

# NACCHO

National Association of County & City Health Officials

*The National Connection for Local Public Health*

## **Request for Application Substance Use Stigma Assessment and Response (SSAR)**

**Date of release: February 22, 2022**

**Applications are due by 11:59 pm E.T. on March 21, 2022**



## NACCHO

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

### Summary Information

Project Title: Substance Use Stigma Assessment and Response (SSAR)

Proposal Due Date and Time: 3/21/22

Selection Announcement Date: Before April 8th, 2022

Source of Funding: Centers for Disease Control and Prevention

NOA Award No.: 5 NU38OT000306-03-00

Maximum Funding Amount: Up to \$220,000

Estimated Period of Performance: Upon execution of the contract – July 31, 2023.

Point of Contact for Questions Regarding this Application: Francis Higgins, Senior Program Analyst, IVP ([IVP@naccho.org](mailto:IVP@naccho.org))

Link to Application Portal: [LINK](#)

**Please note that to gain access to the submission portal, applicants will need to create a NACCHO.org account if they do not already have one.**

### I: Background

Drug overdose deaths continue to increase in the United States, rising to a record high of 92,183 in 2020<sup>i</sup>, in large part fueled by rapid increases in fentanyl-related fatalities. Increasing engagement in Medication for Opioid Use Disorder (MOUD) treatment and utilization of harm reduction and behavioral health services is a critical component of a comprehensive response to the overdose crisis.

Unfortunately, in 2018, the CDC estimated that fewer than 20% of individuals needing care for substance use disorder received any treatment at all.<sup>ii</sup> One major barrier to improving uptake of clinical care and other recovery and harm reduction services is stigma surrounding substance use. Stigma effects every level of the response to the ongoing crisis, and stigmatized attitudes toward substance use can be found not only in the general public, but critically important populations interacting with people who use drugs such as law enforcement, Emergency Medical Services (EMS), and health care professionals. People who use drugs themselves are not immune to stigmatized attitudes around substance use, and this self-stigma is also a huge barrier to recovery.<sup>iii</sup> This stigma not only discourages care seeking but can reduce the quality of care received.<sup>iv</sup>

### II: Funding Opportunity Overview

The National Association of County and City Health Officials (NACCHO), with support from the Centers for Disease Control and Prevention (CDC), the National Center for Injury Control and Prevention (NCIPC), is accepting applications for Substance Use Stigma Assessment and Response (SSAR).



NACCHO, in collaboration with CDC, is finalizing the development of a set of substance use related stigma scales and a template assessment to be utilized by local health departments. This tool is being developed to help local health officials and interested partners assess the prevalence of stigma in their community or in specific subpopulations within the community. Better understanding of stigma will facilitate more effective and targeted interventions to reduce its impact and improve outcomes for people who use drugs.

**Awarded applicants will work with NACCHO, CDC, and contracted subject matter experts to:**

- **Modify and implement the stigma assessment template**
  - **Applicants must propose to assess and respond to stigma in a specific identifiable subpopulation (i.e. racial/ethnic minorities, LGBTQ+ community, law enforcement, first responders, health care professionals, people who use drugs, etc.).**
- **Analyze the collected data**
- **Plan and implement a media campaign, provider education campaign (academic detailing), or anti-stigma trainings to respond to the issues identified in the assessment**
- **A detailed description of expected project activities is found in section IV. Please review all requirements thoroughly before beginning your application.**

NACCHO will select up to five (5) awards available through this funding opportunity. Each LHD may request up to \$220,000 to support project activities. NACCHO will consider geographic distribution, jurisdictional characteristics, and population size served to ensure diversity in LHDs selected. The project period shall begin upon both parties’ full execution of the contract and will end July 31, 2022. Contingent on CDC approving a no cost extension, the project will continue (with a contract modification) to July 31, 2023. Applications must be submitted through the [online submission form](#) no later than 11:59 on March 18, 2022. In fairness to all applicants, NACCHO will not accept late submissions.

A deliverable-based consultant contract will be executed between NACCHO and the LHD; however, LHDs may subcontract with community organizations or other consultants to accomplish the work plan activities. A proposed deliverable schedule can be found in section IV.

All necessary information regarding the project and application process may be found in this RFA. Applicants may pose individual questions to NACCHO at any point during the application process by e- mailing [IVP@naccho.org](mailto:IVP@naccho.org).

Informational Webinar: NACCHO will host an optional informational webinar on March 3, 2022 at 2:00 PM to discuss the funding opportunity and respond to questions. Visit [this link](#) for more information and to register. Questions may be submitted in advance to [IVP@naccho.org](mailto:IVP@naccho.org). Registrants will be able to continue registering after the webinar date to receive a recorded version. The recording will also be posted to the NACCHO website [here](#).

Applicants can submit applications and questions regarding this announcement at any time and do not have to wait for the optional webinar to begin or submit applications and questions.

Event	Date/Time (All Times EST)
Launch RFA	February 22, 2022 9:00 AM
Informational Webinar	March 3, 2022 2:00 PM
Application Submission Deadline	March 21 <sup>th</sup> , 2022 11:59 PM
Award Notification Date	Before April 8th, 2022



End of initial contract	July 31, 2022
End of Period of Performance (upon CDC approval of no cost extension)	July 31, 2023

### III: Eligibility and Contract Terms

This funding opportunity is open to all LHDs with an above average rate of overdose. Drug overdose death rate at the national average of **21.6 per 100,000** or higher *or* death count **equal to or greater than 400**. Statistics related to these criteria are drawn from the CDC WONDER database. All data refer to statistics from 2019. [Jurisdictions meeting these criteria are listed here.](#) If you believe there is an error related to this eligibility data please email [IVP@naccho.org](mailto:IVP@naccho.org).

#### Contract Terms:

- Agreement with NACCHO standard contract terms and conditions is a requirement. No modifications to the terms or contract language will be made. Agencies that cannot agree to NACCHO’s contract language should not apply for this initiative. Awardees must comply with all federal regulations under 45 CFR 75, which is incorporated by reference in the contract. Florida and Texas applicants should email [IVP@naccho.org](mailto:IVP@naccho.org) immediately for a copy of their standard contract. As part of the application, LHD applicants will be asked to verify that they have read NACCHO’s standard contract language and have provided a copy to the individual with signing authority at your organization for advanced consideration.
- It is the responsibility of awarded LHDs to return a signed copy of the contract no later than April 1, 2022. Recipients are encouraged to be proactive in coordinating their agency’s grant approval process to avoid possible delays.
- Applicants should review all terms and conditions to determine whether they are the appropriate entity for submitting a proposal. The project period shall begin upon both parties’ full execution of the contract and will end July 31, 2022. Contingent on CDC approving a no cost extension, the project will continue (with a contract modification) and end on July 31, 2023. Applicants should review all proposed activities and expenditures to ensure there is a reasonable expectation that project funds can be spent within the given project period.

### IV: Project Requirements and Timeline

Awarded applicants will be required to agree to a detailed Scope of Work (SoW) after notification of award. Specific activities related to the planning and implementation of the proposed stigma assessment and response effort that will be enumerated in the SoW are below. All details are provisional and NACCHO reserves the right to request additions to the Scope of Work as necessary.

#### Scope of Work:

- Initial Consultation Calls
  - Each site will have an initial call with the NACCHO and subject matter expert(s) to review, discuss, and provide greater context to their proposed work.
- Develop a detailed workplan
  - Awardees will complete a TA assessment and work with NACCHO and subject matter expert(s) to develop a workplan detailing their proposed stigma assessment and response activities
- Develop and distribute a substance use related stigma assessment
  - Awardees will work with NACCHO and subject matter expert(s) to develop a stigma assessment
- Develop and distribute a substance use related stigma assessment



- Awardees will distribute a stigma assessment to their selected population(s)
- Analyze data
  - Awardees will work to analyze the collected data to inform the planning of a communication/education campaign
- Plan, develop, launch, and monitor a communication, education, or training campaign
  - Awardees will work with NACCHO and an expert consultant contracted by NACCHO to plan, develop, launch, and monitor an intervention aimed at reducing substance use related stigma and responding to issues identified in the assessment
- Participate in regular technical assistance and peer-to-peer learning calls
  - Participate in monthly check-in calls facilitated by NACCHO to review progress of planned activities and participate in peer-to-peer (P2P) calls with other awardees.
  - Participate in additional and hoc Technical Assistance (TA) calls as needed to support work plan activities.
  - To supplement the TA provided during the project period, an in-person or virtual learning event may be hosted by NACCHO and CDC, considering safety and the continued impact of COVID-19 across the country.
- Participate in Evaluation
  - Recipients will be expected to evaluate and document activities during the implementation process, including process evaluation-related measures and outcome evaluation-related measures, data collection, data analysis and impact. As such, recipients will be expected to develop the following:
    - An evaluation plan with measures associated with the project strategies and activities.
    - Implementation Progress Report (IPR) intended to reflect information related to implementation and progress of work at the end of the project period.
    - Evaluation Report (ER) intended to reflect information on the monitoring and evaluation of activities conducted.

**Estimated Timeline:**

*PHASE I 4/1/2022 – 7/31/22*

- Begin finalizing contract related documents upon award acceptance
- Hold initial meetings with NACCHO and subject matter expert consultant(s)
- Develop detailed workplan
- Coordinate and ready partners for implementation

*PHASE II 7/31/22 – 11/30/2022*

- Assessment Modification
  - With support from NACCHO and subject matter expert consultant(s), modify template assessment to fit the work proposed by the awardee
  - Develop implementation plan for the distribution of the stigma assessment
  - Develop evaluation metrics for the distribution of the stigma assessment
- Assessment Implementation
  - Implement assessment and monitor to ensure robust response
- Assessment Analysis
  - Analyze data to identify conclusions and inform planning

*PHASE III 12/1/2023 – 6/30/2023*

- Communication/Education Campaign Planning and Development
  - With support from NACCHO and subject matter expert consultant(s), plan and develop a communication/education campaign to reduce substance use related stigma and address specific issues identified in the assessment
  - Develop evaluation metrics for the communication/education campaign
- Communication/Education Campaign Implementation



- Implement communication/education campaign and monitor to ensure adequate reach

**PHASE IV July 2023**

- Participate in Evaluation and Project Closeout
  - Develop IPR and ER to capture results of the project
  - Participate in NACCHO evaluation activities

**Proposed Invoice Schedule and Deliverables:**

Invoice #	Invoice Date	Invoice Amount	Associated Deliverables
Invoice I – PHASE I	7/31/2022	100% of Y1 budget	Initial consultation call, completed TA assessment, logic model, detailed workplan, draft implementation plan for stigma assessment
Invoice II – PHASE II	10/31/2022	40% of Y2 budget	Participation in all required meetings, finalized stigma assessment, assessment implementation plan, assessment evaluation plan
Invoice III – PHASE III	2/28/2023	40% of Y2 budget	Participation in all required meetings, assessment data, intervention implementation plan and developed resources, intervention evaluation plan
Invoice IV – PHASE IV	7/31/2023	20% of Y2 budget	Participation in all required meetings, IPR, ER
<b>Total</b>		<b>Up to \$220,000</b>	

**V: Technical Assistance and Support to Awardees**

NACCHO, in collaboration with CDC and contracted subject matter expert(s), will provide the following TA and support to awardees:

- Schedule and conduct check-in calls with each awardee
- Provide monthly opportunities for peer-to-peer networking among awarded LHDs
- Provide technical assistance at regular monthly group sessions and ad hoc individual meetings
  - NACCHO will contract with a communications consultant and a stigma subject matter expert to provide TA throughout the project
- Assist with evaluation planning

**VI: Application Process**



- Review the requirements and expectations outlined in this RFA.
- Applicants are urged to carefully consider activities that will be both meaningful and feasible to accomplish during the previously described project timeframe.
- Read NACCHO's [standard contract language](#) and provide a copy to the individual with signing authority for the LHD (or entity that would be contracting with NACCHO, e.g., city government), including any relevant financial or legal offices for advanced consideration. Do not sign or send back the contract with the application.
- Submit the application to NACCHO by March 18<sup>th</sup>, 2022, at 11:59pm ET. Submissions after this deadline will not be considered. Please submit your application using NACCHO's online portal [here](#). **Please note that to gain access to the submission portal, applicants will need to create a NACCHO.org account if they do not already have one.**
- The application must include the following items to be deemed complete:
  - Narrative that addresses the four domains described below:
    - Statement of Need, Proposed Project Plan, LHD Capacity to Implement Approach, and Budget Justification
  - Completed attachments
- The applicant must be registered with the System for Award Management (SAM) and its SAM number. For applicants without a SAM number, please note that it takes 7-10 business days to receive a number after registration. Please plan accordingly to ensure an active SAM number at the time of submission.

NACCHO will confirm receipt of all applications, however, receipt does not guarantee verification of completeness. All questions may be directed to [IVP@naccho.org](mailto:IVP@naccho.org).

## VII: Application Format and Instructions

### Narrative:

- **Statement of Need (30%)**
  - Describe the jurisdiction you serve and provide information about the burden of overdose and related harms
  - Describe the current availability of recovery services for people who use drugs in your jurisdiction. This may include, but is not limited to, clinical care such as MOUD, harm reduction services, social services, behavioral health services, and peer navigation/counseling.
  - Describe the currently understood impact of substance use related stigma on your community and identify priority populations for assessment
  - Past or Current Work:
    - If your health department is currently engaged in or has done previous work to assess or address substance use related stigma, please include information on that work.
- **Proposed Project Plan (30%)**
  - Describe your proposed stigma assessment and response objectives and goals. Provide a narrative description of your proposed program's interventions and implementation plan.
    - Describe population(s) identified for stigma assessment
      - **Applicants must propose to assess and respond to stigma in a specific identifiable subpopulation (i.e. racial/ethnic minorities, LGBTQ+ community, law enforcement, first responders, health care professionals, people who use drugs, etc.).**
    - Describe proposed method of assessment distribution
    - Describe your proposed intervention to respond to the issues identified in the assessment
      - Examples
        - Media campaign



- Anti-stigma trainings
  - Academic detailing
  - Describe any key partners who will assist in your assessment and communication/education campaign
    - Please attach letters of support from key partners
  - Complete attached [logic model](#) to further detail activities, outputs, and outcomes.
- **LHD Capacity to Implement Approach (30%)**
  - Describe the LHDs’ institutional capacity to coordinate, implement, and evaluate proposed activities, including project management, technical, financial, and administrative management capacity.
    - Please include information on your health department’s experience and capacity in regard to collecting and analyzing public health data.
  - Describe your capacity and capability to accept and expend project funds within the project period. Describe any contracting, procurement, or hiring practices your organization can/will employ to ensure project funds are expended within the given project period.
  - Identify key staff (those who are essential to carrying out your proposal) and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions required to meet the project goals.
- **Budget Justification and Narrative (10%)**
  - Applicants must provide a [detailed line-item budget](#) and narrative justification of the items included in their proposed budget.
  - The purpose of the line-item budget is to demonstrate that the applicant has considered appropriate funding needed to accomplish the proposed work. The budget should span 16 months with the understanding that an extended project would end on July 31, 2023. Awardees must comply with all federal regulations under 45 CFR 75, which is incorporated by reference in the contract. Restrictions that must be considered while planning the programs and writing the budget are listed in Appendix A.
  - Applicants must demonstrate sufficient staff support to manage and coordinate the proposed program activities and ensure adequate evaluation expertise to support project requirements, as listed in section IV.
  - At minimum, applicants must allocate 10% of their proposed budget to support LHD personnel costs.
- **Jurisdictional Characteristics**
  - As part of ensuring the template assessment is useful for the diverse range of local health departments served by NACCHO, some jurisdictional characteristics will be collected and taken into account to inform selection between evenly scored applicants. This will not affect an applicant’s overall score in any way.

Applicants will be notified of their selection status by e-mail to the project point of contact before April 8, 2022. Selected LHDs will be required to confirm participation and agreement with the contract scope of work after receiving notification. The designated point of contact for selection must be available to receive and respond to the notification in a timely manner.

## VIII: Attachments

### Required Application Resources

- Logic Model – [Template](#)
  - [Logic Model Quick Guide](#) for reference
- Budget Proposal – [Template](#)
- NACCHO Standard Contract for review – [Template](#)
- Vendor Information – [Form](#)
- W-9 Form – [Form](#)



- Certification of Non-Debarment – [Form](#)
- Certification Regarding Lobbying with Federally Appropriated – [Form](#)
- FFATA – [Form](#)
- Certification regarding Non-Applicability of Audit Requirement (as applicable) – [Form](#)
- Required: Proof of active registration with SAM.gov in accordance with an active DUNS number

## IX: Unallowable Costs

Recipients may use funds only for reasonable program purposes, including personnel, travel, supplies, and services. NACCHO reserves the right to request a revised cost proposal, should NACCHO and CDC determine applicant’s proposed cost as unallowable. Restrictions that must be considered while planning the programs and writing the budget:

- Naloxone/Narcan and syringes.
- HIV/HCV/other STD/STI testing.
- Drug disposal programs and supplies. This includes Implementing or expanding drug disposal programs or drug take-back programs, drug drop box, drug disposal bags.
- The provision of medical/clinical care.
- Wastewater analysis, including testing vendors, sewage testing and wastewater testing.
- Direct funding or expanding the provision of substance abuse treatment.
- Development of educational materials on safe injection.
- The primary prevention of Adverse Childhood Experiences (ACEs) as a stand-alone activity.
- Gift cards individually worth over \$20 in value
- Vehicles.
- Food and beverage requests will be approved on a case-by-case basis and will require the submission of further documentation.
- Prohibition on certain telecommunications and video surveillance services or equipment (Pub. L. 115-232, section 889): Recipients and subrecipients are prohibited from obligating or expending grant funds (to include direct and indirect expenditures as well as cost share and program funds) to:
  - Procure or obtain, Extend or renew a contract to procure or obtain; or
  - Enter into contract (or extend or renew contract) to procure or obtain equipment, services, or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Pub. L. 115-232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).
  - For the purpose of public safety, security of government facilities, physical security surveillance of critical infrastructure, and other national security purposes, video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).
  - Telecommunications or video surveillance services provided by such entities or using such equipment. iii. Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise, connected to the government of a covered foreign country. President’s Emergency Plan for AIDS Relief (PEPFAR) funding is exempt from the prohibition under Pub. L. 115-232, section 889 until September 30, 2022. During the exemption period, PEPFAR recipients are expected to work toward implementation of the requirements



- Generally, recipients may not use funds to purchase furniture or equipment. Any such proposed spending must be clearly identified in the budget.
- Travel Costs – Hotel, meals and incidentals generally are unallowable if they exceed on a daily basis the Federal Travel Per Diem Rates published by the General Services Administration. There are many rules and exceptions in applying this rule. Please contact NACCHO with specific questions about these exceptions.
- Reimbursement of pre-award costs generally is not allowed, unless the CDC provides written approval to the recipient.
- Other than for normal and recognized executive-legislative relationships, no funds may be used for:
  - Publicity or propaganda purposes,
  - For the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body
  - The salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body

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<sup>i</sup> Hedegaard H, Minino AM, Warner M. *Drug overdose deaths in the United States, 1999-2019. NCHS Data Brief.* 2020;No. 394(December 2020)

<sup>ii</sup> Substance Abuse and Mental Health Services Administration. (2020). *Key substance use and mental health indicators in the United States: Results from the 2019 National Survey on Drug Use and Health* (HHS Publication No. PEP20-07-01-001, NSDUH Series H-55).

<sup>iii</sup> Patrick W. Corrigan, Katherine Nieweglowski. *Stigma and the public health agenda for the opioid crisis in America.* International Journal of Drug Policy, Volume 59, 2018, Pages 44-49

<sup>iv</sup> Elizabeth M. Stone, Alene Kennedy-Hendricks, Colleen L. Barry, Marcus A. Bachhuber, Emma E. McGinty. *The role of stigma in U.S. primary care physicians' treatment of opioid use disorder.* Drug and Alcohol Dependence, Volume 221, 2021.