

**INSTRUCTIONS FOR RESPONSE TO REQUEST FOR
BEST VALUE PROPOSALS (RFP) #852P022
(RFP INSTRUCTIONS)**



Issue Date: January 7, 2021

Title: Tobacco Use Prevention Grant

Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

Contract Period: July 1, 2021 through June 30, 2024

Questions: All inquiries should be directed to Director of Programs Michael Parsons at (804) 225-3619 or mparsons@vfhy.org

Two Funding Categories are Available:

1) Youth Development

Purpose: To provide evidence-based tobacco, nicotine, and vaping prevention or cessation instruction directly to Virginia youth. Not to exceed \$150,000 in a three-year period. Per year, the award amount requested shall not exceed \$50,000.

2) Community Innovation

Purpose: To design and implement a community project to reduce tobacco, nicotine, and vaping product use among a specific youth population. Not to exceed \$90,000 in a three-year period. Per year, the award amount requested shall not exceed \$30,000.

INTRODUCTION

VFHY is excited to launch a new round of three-year Tobacco Use Prevention funding.

There are two funding categories:

- 1) Youth Development will fund tobacco, nicotine, and vaping prevention or cessation instruction
- 2) Community Innovation will fund the development of new and innovative strategies to reduce tobacco-, nicotine-, and vaping-related youth health disparities

Both funding categories are intended to prevent and reduce youth tobacco, nicotine, and vaping product use in Virginia. We want to partner with organizations that are strongly connected with the communities they serve. Each Applicant may apply for either Youth Development or Community Innovation funding, but not both.

While Virginia has made great progress in reducing youth tobacco and nicotine use, there is much more work to be done. The percentage of teens who have vaped recently rose from 17% to 20% in just the past four years. Moreover, research continues to demonstrate that some youth populations are at much higher risk of being impacted by nicotine and tobacco use than others and that each region of Virginia has unique needs.

We are publishing this RFP in the midst of the COVID-19 pandemic. We recognize that the timeline for school openings, social distancing procedures, etc. is uncertain. Therefore, use your best judgment to design a proposal that fits the most likely scenario for your population and setting. The safety of our youth, families, partners, and grantees is paramount. If your proposal is accepted, VFHY will work closely with grantees to ensure that they have the flexibility and resources to make an impact while also remaining safe. Programs in *the Tobacco-Free Generation Curriculum Guide* have options for remote instruction. Likewise, *the Tobacco-Free Generation Community Innovation Toolkit* includes many strategies that de-emphasize person to person contact. VFHY is committed to helping grantees respond to changing conditions on the ground. If conditions improve or worsen during the grant period, we will work with organizations to alter their programming as necessary.

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DESCRIPTION OF RFP

PREREQUISITES

Attendance is required at one of the Pre-Proposal Conferences, which will be held remotely via Zoom. More information can be found on page 9. Applicants that do not have a representative in attendance will be disqualified from the application process.

This is an online proposal process. No hard copy proposals will be accepted.

Online proposals are due and must be uploaded by **5:00 pm on March 22, 2021**. To be considered, proposals must be submitted on or before the date and hour stipulated. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered. Applicants are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock.

Nonprofit, for-profit, governmental and charitable organizations operating in Virginia are eligible to apply.

All data, materials, and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia Freedom of Information Act.

AWARD INFORMATION

I. PURPOSE

The purpose of this Request for Best Value Proposals (RFP) is for the Virginia Foundation for Healthy Youth (VFHY) to solicit online proposals to establish a contract through competitive negotiations for the implementation of youth tobacco use prevention/cessation programs (Youth Development) or to develop and implement new and innovative strategies to reduce tobacco-, nicotine-, and vaping-related health disparities among youth (Community Innovation).

This solicitation is using Best Value procurement procedures.

II. BACKGROUND

The Virginia Foundation for Healthy Youth awards funding through grants to local organizations and agencies to provide tobacco use prevention and cessation programs or to develop and implement new and innovative strategies to reduce tobacco-, nicotine-, and vaping-related health disparities among youth in Virginia. VFHY defines youth as people under the age of 18.

III. FUNDING AVAILABLE

A total of up to \$8,280,000 is available over three years for grants statewide. Grant awards will be made to more than one Applicant. Two categories of funding are available.

a. Youth Development

- Individual grant awards will not exceed \$150,000 in a three-year period. Per year, the award amount requested shall not exceed \$50,000.
- Funding can be requested to implement one or more programs found in *the Tobacco-Free Generation Curriculum Guide*. Funding can be requested for program curriculum, training, related materials, grant management staff, program instructors, and other allowable line items shown in the budget form.

b. Community Innovation

- Individual grant awards will not exceed \$90,000 in a three-year period. Per year, the award amount requested shall not exceed \$30,000.
- Funding can be requested to develop and implement new and innovative strategies to reduce tobacco-, nicotine-, and vaping-related youth health disparities. Funding can be requested for related materials, grant management staff, personnel, and other allowable line items shown in the budget form.

IV. EVALUATION AND AWARD CRITERIA

All proposals will be reviewed and evaluated by Regional and Statewide Review Panels comprised of members of the VFHY Regional Advisory Boards. Best Value concepts will be used for the evaluation and award. Best Value means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body's needs. Various elements may include location, target population, demonstrated need,

high risk youth, health disparities and type of program or project. VFHY will consider awards to other than the highest technically acceptable proposal when considering these elements. The Review Panels will recommend to the VFHY Board of Trustees those proposals which most closely meet the requirements of VFHY and are considered to be Best Value. The VFHY Board of Trustees will convene and vote to approve awards.

a. **Evaluation Criteria:**

Proposals will be evaluated using the following Best Value rating method:

- **Acceptable:** Applicant's proposal demonstrates a very good understanding of goals and objectives of the RFP. There may be strengths and weaknesses, however strengths outweigh the weaknesses.
- **Marginal:** Applicant's proposal demonstrates a fair understanding of the goals and objectives of the RFP. Weaknesses are present and may outweigh strengths that exist. Weaknesses can be corrected.
- **Unacceptable:** Applicant's proposal fails to demonstrate an understanding of the goals and objectives of the RFP and is generally deemed unresponsive to the RFP. The proposal has one or more significant weaknesses that outweigh the strengths. Weaknesses will be very difficult to correct or are not correctable.

b. **Award Criteria:**

Selection will be made of Applicants deemed to be fully qualified and best suited among those submitting proposals on the following:

- The ratings from the reviewers' evaluations
- The group consensus rating at the team review
- The Best Value requirements and the amount of funding available

Negotiations will be conducted with the Applicants so selected. After negotiations have been conducted with each Applicant so selected, the agency will award contracts to those Applicants.

The Virginia Foundation for Healthy Youth may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

The four VFHY regions are comprised of the following counties and independent cities:

Southwest	Central	North	Southeast
Alleghany County Bland County Botetourt County Bristol City Buchanan County Carroll County Covington City Craig County Danville City Dickenson County Floyd County Franklin County Galax City Giles County Grayson County Henry County Lee County Martinsville City Montgomery County Norton City Patrick County Pittsylvania County Pulaski County Radford City Roanoke City Roanoke County Russell County Salem City Scott County Smyth County Tazewell County Washington County Wise County Wythe County	Albemarle County Amherst County Appomattox County Augusta County Bath County Bedford City Bedford County Buckingham County Buena Vista City Campbell County Charlottesville City Chesterfield County Colonial Heights City Cumberland County Fluvanna County Goochland County Greene County Hanover County Harrisonburg City Henrico County Highland County Lexington City Louisa County Lynchburg City Madison County Nelson County Orange County Page County Powhatan County Rappahannock County Richmond City Rockbridge County Rockingham County Shenandoah County Staunton City Waynesboro City	Alexandria City Arlington County Caroline County Clarke County Culpeper County Fairfax City Fairfax County Falls Church City Fauquier County Frederick County Fredericksburg City King George County Loudoun County Manassas City Manassas Park City Prince William County Spotsylvania County Stafford County Warren County Winchester City	Accomack County Amelia County Brunswick County Charles City County Charlotte County Chesapeake City Dinwiddie County Emporia City Essex County Franklin City Gloucester County Greensville County Halifax County Hampton City Hopewell City Isle of Wight County James City County King and Queen King William County Lancaster County Lunenburg County Mathews County Mecklenburg County Middlesex County New Kent County Newport News City Norfolk City Northampton County Northumberland Nottoway County Petersburg City Poquoson City Portsmouth City Prince Edward County Prince George County Richmond County South Boston City Southampton County Suffolk City Surry County Sussex County Virginia Beach City Westmoreland County Williamsburg City York County

IMPORTANT DATES AND DEADLINES

Release of RFP

- Thursday, January 7, 2021

Pre-Proposal Conferences

VFHY is hosting six Pre-Proposal Conferences via Zoom. These conferences will provide detailed information about RFP #852P022, including a review of the instructions, terms and conditions, and the online application system. Applicants must participate in one of the conferences prior to the submission of an online proposal. All Applicants are required to attend a conference, regardless of whether they have received funding from VFHY in the past. Organizations should plan to send two people, if possible, to ensure a comprehensive understanding of the RFP requirements. Pre-registration is required. Register by clicking on the desired date below.

- [Tuesday, January 19, 2021 \(10-11:30 am\)](#)
- [Monday, January 25, 2021 \(10-11:30 am\)](#)
- [Monday, February 1, 2021 \(10-11:30 am\)](#)
- [Wednesday, February 3, 2021 \(2-3:30 pm\)](#)
- [Wednesday, February 17, 2021 \(2-3:30 pm\)](#)
- [Wednesday, March 3, 2021 \(2-3:30 pm\)](#)

Optional Grant Writing Workshops

These workshops are designed especially for organizations with limited grant writing experience. They will include information about applying for grants *in general* and will not necessarily include specific information about this grant. Register by clicking on the desired date below.

- [Thursday, February 4, 2021 \(1:00 – 3:00 pm\)](#)
- [Friday, February 5, 2021 \(10:00 am – 12:00 pm\)](#)

Proposals Due Via Online Grants Portal

- Monday, March 22, 2021 (5:00 pm)

Notice of Intent to Award Posted on VFHY Website

- Thursday, May 20, 2021

Grants Begin

- Thursday, July 1, 2021

DESCRIPTION OF EACH FUNDING CATEGORY

Both funding categories are intended to help prevent and reduce youth tobacco, nicotine, and vaping product use in Virginia. A description of each funding category can be found below. Applicants must select one of these funding categories prior to beginning the application.

Youth Development

Purpose

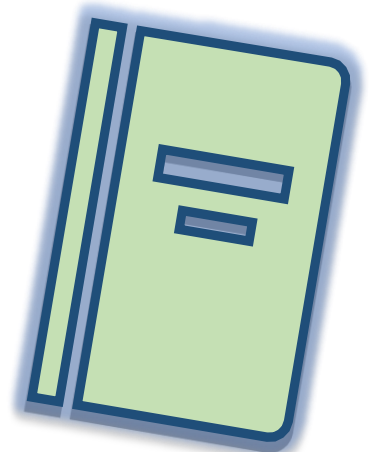
The purpose of the Youth Development funding category is to fund organizations to provide evidence-based tobacco, nicotine, and vaping prevention or cessation instruction directly to Virginia youth. VFHY will provide organizations up to \$50,000 per year for 3 years.

We expect that the organizations who apply for Youth Development will work with youth on a regular basis. Each program in VFHY's *Tobacco-Free Generation Curriculum Guide* requires working with the same youth over multiple sessions to be effective. Programs with expectations of regular attendance (schools, after school programs, early care programs, etc.) or with long-term mandated care (youth residential treatment facilities, etc.) would be good candidates. Programs where youth attendance is irregular or sporadic would likely not be good candidates.

Tobacco-Free Generation Curriculum Guide

VFHY maintains the *Curriculum Guide*, a collection of evidence-based youth tobacco, nicotine, and vaping use prevention or cessation programs. Applicants must implement at least one program from the *Curriculum Guide* directly with Virginia youth. Each program requires long-term engagement, occurring over the course of multiple sessions. This instruction might take place in a classroom setting, through small group discussions, via virtual learning platforms, etc.

All 15 programs in the *Curriculum Guide* are listed below. One of these programs must be used as the core program around which a youth tobacco/nicotine/vaping use prevention/cessation program is designed. Applicants may propose to implement more than one program as part of a comprehensive plan to reach their targeted youth. The full *Curriculum Guide*, with a detailed explanation of each program, can be found [here](#).



Click icon to view the complete *Tobacco-Free Generation Curriculum Guide*

How Do I know Which Program(s) to Implement?

At least one of these programs must be implemented in order to receive funding. Each program is targeted to different age groups and requires different implementation procedures, so be sure to take time to find out which one is best for your organization and the youth it serves. Questions about the programs can be directed to our Training and Resource Manager Charlie McLaughlin at 804-786-2279 or cmclaughlin@vfhy.org.

Al's Pals	Project SUCCESS
All Stars	Project Towards No Drug Abuse (TND)
Botvin LifeSkills Training (LST)	Project Towards No Tobacco Use (TNT)
CATCH My Breath	Stanford University Tobacco Prevention Toolkit
Healthy Alternatives for Little Ones (HALO)	Strengthening Families Program 10-14
INDEPTH (includes Not on Tobacco)	Strengthening Families Program 6-11, 12-16
Positive Action	Too Good for Drugs
Project ALERT	

Tobacco Prevention and Control Strategies Requirement

Applicants must identify at least one tobacco prevention and control strategy to implement each year in *addition* to the completion of the *Curriculum Guide* program. Examples of strategies can be found on our [Community Innovation Toolkit](#). Broad categories include Cessation, Youth Communication and Education, Merchant Education, and Tobacco-, Nicotine-, and Vape-Free Environments. These strategies are a vital way of expanding the work outside of the classroom and of involving youth in hands-on activities.

Nicotine Products Prevention Module Requirement

All proposals implementing programs with middle and high school age youth must include VFHY's *Nicotine Products Prevention Module (6-12)* as part of their programming. The PowerPoint (with script), handouts, and optional pre/post-test surveys can be downloaded [here](#). This module should be inserted into the program sessions where deemed most appropriate. The module takes approximately 15-25 minutes to complete.

Additional Support

Organizations that are funded will receive at least a full year of unlimited access to [Catchafire](#), a resource that connects organizations with highly skilled volunteers from around the country. If grantees need help with some component of their *Curriculum Guide* program or tobacco prevention and control strategy, they can post to Catchafire and get paired with a volunteer who has the appropriate skillsets and expertise. Catchafire can assist with:

- Initial project setup: This might include receiving assistance with project management, social media setup, hosting virtual events, marketing strategies and more.
- Synthesizing and sharing information: This might include receiving assistance in copywriting brochures, translating materials into Spanish, creating powerful infographics, engaging in effective storytelling, learning best practices in remote instruction, and more.

Community Innovation

Purpose

The purpose of the Community Innovation funding category is to fund organizations to design and implement a community project to reduce tobacco, nicotine, and vaping product use among a specific youth population. VFHY will provide organizations up to \$30,000 per year for 3 years.

Grantees will develop and implement new and innovative strategies to reduce tobacco-, nicotine-, and vaping-related health disparities among youth. These strategies will likely align with some or all of the four tobacco prevention and control categories below.

Category	Purpose
Cessation	Promote tobacco, nicotine, or vaping cessation among youth.
Youth Communication and Education	Prevent the use of tobacco, nicotine, or vaping products by youth by educating youth and their families.
Merchant Education	Prevent the use of tobacco, nicotine, or vaping products by youth by restricting access at the point of sale.
Tobacco-, Nicotine-, and Vape-Free Environments	Eliminate youth exposure to secondhand smoke.

Organizations that have experience working with youth and a strong connection to the community they serve are good candidates. An important component of this funding category is to develop, implement, and document innovative practices to reduce tobacco-related health disparities among youth. In order to design a community project, Applicants may adapt strategies found in the *Community Innovation Toolkit*, or propose their own strategies, or both. We expect these projects to vary greatly depending upon the Applicant, the region, and the particular target population.

Tobacco-Free Generation Community Innovation Toolkit

VFHY maintains the *Community Innovation Toolkit*, a growing collection of tobacco prevention and control strategies which protect youth from the dangers of tobacco, nicotine, and vaping product use. Applicants must design a community innovation project made up of multiple strategies and aimed at a key youth population or populations of their choice. The *Community Innovation Toolkit* is a great place to start if an Applicant needs help generating ideas. The full toolkit can be found [here](#).



Click icon to view the complete *Tobacco-Free Generation Community Innovation Toolkit*

How Do I know Which Strategies to Propose?

VFHY has carefully vetted strategies in our *Community Innovation Toolkit* to ensure they are likely to be impactful and easy to implement. The toolkit is not exhaustive, and Applicants are welcome to propose their own strategies that they believe will be effective. Applicants are also welcome to combine their own strategies with one or more on our toolkit.

If Applicants already have a fully formed idea of what they want to implement over three years, they may describe the project in the proposal. If Applicants have some idea of what they want to implement but need to spend part of the first year planning (e.g., conducting focus groups, needs assessments, etc.) that will also be permitted.

Which Youth Population(s) May I Target?

We leave the decision up to each Applicant, as long as they demonstrate evidence in the proposal that their population is at risk of being disparately impacted by the use of tobacco, nicotine, or vaping products. Recent state and national data suggest that high risk groups include youth who:

- Are in the juvenile justice system
- Have a behavioral health disorder
- Have lower academic achievement
- Identify as African American
- Identify as American Indian/Native American
- Identify as Hispanic or Latino
- Identify as LGBTQ+
- Live in poverty
- Live in rural areas

However, there are other groups that Applicants might target. Depending upon the Applicant's mission, they might also choose more specific groups (e.g., rural youth who identify as LGBTQ+).

When justifying their population, there are several sources Applicants might consult, including:

- The Virginia Department of Health's [2019 Virginia Youth Survey](#)
- Centers for Disease Control and Prevention's (CDC) [Tobacco-Related Disparities](#)
- Monitoring The Future www.monitoringthefuture.org
- Virginia Office On Substance Abuse Prevention www.abc.virginia.gov/education/programs/vosap

Additional Support

Organizations that are funded will receive at least a full year of unlimited access to [Catchafire](#), a resource that connects organizations with highly skilled volunteers from around the country. If grantees need help with some component of their tobacco prevention and control strategy, they can post to Catchafire and get paired with a volunteer who has the appropriate skillsets and expertise. Catchafire can assist with:

- Initial project setup: This might include receiving assistance with project management, social media setup, hosting virtual events, marketing strategies and more.
- Synthesizing and sharing information: This might include receiving assistance in designing press kits, copywriting brochures, creating powerful infographics, engaging in effective storytelling, and more.

What Can a Community Project Look Like?

Our Youth Development funding category limits Applicants to carrying out evidence-based programming that we know to be effective. However, there is much less tobacco prevention and control research regarding outreach to specific youth populations. We hope these Community Innovation projects will begin to change this trend.

This is our first time funding Community Innovation projects, and we are intentionally providing less direction for what these projects will look like. We expect Applicants to know their youth and community better than we do. We are looking for organizations who can weave together multiple strategies into a project aimed at a particular youth population. These strategies might involve working closely with youth to:

- Adapt and promote cessation resources for particular populations
- Provide culturally appropriate education on the harms of tobacco and nicotine use
- Provide culturally appropriate merchant education to prevent point of sale
- Advocate for tobacco, nicotine, and vape-free environments, so youth are not exposed to secondhand smoke and vapor.

Example: You are an art program working with LGBTQ+ teens, a population that is disparately impacted by tobacco and nicotine product use. You might propose an ongoing series of events that use art and expression to educate young LGBTQ+ teens and their families about the harms and impact tobacco, nicotine, and vaping has on youth in their community. Events might include discussions and feature films that appeal to LGBTQ+ youth which intentionally refrain from portraying nicotine or tobacco use. You might pair this effort with other strategies like a youth-led campaign to make the stores they shop in, the parks they use for recreation, and the businesses that hire them, go tobacco and vape free.

You would monitor and adapt your tobacco prevention and control strategies so that at the end of the grant you would have generated specific lessons learned and recommendations for working with LGBTQ+ teens, which could inform the work of other organizations engaging with a similar population in the future.

PROPOSAL INSTRUCTIONS

GENERAL REQUIREMENTS

Read the entire RFP Instructions, VFHY Terms and Conditions, and related information before completing a proposal.

Applicants must decide which of the two funding categories (Youth Development or Community Innovation) they will pursue **before** beginning the application process. Organizations may only apply for one funding category.

Applicants must complete each required section of the online proposal and upload all the applicable and required VFHY forms.

All questions must be answered to ensure a complete proposal. Several items must be submitted electronically (uploaded) as part of the online proposal. Directions for file uploading, including scanning and Fax-to-File, can be found on page 30.

SECTION HEADINGS

Youth Development

- I. Summary Information**
 - Program Name
 - Geographic Region
 - Program Summary
- II. Organizational Background**
 - Org. & Program History
 - Prev. Programs & Outcomes
 - Previous Grants Management
- III. Program Information**
 - Statement of Need
 - Organizational Response
 - Recruitment Plan
 - Collab. Agencies & Partners
 - MOAs
 - Staff & Responsibilities
 - Job Descriptions
 - Program Fidelity
 - COVID-19
- IV. Youth Develop. Workplan**
 - Workplan (Years 1, 2, & 3)
- V. Program Implement. Matrix**
 - Programs
 - Matrix (Years 1, 2, & 3)
 - Total Youth
- VI. Evaluation**
 - Evaluation Strategies
 - Outcome Measures
 - Responsible Staff
 - VFHY Statewide Evaluation
- VII. Budget & Budget Narrative**
 - Total Funding Requested
 - Funding (Years 1, 2, & 3)
 - Matching Funds
 - Budget Form (Years 1, 2, & 3)
- VIII. Terms and Conditions**

Community Innovation

- I. Summary Information**
 - Project Name
 - Geographic Region
 - Project Summary
- II. Organizational Background**
 - Org. & Program History
 - Prev. Programs & Outcomes
 - Previous Grants Management
- III. Project Information**
 - Youth Populations & Statement of Need
 - Community Connection
 - Organizational Response
 - Collab. Agencies & Partners
 - MOAs
 - Staff & Responsibilities
 - Job Descriptions
 - COVID-19
- IV. Comm. Innovation Workplan**
 - Workplan (Year 1)
 - Narrative (Years 2 & 3)
- V. Evaluation**
 - Documentation
 - Responsible Staff
 - VFHY Statewide Evaluation
- VI. Budget & Budget Narrative**
 - Total Funding Requested
 - Funding (Years 1, 2, & 3)
 - Matching Funds
 - Budget Form (Year 1)
 - Summary (Years 2 & 3)
- VII. Terms and Conditions**

If you are applying for Community Innovation, skip to page 24.

Youth Development

All questions and sections are required to be completed. This section describes the expectations for proposal content. To register and complete the online proposal, click [here](#) and select RFP #852Po22 – Youth Development. If your organization does not already have a grant portal account, you will be prompted to create a new one before you can view the application.

I. Summary Information

Program Name

Select a name to distinguish your program. For example: Smith Elementary School's Al's Pals Program.

Geographic Region

The VFHY regions are Central, North, Southeast and Southwest. A map and a comprehensive listing of counties and cities and their corresponding region can be found on pages 7 and 8 of this document. If your programs span multiple regions, select the region in which your primary office is located. If this is unclear, please reach out to the appropriate Regional Grants Administrator (RGA) for clarification.

Program Summary

Briefly describe your proposal. Include information describing targeted youth, their age, how many will participate, location, *Curriculum Guide* program(s) and total budget amount.

II. Organizational Background

Organizational and Program History

Describe your organization's program history and background and any relevant affiliations with other organizations.

Previous Programs and Outcomes

Describe previous programs with youth that your organization has implemented. Provide specific outcome information about these programs. Information related to specific tobacco prevention/cessation programs can be provided in this section.

Previous Grants Management

Describe your organization's experience managing grants. Include any grants you have been awarded through VFHY.

III. Program Information

Statement of Need

VFHY's goal is to prevent all children in the Commonwealth from using tobacco and nicotine products. VFHY strives to reach as many Virginia communities as possible, recognizing the diversity that exists throughout the Commonwealth. Applicants should demonstrate an understanding of the diverse nature of their target population, the identified need(s) and how that relates to the organizational response. There are specific risk factors that increase the likelihood of tobacco use. Applicants must identify and discuss the risk factors identified for the targeted youth and how the organization will adequately address these with the program(s) chosen. Specific local data describing the need is required.

Organizational Response

Applicants must provide an explanation of the steps they will take to address the described need. When developing a response, Applicants should be inclusive and ensure that representation from the community is included throughout the proposed project. Applicants should ensure that the organizational response directly relates to the needs statement.

Recruitment Plan

Describe the recruitment plan for the project. Your plan should include identification of appropriate target youth for the program, outreach efforts and how youth will be referred to the program. It should also include plans for ensuring the ongoing participation of youth in the program.

Collaborative Agencies & Partners

Identify all partnering organizations and provide a description of their roles and responsibilities within the scope of the proposed program.

Memorandums of Agreement (MOA)

MOAs with each partner or collaborating agency listed in the application must be included. School-based programs must specifically provide separate or co-signed letters from school principals and the respective district superintendents with which they plan to partner. These must be Memorandums of Agreement rather than letters of support. They must have a current date and specifically outline the commitments of each partner for the entire three years of the grant period. In some cases where there clearly are no partners, Memorandums of Agreement are not required. In this case, include information stating there are no partners. Only one file can be uploaded per field. For MOA's, Applicants should include all MOA's in one file to upload.

Staff & Responsibilities

List the position, titles, and roles of all staff who will work on the proposed program(s). This list should include fiscal and program coordination staff. Indicate full and/or part-time staff.

Job Descriptions

Upload a document that includes job descriptions for staff who will be working under the grant (whether funded by VFHY or in-kind). These documents should be saved as one file for upload.

Program Fidelity

Provide information about the setting and responsible staff who will monitor and ensure that proposed programs are conducted with fidelity and adhere to the requirements of the program developer. Identify and include the fidelity requirements of the selected program and describe how these will be monitored for compliance. Fidelity refers to the extent to which the program's core components are followed as described by the developer.

COVID-19

Explain how you are prepared to amend your programming if COVID-19 conditions improve or worsen at any point in the three-year grant period.

IV. Youth Development Workplan

Workplan (Years 1, 2, & 3)

The Youth Development Workplan provides the roadmap for the proposed grant activities. The Workplan can be downloaded [here](#), or from the link in the online proposal form. Save the Workplan to your computer before entering information to reduce errors. Separate Workplans must be uploaded as Word Documents (not PDFs) for each of the three years of the grant period.

Add your organization's name at the top of the page. Select the appropriate year using the checkbox. A separate workplan must be completed for each year of the grant, which means that you will be uploading three separate documents, each with a different year checked. Select the goal(s) (prevention or cessation or both) that correspond with the proposed *Curriculum Guide* program and your tobacco prevention and control strategy. Write your own measurable objective, describing the overall objective of your work. You may write more than one objective in this space.

Include the strategies that you will need to implement in order to achieve your objective(s). Each strategy includes space for:

- **Responsible Staff:** Who is responsible for ensuring the strategy is completed?
- **Anticipated Start/Completion:** When will the strategy begin and end?
- **Expected Outcomes:** What will the result of this strategy be?

Most strategies will revolve around recruitment, training, program preparation, program instruction, and follow-up. In addition, *some* strategies should relate to:

- Enacting a tobacco prevention and control strategy (at least one each year).
- Your evaluation efforts.
- Public Relations (PR) – If funded, grantees must utilize PR strategies to promote their programs and results to local communities. Press releases, media alerts and outreach to the community are all activities that meet the PR requirement. All

press-related materials must be approved by the VFHY Public Affairs Coordinator before their release.

We expect to see well-thought-out strategies each and every quarter of the grant. We have provided space for up to 25 strategies each year. You do not need to use all 25 rows. If you exceed 25, combine related strategies together. For technical assistance with the workplan, contact the Regional Grants Administrator (RGA) for your region listed on page 7.

V. Program Implementation Matrix

Programs

Select all *Curriculum Guide* programs that will be conducted through this grant effort.

Program Implementation Matrix

The Program Implementation Matrix must be completed for all proposals. The Matrix and separate Youth Development Workplan will outline the major implementation components of the selected *Curriculum Guide* program(s). Information from this Matrix must correspond correctly with the information provided in the Workplan.

Use the Program Implementation Matrix to describe your implementation of the *Curriculum Guide* program(s). Applicants must provide information about the setting and method in which the program will be delivered, the age of the targeted youth, the number and size of groups, and length and frequency of sessions. You will calculate the total number of implementation hours based upon the formula provided in the Matrix. Several of the fields are drop downs.

A separate Program Implementation Matrix Form must be uploaded for each of the three years of the grant period. Ensure that the correct year's box is checked before uploading the completed form. All Applicants are required to utilize the Program Implementation Matrix provided. The forms can be downloaded [here](#) or linked to directly in the online proposal form. An example can be found below:

(A) Curriculum Guide Program	(B) Setting	(C) Method of Delivery	(D) Age/Grade of Youth	(E) # of Groups	(F) # of Youth Per Group	(G) Total # of Youth	(H) Sessions Per Group	(I) Session Length	(J) Total # of Implementation Hours	(L) Session Frequency
Positive Action	Thompson High School	Virtual - Live	9 th Grade	5	20	100	40	0.25 hours	5x40x.25 hours = 50 hours	4 times per week for 10 weeks
Botvin Life Skills Training (LST)	Smith After School	Virtual - Recorded by grantee	6 th Grade	3	25	75	15	1 hour	15x1 hour recording = 15 hours	1 time per week for 15 weeks
Botvin Life Skills Training (LST)	Central After School	Virtual - Recorded by grantee	6 th Grade	3	25	75	15	1 hour	15x1 hour recording = 15 hours	1 time per week for 15 weeks
Grand Totals						250			80 hours	

Total Youth

To calculate, simply add up the total number of youth (column G) for all three Matrices.

VI. Evaluation

All grantees are required to conduct an evaluation of their grant program, and all grant proposals must include evaluation strategies in the Workplan. Grantees may choose to develop their own evaluation instrument or use evaluation tools that are provided through the developers of their chosen VFHY *Curriculum Guide* program(s). The evaluation instrument selected should relate back to the objective(s) developed in the Workplan. Final evaluation results will be provided to VFHY. Applicants should describe the type of evaluation, expected outcomes, the setting and responsible staff. Explain how you will use your findings to improve programming each year.

VII. Budget and Budget Narrative

Total Funding Requested

Provide the total amount you are requesting from VFHY for this grant. This number should include all three years combined.

Funding (Years 1, 2, and 3)

Enter the dollar amount you are requesting each year of the grant.

Matching Funds

Matching funds are not required. However, all organizations are encouraged to identify matching resources and identify the total amount here. Indicate the total matching funds for all three years.

Budget Form Overview

The VFHY Budget Form must be completed and uploaded to the online application. Use the VFHY Budget Form to list the amount of funding being requested for each line item. List anticipated in-kind or matching donations your organization or partners will provide. Where indicated, provide detailed explanations providing a narrative justification for each line item. Provide calculations for all funds requested or applied as match. Supplanting of current funding is not allowed. Supplanting is defined by VFHY as replacing funds already available in your organization to implement a program, including staff, equipment, materials and other items required for the implementation of the funded program or project. All equipment purchases requested must be thoroughly justified.

Directions for Completing the Budget Form

The Budget Form is a single Excel document that includes separate worksheets for years 1, 2, and 3 of the grant, each on a separate tab at the bottom of the screen. All three worksheets must be completed. You can download the Budget Form [here](#) or from a link in the online proposal form. It must be completed and uploaded to the online proposal. Save the form to your computer before entering information to reduce errors. All line items must be reasonable and adequately justified. Explain how each item was calculated and include formulas used to determine line item costs in the narrative justification. Provide an explanation regarding why the items are necessary for successful implementation of the program.

A maximum of 5% of a staff member's salary may be charged to the grant for the management of grant activities including, but not limited to, the preparation and submission of quarterly reports and invoices as well as the preparation for site visits. Fringe benefits must be listed separately from personnel salaries. The rate of fringe benefits may not exceed 30% of personnel salaries requested from VFHY. Applicants must state their organizational rate for fringe benefits, including the portion (if any) not covered by VFHY.

Indirect costs are defined as general operating expenses required for the program. They are allowable but cannot exceed *10% of the personnel costs requested from VFHY.* Indirect costs are those costs that cannot be assigned to a particular category but are necessary to the operation of the organization for the implementation of the grant program. Examples could include insurance, general office supplies, equipment maintenance, general purpose software and computer supplies, and peripheral administrative costs. Indirect costs cannot be included anywhere else in the budget.

Incentives are extra items, beyond the materials required to conduct a program. Incentive costs cannot exceed \$5.00 per program participant. Incentives are ONLY for youth program participants.

Include travel expenses for two VFHY Conferences for two (2) staff for two nights/two conference days (Spring, 2022 and Spring, 2024 – years 1 and 3). For budgeting purposes applicants should estimate travelling to and from Richmond, VA. When determining mileage, Applicants should use the rate allowable through their organization. However, VFHY will only reimburse up to the allowable state rate (currently 57.5 cents per mile). Anything above that can be included as match by the Applicant. Applicants should use a hotel rate of \$188/night and daily per diem of \$76 for budgeting purposes.

There is no match required for the grant. However, if an Applicant does expect to provide other funds or in-kind services for the grant, these should be reflected in the overall budget information provided.

VFHY provides free training for the following *Curriculum Guide* programs: *Botvin Life Skills Training, Positive Action, Too Good for Drugs, and Strengthening Families (10-14)*. If you are using one of these programs, do not include trainer expenses in your budget. Other logistical costs associated with the training such as planning and facilities/refreshments are allowable. VFHY allows you to budget for applicable costs for other *Curriculum Guide* program training.

VIII. Terms and Conditions

Terms and Conditions

Applicants must enter the name of the organization's Authorized Representative to acknowledge that he/she has read and agrees to the Terms and Conditions, including the VFHY Required Statements, and further, that the Authorized Representative agrees to comply with all conditions described and explained. Click [here](#) to read the Terms and Conditions & Required Statements.

Community Innovation

All questions and sections are required to be completed. This section describes the expectations for proposal content. To register and complete the online proposal, click [here](#) and select RFP #852P022 – **Community Innovation**. If your organization does not already have a grant portal account, you will be prompted to create a new one before you can view the application.

I. Summary Information

Project Name

How will you refer to your project? Pick a name that distinguishes your proposed project from others.

Geographic Region

The VFHY regions are Central, North, Southeast and Southwest. A map and a comprehensive listing of counties and cities and their corresponding region can be found on pages 7 and 8 of this document. If your organization spans multiple regions, select the region in which your primary office is located. If this is unclear, please reach out to the appropriate Regional Grants Administrator (RGA) for clarification.

Project Summary

Briefly describe your proposed community project. Include information about the targeted population(s), the purpose of the project, major strategies you are considering, location, and total budget amount.

II. Organizational Background

Organizational and Program History

Describe your organization's program history and background and any relevant affiliations with other organizations.

Previous Programs and Outcomes

Describe previous work with youth that your organization has completed. Provide specific outcome information about these programs. Information related to specific tobacco prevention and control programs or other health initiatives can be provided in this section.

Previous Grants Management

Describe your organization's experience managing grants. Include any grants you have been awarded through VFHY.

III. Project Information

Youth Populations and Statement of Need

VFHY's goal is to prevent all children in the Commonwealth from using tobacco products. VFHY strives to reach as many Virginia communities as possible, recognizing the diversity existing throughout the Commonwealth. Applicants should demonstrate an understanding of the youth population(s) around whom they intend to design a project, and what evidence (national, state, or local) they have that this group is likely to be negatively impacted by tobacco, nicotine, and vaping product use. Be specific.

Community Connection

Applicants should describe how their organization is strongly connected with the population they plan to serve. They should also explain how they have successfully worked with the population in the past and to what degree the population will be involved in the design and implementation of the project.

Organizational Response

Applicants must provide an explanation of the steps it will take to address the described need. When developing a response, Applicants should be inclusive and ensure that members from the community are present and included throughout the proposed project. Applicants should ensure that the organizational response directly relates to the Youth Population and Statement of Need and includes the purpose of the project, major strategies you are considering, location, and total budget amount. If you have some idea for what you want to implement but need to spend part of the first year planning (e.g., conducting focus groups, needs assessments, etc.) please provide details. Describe what you intend to do that has not been done before.

Collaborative Agencies & Partners

Identify and describe all collaborating/partner agencies and organizations. Include a description of their roles in the project. If you lack a strong connection to the population you serve or representation on your board, staff roster, or volunteer network, consider partnering with organizations who fill those deficits. Include any financial compensation to these organizations in your budget.

Memorandums of Agreement (MOA)

MOAs with each partner or collaborating agency listed in the application must be included. School-based programs must specifically provide separate or co-signed letters from school principals and the respective district superintendents with which they plan to partner. These must be Memorandums of Agreement rather than letters of support. They must have a current date and specifically outline the commitments of each partner for the entire three years of the grant period. In some cases where there clearly are no partners, Memorandums of Agreement are not required. In this case, include information stating there are no partners. Only one file can be uploaded per field. For MOA's, Applicants should include all MOA's in one file to upload.

Staff & Responsibilities

List the position, titles, and roles of all staff who will work on the proposed project. This list should include fiscal and program coordination staff. Indicate full and/or part-time staff.

Job Descriptions

Upload a document that includes job descriptions for staff who will be working under the grant (whether funded by VFHY or provided in-kind). These documents should be saved as one file for upload.

COVID-19

Explain how you are prepared to amend your project if COVID-19 conditions improve or worsen at any point in the three-year grant period.

IV. Community Innovation Workplan

Workplan (Year 1)

The Community Innovation Workplan provides the roadmap for the first year of the proposed grant activities. If you are funded, we will ask for a workplan for years 2 and 3 later in the grant period. The Workplan can be downloaded [here](#), or from the link in the online proposal form. Save the Workplan to your computer before entering information to reduce errors.

Add your organization's name at the top of the page. Select the goal(s) that correspond with the proposed project and strategies for year 1. Write your own measurable objective, describing the overall objective of your work. You may write more than one objective in this space.

Include the strategies that you will need to implement in order to achieve your objective(s). Each strategy includes space for:

- **Responsible Staff:** Who is responsible for ensuring the strategy is completed?
- **Anticipated Start/Completion:** When will the strategy begin and end?
- **Expected Outcomes:** What will the result of this strategy be?

Most strategies will revolve around project recruitment, training, planning, preparation, and follow-up. In addition, *some* strategies should relate to:

- Your documentation/evaluation efforts.
- Public Relations (PR) – If funded, grantees must utilize PR strategies to promote their projects and results to local communities. Press releases, media alerts and outreach to the community are all activities that meet the PR requirement. All press-related materials must be approved by the VFHY Public Affairs Coordinator before their release.

We expect to see well-thought-out strategies each and every quarter of the grant. We have provided space for up to 25 strategies each year. You do not need to use all 25 rows. If you exceed 25, combine related strategies together. For technical assistance with the

workplan, contact the Regional Grants Administrator (RGA) for your region listed on page 7.

Workplan Narrative (Years 2 and 3)

As with the Budget, we only require a fully detailed workplan in year 1. For years 2 and 3, we simply need you to provide us a general description of what you intend to do, to the best of your knowledge. The response should provide us enough information to know if you have fully thought through your project and how much funding you will need to implement it. If you are funded, you will eventually be asked to generate a detailed workplan for years 2 and 3.

V. Evaluation

Documentation

An important component of this funding category is documenting process and lessons learned so that other organizations might build on your work in the future. Explain how you plan to document your progress over the course of three years. How will you define and measure the success of individual strategies and the project overall? Be sure to explain how you will use your findings to improve your project each year. At the end of three years, grantees will formally present their progress, lessons learned and recommendations for working with their populations.

VI. Budget and Budget Narrative

Total Funding Requested

Provide the total amount you are requesting from VFHY for this grant. This number should include all three years combined.

Funding (Years 1, 2, and 3)

Enter the dollar amount for how much you are requesting each year of the grant.

Matching Funds

Matching funds are not required. However, all organizations are encouraged to identify matching resources and identify the total amount here. Indicate the total matching funds for year 1.

Budget Form Overview (Year 1)

The VFHY Budget Form must be completed and uploaded to the online application. Use the VFHY Budget Form to list the amount of funding being requested for each line item. List anticipated in-kind or matching donations your organization or partners will provide. Where indicated, provide detailed explanations providing a narrative justification for each line item. Provide calculations for all funds requested or applied as match.

Supplanting of current funding is not allowed. Supplanting is defined by VFHY as replacing funds already available in your organization to implement a program, including staff, equipment, materials and other items required for the implementation of the funded program or project. All equipment purchases requested must be thoroughly justified.

Directions for Completing the Budget Form

You can download the Budget Form for year 1 [here](#) or from a link in the online proposal form. It must be completed and uploaded to the online proposal. Save the form to your computer before entering information to reduce errors.

All line items must be reasonable and adequately justified. Explain how each item was calculated and include formulas used to determine line item costs in the narrative justification. Provide an explanation regarding why the items are necessary for successful implementation of the project.

A maximum of 5% of a staff member's salary may be charged to the grant for the management of grant activities including, but not limited to, the preparation and submission of quarterly reports and invoices as well as the preparation for site visits. Fringe benefits must be listed separately from personnel salaries. The rate of fringe benefits may not exceed 30% of personnel salaries requested from VFHY. Applicants must state their organizational rate for fringe benefits, including the portion (if any) not covered by VFHY.

Indirect costs are defined as general operating expenses required for the project. They are allowable but cannot exceed *10% of the personnel costs requested from VFHY*. Indirect costs are those costs that cannot be assigned to a particular category but are necessary to the operation of the organization for the implementation of the grant project. Examples could include insurance, general office supplies, equipment maintenance, general purpose software and computer supplies, peripheral administrative costs. Indirect costs cannot be included anywhere else in the budget.

Include travel expenses for a VFHY Conference for two (2) staff for two nights/two conference days (Spring, 2022, year 1). For budgeting purposes applicants should estimate travelling to and from Richmond, VA. When determining mileage, Applicants should use the rate allowable through their organization. However, VFHY will only reimburse up to the allowable state rate (currently 57.5 cents per mile). Anything above that can be included as match by the Applicant. Applicants should use a hotel rate of \$188/night and daily per diem of \$76 for budgeting purposes.

There is no match required for the grant. However, if an Applicant does expect to provide other funds or in-kind services for the grant, these should be reflected in the overall budget information provided.

Budget Summary (Years 2 and 3)

Provide a summary of anticipated grant expenses in year 2 and then again in year 3. We do not need the same level of detail as in your year 1 budget. The response should provide us enough information to know if you have fully thought through your project and how much funding you will need to implement it. If you are funded, you will eventually be asked to generate a detailed budget for years 2 and 3.

VII. Terms and Conditions

Terms and Conditions

Applicants must enter the name of the organization's Authorized Representative to acknowledge that he/she has read and agrees to the Terms and Conditions, including the VFHY Required Statements, and further, that the Authorized Representative agrees to comply with all conditions described and explained. Click [here](#) to read the Terms and Conditions & Required Statements.

ONLINE GRANTS PORTAL DIRECTIONS

File Conversion and Document Uploading

Several documents must be uploaded with each online proposal. Only one file can be uploaded per field. Files can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.

These include:

- **Workplans**
Do not save as PDFs. Workplans should remain in their original format (Microsoft Word) in case they need to be edited later.
- **Budget Forms**
Do not save as PDFs. Budgets should remain in their original format (Microsoft Excel) in case they need to be edited later.
- **Job Descriptions**
All job descriptions should be in one file to upload.
- **Memorandums of Agreement (MOA)**
Applicants should include all MOA's in one file to upload. Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online.
- **Program Implementation Matrix**
These forms are only required for Youth Development Applicants.
Do not save as PDFs. Matrices should remain in their original format (Microsoft Word) in case they need to be edited later.

Fax-to-File

The Online Grants Portal also offers the "Fax to File" option for those unable to scan or convert their documents to a digital format. This process will enable Applicants to fax documents to an external site which will then convert them into electronic PDF files. Applicants will then be able to download to a computer and upload to the online proposals where required. To use this tool, click on the Fax to File tab on the VFHY online proposals page and follow the directions.