

# REQUEST FOR PROPOSALS (RFP): CHRONIC DISEASE PREVENTION PROJECTS

Date: **March 19, 2018**

To: Interested Applicants

From: San Francisco Study Center in partnership with Community Health Equity & Promotion Branch,  
San Francisco Department of Public Health

## SCHEDULE OF EVENTS AND SUBMISSION DEADLINES

ACTIVITY	TIMES	DATES
RFP Issued		March 19, 2018
Questions due for informational meeting	By 12:00 noon	April 6, 2018
Informational meeting (25 Van Ness, room 610)*	12:00 pm -1:00 pm	April 10, 2018
<b>Proposals Due</b>	<b>By 12:00 noon</b>	<b>April 20, 2018</b>
<i>Estimated Review and Notification Dates</i>		
Technical Review		end of April, 2018
Award Notification sent out		May 2018
Project negotiations, MOUs developed and signed		May - June 2018
<b>Term for Funded Projects</b>		<b>July 1, 2018-June 30, 2019</b>
*A summary of the informational meeting will be posted on the following websites: <a href="http://shapeupscoalition.org">shapeupscoalition.org</a> and <a href="http://bit.ly/cdpgrants">http://bit.ly/cdpgrants</a> ; and e-mailed to those who submit questions and/or attend the informational meeting.		

## OVERVIEW OF REQUESTED SERVICES

Chronic diseases are largely preventable, yet they remain the leading causes of death in California, and the main sources of increasing health costs in the United States. Chronic diseases are responsible for every 7 out of 10 deaths among Americans each year, and account for nearly 75% of the nation’s health spending. Disparities exist by ethnicity for heart disease, cancer, stroke and diabetes. Overall, African American men and women have the highest death rates in San Francisco.

Although health is directly influenced by the environment, people often associate chronic diseases with personal choices such as unhealthy eating habits or too little physical activity. However, addressing chronic diseases is more complicated. Social, physical, and political environments shape our behavior; for those reasons, a multilayered approach across the Spectrum of Prevention is important ([See page 17](#) or [here for more information](#)). Together, strategies such as education, coalition building, and changes in systems and policies create settings that help make the healthy choice the easy choice.

The San Francisco Study Center (SFSC), in partnership with Community Health Equity & Promotion (CHE&P) Branch, San Francisco Department of Public Health (SFDPH), is now accepting **proposals with the intent to fund up to 14 community-based organizations (CBOs) for Chronic Disease Prevention Projects from**

approximately July 1<sup>st</sup>, 2018 - June 30<sup>th</sup>, 2019. A total of \$400,000 is available. Collaboration between multiple agencies is encouraged.

## AVAILABLE FUNDING TYPES:

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### 1. Promoting a Culture of Health in Priority Population Grants - \$160,000 total

Up to eight (8) grants up to **\$20,000 each**. These funds will be awarded to eight (8) community-based organization(s) to support healthy eating and active living (HEAL). Funded Projects would choose from a menu of projects in healthy eating, active living, community assessment, and education.

### 2. Focus Group Discussion in Priority Populations Grants - \$120,000 total

Up to three (3) grants for **\$40,000 each**. These funds will be awarded to community-based organization(s) serving the Chinese, and/or African American communities, and/or clients accessing behavioral health (mental health and substance use) services. In partnership with CHE&P, the Funded Projects will host three (3) focus groups in their communities.

### 3. Quit Smoking (Tobacco Use Harm Reduction) in Priority Populations Grants - \$120,000 total

Up to three (3) grant for **\$40,000 each**. These funds will be awarded to community-based organizations serving one (or more) of the following priority communities: African American, and/or Latinx, and/or LGBTQ, and/or people at risk or living with HIV/AIDS. In partnership with CHE&P staff, the Funded Projects will implement an intervention to help people in their community to quit smoking.

Organizations may submit proposals for all of the different types of funding, but **only one award will be made per agency/organization**. A separate proposal must be submitted for each project.

*Collaboration between multiple agencies is encouraged.*

Awards will fund a 12-month project implementation period that will run from approximately July 1, 2018 through June 30, 2019. Awardees will negotiate a Memorandum of Understanding (MOU), work plan and budget with project staff. The MOU will further specify deliverables and ensure that the project meets all of the San Francisco Study Center (SFSC) requirements. Funds will be managed and distributed through the San Francisco Study Center, a fiscal sponsor selected by the San Francisco Department of Public Health.

As a minimum requirement, funding is restricted to non-profit community-based organizations (CBOs).

Groups that are not established non-profits may apply with a 501(c)3 non-profit as a fiscal sponsor.

No City and County of San Francisco agencies or departments may apply for funding under this RFP.

## ABOUT SFDPH'S HEALTHY EATING AND ACTIVE LIVING (HEAL) PROGRAMS

HEAL programs aim to reduce and prevent chronic disease health inequities (as related to nutrition and physical activity) across the Spectrum of Prevention. The work includes policy development, systems/organizational change, coalition building, mobilizing community, and educating providers and individuals. The HEAL team partners within San Francisco Department of Public Health (SFDPH) as well as with projects, programs, and collaboratives external to SFDPH. The HEAL team works to reduce and prevent chronic diseases by supporting policy, systems, environments and programs that create a culture of health. A key effort of the HEAL staff is to provide backbone staffing for the **Shape Up SF Coalition**, which has worked for a decade to prevent health disparities by creating the environments, systems, and policies that make the healthy choice the easy choice.

## **ABOUT SFPD'S TOBACCO FREE PROJECT (TFP)**

The Tobacco Free Project of the San Francisco Department of Public Health is part of the Statewide campaign, funded by the California State Propositions 99 and 56, as well as the 1999 San Francisco voter initiative Proposition A to use tobacco master settlement funds for tobacco prevention. The Tobacco-Free Project provides staff support and technical assistance to a local tobacco control coalition, the **San Francisco Tobacco-Free Coalition**, which has spearheaded numerous public policies addressing the three priority areas as well as policies addressing the global tobacco epidemic. The Tobacco Free Project aims to reduce tobacco use in California addressing the three state-mandated priorities to:

- Reduce exposure to environmental smoke;
- Reduce youth access to tobacco; and
- Counter pro-tobacco influences of advertising and promotion.

# 1. PROMOTING A CULTURE OF HEALTH IN PRIORITY POPULATIONS (UP TO 8 GRANTS OF \$20,000 EACH)

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**Promoting a Culture of Health Grants** will be awarded to partnering organizations from the faith, non-profit, and community level engaging in innovative projects that address healthy eating, active living, and tobacco prevention. The Community Health Equity and Promotion (CHE&P) Branch of the San Francisco Department of Public Health develops relationships with community agencies by learning from their perspective, and expanding the scope of their work, while providing ongoing training, and technical support.

The purpose of these grants are to promote a culture of health by engaging community groups that are not currently addressing physical activity, nutrition, and/or tobacco and would like to do so, as well as health-focused community groups that would like to engage in novel efforts to address chronic diseases. Funded projects are intended to be sustainable, giving the community more opportunities to improve their health in addition to educational presentations or health fairs. Applicants should be prepared to communicate the NEED for a project to address chronic diseases in their community. All funded projects must develop a healthy facility policy. Schools and universities are *not* eligible for these funds.

## **Objectives:**

1. To support the capacity of faith and community-based organizations as they develop, implement, and evaluate innovative localized community projects to improve active living and healthy eating, and support tobacco free places and living;
2. To create partnerships with faith and community based organizations in priority communities that are most impacted by tobacco in San Francisco.

## **Priority Populations:**

- Broad range of community groups and/or service providers reaching people of color (African American, Pacific Islander, Native American, Latinx, Arab-American, Asian, and additional groups)
- Broad range of faith-based organizations (Buddhist, Jewish, Muslim, Christian, and additional groups)
- Organizations serving the LGBTQ communities, or a subset of
- Organizations serving youth and/or seniors

## **Requirements – All “Promoting a Culture of Health” Grantees:**

- Funded projects must consider innovative way(s) of supporting local residents to implement or participate in funded activities (ex. giving financial stipends and/or resources to participants)
- Funded projects must develop and implement a healthy eating and active living, and/or tobacco-free campus policy
- Funded projects must include communication of their healthy eating/active living efforts and/or promotion of available resources via their existing social media and/or newsletter channels
- Funded projects must designate a representative to attend either the Shape Up San Francisco Coalition or the Tobacco Free Coalition meetings, scheduled at quarterly intervals throughout the grant period.
- Funded projects must designate a representative to participate in two all-grantee meetings in the middle and end of the funding period.

## **RFP Deliverables and Schedule:**

This RFP award will result in a deliverables-based contract, with specific deliverable activities, associated timelines and payment amounts. The specific schedule of deliverables and amounts will be shared during the contract negotiations process with agencies selected for grant funding offer.

## MENU OF PRIORITY PROJECTS

Please select *at least one* of the following priority projects. Your proposed project may include more than 1 category.

Category	Sample Projects
<b>Tobacco Free Living</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Distribute SF Quits! program materials and prepare staff/providers to assist people in quitting smoking</li> <li><input type="checkbox"/> Integrate California Smokers' Helpline <a href="#">direct electronic referrals</a></li> <li><input type="checkbox"/> Develop innovative methods of tobacco use awareness and peer support building among staff, clients, and visitors</li> <li><input type="checkbox"/> Develop a smoke-free policy or a transition plan to a smoke-free environment at a residential substance use treatment facility</li> <li><input type="checkbox"/> Other innovative ideas of increasing tobacco education and prevention</li> </ul>
<b>Healthy Eating</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Develop the ability of community members to lead supermarket tours, and/or conduct healthy cooking demonstrations</li> <li><input type="checkbox"/> Build capacity of community members to test water safety</li> <li><input type="checkbox"/> Increase urban agriculture opportunities</li> <li><input type="checkbox"/> Other innovative ideas of connecting healthy food and people</li> </ul>
<b>Active Living</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Develop the ability of community members to lead physical activity groups</li> <li><input type="checkbox"/> Build parent support for physical education in elementary schools or physical activity in early childhood education centers. For example, a project for parents to support classroom teachers in leading PE first thing in the morning.</li> <li><input type="checkbox"/> Increase active transportation opportunities, such as walking or biking to school and/or work</li> <li><input type="checkbox"/> Create linkages to bike sharing systems and other active transit options</li> <li><input type="checkbox"/> Other innovative ideas of bringing active living opportunities to communities</li> </ul>
<b>Awareness and Education</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Launch an educational campaign about quitting smoking, diabetes management, sugar sweetened beverages reduction, oral health, and/or other chronic disease prevention efforts. Ex. Train staff/community on how to use DPH's Canzilla (20 ft. inflatable can of soda with "Type 2 diabetes" and a sugary drink consumption warning label) at community events.</li> <li><input type="checkbox"/> Create linkages to oral health, free food, food vouchers, and other existing systems that can benefit community health.</li> <li><input type="checkbox"/> Integrate a Community Health Worker career track for community leaders</li> <li><input type="checkbox"/> Other innovative ideas of spreading awareness and education about community health and wellness</li> </ul>
<b>Healthy faith-based places of worship and community-building</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Adopt a set of health-related policies for the congregation</li> <li><input type="checkbox"/> Develop community education messages or programs about physical and spiritual wellness</li> <li><input type="checkbox"/> Increase on-site programming promoting physical activity, healthy eating, tobacco-free living and wellness</li> <li><input type="checkbox"/> Develop linkages between the faith community and the neighborhood health and wellness service organizations</li> <li><input type="checkbox"/> Other innovative ideas for health and wellness services at places of worship</li> </ul>
<b>Community Assessment</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Learn about knowledge, attitudes and behaviors about sugary drink and water consumption in the priority communities</li> <li><input type="checkbox"/> Explore Healthy Eating/Active Living strengths and opportunities in a priority population</li> <li><input type="checkbox"/> Conduct a photo voice project on how tobacco/ healthy eating/ active living impact their community</li> <li><input type="checkbox"/> Other innovative ideas of exploring community health and wellness</li> </ul>

## 2. FOCUS GROUP DISCUSSIONS WITH PRIORITY POPULATIONS GRANTS (UP TO 3 GRANTS OF \$40,000)

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The **Focus Group Discussions in Priority Populations Grants** will be awarded to partnering organizations from the non-profit, faith-based and community level who are already actively working with the following priority populations: Chinese community; Black/African-American community; and/or clients receiving behavioral health or substance use prevention and/or treatment services. The goal of the focus groups is to understand tobacco use in these priority populations, and identify culturally and community responsive strategies to prevent and reduce tobacco use in communities most targeted by tobacco companies. The focus group findings may be shared with interested partners to inform future work.

The role of the Funded Project is to serve as a liaison and a “gate keeper” trusted by the priority populations identified above. The responsibility of the Funded Project would be to recruit focus group participants, identify and secure a focus group location preferred by the community, ensure cultural and linguistic responsiveness of the focus group materials, and support the focus group execution and data interpretation.

Funded Projects will receive support training and technical assistance from the Tobacco Free Project (TFP) staff in research methodology, as well as ongoing support from a community research group highly knowledgeable in the development of focus group guide and materials. *No prior experience conducting focus groups is required to apply for this grant funding opportunity.* Applicants must have deep knowledge of one of the listed priority populations and proven ability to gather the community through outreach and event planning.

### **Objectives:**

- (1)** To create partnerships with community-based organizations in priority communities that are most impacted by tobacco in San Francisco;
- (2)** To build capacity of community-based organizations to conduct community-led research and develop recommendations through technical assistance from skilled community researchers;
- (3)** To conduct formative research to explore and understand for each priority community in any of the below relevant areas:
  - Current and past tobacco use,
  - Knowledge, attitudes, and beliefs about current tobacco issues or initiatives in San Francisco,
  - Knowledge, attitudes, and beliefs about the role of wellness policies and programs in community spaces, group living, and faith community campuses,
  - To identify any recommendations on how to address tobacco use in their community.

### **Priority Populations:**

- Black/ African American community
- Chinese community
- People receiving mental health/behavioral health, and/or substance use prevention or treatment services

### **Requirements – All “Focus Group Discussions with Priority Populations” Grantees:**

- Funded Projects must demonstrate an existing connection to the chosen priority community
- Funded Projects must demonstrate the ability to translate written materials and interpretation services language to/from the priority community’s preferred language(s), and/or adapt the materials to be culturally appropriate and relevant to the chosen priority community
- Funded Projects must develop and implement a healthy eating and active living and/or tobacco-free campus policy

- Funded Projects must designate a representative to attend quarterly Tobacco Free Coalition meetings

**RFP Deliverables and Schedule:**

This RFP award will result in a deliverables-based contract, with specific deliverable activities, associated timelines and payment amounts. The specific schedule of deliverables and amounts will be shared during the contract negotiations process with agencies selected for grant funding offer.

**TENTATIVE SCHEDULE OF FOCUS GROUP DISCUSSION GRANT DELIVERABLES:**

Deliverable	Timeline
<b>(Phase 0) Administrative &amp; Training</b> Workplan, and budget development Focus Group Project training & orientation for staff Planning meeting with Tobacco Free Project (TFP) & Research Team Quarterly progress report	July 2018 - September 2018
<b>(Phase 1) Planning &amp; Recruitment for Focus Group Discussions</b> Focus Group Questions Guide development with Research Team Host Focus Group Discussion in the community Recruitment strategy & outreach materials development Mid-Year progress report	October 2018 - December 2018
<b>(Phase 2) Host 3 Focus Group Discussions</b> Incentivize community participation Host Focus Group Discussion in the community Quarterly progress report	January 2019 - March 2019
<b>(Phase 3) Analysis &amp; Presentation</b> Support data analysis and interpretation by TFP and Research group Presentation planning Presentation at Tobacco Free Coalition and at a community event	April 2019 - June 2019
<b>Reporting</b> Final Report & Meeting with TFP	June 2019

### 3. QUIT SMOKING (TOBACCO USE HARM REDUCTION) IN PRIORITY POPULATIONS GRANTS - (UP TO 3 GRANTS OF \$40,000)

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**The Quit Smoking (Tobacco Use Harm Reduction) in Priority Populations** will be awarded to partnering organizations from the non-profit, faith-based and community level who are interested in providing tailored and culturally responsive tobacco cessation services to San Franciscans historically targeted by the tobacco industry, and address the gaps in services available.

Funded Projects will receive support training and technical assistance from the Tobacco Free Project (TFP) staff. Some prior organizational experience delivering behavior change interventions in the population being served is desired (For example, chronic disease management, medication or treatment plan adherence, substance use prevention and treatment etc.) Specific experience delivering tobacco use interventions or tobacco cessation services is not required to be eligible for this grant opportunity.

#### **Objectives:**

- (1)** Provide quit smoking (tobacco use harm reduction) to San Franciscans with higher rates of smoking;
- (2)** Increase the ability of local service providers to address tobacco use in their client population;
- (3)** Engage new community partners in tobacco control efforts, and integrate tobacco use assessment and referral into non-traditional settings.

#### **Priority Populations:**

- Black/ African American
- Latinx
- LGBTQ
- People at risk or living with HIV/AIDS

#### **Requirements – All “Quit Smoking” Grantees:**

- Funded Projects must designate a staff Champion/Coordinator to be consistently available for the organization of all grant activities, attend training(s) and meetings, and serve as the primary liaison with the Tobacco Free Project staff. This staff should anticipate to spend up to 8 hours per week on the grant, and may or may not be in charge of providing the direct client services.
- Funded Projects must designate a representative to attend quarterly Tobacco Free Coalition meetings.
- Funded Projects must develop and implement a healthy eating and active living and/or tobacco-free campus policy.
- Funded Projects must participate in the SF Quits! program by distributing the free SF Quits! kits to the population they serve.
- Funded Projects must include communication of their funded services and/or promotion of available resources via their existing social media and/or newsletter channels.
- With support from the Tobacco Free Project staff, funded Projects must collect and report standardized program evaluation data.

#### **RFP Deliverables and Schedule:**

This RFP award will result in a deliverables-based contract, with specific deliverable activities, associated timelines and payment amounts. The specific schedule of deliverables and amounts will be shared during the contract negotiations process with agencies awarded grant funding after the selection process.



## MENU OF QUIT SMOKING (TOBACCO USE HARM REDUCTION) SERVICES:

As part of this funding opportunity, all applicants must choose to implement a minimum of one (1) type of service from EACH column in the table below, “Assessment and Referral” *and* “Service Delivery”. Other equivalent innovative approaches to assessment and referral and/or service delivery may be suggested.

Column A: Assessment and Referral	Column B: Service Delivery
<p><input type="checkbox"/> Provide <b>staff training and follow up coaching</b> for a minimum of 20 unique service providers (staff, volunteers, partner organizations, etc.) that includes:</p> <ul style="list-style-type: none"> <li>• Tobacco use assessment and referral best practices (i.e. Ask-Advise-Refer);</li> <li>• Available local resources, and</li> <li>• Relevant motivational interviewing and/or counseling skills.</li> </ul>	<p><input type="checkbox"/> Two, or more, <b>multi-session class series</b> following a standardized curriculum, adapted to the target population.</p> <ul style="list-style-type: none"> <li>• Four, or more, sessions per class series;</li> <li>• 90 minutes, or longer, per session;</li> <li>• Minimum of 5 unique participants must attend 2, or more, sessions in a series, for a total of 10 unique participants over the funding period.</li> </ul>
<p><input type="checkbox"/> Integrate <b>direct digital referrals to the California Smokers’ Helpline</b> into regular relevant agency activities, such as one-on-one or group counseling on other topics, outreach events, health fairs, community meetings etc.</p> <ul style="list-style-type: none"> <li>• Minimum of 5 unique clients referred per quarter, for a total of 20 unique clients over the funding period;</li> <li>• <a href="https://forms-nobutts.org/referral/">https://forms-nobutts.org/referral/</a></li> </ul>	<p><input type="checkbox"/> Four, or more, <b>introductory tobacco cessation events</b> following a Tobacco Free Project curriculum, adapted to the target population.</p> <ul style="list-style-type: none"> <li>• Each event must reach a minimum of 5 unique clients, for a total of 20 unique clients over the funding period.</li> </ul>
<p><input type="checkbox"/> <b>Survey</b> a minimum of 200 individuals from the <b>priority population on knowledge, attitude and beliefs</b> around tobacco use, cessation service modalities and/or other relevant topics.</p> <ul style="list-style-type: none"> <li>• A summary report of data analysis, findings and recommendations must be included with the Final Report, or when completed.</li> </ul>	<p><input type="checkbox"/> Twenty (20) hours of <b>one-on-one tobacco use harm reduction counseling</b> per quarter, following behavior change counseling best practices such as Motivational Interviewing, Ask-Advise-Refer or other similar models, delivered in person or via the phone.</p> <ul style="list-style-type: none"> <li>• Total of 80 hours over the grant period;</li> <li>• Minimum of 10 unique clients receiving counseling per 6 months of services, for a total of 20 unique clients over the funding period.</li> </ul>

# ADMINISTRATIVE OVERVIEW

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## USE OF FUNDS

Available funds shall only be used to support project costs that are direct or indirect expenses related to the requirements provided for each funding strategy. These funds shall only be used to implement projects focused on identified priority San Francisco population that include a broad range of faith-based, ethnic, and age/cohort communities.

Examples of eligible uses of funds include, but are not limited to:

1. Staffing costs and fringes;
2. Rent, lease and occupancy costs;
3. Materials and supplies;
4. Participant and community member incentives;
5. Food costs;
6. Transportation; and
7. Administrative (indirect) costs up to 15% of the direct expenses (including administrative costs of any consultants or subcontractors).

Available project funds shall not be used for:

1. Services to non San Francisco residents;
2. Maintenance, utilities or similar operating costs of a facility not used primarily and directly by the funded program;
3. Fiscal sponsor fees that exceed 15% of the direct and indirect expenses;
4. Out of state travel;
5. Depreciation on buildings or equipment; and
6. Religious worship, instruction or proselytization.

## RIGHT NOT TO FUND

If the submitted proposals to this RFP are not deemed responsive or do not meet requirements, San Francisco Study Center/ San Francisco Department of Public Health (SFSC/SFDPH) reserve the right not to issue awards. SFSC/SFDPH may also negotiate a separate process to cultivate the services identified in this RFP. SFSC/SFDPH reserves the right to not fund past the initial contract agreement and to extend the agreement for additional years.

## TERMS AND CONDITIONS

### A. Errors and Omissions in RFP

Applicants are responsible for reviewing all portions of this RFP. Applicants are to promptly notify SFSC/SFDPH in writing if the applicant discovers any ambiguity, discrepancy, omission or other error in the RFP. Any such notification should be directed to SFSC/SFDPH promptly after discovery but no later than five working days prior to the date for receipt of proposals. Modifications and clarifications will be made by addenda as provided below.

## **B. Addenda to RFP**

SFSC/SFDPH may modify the RFP prior to the proposal due date by issuing written addenda. SFSC/SFDPH will make reasonable efforts to notify proposers in a timely manner of modifications to the RFP. Notwithstanding this provision, the proposer shall be responsible for ensuring that its proposal reflects any and all addenda issued by SFSC/SFDPH prior to the proposal due date regardless of when the proposal is submitted.

## **C. Revision of Proposal**

A proposer may revise a proposal on the proposer's own initiative at any time before the deadline for submission of proposals. In no case will a statement of intent to submit a revised proposal or commencement of a revision process extend the proposal due date for any proposer.

At any time during the proposal evaluation process, SFSC/SFDPH may require a proposer to provide oral or written clarification of its proposal. SFSC/SFDPH reserves the right to make an award without further clarifications of proposals received.

## **D. Late or Conditional Proposals**

Any proposal received after the exact time specified for receipt will not be considered. Any proposal may be rejected if it is conditional, incomplete or deviates from specifications stated in this RFP. Minor deviations may be waived at the discretion of SFSC/SFDPH.

## **E. Reservations of Rights**

The issuance of this RFP does not constitute an agreement by SFSC/SFDPH that any subcontract will actually be entered into. SFSC/SFDPH expressly reserves the right at any time to:

1. Waive or correct any defect or informality in any response, proposal or proposal procedure;
2. Reject any or all proposals;
3. Reissue a Request for Applications, Proposals and/or Qualifications;
4. Prior to submission deadline for proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the proposals;
5. Procure any materials, equipment or services specified in this RFP by any other means;
6. Award multiple grants per strategy; or
7. Determine that no project will be pursued or contract be issued.

## **PROPOSAL SUBMISSION PROCESS AND TIMELINE**

To apply for funding, complete the attached proposal and **submit one (1) original and three (3) copies** by **12 PM (noon) on Friday, April 20<sup>th</sup>, 2018** to: Arletha Murray, San Francisco Department of Public Health, 25 Van Ness Avenue, Suite 500, San Francisco, CA 94102. *Please note that the reception area closes promptly at 12 PM (noon). Any proposal received after the exact time specified for receipt will not be considered.*

There will be **one Informational Meeting on Tuesday April 10<sup>th</sup> from 12:00 pm – 1:00 pm** to answer any questions about the services and the process. This meeting is the only time questions can be answered. If you **cannot** attend this meeting, please email your questions to [chep@sfdph.org](mailto:chep@sfdph.org) by 12:00 pm on Friday April 6<sup>th</sup> so the questions can be answered at the meeting and recorded in the meeting minutes. Meeting summary will be available to all interested parties.

## IMPORTANT DATES AND TIMELINES

Activity	Timeline
<b>Request for Proposal (RFP) is released</b>	<b>Monday March 19, 2018</b>
<b>RFP Informational Meeting</b> <ul style="list-style-type: none"> <li>All questions about the RFP and the funding opportunities will be answered at this meeting only</li> <li>Questions may be submitted in advance via email to <a href="mailto:chep@sfdph.org">chep@sfdph.org</a></li> <li>Please submit questions by 12:00 PM on Friday, April 6. A summary of the informational meeting will be posted on the following websites: <a href="http://shapeupscoalition.org">shapeupscoalition.org</a> and <a href="http://bit.ly/cdpgrants">http://bit.ly/cdpgrants</a> and e-mailed to those who submit questions and/or attend the informational meeting.</li> </ul>	<b>Tuesday, April 10, 2018</b> <b>12:00 pm -1:00 pm</b> 25 Van Ness Avenue, Room 610 San Francisco, CA 94102
<b>Proposals Due:</b> <ul style="list-style-type: none"> <li><b>One (1) original and three (3) copies</b></li> <li>To: Arletha Murray 25 Van Ness Avenue, Suite 500 San Francisco, CA 94102</li> <li>Please see pages <b>18-23</b> for the required proposal format</li> </ul>	<b>Friday April 20, 2018</b> <b>12:00 noon*</b> 25 Van Ness Avenue, Suite 500 San Francisco, CA 94102
<b>Estimated Review and Notification Dates</b>	
<b>Technical Review Panel Scoring</b>	Monday April 23, 2018 – Monday April 30, 2018
<b>Award notification sent out</b>	May 2018
<b>Project Negotiations, MOUs developed and signed</b>	May 2018 – June 2018
<b>Term for Funded Projects</b>	
<b>Term for Funded Projects</b>	<b>July 1, 2018 – June 30, 2019</b>

\* Please note that the reception desk is closed at noon, so all submissions must be received before noon.

## SELECTION PROCESS

The selection process will include an evaluation by a review panel consisting of individuals selected by SFSC/SFDPH to identify the most responsive applicants. All proposals will be evaluated using the Evaluation Criteria below. Staff will review all submitted proposals to ensure they meet the minimum eligibility requirements detailed in this RFP. Proposals that meet minimum eligibility requirements will proceed to the scoring and deliberation process:

## SELECTION PROCESS (CONTINUED)

**Step 1: Scoring.** A review panel will review and evaluate each proposal using the criteria below. Proposals scoring 75 points or more will advance to deliberation step. A rating of “not at all” by at least 2 of the panelists in any criteria within Section 2 (Proposed Project or Program Description) or Section 3 (Administrative Capability) below in the evaluation criteria shall be sufficient to drop a proposal from consideration.

**Step 2: Deliberation.** Proposals that advance to deliberation will be considered equally. Deliberations will be based on ability of proposed services to meet strategy’s intent and needs of target population. **Performance on previous SFSC or SFDPH, SFDPH project management grants, and SFDPH fiscal intermediary grants and contracts will be considered.**

**Step 3: Review and Funding.** Staff will review the proposals recommended for funding, as a whole, to determine if the goals of the RFP and the needs of key populations and communities will be met. Funded organizations will then work with SFSC/SFDPH staff to create an MOU, detailed work plan, and final budget.

Staff has the option of conducting oral interviews as part of the evaluation process. Staff will select the finalists with whom SFSC/SFDPH staff shall commence contract negotiations. The selection of a proposal shall not imply acceptance by SFSC/SFDPH of all terms of the proposal, which may be subject to further negotiation and approvals before SFSC/SFDPH may be legally bound thereby. If a satisfactory contract cannot be negotiated in a reasonable time, SFSC/SFDPH, in its sole discretion, may terminate negotiations and begin contract negotiations with another qualified proposer.

## EVALUATION CRITERIA

### 1. Organizational Experience Working on Community Issues: 20 points

1.1 Does the application highlight the organization’s experience in health or wellness?

Not at all	Somewhat	Very Much
0-4	5-7	8- 10

1.2 Does the application highlight the organization’s experience working with one or more of the priority populations identified in the grant type they selected?

Not at all	Somewhat	Very Much
0-4	5-7	8- 10

### 2. Proposed Project or Program Description: 60 points

2.1 Does the application focus on community education, tobacco prevention, healthy eating or active living for populations disproportionately burdened by chronic disease?

Not at all	Somewhat	Very Much
0-5	6-15	16- 20

2.2 Does the application outline anticipated outcomes that the project will achieve in a 12-month funding period?

Not at all	Somewhat	Very Much
0-5	6-15	16- 20

2.3 Does the application include all required elements of the RFP specific to the grant type selected and as outlined in the proposal narrative? (including a thorough description of why your proposed project will be successful with the community being served)

Not at all	Somewhat	Very Much
0-5	6-15	16- 20

**3. Administrative Capability: 20 points**

3.1 Based on the experiences with other funding sources, is the organization or fiscal sponsor capable of administering the project or program?

Not at all	Somewhat	Very Much
0-4	5-7	8- 10

3.2 Is the budget reasonable, do budget line items match proposed activities?

Not at all	Somewhat	Very Much
0-4	5-7	8- 10

**4. Bonus: 5 points**

Is the proposed project innovative? If it is an established best practice, is it new in that community?

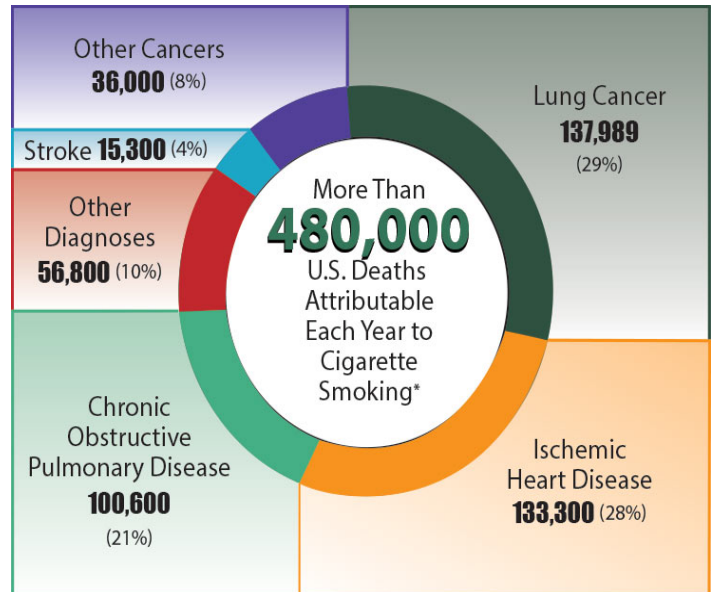
Not at all	Somewhat	Very Much
0	1-3	4- 5

## ADDITIONAL INFORMATION

### THE FACTS ABOUT TOBACCO

Nearly five million people worldwide, including nearly 500,000 people in the United States, die every year from tobacco related illness. This equates to roughly 1,300 smoking related deaths per day. **All of those deaths were preventable.**

- 8 of 10 smokers start smoking by the age of 18 and the tobacco industry claims it does not target youth.
- 20% of youth are able to purchase tobacco illegally from retailers.
- Secondhand smoke kills over 42,000 non-smokers every year.
- The tobacco companies spend 11.22 million dollars every day advertising and promoting a product that, when used as intended, kills.
- The land used to grow tobacco worldwide could feed 20 million people.
- Tobacco use costs the United States more than \$289 billion a year.



### THE TOBACCO FREE PROJECT

There has been more than two decades of legislation adopted in San Francisco due to the synthesized efforts from the Tobacco Free Project, Tobacco Free Coalition and the community. Some of these include:

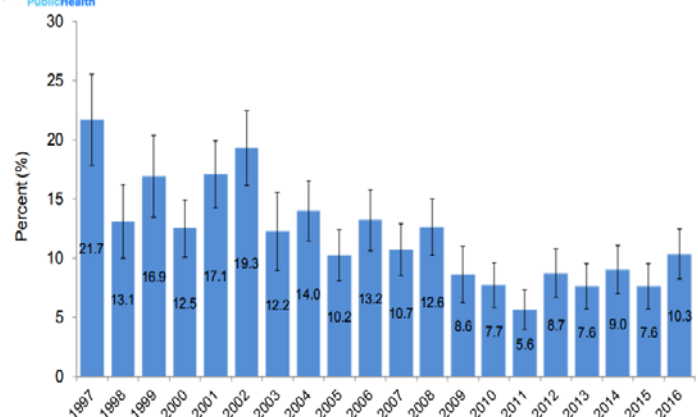
- Prohibition of Free Distribution of Tobacco Products in public (1988)
- Smoke-free Workplaces/ Restaurants/ Bars (1994)
- Ban on Cigarette Vending Machines (1997)
- Requirement of Permit for Tobacco Sales (2003)
- Smoke Free Parks (2005)
- Increase the minimum purchasing age to 21 (2016)

### THE FACTS ABOUT DIET AND EXERCISE

The World Health Organization (WHO) recommends that children and adolescents, age 5 to 17 years, should do at least one hour of moderate-to-vigorous physical activity daily, while adults, age 18 years and above, should do at least 150 minutes of moderate-intensity physical activity, 75 minutes of vigorous-intensity physical activity, or an equivalent combination of moderate and vigorous activity throughout the week.



Percent of Retailers Selling Tobacco to Youth, 1997–2016



## HEALTHY EATING & ACTIVE LIVING

Science links health conditions such as heart disease, diabetes, and cancer to daily practices like eating a healthy, balanced diet and getting regular exercise. However, the healthy choice is not always the “easy” choice – particularly for San Francisco’s more vulnerable residents.

Socioeconomic factors such as whether people can afford to buy nutritious foods and safely engage in exercise in their neighborhoods and environmental factors such as whether healthy food options are locally available impact what individuals eat as well as their activity practices. In order to combat the socioeconomic factors impacting the health of San Francisco residents, the **Shape-Up San Francisco Coalition** convened to address the epidemic of chronic disease through primary prevention and environmental strategies, with an emphasis on physical activity and nutrition. Shape Up SF is committed to reducing health disparities in chronic diseases that disproportionately affect African American, Latino and Asian populations.

## SPECTRUM OF PREVENTION

The Spectrum of Prevention is a systematic tool that promotes a multifaceted range of activities for effective prevention. It shows the layers and levels of activities and strategies that need to occur *at the same time* in order to make a lasting impact on complex community issues.

Prevention comes from social norms change *and* environmental change. To effectively create a paradigm shift supportive of prevention efforts, change must occur on all levels of the spectrum. Traditional prevention efforts have focused on targeting individuals, communities, and direct service providers. While direct service work is crucial to educating and empowering individuals, larger system change efforts (Levels 4 through 6) institutionalize and sustain change. The Spectrum of Prevention has been used nationally in prevention initiatives targeting traffic safety, violence prevention, injury prevention, tobacco control, nutrition, and fitness. More information about the Spectrum of Prevention is available at:

<http://www.preventioninstitute.org/component/jlibrary/article/id-105/127.html>



**Many San Franciscans don't spend the recommended amount of time doing physical activity.**

Scheduled daily physical activity at childcare centers varies **from less than 45 minutes to more than 2 hours.**<sup>4</sup>

**Fewer than 1 in 5** high school students is active 60 minutes each day.<sup>5</sup>

**Only 25%** of adults spend enough time physically active by walking for transport and **33%** of by walking for leisure.<sup>6</sup>

### Many San Franciscans don't walk.

**47%** of Kindergarten students live within a mile of school, but only 28% of kindergarten students walk or bike to school.<sup>7</sup>

**42%** of 5th graders live within a mile of school, but only 25% of 5th graders walk or bike to school.<sup>7</sup>

The **6 main barriers** to walking in San Francisco are: lack of time, violence or criminal activity, unclean sidewalks, hills or steep streets, medical conditions, and speeding vehicles.<sup>8</sup>

**1 out of 3 older adults** reports a medical condition as a main barrier to walking.<sup>8</sup>

**14% of adults** report not walking because of fear of violence or crime.<sup>8</sup>





# CHE&P CHRONIC DISEASE PREVENTION PROPOSAL COVER SHEET FORM

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To apply, please answer all of the questions in this proposal and submit **one (1) original and three (3) copies**, by **12:00 pm noon on April 20<sup>th</sup>, 2018 to Arletha Murray**, SF Department of Public Health, 25 Van Ness Avenue, Suite 500, San Francisco, CA 94102. All proposals must be received by this date and time.

**Please use this sheet as a Cover Page and attach numbered answers to questions on the following page.**

Name of the Organization or Group: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Fiscal sponsor (if Organization/Group is not a non-profit): \_\_\_\_\_

501(c)3 number\*: \_\_\_\_\_

\*Please include a copy of the 501(c)3 letter or equivalent for Organization applying, or the fiscal sponsor agency, if applicable.

**Indicate the type of funding your organization is applying for through this proposal (check one only)**

*A separate proposal must be submitted for each project.*

- Promoting a Culture of Health in Priority Populations Grants** for \$20,000
- Focus Group Discussions in Priority Populations Grants** for \$40,000
- Quit Smoking (Tobacco Use Harm Reduction) in Priority Populations Grants** for \$40,000

**The submitted proposals should include ONLY the following components.**

No additional attachments will be reviewed.

- Cover Sheet Form
- Proposal Narrative: Maximum 4 pages
  - ✓ Calibri Font ✓ Font size: 12 ✓ 1 inch margins ✓ 1.5 line spacing
- Proposed project workplan (Use Template on page 22)
- Proposed project budget (Use Template on page 20)
- Copy of the 501(c)3 letter or equivalent

# PROPOSAL NARRATIVE

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## A. PROJECT APPROACH

Please describe what type of project or program you are planning to implement in your community. Provide a brief description of the proposed program including: target population and demographics, anticipated reach, proposed program description and frequency, and the need that the program addresses in the community. Use the questions below to guide your Project Approach narrative.

**This is the KEY question.** Please be as detailed as possible. In your Project Approach narrative, be sure to address all the evaluation criteria on [pages 13-14](#), including:

1. **WHO?** Describe the target population and demographics. This might be the community that your organization or group currently serves, and/or plans to reach. Describe how your target population matches the Priority Population(s) mentioned in the description of your chosen Grant Type.
2. **WHAT, WHEN and WHERE?** (This should be the largest part of your proposal.) Describe in detail the proposed program. What needs will the proposed project address in your community? When and where will services or activities be held? How often?
3. **HOW?** How will the project address the requirements listed in your chosen Grant Type?
4. **WHAT?** Describe what your project will achieve in a 12-month funding period. What is the goal of your group or agency in applying for this Grant Type?
5. **WHY?** Tell us why your proposed project will be successful with the community being served.
6. **HOW?** Describe how the project will prioritize the needs of populations experiencing greatest health disparities.

## B. ORGANIZATIONAL CAPACITY (NOT TO EXCEED 1 PAGE). BRIEFLY DESCRIBE:

1. Your group or agency's mission or focus.
2. Your group's regular activities or programs.
3. The community(ies) your organization currently serves.
4. A non-profit organization needs to either apply for or be the fiscal sponsor of each applicant. If your group or agency is not registered as a 501(c)3 non-profit, please briefly describe your fiscal sponsor, its mission, goals, and objectives. **Please include the tax identification number and a copy of the 501(c)3 letter or equivalent. THIS IS REQUIRED. Applicants that do not include this information will be ineligible to apply and will not be considered.**
5. Has your organization received any funding from, or worked on any projects with the CHE&P Branch's **HEAL (Healthy Eating Active Living) programs, OR TFP (Tobacco Free Project)** in the past?
  - If yes**, please describe the project(s).
  - If no**, please describe the steps your group would take to build your agency's capacity and start such a project.

**Proposal Narratives should NOT EXCEED 4 PAGES. Readers will be instructed to stop reading at the end of page 4.** This page limit **does not** include the [Cover Page \(page 17\)](#), [Project Budget \(page 19\)](#) or the [Project Workplan \(Page 21\)](#) forms.

**Please do NOT include any additional attachments with your proposal.**

# BUDGET TEMPLATE (SEE NEXT PAGE FOR SAMPLE)

Please be specific with budget expenditures so we see your budget matches your project proposal. This sample budget is only an example of possible project expenses. There are NO strict guidelines for what each project's budget must look like. Please refer to [Page 10](#) for additional information on the use of funds.

EXPENDITURES	Amount Requested	Justification
<b>Personnel Expenditures: (if applicable)</b>		
Salaries		<i>List all funded positions, salary rate and amount of time (FTE or hours)</i>
Fringe Benefits -indicate % (please justify)		
<b>Total Personnel Expenses</b>		
<b>Operating Expenses: (Customize as appropriate)</b>		
<b>Total Operating Expenses</b>		
<b>Total Direct Expenses</b>		<b>Total cost of Personnel Expenses <u>and</u> Operating Expenses</b>
Indirect Costs (max of 15% of direct)		<i>Max of 15% of the total Direct Expenses (line item above)</i>
Fiscal sponsor fees if applicable (max of 15% of direct and indirect)		<i>Indicate N/A if no fiscal sponsor</i>
<b>Total Expenses</b>		<b><u>Sum of Last 3 rows</u></b>

# SAMPLE BUDGET FORM

Please be specific with budget expenditures so we see your budget matches your project proposal. This sample budget is only an example of possible project expenses. There are NO strict guidelines for what each project's budget must look like. Please refer to [Page 10](#) for additional information on the use of funds.

EXPENDITURES	Amount Requested	Justification
<b>Personnel Expenditures: (if applicable)</b>		
Salaries	\$ 11,000.00	<b>EXAMPLE:</b> Salary <ul style="list-style-type: none"> <li>\$20/hr x 400 hrs for Community Organizer = \$8,000.00</li> <li>\$15/hr x 200 hrs for administrative support = \$3,000.00</li> </ul>
Fringe Benefits -indicate % (please justify)	\$ 2,750.00	<b>EXAMPLE:</b> Fringe Benefits <ul style="list-style-type: none"> <li>(FICA, Social Security, Pension) at 25% = \$2,750.00</li> </ul>
<b>Total Personnel Expenses</b>	<b><u>\$13,750.00</u></b>	<b><u>\$13,750.00</u></b>
<b>Operating Expenses: (Customize as appropriate)</b>		
Supplies & Materials	\$ 1,041.00	<b>EXAMPLE:</b> Supplies & Materials <ul style="list-style-type: none"> <li>Office supplies (paper, pens, envelopes, etc.) = \$341.00</li> <li>Printing materials such as brochures and flyers = \$700.00</li> </ul>
Mailing	\$ 300.00	<b>EXAMPLE:</b> Mailing Expenses <ul style="list-style-type: none"> <li>Mailing(s) materials to residents in specific neighborhoods = \$300.00</li> </ul>
Meeting Space	\$ 1,200.00	<b>EXAMPLE:</b> Meeting Space Rental <ul style="list-style-type: none"> <li>3 workshops in communities x \$400 per workshop = \$1,200.00</li> </ul>
Local Travel	\$ <u>  </u> <u>  </u> <u>  </u>	NONE
Consultants	\$ 800.00	<b>EXAMPLE:</b> Consultants <ul style="list-style-type: none"> <li>\$20/hr for 20 hrs for Spanish translation = \$400.00</li> <li>\$20/hr for 20 hrs for Chinese translation = \$400.00</li> </ul>
Other (specify and list all):	\$300.00	<b>EXAMPLE:</b> Participant incentives: <ul style="list-style-type: none"> <li>15 participants x 2 workshops x \$10 gift card = \$300</li> </ul>
<b>Total Operating Expenses</b>	<b><u>\$3,641.00</u></b>	<b><u>\$6,250.00</u></b>
<b>Total Direct Expenses</b>	<b><u>\$ 17,391.00</u></b>	<i>Total cost of Personnel Expenses <u>and</u> Operating Expenses</i>
Indirect Costs (max of 15% of direct)	<b><u>\$ 2,609.00</u></b>	<i>Max of 15% of the total Direct Expenses (line item above)</i>
Fiscal sponsor fees if applicable (max of 15% of direct and indirect)	<b><u>\$ 0.00</u></b>	N/A
<b>Total Expenses</b>	<b><u>\$20,000.00</u></b>	<b><u>\$20,000.00</u></b>

# PROJECT WORKPLAN TEMPLATE (SEE NEXT PAGE FOR SAMPLE)

## INSTRUCTIONS:

Describe your key objectives of your project and specific steps or activities that will need to be taken to achieve your objectives. As a starting point, review the example included to help you write SMART objectives (**Specific, Measurable, Achievable, Realistic, and Time-oriented**) and specific activities.

**Please follow this format for each of objective:**

1. List key objectives
2. Specific Activities for each objective
3. Identify Timeline
4. List at least one Deliverable per Activity, such as a meeting log, report, attendance sheets, etc., that demonstrates the completion of the activity.

**Organization Name:**

<b>Objective 1: <i>(list your objective 1 here)</i></b>		
<b>Activities</b>	<b>Timeline</b>	<b>Deliverable</b>
<i>(List Specific Activities here)</i>		
<b>Objective 2: <i>(list your objective 2 here)</i></b>		
<b>Activities</b>	<b>Timeline</b>	<b>Deliverable</b>
<i>(List Specific Activities here)</i>		
<b>Objective 3: <i>(list your objective 3 here)</i></b>		
<b>Activities</b>	<b>Timeline</b>	<b>Deliverable</b>
<i>(List General Activities here)</i>		

## SAMPLE PROJECT WORKPLAN

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### EXAMPLE:

<b>(SMART) Objective 1: <i>Conduct a survey with at least 100 faith-based community residents about their knowledge and concerns about healthy eating and physical fitness in the Tenderloin neighborhood by August 6<sup>th</sup>, 2018.</i></b>		
<b>Activities</b>	<b>Timeline</b>	<b>Deliverable</b>
Develop a short 1-2 page survey tool and survey collection plan with input from the community members, and SFDPH/ Community Research team.	7/1-7/15/18	Survey Tool
Between 7/1/18 and 7/15/18, recruit 10 community members from the congregation in the Tenderloin neighborhood to conduct the survey data collection.	7/1-7/15/18	Recruitment flyer Data Collector sign up list
Through an in-person hands-on 3 hour workshop, train the recruited volunteers on conducting survey and data collection in the neighborhood. Community members will be paid a stipend of \$45 for attending the workshop.	7/16-7/22/18	Training Agenda + Participant List
Volunteers will conduct the survey with 100 senior residents in the Tenderloin over 2 weeks, and submit the survey data sheets to staff by 8/6/2018. Community members will be paid a stipend of \$5 per each survey response collected.	7/25-8/6/18	Survey Data