

**ALABAMA DEPARTMENT OF PUBLIC HEALTH
BUREAU OF PREVENTION, PROMOTION, AND SUPPORT**

**REQUEST FOR PROPOSALS
FOR
YOUTH TOBACCO PREVENTION**

**RELEASE DATE
AUGUST 26, 2024**

OVERVIEW AND PURPOSE

The Alabama Department of Public Health (ADPH), Bureau of Prevention, Promotion, and Support's Youth Tobacco Prevention Program is currently accepting proposals to collaborate with qualified organizations in Alabama to affect social norm changes around tobacco use and promote policies that protect youth from nicotine initiation and exposure to secondhand smoke (SHS).

Tobacco use is the leading cause of preventable disease, disability, and death in the United States. Smoking kills more people than alcohol, acquired immunodeficiency syndrome, car crashes, illegal drugs, murders, and suicides combined; thousands more die from other tobacco-related causes, such as fires caused by smoking and smokeless tobacco use. Most people who use tobacco start before the age of 18. Considerable progress has been made in reducing cigarette smoking among our nation's youth. However, the tobacco product landscape continues to evolve, including a variety of tobacco products, smoked, smokeless, and electronic products, such as e-cigarettes.

In Alabama, approximately 14,700 high school students smoke on a regular basis and 7,900 children will try cigarettes for the first time each year. With education efforts throughout the state, the percentage of Alabama high school students who have ever used electronic vapor products decreased from 54.4 percent in 2019 to 36.4 percent in 2021. Although e-cigarette use among teens has decreased in recent years, those who do vape are starting at a younger age and are using e-cigarettes more intensely.

As current tobacco users quit or fall victim to disease and death brought on by tobacco use, the tobacco industry looks to young people as the new generation of customers. Decreasing the unit price of tobacco, offering flavored tobacco products that resemble candy or mints, and deceptive yet effective marketing are just some ways that the tobacco industry is targeting youth in Alabama and nationwide.

ELIGIBLE APPLICANTS

ADPH is seeking applicants from governmental agencies and not-for-profit organizations who can demonstrate capacity in policy development, advocacy, community education, and mobilization. Not-for-profit organizations must meet all the following eligibility requirements:

- Have not-for-profit 501c3 status or be a governmental agency.
- Have an active Unique Entity Identifier (UEI) from [SAM.gov](https://sam.gov).
- Be able to enter into a grant agreement with ADPH.
- Provide letters of support from the school systems where the program will be implemented.
- Be an organizational member of the Coalition for a Tobacco Free Alabama or demonstrate intent to become a member.
- Provide a letter of support from a designated local tobacco control coalition (where applicable).

- Be registered in the State of Alabama eProcurement Portal system (<https://Alabamabuys.gov>).
- Have the capacity to provide community-wide programming.
- Have a computer, email, and reliable internet access.

FUNDING AVAILABLE

The total budget for this project is \$616,000. The program anticipates awarding up to nine grants ranging from \$50,000 to \$75,000. Payment is on a monthly reimbursement basis contingent upon the satisfactory completion of services for the period services were rendered. The grant funding period is October 1, 2024, to September 30, 2025.

Funds will be used to conduct activities supporting this grant's goals and outcomes.

ADPH must approve budget revisions. Expenditures made without appropriate approval will not be reimbursed. All payments are reimbursed pending satisfactory completion of work and approval of submitted invoices and supporting documentation.

PROJECT DESCRIPTION

Funding for this program comes through Alabama's Master Settlement Agreement funds reappropriated through the Children First Trust Fund. ADPH is seeking governmental agencies and not-for-profit organizations with demonstrated capacity to implement programs focusing on youth education and advocacy, community education, and community mobilization. Successful applicants will promote community environments that protect elementary, middle, and high school-aged children from exposure to SHS, educate students regarding the tobacco industry's deceptive marketing tactics, and promote cessation.

SCOPE OF WORK OR REQUIRED ACTIVITIES

- Collect school tobacco policies in target areas for review and assessment, meet with school officials regarding the policy assessment results, and work toward changing those policies to a more tobacco-free model where appropriate.
- Complete at minimum 50 point-of-sale assessments for the target area.
- Conduct education curriculum to reach a minimum of 1,000 youth in grades 5-12 to educate youth on tobacco products and electronic nicotine delivery systems (ENDS), the dangers and consequences of their use, and the tobacco industry's deceptive marketing tactics.
- Participate in or coordinate at least two anti-tobacco/smoke-free community events per quarter to raise public awareness of the youth tobacco issue.
- Engage youth to educate other youth and community stakeholders on the dangers of tobacco use, including e-cigarettes, using presentations and self-created anti-vaping videos.
- Conduct a minimum of 20 presentations per year on the dangers of smoking and vaping and the importance of 100 percent tobacco-free school policies. Presentations

- will be made primarily to adults within the grantee's area (community, teachers, civic groups, parent-teacher organizations, and coalitions).
- Submit content monthly for the Alabama You Choose Facebook page, its associated social media sites, and ADPH media outlets.
 - Participate in local and state coalition meetings, grantee technical assistance meetings, seminars, and site visits.
 - Submit monthly progress reports and any other evaluation information requested by ADPH.

To ensure completion of these activities, the following is required of all awarded applicants:

- Staff who can carry out project activities within a flexible, youth-oriented, and community event-driven schedule (daytime hours, some evenings, and weekends, with possible overnight travel).
- Specify a location for staff and volunteers to meet, work, and have computer, e-mail, and internet access.

School Policy Assessment

Successful applicants will obtain tobacco policies from local schools in the target area. These policies will be reviewed and assessed for the comprehensive nature of their tobacco-free content. Once the assessment is completed, the grantee will meet with the school official to deliver suggestions, including increased screening for tobacco/nicotine use among youth. The goal is for the school to adopt a more comprehensive tobacco-free policy if a comprehensive one is not already in place.

Tobacco Education Curriculum

Successful applicants will conduct an education curriculum using the Stanford School of Medicine Tobacco Prevention “Vaping Prevention: A Remote-Learning Curriculum” to reach a minimum of 1,000 youth in grades 5-12. The curriculum will educate the youth on tobacco products and ENDS, the dangers and consequences of their use, the tobacco industry's deceptive marketing tactics, and refusal skills training. This activity will be measured by the number of pre and post-surveys entered into the REDCap system.

Anti-Tobacco/Smoke-Free Community Event

Successful applicants will participate in or coordinate two community events per quarter. The purpose of these events is to build awareness and educate the community on youth tobacco use, youth access to tobacco, ENDS, and the dangers of SHS. At least one of the eight community events must be unique (e.g., a zombie run, community parade, walk-a-thon, or flash mob) or self-created.

Please refer to (<https://www.takedowntobacco.org/about/>) for tips and resources on coordinating a community event.

Point of Sale

Successful applicants will complete at least 50 point-of-sale assessments using the provided Standardized Tobacco Assessment for Retail Settings (STARS). These assessments can supplement information presented to communities and stakeholders during later presentations and will be provided to ADPH for data analysis.

For more information regarding point-of-sale, follow this link:
<https://countertobacco.org/the-war-in-the-store/>.

Youth Engagement

Successful grantees will partner with a youth empowerment group in the target school district. The purpose of this partnership is to engage youth to educate their peers and community stakeholders on the dangers of tobacco use, including e-cigarettes, by conducting youth-led presentations. Grantees will meet with students of the youth empowerment group once a month to offer training (available for free from [Take Down Tobacco, Youth Advocacy Training](#)), share education on the dangers of nicotine, and facilitate youth-led presentations to other youth and community stakeholders at least five times during the grant year.

Social Media Submissions

Successful grantees will consistently provide at least one piece of content for the Alabama You Choose Facebook page, its associated social media sites, and ADPH social media outlets. Examples include, but are not limited to, articles or announcements for the website and social media sites, pictures from community events, etc. Grantees are responsible for aiding the youth empowerment group in creating two, at least 30-second long, videos explaining the dangers of vaping or encouraging vaping cessation. The two youth-made anti-vaping videos will also be submitted for content.

Tobacco Education Presentations

Successful grantees will conduct at least 20 presentations per year on the dangers of smoking and vaping and the importance of 100 percent tobacco-free school policies. Youth presentations can count as up to 5 of the 20 required presentations. Examples of the target audience for these presentations are adults who can create community-level changes regarding anti-tobacco policies that affect children in schools and the community and who can mobilize people to participate in anti-smoking-related activities. Grantees will be provided a presentation template for guidance that can be altered to include information for their specific area.

Evaluation and Reporting

Programs will be monitored and evaluated by:

- Number of school tobacco policies reviewed, number of meetings with school officials regarding the results of the policy assessment, and number of school policies changed due to the assessment.
- Number of elementary, middle, and high school-aged youth reached through tobacco educational curriculum.
- Number of state and local coalition meetings attended and description of participation in work groups.
- Number of youth-led presentations.
- Number of presentations within the community.
- Number of community events and number of participants.
- Number of businesses evaluated using STARS.

Progress reports will be due on the 10th day of each month for the preceding month. They will include descriptions of activities and outcomes (see sample progress report in Appendix I). Sign-in sheets for all events and presentations must be included with these reports. News clippings, press releases, and products developed should also be included in the monthly progress report to better demonstrate accomplishments and facilitate the sharing of best practices.

BUDGET

Proposals should include detailed budgets with justifications outlining proposed costs to complete the tasks described in the project scope of work and required activities. Budget proposals should not exceed \$75,000 per year.

PROPOSAL FORMAT

Follow this outline when presenting the proposal information. The proposal must be submitted in the following format:

- 1-inch margins.
- 12-point Times New Roman, Arial, or Calibri font.
- Typed and double-spaced (except for the application cover page, organizational chart, work plan, and budget).
- The application cover page must be submitted using the template in Attachment A.
- The work plan must be submitted using the work plan template in Attachment B.
- The budget must be submitted using the budget template in Attachment C.
- State of Alabama laws, rules, and regulations specifically govern the format and requirements of contracts between state agencies and awarded respondents. A pro forma contract and business associate agreement (BAA) is included in Attachment A.

If awarded, the respondent agrees to include and meet all State of Alabama required clauses in the contract and BAA, if required.

Section 1: Application Cover Page (Attachment A) and Required Forms

- Identify the applicant/organization name, director, phone number, and address.
- UEI Number, zip code + 4 code, Federal Tax Identification Number, or Employer Identification Number.
- Amount of funding and amount of match (if applicable).
- Identify the financial officer's name, title, and phone number.
- Identify the primary contact person, title, phone number, and email address.
- Include the name and signature of the applicant's organizational representative authorized to submit a proposal or sign a contract.
- Required forms:
 - Certificate of Compliance with the Beason-Hammon Alabama Taxpayers and Citizen Protecting Act.
 - 2022 Federal Funding Accountability and Transparency Act ("Transparency Act" or "FFATA") Disclosure Statement.
 - Form W-9.
 - State of Alabama Disclosure Statement.
 - Unique Entity Identifier printout from SAM.gov.
 - ADPH Risk Assessment Form.

Section 2: Problem and Needs Assessment (2-page limit, 5 points)

Describe the youth tobacco problem in your city/area. Include any local youth tobacco prevalence data available to you, particularly cigarette, smokeless, and all tobacco use of the last 30 days for grades 5-12. Include a description of all tobacco or ENDS-related policies in your city/area. Some of this data can be accessed online at the following locations:

- www.city-data.com.
- www.countyhealthrankings.org.
- www.alabamapublichealth.gov/tpts.

Section 3: Organizational Structure and Capabilities (2-page limit, 20 points)

Describe your agency's mission, youth services, target population, administration, and operational structure within which the project will function. Identify the project coordinator. Attach resumes and job description(s), which indicate the qualifications and experience of any key staff member. Also, describe:

- Technical expertise of the project coordinator, including experience with educating youth and decision-makers on policy and related tobacco use and exposure issues, public speaking, and media activities.

- Impact of your organization’s current youth-oriented programs, if any.
- Results of independent audits and date of last audit.
- Provide a description of past policy successes, if any.

Section 4: Project Implementation (3-page limit, 35 points)

Describe in detail how your organization will complete the required activities for this request for proposal (RFP). Include hours of work for each activity, a work plan, and the methods and resources to complete each activity.

Section 5: Work Plan (use the template provided in Attachment B, 10 points)

Use the work plan template (see Attachment B) to outline project implementation.

Section 6: Coalition Participation and Collaboration (1-page limit, 5 points)

Describe your organization’s participation in local or state tobacco use prevention, Children’s Policy Council, youth mentoring, health council, or similar coalitions. Indicate collaboration and coordination among organizations and agencies with your organization in proposing this grant project. Describe advocacy training or work your local coalition has completed in youth tobacco use prevention and preventing exposure to SHS.

Section 7: Budget (use the template provided in Attachment C, 5 points)

Provide a budget narrative that provides a detailed justification of how each line item supports the project as outlined in the budget summary. Use the budget template in Attachment C to prepare your budget.

The funds **may** be used for:

- Salary.
- Fringe benefits.
- Limited local mileage.
- In-state mileage for required meetings, training, and events in Montgomery.
- Postage and printing.
- Office and activity supplies.

The funds **may not** be used for:

- Purchase of equipment including, but not limited to, computers, fax machines, cameras, video equipment, overhead or slide projectors, television, microcomputers, copiers or printers, or communication devices.
- Any purchases of a single item over \$499.99.
- Rentals/leases for office or meeting rooms.
- Food and refreshments of any kind, including per diem, gum, and candy.
- Purchase of gift cards.

- Purchase of land.
- Construction or renovation projects.
- Utilities.
- To match other funds.
- Out-of-state travel expenses, unless pre-approved by ADPH.

Section 8: Evaluation (1-page limit, 5 points)

Describe your understanding of the reporting requirements outlined in the “Evaluation and Reporting” section of this RFP, how the data for those requirements will be obtained, and who will be responsible for gathering and submitting the data.

Section 9: Matching Funds (5 points)

Matching funds are not required; however, more significant consideration will be given to proposals that include in-kind or matching funds contributions. In-kind contributions are resources expended or used for accomplishing activities of the grant that are not charged to the grant budget. In-kind contributions may come from the grantee’s agency, partners or other agencies, and individuals. These contributions may include but are not limited to, personnel and volunteer services, the value of contributed space, computer equipment, furniture, utilities, communication devices, materials, supplies, and food items. Overstating or fraudulent match statements will lead to disqualification of the application or loss of the grant. If matching funds are included, applicants must provide the source of funds.

Section 10: Letters of Support (10 points)

Provide copies of agreements from youth-serving organizations, schools, collaborative agencies, civic organizations, and local drug/tobacco prevention coalitions. Be sure letters of support outline the commonality of the missions of your organizations, your previous projects together, and the resources each agency will contribute to accomplishing the objectives outlined in your application. Additionally, the grantee organization will be required to submit three letters of support to include local elementary, middle, and high school principals that support the grantee organization in presenting the Stanford School of Medicine Tobacco Prevention “Vaping Prevention: A Remote-Learning Curriculum”. Letters of support from principals must include a tentative date for education presentations to begin and an agreement that the grantee will be able to partner with a youth empowerment group (FOCUS Program of Alabama or a similar group) in the school.

PROPOSAL SUBMISSION

Electronic applications must be received by 3 p.m. CST on September 16, 2024. Electronic applications should be emailed to antone.robinson@adph.state.al.us. A confirmation email will be sent once ADPH has received the application. Please contact Mr. Robinson if a

confirmation email is not received after submitting the application. Applications will not be accepted after this date, and incomplete applications will not be accepted.

Discussions may be conducted with respondents who submit proposals determined to be reasonably sufficient to being selected for award, but proposals may be accepted without such discussions. If additional information or discussions are needed with any respondents, the respondent(s) will be notified.

- **IMPORTANT DATES**

- August 26, 2024: RFP release.
- September 16, 2024: Grant proposals due.
- September 20, 2024: Award notification.
- October 1, 2024: Grant period begins.
- September 30, 2025: Grant period ends.

PROPOSAL EVALUATION

Each application submitted will be reviewed using a three-tiered process. Upon receipt of the application, ADPH staff will check applications for required components. Grant applications that do not meet the application requirements will not receive further consideration. Grant applications that meet the requirements will go to the second tier of the review process. A panel comprised of local and state-level professionals who have experience with and work in the field of tobacco prevention or community grants will score proposals on the following criteria:

- Problem and Needs Assessment (5 points).
- Organizational Structure and Capabilities (20 points).
- Project Implementation (35 points).
- Work Plan (10 points).
- Coalition Participation and Collaboration (5 points).
- Budget (5 points).
- Evaluation (5 points).
- Matching Fund Contribution (5 points).
- Letters of Support (10 points).

The third tier consists of a review team that will make final recommendations for funding based on scores and ranking from the second-tier review, past performance of grant applicants, greatest demonstrated need for tobacco policies and protections, and greatest potential impact as identified by ADPH. **Awards will go to the proposal that conforms to the solicitation and is the most advantageous to the state, considering price and evaluation factors.**

CONTACT INFORMATION AND TECHNICAL ASSISTANCE

If you have any questions, please contact Mr. Robinson at antone.robinson@adph.state.al.us
or (334) 206-2918.
