

## **Regional Offices on Women's Health (OWH) Request for Applications (RFA): Addressing Tobacco Use Among Young Women**

### **A. Application Submission Deadline**

- Applications must be received no later than **March 1, 2011** at 5:00 p.m. Mountain Time (MT)
- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do NOT submit applications to the U. S. Department of Health and Human Services (HHS) Regional Offices on Women's Health
- Please read all instructions prior to submitting your application

For help with this RFA:

Please e-mail: [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or phone toll-free: 1-866-224-3815

An applicant conference call to provide an overview of the funding opportunity will be held on: **February 8, 2011 at 2 p.m. ET/ 1 p.m. CT/ 12 noon MT/ 11 a.m. PT.** To join this conference call, please dial **1-866-592-3899**.

Upon dialing in, please provide the following **conference ID number: 40916558**. The title of the call is "*OWH Tobacco and Young Women Funding Opportunity Conference Call.*"

No advance registration is required to join the call.

### **B. Application Guidelines**

Funding is available for activities and events in support of projects that address the prevention of tobacco use among young women 14-24 years old. Community-based partnerships and collaboration are strongly encouraged. The purpose of this project is to reduce/eliminate tobacco use among young women ages 14 to 24 by implementing tobacco-free policies and educational projects on school and college campuses, worksites and communities, and to accelerate state and community control efforts.

This RFA is coordinated by John Snow, Inc (JSI) on behalf of the HHS Office on Women's Health (OWH) to reduce/eliminate tobacco use among young women.

**Who can apply:** OWH funding is available to those eligible entities which are located in the 50 states, the District of Columbia, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible entities may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, professional organizations, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

### **C. Funding Available**

Projects will be funded up to a maximum amount of \$5,000 each. There will be two (2) awardees per HHS region.

### **D. Background**

The HHS Regional Offices on Women's Health (OWH) has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of the HHS OWH is to provide leadership to promote health equity for women and girls through sex and gender-specific approaches.

In order to achieve this mission, HHS OWH engages in the following activities:

- Developing innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information

For more information on the HHS Office on Women's Health, please visit <http://www.womenshealth.gov/owh/about/>

Within the OWH, there are ten Regional Women's Health Coordinators (RWHCs) in the United States who coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. The RWHCs advance the mission of the OWH in the U.S. HHS and represent the Deputy Assistant Secretary for Health (Women's Health) by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/owh/reg/>.

### **E. Additional Funding Opportunities**

This RFA is one of many funding opportunities which have been made available through the JSI on behalf of HHS OWH. Below is a list of additional opportunities that were made available.

- Building Systems of Prevention through Health Promotion:  
Release date: October 2010
- Heart Attack and Stroke 9-1-1 Awareness Campaign for Women:  
Release date: November 2010
- Reducing Health Disparities and Achieving Health Equality: Addressing Depression among Racial and Ethnic Minority or Underserved Women and Girls: Release date: January 2011

## **F. Project Areas To Be Funded**

The award made through this funding announcement must address one of the following areas:

1. Implement model tobacco control policies
2. Enhance/accelerate state and community tobacco control efforts
3. Provide evidenced-based tobacco prevention or cessation educational programs to young women

### **The Problem:**

Tobacco use is the leading cause of preventable death in the United States, causing more than 440,000 deaths each year—more deaths than caused by AIDS, alcohol, drugs, car crashes, murders, suicides, and fires combined. Nearly 1 in 5 adults and high school students in the United States currently smoke. Half of all long-term smokers die of smoking-caused diseases. Since 1987, lung cancer has been the leading cancer killer among women. Heart disease is the overall leading cause of death among women, and smoking is responsible for 1 of every 5 deaths from heart disease. Women suffer gender-specific risks from tobacco, including harm to their reproductive health and complications during pregnancy.

The release of the report by the Surgeon General “How Tobacco Smoke Causes Disease, The Biology and Behavioral Basis for Smoking-Attributable Disease” <http://www.cdc.gov/tobacco> clearly identifies how smoking and secondhand smoke harms every organ in the body, resulting in disease and death.

Most people who begin smoking during adolescence are addicted by age 20. From 1991 to 1999, smoking among high school girls increased from 27 to 34.9%. From 1997-2003 youth cigarette use declined; however, rates have remained relatively stable over the past several years. Each day in the United States, approximately 3,900 young people between 12 and 17 years of age smoke their first cigarette, and an estimated 1,000 youth become daily cigarette smokers. In 2007, 20% of high school students smoke cigarettes.

### **Activities to be carried out by the awardees in one of the following areas:**

- Develop and Implement comprehensive school-based and worksite tobacco-use prevention policies and programs, such as tobacco-free campuses
- Develop and Implement community interventions that reduce tobacco advertising, promotions, and commercial availability of tobacco products
- Implement an evidenced-based tobacco prevention or cessation program for young women between the ages of 14 and 24.

### **Resources/References to Assist in the Implementation of Project:**

- Youth Tobacco Cessation: A Guide for Making Informed Decisions  
[http://www.cdc.gov/tobacco/quit\\_smoking/cessation/youth\\_tobacco\\_cessation/index.htm](http://www.cdc.gov/tobacco/quit_smoking/cessation/youth_tobacco_cessation/index.htm)

- Best Practices for Comprehensive Tobacco Control Programs-2007  
[http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/index.htm)
- Best Practices User Guide: Youth Engagement-State and Community Intervention  
[http://www.cdc.gov/tobacco/stateandcommunity/bp\\_userguide\\_youth/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/bp_userguide_youth/index.htm)
- Dispelling the Myths About Tobacco  
[http://www.cdc.gov/tobacco/data\\_statistics/sgr/2001/toolkit/index.htm](http://www.cdc.gov/tobacco/data_statistics/sgr/2001/toolkit/index.htm)
- The 2001 Surgeon General's Report provides a composite overview of smoking and health issues among women and girls in the United States  
[http://www.cdc.gov/tobacco/stateandcommunity/bp\\_userguide\\_youth/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/bp_userguide_youth/index.htm)
- Guidelines for School Health Programs to Prevent Tobacco Use and Addiction (Centers for Disease Control and Prevention)  
<http://www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm>
- State and Community Resources (Centers for Disease Control and Prevention) <http://www.cdc.gov/tobacco/stateandcommunity/index.htm>
- Youth Tobacco Prevention Resources (Centers for Disease Control and Prevention) <http://www.cdc.gov/tobacco/youth/index.htm>
- Smokefree Women website (National Cancer Institute)  
<http://women.smokefree.gov/>
- Fact sheet on women and smoking (National Cancer Institute)  
<http://www.cancer.gov/cancertopics/factsheet/Tobacco/women>
- School Tobacco Policies:  
Applicable Laws, Sample Policies, and Penalty Options. State Laws of the Commonwealth of Massachusetts.  
[http://www.mass.gov/Eeohhs2/docs/dph/tobacco\\_control/smoke\\_free\\_schools\\_policy\\_manual.pdf](http://www.mass.gov/Eeohhs2/docs/dph/tobacco_control/smoke_free_schools_policy_manual.pdf)
- Workplace Tobacco Policies:  
Workplace and tobacco policies and smoking cessation practices of physicians. Nollen N, Adewale S, Okuyemi KS, Ahluwalia JS, Parakoyi A., J Natl Med Assoc Vol. 96, Issue 6, Pages 838-42  
<http://www.ncbi.nlm.nih.gov/pubmed/15233495>

Examples of activities and items that will not be funded include: research, direct clinical services, lab services, testing kits, treatments associated with tobacco use, such as medications/nicotine patches, etc.

### **Deliverables:**

Awardees will be expected to report on their activities, including sample policies and educational program, implementation strategies and plans, implementation timelines, partners, numbers of young women impacted by these policies or educational programs.

Awardees will be required to submit an interim report of their plan of how the above-given deliverables will be accomplished. A final report will also be required that documents the project outcomes. An interim and final report format will be provided upon notification of award.

### **G. Funding Notification**

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their application by April 15, 2011.

### **H. Payment Process**

This award is a contract not a grant. Awardees will become subcontractors of John Snow, Inc (JSI). You will receive half of your contract award payment after you submit and receive approval of an interim report to be submitted no later than 90 days from the date of your award notification. The remainder of your award will be paid upon the completion of your project and approval of your final report. Payments will be processed within 30 days of receipt and approval of reports.

**Note:** All modifications to your project must be approved before your project is implemented. Modifications to your proposed project that are not approved in advance may result in nonpayment of your award. To request approval for modification, please contact JSI at [owhapplication@jsi.com](mailto:owhapplication@jsi.com).

### **I. Project Time Frame**

The period of performance will begin upon receipt of award. Awardees will have until September 30, 2011 to complete their projects. Final reports will be due no later than September 30, 2011.

### **J. How To Submit an Application**

- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202  
**Note:** E-mail is the preferred method for application submission. Applicants that do not have e-mail may submit applications via mail
- Applications will not be accepted by the Regional Offices on Women's Health
- Applications must be received by JSI by e-mail or mail submission no later than **March 1, 2011** at 5:00 p.m. Mountain Time
- Applications can not exceed 6 pages in length
- You will receive confirmation of your submission in three days. If you do not receive a confirmation, please call toll-free 1-866-224-3815
- If you have questions or need assistance please call 1-866-224-3815

### **K. Review Process**

Applications will be reviewed by a technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
  - Description of organization's mission, history, and services is provided
  - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 points)
  - Proposed project information is provided
  - Proposed project goals and objectives are identified
  - Community need for the project is described
  - Proposed project partners are described
  - Proposed project target population is described
  - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)
  - Performance Measures are described and relate to the proposed project goals and objectives
- Form V. Budget (20 points)
  - Budget expenses are detailed in the table provided and all expenses are allowable. Other sources of funding are included

#### **L. Disclaimer**

The HHS Regional Offices on Women's Health have contracted with John Snow, Inc. (JSI) to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The privacy policy for JSI is available at <https://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee must also include the following statement on event materials distributed at events: **"Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

## **Application Instructions**

Complete your application using the following forms. Be sure that Form I of application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V).

Completed applications include:

Cover Page (included as Form I)

Organizational Background (included as Form II)

Proposed Project Description (included as Form III)

Project Evaluation (included as Form IV)

Project Budget (included as Form V)

## **Addressing Tobacco Use Among Young Women**

### **Cover Page – Form I**

#### **Contact Information**

HHS Region: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Mailing Address, City, State, Zip: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Project Director: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Organization's Employer Identification  
Number (EIN)/Tax Exempt Number: \_\_\_\_\_

Signature of responsible official: \_\_\_\_\_

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.





### **Proposed Project Description – Form III**

1. What is the proposed project name?
  
2. What do you want to accomplish with this project? List the goal(s) and objectives for the proposed project. Please refer to the following resource to develop SMART goals, objectives and outcome measures:  
<http://www.goal-setting-guide.com/goal-setting-tutorials/smart-goal-setting>  
Also include an explanation of why you think this project will be effective.
  
- 2a. Does the proposed project include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>.)
  
3. Describe the community’s need for this project. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>
  
4. Describe your proposed project. How you will carry it out? Who are your partners?

**Proposed Project Description – Form III (continued)**

5. What is the proposed project's target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

6. In the table below, provide a timeline for all activities required to carry out this project. (Add more rows as needed.)

<b>Activity</b>	<b>Start Date</b>	<b>End Date</b>	<b>Person Responsible</b>

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

### **Project Evaluation – Form IV**

1. Evaluation: What performance measure(s) will you use and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in Form III, question 2. Examples of evaluation methods include pre-post test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.

**Project Budget- Form V**

1. List how you will use requested funds for this project in the table below.

Item Description	Unit	Unit Cost (\$)	Cost Covered by Requested Funds	Total Cost (\$)
<i>Example: Educational pamphlets</i>	100	.50 ea.	50.00	50.00
Total:				

2. List other sources of funding to support the project budget, if any including in-kind support.

Examples of activities that can be funded include: health walks, health fairs, training, educational materials, and speaker fees. Educational materials purchased with this funding must be scientifically based, medically accurate, and up to date.

Federal funding will not be provided for the following:

- capital building projects, overhead, or indirect costs
- food and beverages
- research, direct clinical services, lab services and testing kits
- printing and copying over \$1,000
- promotional items (i.e. t-shirts, sunscreen, pens)
- volunteer stipends
- creation of books, DVDs, CDs and other marketing media such as websites- this does not include reprinting of HHS materials
- fundraising activities