REQUEST FOR APPLICATIONS
DEVELOPING CAPACITY TO IMPLEMENT TOBACCO RETAIL POINT-OF-SALE STRATEGIES
NATIONAL ASSOCIATION OF COUNTY AND CITY HEALTH OFFICIALS
DATE OF RELEASE: MARCH 18, 2016

OVERVIEW
The National Association of County and City Health Officials (NACCHO) is the voice of the approximately 2,800 local health departments (LHDs) across the country. These city, county, metropolitan, district, and tribal departments work to protect and improve the health of all people and all communities. NACCHO provides resources to help LHD leaders develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster. Additionally, NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation, and sensible policies to address the myriad of challenges facing communities.

With support from the Centers for Disease Control and Prevention’s Office on Smoking and Health (CDC/OSH), NACCHO is pleased to offer a funding opportunity for LHDs to develop their capacity to plan and implement tobacco retail point-of-sale interventions. Three stipends for $2,000.00 each are available. Applications must be submitted no later than April 6, 2016, at 11:59 PM EDT. All necessary information regarding the project and application process may be found in this Request for Applications (RFA). Applicants may pose individual questions to NACCHO at any point during the application process by e-mailing e.haller-stevenson@naccho.org.

Selections will be made on, or about, April 8, 2016. The project period will occur April 25 through June 30, 2016.

ELIGIBILITY AND REIMBURSEMENT TERMS
This RFA is open to local health department applicants that meet the following eligibility criteria:
- LHD represents city, county, district, region, or tribal communities that have an existing local tobacco control/prevention program.
- LHD has interest or activities in addressing tobacco sales and marketing at the point-of-sale.
- Demonstrates LHD support for tobacco use prevention and control policies.
- Demonstrates experience implementing evidence-based practices.

Selected applicants will receive stipends in the amount of $2,000.00 each to support point-of-sale activities.

SCHEDULE OF EVENTS
Please note the following deadlines and events for this application:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>Submission Deadline</td>
<td>April 6, 2016, at 11:59 PM EDT</td>
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<tr>
<td>Award Notification Date</td>
<td>On, or about, April 8, 2016</td>
</tr>
<tr>
<td>Project Period</td>
<td>April 25 – June 30, 2016</td>
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**PROJECT GOALS & TECHNICAL REQUIREMENTS**

The purpose of this RFA is to solicit applications to identify three LHDs to receive stipends, training, and technical assistance to develop their capacity to plan and implement tobacco retail point-of-sale strategies and interventions. Specifically, selected LHDs will participate in an online training course regarding point-of-sale strategies, receive direct technical assistance to apply the training to their own communities, and prepare an action plan for implementation of strategies for 2016-2017. Detailed information is provided in the Scope of Work section below.

Tobacco products are primarily purchased in stores. As such, the retail environment for tobacco sales can influence customers through advertising, product placement, product price, and location of stores. Intervention strategies addressing tobacco at the point-of-sale effectively reduce tobacco purchases and exposure for current and potential tobacco users alike. In addition to reducing point-of-sale cues to purchase tobacco products inside stores, these strategies affect the landscape of tobacco sales at the neighborhood-level and reduce marketing to youth and residents disproportionately affected by tobacco use. Applicants may learn more about point-of-sale strategies by visiting website resources available from the [Public Health Law Center](https://www.phlc.org) and [Counter Tools](https://www.counter.org).

LHDs and community coalitions are in a unique position to impact local-level tobacco sales and marketing using point-of-sale strategies. LHDs often implement strategies similar to those in the following list:

- Reduce and alter advertising placement within and outside stores.
- Eliminate product coupons and sales.
- Increase product price through options other than taxes.
- Rearrange product displays and access.
- Limit retailer density in neighborhoods most affected by tobacco-related disease and tobacco product marketing.

Stipends and technical support provided through this project will build the capacity of selected LHDs to impact the tobacco retail point-of-sale environment in their own communities. The expected outcomes from participation in the project include the ability to do the following:

- Assess the tobacco retail environment and community needs for point-of-sale intervention.
- Identify how point-of-sale efforts will complement existing tobacco use prevention and control evidence-based practices and methods of implementation.
- Develop an action plan and implement appropriate tobacco point-of-sale strategies.
- Collect data to track progress toward meeting evaluation indicators.

**Scope of Work**

LHDs selected to participate in this project will participate in a series of scheduled activities and develop materials that will position them to deliver point-of-sale strategies in their own communities. The selected LHDs will participate in the activities described below.

Three group conference calls with NACCHO staff and other selected LHDs:

- Each group conference call will be hosted by NACCHO and will allow staff from the selected LHDs to discuss their progress through the project and receive direct technical assistance.
- At least one staff member from each funded LHD must participate in each conference call.

“Getting Started at Point-of-Sale” training course offered in a live, online format by Counter Tools:

- The live, online course will be offered in brief, twice weekly sessions. The schedule will be developed in coordination with the funded LHDs and is expected to occur over the period of May 2 - June 10, 2016.
- Funded LHDs must participate in all course sessions and complete all activities, including: pre- and post-course assessments, action planning, and community mapping and store audit exercises.
- A minimum of one LHD staff member must participate in each course session and activity. However, to increase staff capacity in the subject, as many as three staff members from each LHD may participate.
- This course will be offered free-of-charge to selected LHDs.
Developing project deliverables:
- Selected LHDs will receive technical assistance from Counter Tools to draft an action plan to implement point-of-sale strategies in their communities.
- NACCHO will provide guidance and a template for funded LHDs to report about their experiences preparing for implementation of point-of-sale strategies in a Final Report.

NACCHO Support
NACCHO staff will serve as a resource to the selected LHDs to ensure adequate completion of the activities and achievement of project goals by fulfilling the following responsibilities:
- Provide background information related to the project, including access to NACCHO reports, data, and other resources necessary to complete the tasks above.
- Provide access and use of NACCHO conference lines to conduct calls.
- Provide direct technical assistance for completion of tasks, including periodic phone or e-mail consultations.
- Support cost of point-of-sale training and technical assistance provided by Counter Tools.

Proposal Response Format
To be considered for this project, applications must be submitted using the required online system. The online system will allow applicants to submit information about their agencies, capacity for the project, and project plans. The application requirements are available for preview below prior to use of the online system. Only complete applications submitted using the online system will be reviewed.

As identified in NACCHO’s online application system, applications must include the following content:

A. Applicant Information

B. History of Tobacco Prevention and Control Efforts
   Briefly describe the applicant’s current and prior work related to tobacco prevention and control. (Limit 4,000 characters, or approximately one page of text.)

C. Point-of-Sale Project Plan
   Briefly describe the point-of-sale project to be initiated or implemented using this award and technical assistance. Include a description of staff, coalition, or volunteer capacity that will be used to support the project. (Limit 4,000 characters, or approximately one page of text.)

D. Future Efforts
   Briefly describe how the proposed project will enhance your tobacco prevention and control program. (Limit 4,000 characters, or approximately one page of text.)

E. Budget Proposal
   Provide the amount and justification for proposed costs related to personnel, travel, consultants, other items (equipment, supplies, printing), and indirect cost.

Note that the following are non-allowable expenses under this RFA:
- Alcoholic beverages
- Bad debts
- Contributions and donations
- Entertainment costs
- Fines and penalties
- Food
- Goods and services for personal use
- Lobbying
- Losses on other awards
**SUBMISSION INSTRUCTIONS**

Applications to this RFA should be submitted by April 6, 2016, at 11:59 PM EDT. Responses submitted after the deadline will not be considered. To deliver a complete response to this RFA, applicants will submit all information through NACCHO’s online application system at the following URL:

http://naccho.co1.qualtrics.com/SE/?SID=SV_7O3pk7EIxTJyY1n

Applicants will receive return confirmation of their submissions. Direct any questions regarding preparation or submission of the application to:  

Erica Haller-Stevenson  
Email: ehaller-stevenson@naccho.org  
Telephone: 202-888-0442

**SELECTION CRITERIA**

NACCHO staff will review the applications. The criteria listed below will be used to evaluate all applications:

- Completeness in answering the questions in the application.
- Appropriate organizational and staff capacity to participate in the activities required under the project and implement tobacco point-of-sale activities in the future.
- History of experience implementing tobacco prevention and control policies and activities.
- Evidence of commitment to learning and utilizing tobacco point-of-sale strategies.