

DEVELOPING CAPACITY TO SUPPORT AND SUSTAIN TOBACCO PREVENTION AND CONTROL EFFORTS

REQUEST FOR APPLICATIONS

BACKGROUND

The public sector has a vital role in maintaining and expanding tobacco prevention and control efforts. Although often spearheaded by the state department of health and a variety of coalitions, local health departments (LHDs) and local boards of health (LBOHs) are poised to assist in the effective use of resources and implementation of activities. In this time of state and local budget cuts and multiple public health priorities, local public health professionals and tobacco prevention and control advocates must make sure that their communities are able to develop and/or maintain comprehensive tobacco control programs addressing the number one cause of death and disease. This meeting will assist communities with skills and planning necessary to ensure comprehensive local tobacco control programming.

The National Association of County and City Health Officials (NACCHO) and the National Association of Local Boards of Health (NALBOH), with support from the Centers for Disease Control and Prevention's Office on Smoking and Health (CDC/OSH), are pleased to offer an opportunity for capacity building to improve the capacity of local public health professionals to plan and implement activities that will support and sustain tobacco control program efforts and resources over the long term. The meeting will be conducted by a professional facilitator in the host's state and is designed to improve the capacity of community-based stakeholders and partners by forming a local team to share knowledge about CDC approved programming and funding guidelines for comprehensive local tobacco control programs and to promote and sustain ongoing commitment and resources for tobacco control efforts.

TYPE OF SUPPORT

NACCHO and NALBOH will provide each selected site with a facilitator to work with team members. In addition, NACCHO and NALBOH will provide some financial support for meeting hosts and/or attendees. The team **must** include a minimum of one (1) individual for each of the following professions:

- SALBOH or other LBOH representative;
- LHD leader (Director of Division, Health Officer, or Health Commissioner); and
- LHD tobacco control program staff lead

The team should also include:

- The state tobacco control program manager;
- State and/or local tobacco control coalition manager/chairperson;
- Other tobacco control coalition partners (e.g. American Cancer Society, American Lung Association, American Heart Association);
- Foundation or other funding representative(s) (e.g., community and family foundations); and
- Advocates representing community-based agencies and local coalitions (e.g. hospitals, community foundations, youth organizations, universities).

Team members must be committed to improving their capacity to secure, maintain, or increase resources for tobacco control and prevention. NACCHO/NALBOH will ensure that all electronic materials are distributed to the applicant for onsite distribution to attendees. Also, NACCHO or NALBOH will send

one staff member to the planning meeting. The host for the planning meeting is responsible for providing the meeting location, A/V needs, and meals, as appropriate.

ELIGIBILITY CRITERIA

- Members of LBOH *or* LHD representing city, county, district, regions, or tribal communities.
- Demonstrate commitment of state tobacco control program manager.*
- Demonstrate the applicant organization's dedication to the planning meeting and follow-up on the action plan developed.

DESCRIPTION OF EXPECTATIONS

This meeting will provide a focused opportunity for teams to work together to develop strategies that will support and promote the sustainability of comprehensive, evidence-based tobacco control programs. The meeting design incorporates ample opportunities for team members to strengthen their understanding of their environments, build relationships, and create action plans detailing how locals can support their community to sustain and increase tobacco control efforts. This is a working meeting that requires commitment from team members to actively participate, contribute, and work through any issues that may arise.

- Share resources developed and lessons learned with CDC, NACCHO, and NALBOH for dissemination to peers.

DESIRED OUTCOMES

By the end of the planning meeting, participants will:

1. Engage in activities designed to strengthen partner relationships.
2. Review strengths and assets of participants and other partners to support efforts to sustain the (state and) local tobacco control programs.
3. Develop strategies to build on strengths and assets and negotiate challenges and threats.
4. Identify activities that can strengthen the state and local tobacco control programs sustainability.
5. Prioritize the activities needed to strengthen their local tobacco control program.
6. Clarify and delineate roles in carrying out priority activities.
7. Develop a plan that includes activities and strategies such as informing policy and decision-makers about the need for supporting successful tobacco control programs, strengthening local community involvement in program sustainability, and educating the media about the value of tobacco control programs.

APPLICATION GUIDELINES

Part I: Cover Sheet. Please include the following information on the application cover sheet:

- Name of team member completing application (i.e., primary contact for application questions);
- Organization Name/Agency Affiliation;
- Position title;
- Mailing address;
- Daytime phone;
- Email;
- Fax number;
- Three (3) dates proposed for a 1-day planning meeting between 9/10/2009 and 2/28/2010;

- Current work responsibilities and how they relate to tobacco control and prevention (brief paragraph or bullets); and
- Preferred method of communication and best times to reach you via this method.

Part II: Menu of Options for One-Day Training Meeting. In the Rationale portion of your application indicate the top three areas your team would like included in your meeting and why. Every planning meeting will include an introduction to the *NACCHO Program and Funding Guidelines for Comprehensive Local Tobacco Control Programs* and an Action Planning session.

- Peer Stories: Examples of State and Local Successes
- Maintaining Your Coalition
- Building A Coalition
- Identifying Funding Sources
- Facilitation Methods for Coalitions and Consensus
- Partnering with Other Local Coalitions for Funding
- Developing Local Strategic Plans
- Presenting Information to the Public to Gain Support and Members

Part III: Team Rationale for Participation (four page limit). A brief rationale for why this planning meeting would be beneficial at this time, including why a team is needed to plan and lead the effort and how team members will collaborate in the effort, areas where support for the state and local program could be strengthened (media, public opinion, community level, new partners), an explanation of how the team will engage others locally in the implementation of the plan, and opportunities for success. The rationale should also address:

- Why is tobacco control and prevention a significant public health issue for the applicant's jurisdiction?
- What is the priority of this issue related to other public health issues in the community and why?
- What are the sources for local tobacco control and prevention funding?
- Discuss the key tobacco-related issues and/or challenges in your local area.
- Discuss your individual organization's past and existing efforts pertaining to issues of tobacco prevention and control.
- Provide a description of current and/or past collaborations between the team members (e.g. LHDs and LBOHs, and applicant agency with state tobacco control program etc).
- Describe past and present successes and challenges to collaborating with one another.
- Discuss different ways that the organizations on your team have both fostered new and maintained existing collaborations with other agencies around tobacco issues.
- Top 3 areas (see attached list) your team would like included and why.

Part IV: Participants. For each proposed team member, please provide the following information:

- Proposed team member's name;
- Organization Name/Agency Affiliation;
- Position title;
- Role of the proposed team members; and
- Capacity to participate in the development and implementation of plans (e.g., current and/or past collaborative efforts in strategic planning, policy development, funding processes, or sharing resources).

Part V: Timing and Location. Please provide three (3) possible dates the planning meeting may be executed and detail locations, and if applicable the intersection(s) with other meetings or conferences.

Part VI: Letter of Support/Commitment.

- A letter of commitment (LOC) from each team member stating the priority of sustaining the local tobacco control program and willingness to remain active in implementation of the plan for a minimum of one (1) year's time.
- A statement that the State Department of Health's tobacco control program manager understands the role of the department in providing technical assistance to implement the plan, and that s/he will work in partnership with the local health officials and will participate in follow-up activities.

APPLICATION SUBMISSION

All applications must be received by **5:00 pm EST, August 14, 2009**. Please submit applications electronically to:

Julie Nelson Ingoglia
Program Manager, Community Health
National Association of County and City Health Officials
jnelson@naccho.org

Applications received after the deadline will not be considered.

SELECTION PROCESS

Each application will be reviewed and rated by a panel consisting of representatives from NACCHO/NALBOH and partner organizations. A minimum of two local boards of health and two NACCHO members will be selected. Applications will be rated on the following evaluation criteria:

- Evidence of collaboration between eligible entities and state tobacco control efforts;
- Evidence of need and commitment;
- Completeness and clarity;
- Perceived ability to develop and implement action plan related to sustaining tobacco control and prevention funding; and
- Evidence of team member/agency capacity to effectively collaborate with one another and provide valuable information to NACCHO/NALBOH and federal partners.

Teams will be notified of acceptance by August 31, 2009.

Any questions should be directed to Julie Nelson Ingoglia at jnelson@naccho.org (202-507-4248) or Tricia Valasek at tricia@nalboh.org (419-353-7714).