilization**
- **Youth Engagement**
- **Advocating with Organizational Decision Makers**
- **Government Policy Maker Education**
- **Social/Structural Implementation Interventions**

Optional Strategy/Task:
- **Health Equity Partnership Coordination**
- **Statewide and Local Paid Media**

<u>Task 1 - Community Education</u>: Up to three performance measures are required. Describe in detail how your agency will use community education to help advance the Tobacco and the Environment outcome. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables. You may propose additional performance measures as appropriate.

Sample performance measures include:
- Disseminating information to community members at community venues and events;
- Hosting press events and sending out press releases;
- Hosting a forum/event focused on tobacco control;
- Presenting information at forums/events organized by other individuals/groups;
- Street marketing; and
- Utilizing earned media.

<u>Task 2 -Community Mobilization:</u> Describe in detail how your agency will engage other youth-focused organizations and influential community members and organizations in activities that advance the Tobacco and the Environment Initiative.

Write a minimum of three proposed activities in that will assist you to build your base of relationships with key individuals and organizations to support the Tobacco and the Environment initiative. Describe how your agency will use community mobilization to help advance/achieve the outcome. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to educate and equip allies with key messages to effectively garner earned

media. A performance measure could be: Provide 3 youth groups other than Reality Check with sample press releases, talking points, and letters to the editors to garner earned media within one year.

Performance Measures should include the following considerations:

- Identify and develop relationships with key community stakeholders that can advance education to government policy makers and organizational decision makers.
- Activate other, non-Reality Check youth (such as Girl Scout troops, 4H groups, etc.) to support activities.
- Educate and equip allies with key messages and other necessary information to effectively garner earned media coverage, educate/mobilize their networks and/ or communicate with decision makers.
- Help allies to personalize and localize materials.

Task 3 - Youth Engagement: A minimum of two performance measures are required for this objective. Describe in detail how you will recruit, train, and prepare Reality Check youth for leadership in other Tobacco and the Environment strategy areas.

Example: A performance measure could be: Plan and execute one educational activity around Tobacco and the Environment topics for youth at 4 local high schools, culminating in a public outreach event.

Task 4 - Advocating with organizational decision-makers: A minimum of one performance measure ais required. Describe in detail how you and your Reality Check youth will advocate with organizational decision-makers to help achieve the Smoke Free Movies outcome. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables. In addition to the below required performance measure, propose up to 3 additional performance measures, as appropriate.

Task 5 - Government Policy Maker Education: Write a minimum of one (1) **proposed** activity. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to communicate with their county legislature about the problem of tobacco product waste and its impact on the environment.

Sample performance measures include:

- Scheduling meetings with elected officials to discuss the issue of tobacco waste in local communities.
- Inviting elected officials to park clean-up events to educate them on the problem of tobacco waste and local efforts to address the problem.

Task 6 – Social/Structural Implementation Interventions: Describe in detail how you will use social and structural interventions to help support the Tobacco and the Environment outcomes. A minimum of three performance measures are required for this each objective. Describe in detail how you will assess community impact of policies and offer community support for program implementation.

Example:
A performance measure could be: Work with local health systems grantee and the NYS Smokers' Quitline to plan cessation assistance for residents, to better allow them to quit/comply with the policy.

Task 7 (optional) - Health Equity Partnership Coordination: If your partnership focuses on Tobacco and the Environment topics, then a minimum of three performance measures are required. Describe in detail how you will educate community organizations, negotiate/monitor Tobacco and the Environment deliverables, provide technical assistance and work in partnership with your contracted organization(s).

Example:
A performance measures could be: Develop a brief workplan for X organization, that includes expected activities and outcomes.

Task 8 - (Optional) Local Paid Media: Any LOCAL paid media efforts should primarily focus on priority initiatives. If additional dollars are available for Tobacco and the Environment, describe in detail, in the performance measures field, how you will use paid media to achieve Tobacco and the Environment outcomes. Identify specific target groups. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example:
Applicant has chosen to utilize local paid media. Performance measure could be: Place :30 radio ad sharing information about tobacco product waste from February-March.

Complimentary Policies and/or Emerging Interventions
0% -5% Effort

Note: Grantees may choose to dedicate ZERO percent effort to this activity, depending upon the current landscape (need and opportunity) in each individual catchment area. If zero percent effort is chosen for year one, enter "N/A" under the task in the work. If grantees choose to address this activity, they may dedicate up to 5% effort and should include the proposed effort in the work plan.

Goal: To be determined by grantee

Objective: By the end of year 1, conduct a local level activity that addresses a complimentary policy and/or emerging tobacco control topic. (Upon contract award, grantee will be required to obtain BTC approval for this objective.)

- List up to five (5) tasks and up to three (3) performance measures if choosing to pursue this objective. If not, enter "N/A for year one" in the task field.

Health Equity Subcontracting

Contractors MUST dedicate a minimum of $35,000 to support one or more community organizations that will assist the ATFC grantee in completing workplan deliverables. Recipients should be organizations that serve individuals and communities most impacted by tobacco-related morbidity and mortality.

Contractors should select one or more local organizations that serve communities most impacted by tobacco-related morbidity and mortality, develop shared deliverables and administer appropriately-procured subawards.

Three tasks are required, and should be completed in the appropriate initiative areas(s) listed above, using the "Health Equity Partnership Coordination" strategy. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Note: Percent effort for the disparities project is incorporated into ongoing efforts in the applicable initiative area(s). Grantees should fold the majority of their disparities project work directly into the appropriate initiative work.

Additional Example: Grantee chooses to subcontract with the local LGBTAIA+ pride center. The Pride Center will work to educate community members across the catchment area, mobilize community members to take action on TFO and Tobacco and the Environment objective areas.

Local Data Collection
5%-10% Effort

<u>BTC Goal:</u> Contribute to the science of tobacco control and gather data that can be used at the local level to educate the community and/or decision makers at the local level and internally inform community programming.

<u>Evaluation Outcome 1:</u> Between May 1, 2025 and April 30, 2026, a local level evaluation project must be completed *(All project require pre-approval of plans and tools by BTC/TSERT)*.

Year 1:

- A. Baseline Community Assessment Plan – year one (BTC will inform plan/tool)

For subsequent years, grantees may also consider:

- B. Community Survey (with BTC-approved tool)
- C. Tenant Survey (BTC will supply tool)
- D. Landlord Survey (BTC will supply tool)
- E. Special Evaluation Projects (BTC approval required)
- F. Retail Store Observation Tool (BTC will supply tool)

For the <u>year one</u> work plan objective 8, all contractors will choose “A. Baseline Community Assessment Plan”. Write a minimum of three proposed activities. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables, and to utilize the deliverables in community education, community mobilization, government policy maker education and/or education of organizational decision-maker activities.

Example:
Activity/task chosen is baseline community assessment plan. Performance measure could be: Identify 5 local partners who can assist in gathering community members for a listening forum and extending communication about the forum.

Contractors are required to participate in evaluation training provided by the Department and to provide data and information, as requested, to the independent evaluation contractor to assess the impact of the BTC or its components on tobacco use, attitudes and related behaviors. Note: The Department’s Institutional Review Board (IRB) must approve research and evaluation protocols that involve human subjects.

Sample performance measures include:

- Including data in presentations to key community members/groups;
- Including data in community education materials;
- Publishing data in agency newsletters; and
- Releasing data in a press release or press conference.

Sustainability
10% Effort

BTC Goal: Build and maintain an effective tobacco control program infrastructure.

BTC Objective: Ensure adequate level of resources to implement effective tobacco control activities.

Objective in Work Plan:

Sustainability Outcome 1: Between May 1, 2025, and April 30, 2026, Tobacco Free Communities contractors will engage in sustainability efforts as outlined by the TCP.

Describe in detail up to 5 performance measures that will assist in achieving the above outcome. Performance Measures should reflect educating elected officials in person and through correspondence, as well as grantees and mobilized individuals/organizations working to garner earned media.

Performance Measure Example:
Work with advocates to identify 3 personal stories to demonstrate the positive impact the tobacco control program has had on helping these individuals quit smoking.

Contractors will comply with the requirements outlined in annual sustainability guidelines.

Infrastructure Development
5% - 10% Effort

BTC Goal: Build and maintain an effective tobacco control program infrastructure.

BTC Objectives: Strengthen area and regional infrastructure to promote coordination and collaboration among partners. Ensure that tobacco control contractors participate in professional development opportunities each year.

Required Contractor Outcomes:

Contractors will comply with the following Infrastructure Development requirements throughout the funding period, as required:

- Attend BTC program meetings;
- Attend regional BTC contractors' meetings;
- Attend BTC training meetings as required; and
- Host member trainings for youth (orientation, skill building, initiative trainings, etc.).

Write a minimum of three proposed performance measures, including (1) required tasks of attendance at program and regional meetings, (2) attendance at TCP training opportunities and (3) hosting member trainings for youth. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Example: Activity chosen is to attend required BTC Program Meetings. Performance measure would be: Attend up to 4 required BTC program meetings.

Youth Recruitment and Retention
Effort included in Infrastructure

TCP Goal: Build and maintain an effective Reality Check youth infrastructure.

TCP Objective: Ensure an adequate group of youth is maintained to carry out activities. Between May 1, 2025 and April 30, 2026, contractors will engage in ongoing efforts to build and maintain an adequate youth infrastructure.

Write the two (2) **required** activities and a minimum of three additional. Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables.

Note: Activities in this objective are primarily intended to represent time/effort spent on activities specific to recruitment of new youth and/or retention of existing youth. Initiative-specific youth activities should be represented using the "Youth Engagement" strategy in the appropriate initiative areas of the workplan.

Example: Applicant has chosen to host 3 recruitment events throughout the catchment area. Performance measure could be: Identify 3 schools to partner with to host recruitment events during the month of September.

REQUIRED Youth Infrastructure Activities:

1. Attend and actively participate (with youth) in a statewide summer Reality Check Youth Summit.
2. Host local member trainings for youth (orientation, skill-building, initiative training, meeting preparation, etc.)

Other sample activities may include:

- Actively recruiting new youth;
- Conducting regular youth meetings & trainings; and
- Participating in regional, statewide and national opportunities for training and recognition.

Optional Statewide Administrative Coordinator

Goals: Facilitate fiscal oversight and coordination for statewide ATFC efforts.

Objectives/Required Tasks/Activities:

1. Facilitate Statewide action for required collaborative media campaign
    a. Draft, issue, score and award a collaborative media RFP
    b. Act as liaison with contracted advertising agency for fiscal and creative development.
    c. Provide coordination for statewide websites and social media maintenance (including Reality Check specific sites)

2. Facilitate statewide action for annual Reality Check youth summit
    a. Procure a location to host 150 – 200 attendees (youth and adults)
    b. Act as fiscal agent and liaison between grantees and host location.
    c. Coordinate RC leads into appropriate committees to plan summit content, earned media, entertainment and logistics planning.

3. Facilitate statewide action for Youth Advocate of the Year awards
    a. Liaise with RC leads and State Reps to plan YAYA application process.
    b. Liaise with RC leads and State Reps to plan YAYA presentation process.

4. Facilitate statewide action for other statewide coordinator/youth trainings or activities outside of BTC/SPH sponsored professional development
    a. Procure an appropriate location for chosen activities.
    b. Act as fiscal agent and liaison between grantees and host location.
    c. Coordinate RC leads into appropriate committees to plan summit content, earned media, entertainment and logistics planning.

5. Facilitate planning for other statewide activities as approved by the Department.
    a. If choosing to address this OPTIONAL objective, list up to 5 tasks and 3 performance measures per task. If NOT choosing to address this OPTIONAL objective, enter “N/A for year 1” under task 1.

Additional Tasks/Activities:
Grantees may propose additional objectives and/or tasks/activities to those required above with BTC approval.

Performance Measures:
Performance Measures should reflect the activities performed for each task to successfully achieve the deliverables. You may propose as many activities as you anticipate each outcome/deliverable requiring. Activities might include gathering information from other grantees, hosting regular conference calls, issuing vouchers, drafting RFPs, etc.

Grants Gateway Budget Data Entry
Guidelines

**** An asterisk has been placed next to specific budget categories which require that additional information be provided.***

RFA Specifications (If Applicable	***FMU TO ENTER RFA SPECIFICATIONS HERE IF APPLICABLE - IF NOT, DELETE ROW***

Grants Gateway Field	***Character Limits***	***Enter Required Information as Instructed Below***
Personal Services - Salary	**** Refer to funding opportunity for additional information.*** ***In the Salary section only include staff positions related to the implementation and administration of the project. A separate entry is REQUIRED if the position includes any change in Salary, Hours, % Funded (time and effort), or # Months Funded. ONLY staff that are employees of the applicant organization are to be included here. All other staff should be listed under Contractual Services. If Salary is not applicable, leave this section blank.***	
Position/Title	55	Provide the position title and employee name, if known. TBH should be entered in place of the employee name if the position is vacant at the time of budget submission.
Role/Responsibility	500	Provide a brief narrative of how the position will contribute directly to this project. Provide the start date and end date for this budget line item. If TBH, also provide the anticipated start date and end date for this position.
# in Title	N/A	Always enter the number 1. A separate position should be added for "each" position on the contract.
Annualized Salary Per Position	N/A	Enter the total annual salary the organization will pay this employee regardless of funding source. This figure should NOT be adjusted if a portion of the salary will be paid with other funds. Percentage of time supported with "other funds" should be entered in the PS narrative.
STD Work Week (hrs.)	N/A	Enter the standard (STD) hours worked each week by the employee. This figure should NOT be adjusted for hours paid with other funds.
% Funded	N/A	Enter only the percent of time this position will spend on this project. Do NOT include any percentage of time supported by other projects and/or fund sources. This % is a calculation of total grant funding requested divided by annual salary.
# Months Funded	N/A	Enter the estimated number of months this position will work on this grant. If TBH, enter the number of months based upon the anticipated start date.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this position on the project. (Annual Salary / 12 Months x # Months Funded x % Funded).
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Match %	N/A	Enter the percent that the organization is matching this project with other fund sources OR Always leave blank.
> Personal Services - Salary Narrative	**4000**	**Program Specific Instructions / Requirements** **All PS costs that will be incurred for staff that work on this project but are not directly supported with grant dollars should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond the required justification.**
Personal Services - Fringe*	***Fringe Benefits should be budgeted in line with your organization's Standard Fringe Benefit Policy and/or Negotiated Bargaining Agreements and should not exceed the current NYS rate. If Fringe is not applicable, leave this section blank.*** ***Example: Fringe rate at 47% based on fringe detail sheet.***	
Type/Description	125	Provide the requested fringe rate, indicating whether it is based on a Federally Approved Rate Agreement OR the Fringe Detail Sheet.
Justification	1000	Indicate if the rate is straight or based on a blend of varying rates. Also, state specifically which document was uploaded to the Grants Gateway (Federally Approved Rate Agreement OR Fringe Benefit Detail Sheet) *Example: Blending Fringe rate at 47% based on Fringe Detail Sheet. Fringe Detail Sheet uploaded to Grantee Document Folder.*
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.

Grants Gateway Budget Data Entry
Guidelines

**** An asterisk has been placed next to specific budget categories which require that additional information be provided.***

RFA Specifications (If Applicable	***FMU TO ENTER RFA SPECIFICATIONS HERE IF APPLICABLE - IF NOT, DELETE ROW***

Grants Gateway Field	***Character Limits***	***Enter Required Information as Instructed Below***
> Personal Services - Fringe Narrative	**4000**	**Program Specific Instructions / Requirements** **All fringe costs that will be incurred related to staff that work on this project but are not directly supported with grant dollars should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the**
Contractual*	**** Refer to funding opportunity for additional information.*** ***The Contractual Services (CS) section should include costs for services rendered to the project under a format or written agreement such as direct provision of services by contractual arrangement (Subcontractors, Consultants, Affiliate Staff, and Vendors). ALL related expenses are to be budgeted under this section (any non-personal service costs to include travel) associated with the staff/organizations allocated to CS. If Contractual Services are not applicable, leave this section blank.***	
Type/Description	125	Provide the name of the organization, company or individual and the type of service being provided. If not know, enter TBD in place of the name of the organization, company or individual. (i.e. Research & Evaluation - TBH)
Justification	1000	Provide the anticipated intended use of this budget line item, and how this expense supports the workplan objective. Provide a time frame for when the work will be completed.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Contractual Narrative	**4000**	**Program Specific Instructions / Requirements** **All contractual positions not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional detail the grantee should provide above and beyond the required justification.**
Travel*	**** Refer to funding opportunity for additional information.*** ***Out-of-State travel requires prior approval by the State. Travel expenses associated with any Subcontractor, Consultant, or Vendor, must be included in the Contractual Services budget line. If Travel is not applicable, leave this section blank.***	
Type/Description	125	Provide the type of travel. A separate entry should be completed for each category of travel (i.e. Client, In-State, or Out-of-State).
Justification	1000	Provide the anticipated intended use of this budget line item, and how this expense supports the workplan objective. include the title of the position(s) traveling. Justification must referene whether the organization has a travel policy. If the organization has a travel policy, the organizational policy must be uploaded into the Grantee Document Folder. Itemized travel estimates should be based on the lesser of the written policy of the organization, the Office of State Comptroller (OSC) guidelines, or the United States General Services Administration (USGSA) rates. Example: Travel policy uploaded. Director, Associate Director and Coordinator will be traveling in state to meet workplan deliverables.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Travel Narrative	**4000**	**Program Specific Instructions / Requirements** **All travel costs not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond the required justification.**

Grants Gateway Budget Data Entry
Guidelines

**** An asterisk has been placed next to specific budget categories which require that additional information be provided.***

RFA Specifications (If Applicable	***FMU TO ENTER RFA SPECIFICATIONS HERE IF APPLICABLE - IF NOT, DELETE ROW***	
Grants Gateway Field	***Character Limits***	***Enter Required Information as Instructed Below***
Equipment	**** Refer to funding opportunity for additional information.*** ***This section is used to itemize both purchased and rental equipment costs. Equipment is defined as items such as computers, printers, phones, apparatus or fixed asset (other than land or a building) that are tangible personal property. Item(s) not falling under this definition should be included under Operating Expenses. If Equipment is not applicable, leave this section blank.***	
Type/Description	125	Provide the type of equipment and the quantity to be purchased or rented. (i.e. 3 Desk Top PCs)
Justification	1000	Provide the Position/Title AND names of the staff that will be using the equipment and provide the calculation used to determine the allocation of this expense to the project. Reminder: staff % Funded (time and effort) must be taken into consideration when determining the appropriate allocation of the expense to the project.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Equipment Narrative	**4000**	**Program Specific Instructions / Requirements** **All equipment purchases not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond the required justification.**
Space/Property: Rent	***This section is used to itemize costs associated with Space/Property: Rent. A separate entry will be required if more than one instance of rental property is needed. If Space/Property: Rent is not applicable, leave this section blank.***	
Type/Description	125	Provide the physical address of the rental property.
Justification	1000	Provide the anticipated intended use of this budget line item, and how this expense supports the workplan objective. Provide the cost share allocation for this line item, and how this expense is allocated across the organization.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Space/Property: Rent Narrative	**4000**	**Program Specific Instructions / Requirements** **All space costs not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond the required justification.**
Space/Property: Own	***This section is used to itemize costs associated with Space/Property: Own. If Space/Property: Own is not applicable, leave this section blank.***	
Type/Description	125	Provide the physical address of the property that is owned.
Justification	1000	Provide the anticipated intended use of this budget line item, and how this expense supports the workplan objective. Provide the cost share allocation for this line item, and how this expense is allocated across the organization.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Space/Property: Own Narrative	**4000**	**Program Specific Instructions / Requirements** **All space costs not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond the required justification.**
Utilities	***This section is used to itemize costs associated with Utilities. A separate entry is needed for each category of expense relating to utilities (i.e., utilities, landline telephone, cellphone, etc.) If Utilities are is not applicable, leave this section blank.***	
Type/Description	125	Provide the type of expense and include the property address. (i.e. Landline Telephone - 123 Cherry Lane)

**** An asterisk has been placed next to specific budget categories which require that additional information be provided.***

RFA Specifications (If Applicable	***FMU TO ENTER RFA SPECIFICATIONS HERE IF APPLICABLE - IF NOT, DELETE ROW***

Grants Gateway Field	***Character Limits***	***Enter Required Information as Instructed Below***
Justification	1000	Provide the anticipated intended use of this budget line item, and how this expense supports the workplan objective. Provide the cost share allocation for this line item, and how this expense is allocated across the organization. If the organization has a cellphone policy, the justification must include whether there is a policy and that policy must be uploaded into the Grantee Document Folder. Reminder: staff % Funded (time and effort) must be taken into consideration when determining the appropriate allocation of the expense to the project.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Utilities Narrative	**4000**	**Program Specific Instructions / Requirements** **All utility costs not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional detail the grantee should provide above and beyond the required justification.**
Operating Expenses	**** Refer to funding opportunity for additional information.*** ***This section is used to itemize costs associated with the operation of the project, including but not limited to insurance/bonding, photocopying, advertising, office supplies, program supplies/materials, storage rental units & technology licenses. A separate entry for each type of expense is needed. Any expense shared across the organization must provide a calculation method used to determine the expense to this project. If Operating Expenses are not applicable, leave this section blank.***	
Type/Description	125	Provide the type of expense
Justification	1000	Provide the anticipated intended use of this budget line item, and how this expense supports the workplan objective. Provide the cost share allocation for this line item, and how this expense is allocated across the organization. Incentives and promotional items should be deliniated separately from Office Supplies.
Total Grant Funds	N/A	Enter the total amount of grant funds requested to support this budget category.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Operating Expenses Narrative	**4000**	**Program Specific Instructions / Requirements** **All operating expenses not directly supported with grant dollars, that are required to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond the required justification.**
Other Expenses Detail*	***Only Indirect costs are to be budgeted under this section (also referred to as Administrative costs), unless determined not to be allowed by the award. Regardless of the method (Federally Approved Indirect Rate Agreement (IDC) or (Modified Total Direct Cost base (MTDC) , the maximum rate cannot exceed the limit as outlined procurement documents and the Grants Gateway Budget Instructions.***	
Type/Description	125	Provide the requested indirect costs rate, indicating whether it is based on a Federally Approved Indirect Rate Agreement (IDC) OR Modified Total Direct Cost base (MTDC).
Justification	1000	If the rate is based on a Federally Approved Indirect Rate Agreement (IDC), indicate that the document was uploaded to the Grants Gateway.
Total Grant Funds	N/A	Provide the requested value using the formulary provided.
Total Match Funds	N/A	Enter the amount that the organization is matching this project with other fund sources OR Always leave blank.
Total Other Funds	N/A	Always leave blank.
> Other Narrative	**4000**	**Program Specific Instructions / Requirements** **All indirect costs, up to the maximum rate allowable, not directly supported with grant dollars, that will be incurred to meet program deliverables should be summarized in this section.** **This section should be modified, if applicable, with program's expectation of additional details the grantee should provide above and beyond what the required justification.**

Budget Category Side-by-Side – use this chart to assist with aligning cost categories with the (8) defined budget categories, labeled a through f on the budget summary. This a sample listing of those most commonly used.

Master Grant Contract Budget Categories	***Sample of Budget Categories***
Personal Services	ALL employees that will be compensated for time and effort contributed to this project.
Fringe	Payroll Taxes, Health Insurance, Pension, Worker's Compensation, etc. ***OR*** Federally Approved Fringe Rate
Contractual Services*	Vendors*
Contractual Services**	Subcontractors / Consultants / Affiliate Staff
Travel	Travel for individuals for employees on payroll represented in Personal Services. Travel for individuals funded under the Contractual Service budget category must be included under Contractual Services. ALL other travel, for example - for client, staff, and volunteers, must be entered into Operating Expenses.
Equipment Expense	Provide the Position/Title AND names of the staff that will be using the equipment and provide the calculation used to determine the allocation of this expense to the project. Reminder: staff % Funded (time and effort) must be taken into consideration when determining the appropriate allocation of the expense to the project.
Space/Property & Utility Expenses	Rent, Depreciation, Maintenance & Repairs, Utilities (including electric, heat, cell phone, internet, telephone)
Operating Expense	Office Furniture, desk chairs, file cabinets, ect.
Operating Expense	Beverages, Food, Meeting Costs. Adherence to Guidelines for Healthy Meetings as adopted from National Alliance for Nutrition and Activity (NANA) Healthy Meeting Guidelines is required: https://www.health.ny.gov/prevention/healthy_lifestyles/guidelines.htm.
Operating Expense	Office Supplies, Program Supplies/Materials
Operating Expenses	Conference Costs/Registration Fees/Special Events/Workshops. (This does not include costs associated with lodging, mileage, ect. for staff funded under Personal Services. These costs must be budgeted under travel.)
Operating Expenses	Client Travel, Youth Travel, Volunteer travel and Travel related expenditures for employees not funded by this project
Operating Expenses	Storage Units
Operating Expenses	Software & Technology licenses including, but not limited to, video conferencing, Adobe, Microsoft Office
Operating Expenses	Staff Training/Professional Development
Operating Expenses	Vehicle Operating Expenses
Operating Expenses	Client Services (medical supplies and translation services)
Operating Expenses	Incentives
Operating Expenses	Stipends
Operating Expense unless fringe benefit related, then it is Personal Services	Insurance (e.g. general liability)
Operating Expense unless it is contracted out, then it is Contractual Services	Database Management, Computer/Network Maintenance
Operating Expense unless it is contracted out, then it is Contractual Services	Media Placement, Advertising (e.g. recruitment ads, program promotion). ALL purchased media placement or advertising requires prior approval.
Operating Expense unless it is contracted out, then it is Contractual Services	Educational Materials, Printing, Postage
Other	Indirect

*Contractual Services - Vendors: include those persons or organizations that provide the same or similar services to any customer without altering its product. Examples of vendors include audit services, payroll services, bookkeepers, and IT consultants.

**Contractual Services – Subcontractors / Consultants / Affiliate Staff: performs a portion of the scope of work from the lead contractor's project, often off-site and under the direction of a third party. The subcontractor has its performance measured against the objectives of its portion of the scope of work of the lead program.

Attachment 10
REALITY CHECK COORDINATOR
COMMUNITY ENGAGEMENT COORDINATOR
SALARY DATA

This salary data is being provided for applicants as a guide to encourage equitable and fair hiring practices. Applicants must determine what staffing ratio works best to serve their community and is also cost effective.

Average Salaries by Region:
Based on most current data available

Metropolitan Region (MARO)	
Lead Coordinator Average Salary	$64,887
Rest of State	
Lead Coordinator Average Salary	$51,054

Attachment 11
Advancing Tobacco-Free Communities
RFA Terminology Guidance

Term	Definition	Source
Cultural Competence	The ability to "deliver services that are respectful of and responsive to the health beliefs, practices, and cultural and linguistic needs of diverse communities.	IPS Toolkit - Cultural Understanding and Awareness (cdc.gov)
Health Equity Health Disparity (2 definitions) Health Inequity	**Health Equity:** When everyone has the opportunity to be as healthy as possible. 1. **Health Disparity:** Health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion. 2. **Health Disparity:** Preventable differences in the burden of disease, injury, violence, or in opportunities to achieve optimal health experienced by socially disadvantaged racial, ethnic, and other population groups, and communities. **Health inequities** are systematic differences to opportunities leading to unfair and avoidable differences in health outcomes.	Health Equity, CDC Disparities, Healthy People 2020 Health Disparities, CDC Health Equity Resources, NACDD
Community Partnerships to Advance Health Equity	Partnerships can help organizations amplify the often-unheard voices of populations most directly affected by the Tobacco Industry and Health Inequities. Partnerships can also work to achieve equitable outcomes by leveraging a diverse set of skills and expertise on the norms, cultures and needs of the community.	Adapted from the CDC
Mini-Grant	The mini-grant is primarily used to accomplish a goal as opposed to a task. A grantee might issue a mini-grant to a local community organization to support some aspect of the grant deliverables on	DCDP Fiscal Guidance

Term	Definition	Source
	their behalf. This is very similar to a subcontract in that there should be an official agreement between both parties.	
Social Determinants of Health (SDoH)	**Social Determinants of Health (SDoH): Conditions in the places where people live, learn, work, and play that affect a wide range of health and quality-of life-risks and outcomes.** **SDoH can be grouped into 5 domains including economic stability, education access and quality, healthcare access and quality, neighborhood and built environment, and social and community context.**	Social Determinants of Health: Know what affects your health, CDC Healthy People 2030
Stipend	An amount given to a member of the community based on the expectation that they will provide a service in accordance with the grant deliverables. This is not contractual in nature, but the grantee is required to outline their selection process for who they give a stipend to and why. While there is an expectation of services and payment, the parties do not need a signed agreement and there is not a legal obligation that exists.	DCDP Fiscal Guidance
Subcontract	The grantee enters into a contractual agreement with another firm or individual to accomplish a specific task or set of tasks within a given set of parameters. There is a signed agreement that both parties are legally bound to. A grantee might enter in a consulting contract for an accounting firm to do their taxes for example.	DCDP Fiscal Guidance
Tobacco – Commercial Tobacco	The NYS Department of Health recognizes that traditional and commercial tobacco are different in the ways they are planted, grown, harvested, and used. Traditional tobacco is and has been used in sacred ways by Indigenous communities and tribes for centuries. In comparison, commercial tobacco is manufactured with chemical additives for recreational use and profit, resulting in disease and death. When the word "tobacco" is used throughout this document, a commercial context is implied and intended." Commercial tobacco is manufactured by companies for recreational and habitual use in	Public Health Law Center For more information, visit http://www.keepitsacred.itcmi.org.

Term	Definition	Source
	cigarettes, smokeless tobacco, pipe tobacco, cigars, hookahs, and other products.	