

# NACCHO

National Association of County & City Health Officials

## REQUEST FOR APPLICATION

**Technical Assistance for Local Health Departments to Support, Leverage & Extend CDC's *Tips From Former Smokers*<sup>™</sup> Campaign in Partnership with Healthcare Providers**

**National Association of County and City Health Officials (NACCHO)**

**December 23, 2016**

## OVERVIEW

The National Association of County and City Health Officials (NACCHO) is comprised of over 2,800 Local Health Departments (LHDs) across the United States. NACCHO is focused on being a leader, partner, catalyst, and voice for change for local health departments around the nation. 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 services people need to stay safe and healthy. 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.

In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first-ever paid national tobacco education campaign—*Tips From Former Smokers (Tips™)*. The *Tips™* campaign, which profiles real people—not actors—who are living with serious long-term health effects from tobacco use and secondhand smoke exposure, has continued through 2013, 2014, 2015, 2016 and now into 2017.

This year, NACCHO is expanding efforts to engage local health departments (LHDs) and healthcare providers in the *Tips™* campaign. Resources currently available to LHDs include free video-based public service announcements (PSAs), radio ads, digital ads, presentations, and poster graphics. Resources are available in English and Spanish. (More information on the *Tips™* campaign can be found in the **Resources** section below.)

NACCHO is pleased to offer a funding opportunity for LHDs to increase tobacco cessation rates by supporting, leveraging, and extending the *Tips™* campaign resources in healthcare provider practices. Through this project, in addition to grant funding, NACCHO will provide each LHD awardee with (1) access to free multimedia *Tips™* campaign resources including video PSAs; (2) free printed *Tips™* campaign resources including printed posters; (3) free printed tobacco resources for healthcare providers; (4) technical assistance and capacity building support; and (5) referral to national resources.

LHD awardees will partner with one or more healthcare providers to:

- Place multi-media *Tips™* campaign materials (video and/or print) in healthcare provider offices;
- Educate healthcare provider staff on tobacco cessation resources, the Ask, Advise, Refer cessation intervention strategy, and FDA approved medications for tobacco cessation;
- Conduct brief evaluation of *Tips™* campaign effectiveness in increasing tobacco cessation interventions in healthcare provider offices.

Approximately three (3) awards will be made available to LHDs for up to **\$1,500** total amount per award. Selections will be made **January 27, 2017** and the project period will run from the date of contract execution to **May 31, 2017**. Applications must be submitted no later than **Jan 20, 2017 at 11:59 pm**. All necessary information regarding the project and application process may be found in this Request for Application (RFA).

NACCHO will host an optional webinar on **January 11, 2017 at 3:00pm** ET to walk through the RFA and respond to questions. The webinar can be accessed [here](#). The dial-in number is 1-866-740-1260; the

passcode is 5074256. Applicants may pose questions to NACCHO by **January 9, 2017** to be answered during aforementioned webinars by emailing [hreese@naccho.org](mailto:hreese@naccho.org). Applicants need not wait for this optional call in order to begin or submit applications. The call will be recorded and posted to the NACCHO website.

### ELIGIBILITY AND CONTRACT TERMS

This RFA is open to LHDs who provide tobacco control and prevention services. All applicants must provide a letter of support from your local governing entity indicating approval for engaging in a contract with NACCHO to complete project requirements.

Applicants are not required to house a healthcare provider clinic within their LHD. Applicants who do not intend to utilize a healthcare provide clinic within the LHD must provide a brief letter of support from the proposed healthcare provider office. For the purpose of this RFA, healthcare providers include any provider offering clinical services.

Agreement with NACCHO standard contract terms and conditions is a requirement. **No modifications to the terms or contract language will be made. Contractors that cannot agree to NACCHO's contract language should not apply for this initiative.** As part of the application, the contractor will be asked to verify that he/she has read NACCHO's standard contract language and has provided a copy to the individual with signing authority at your organization for advanced consideration. If you are an applicant from Florida, please contact NACCHO immediately for a copy of the Florida standard contract.

Applicants should review all terms and conditions to determine whether or not they are appropriate for submitting a proposal.

### SCHEDULE OF EVENTS

Please note the following deadlines and events for this application:

Event	Date/Time
Questions Due to NACCHO	1/09/17 at 11:59pm ET
Applicant Conference Call	1/11/17 at 3:00pm ET
Submission Deadline	1/20/17 at 11:59pm ET
Award Notification Date	1/27/17 at 11:59pm ET
Anticipated Contract Start Date	2/15/2017
Anticipated Contract End Date	5/31/2017

## PROJECT GOALS & TECHNICAL REQUIREMENTS

The *Tips*<sup>™</sup> campaign was launched by the Centers for Disease Control and Prevention (CDC) in March 2012. It is a national tobacco education ad campaign that profiles stories of real people living with long-term health effects from tobacco use and secondhand smoke exposure. The goals of the campaign are to:

- Build public awareness of the immediate health damage caused by tobacco use and exposure to secondhand smoke.
- Encourage smokers to quit and make free help available.
- Encourage smokers not to smoke around others and nonsmokers to protect themselves and their families from exposure to secondhand smoke.

The purpose of this project is to empower LHDs to increase tobacco cessation rates through support, leverage, and extension of the *Tips*<sup>™</sup> campaign in healthcare provider offices. The goals of this project are to:

- Increase tobacco users' awareness of the *Tips*<sup>™</sup> campaign and tobacco cessation resources;
- Educate healthcare providers on the *Tips*<sup>™</sup> campaign and evidence-based tobacco cessation interventions and resources, such as the state Quitline;
- Increase tobacco users' quit attempts;
- Evaluate the effectiveness of the placement of *Tips*<sup>™</sup> campaign material in healthcare providers' offices in increasing tobacco cessation interventions healthcare provider offices;
- Develop stories from the field and lessons learned to be shared with other LHDs interested in increasing tobacco cessation rates by incorporating *Tips*<sup>™</sup> campaign resources into healthcare provider offices.

LHD applicants must be able to demonstrate healthcare provider support of the application. Applicants are not required to house a healthcare provider clinic within their LHD. Applicants who do not intend to utilize a healthcare provide clinic within the LHD must provide a brief letter of support from the proposed healthcare provider office. For the purpose of this RFA, healthcare providers include any provider offering clinical services.

It is not necessary that healthcare provider offices have technological capacity to show video-based PSAs; applicants are invited to propose dissemination of video and/or print-only materials to healthcare providers.

NACCHO will choose approximately three applicants to implement the *Tips*<sup>™</sup> campaign within a minimum of one healthcare provider office per awardee.

## **Scope of Work**

Healthcare providers can play a key role in fighting tobacco use, the number one cause of preventable death and disease in the United States. When it comes to talking to patients about quitting tobacco use, the *Tips From Former Smokers™ (Tips™)* campaign can be a conversation starter. The campaign offers resources for healthcare providers, as well as your patients.

Grantees will be funded to support, leverage, and extend the *Tips™* campaign in partnership with a minimum of one healthcare provider office. Grantees will be expected to complete the following activities during the project period:

- Educate a minimum of one healthcare provider/staff on the *Tips™* campaign and resources, evidence-based cessation intervention strategies, and available cessation resources;
- Place multi-media *Tips™* campaign materials (video and/or print) in healthcare provider offices;
- Conduct brief evaluation of *Tips™* campaign effectiveness in increasing tobacco cessation interventions in healthcare provider offices.
- Partner with a minimum of one healthcare provider to integrate, implement, and track the number of tobacco cessation (ask/advise/refer) interventions in their healthcare facility throughout the project time period as part of their regular protocol;
- Communicate project progress to NACCHO to track, monthly;
- Use NACCHO's template to provide success story which conveys lessons learned and recommendations for other LHDs interested in replicating the initiative;
- Participate in a brief evaluation interview with NACCHO after the program is complete;
- Coordinate a brief evaluation interview between NACCHO and the participating healthcare provider.

## **Method of Payment**

NACCHO will pay the selected the contractors in one installment of **\$1500.00**, upon receipt of deliverables above. Please note that NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

## **NACCHO Support**

NACCHO staff will serve as a resource to the contractor to ensure adequate completion of the SOW and achievement of project goals by fulfilling the following responsibilities:

- Provide background information related to the project; background information related to the project, including access to NACCHO reports, data, and other resources necessary to complete the tasks above;
- Provide access to free multimedia *Tips™* campaign tools/resources, including video PSAs;
- Provide free printed *Tips™* campaign tools/resources including printed posters;
- Provide free printed tobacco cessation education materials for healthcare providers;

- Provide direct technical assistance and capacity building support for completion of tasks, including phone and e-mail consultations;
- Provide referral to national resources for the *Tips*™ campaign;
- Provide tools, guidance, and assistance to support organizational capacity to collect and report project data and evaluate project activities;
- Provide guidelines for success stories;
- Disseminate and promote tobacco prevention and control information, tools, resources, model practices, and research through [www.naccho.org](http://www.naccho.org).

## **PROPOSAL RESPONSE FORMAT**

To be considered for this project, the proposal narrative must outline the following content:

- Organization Background** – Describe your organization mission and structure, and explain why your organization qualifies to be responsive to the requirements of this RFA. Provide a brief overview of the demographics of the community your LHD serves.
- Qualifications & Experience** – Describe your organizational and staff qualifications and experience providing similar goods or services related to relationships with healthcare providers and knowledge of tobacco cessation evidence-based practices and local- or state-level cessation resources. Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in the RFA.
- Methodology** – Describe, in detail, your proposed methodology for meeting all project requirements.

**Attachments** - Please include the following attachments with your application:

- [Vendor Information Form](#) – Complete the hyperlinked form and submit with application. This information will only be used in the event that the submitting agency is selected and engages in a contract with NACCHO.
- Provide a letter of support from your local governing entity indicating approval for engaging in a contract with NACCHO to complete project requirements.
- Applicants who do not intend to utilize a healthcare provider clinic within the LHD must provide a brief letter of support from the proposed healthcare provider office. For the purpose of this RFA, healthcare providers include any provider offering clinical services.

## **SELECTION CRITERIA**

An Evaluation Team will review and score applications for this RFA. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFA:

- Evidence of agency capacity to carry out the proposed activities;
- Evidence of a history of working with local stakeholders and primary care providers to affect positive change;
- Completeness, clarity, and perceived ability to implement proposed work plan
- Demonstration of overall commitment.

## **SUBMISSION INSTRUCTIONS**

Final response to this RFA should be submitted by **11:59 p.m. ET on January 20, 2017**. Responses submitted after this deadline will not be considered. Submit all responses to [hreese@naccho.org](mailto:hreese@naccho.org). If you have questions, contact: Hida Reese at (202) 507-4256 or [hreese@naccho.org](mailto:hreese@naccho.org).

## **RESOURCES**

### **Required Application Resources**

- NACCHO Standard Contract Language (Member) – [Contract](#)
- NACCHO Standard Contract Language (Non-Member) – [Contract](#)
- NACCHO Standard Contract Language (Florida) – [Contract](#)

### **Tips™ Campaign Resources**

- [Tips™ Website](http://www.cdc.gov/tips) (www.cdc.gov/tips)
- [Healthcare Providers Page](http://www.cdc.gov/tobacco/campaign/tips/partners/health/index.html)  
(http://www.cdc.gov/tobacco/campaign/tips/partners/health/index.html)
- [Tips™ Download Center](http://www.plowsharegroup.com/cdctips) (http://www.plowsharegroup.com/cdctips)