### Talking Points for Eligibility Call for Funding Opportunity Announcement (FOA): National Collaboration to Support Health, Wellness and Academic Success of School-Age Children (CDC-RFA DP16-1601)

**Agenda:**

* Introductions and Welcome –**Holly Hunt (**Introduce DASH and NCEH staff as well as SHB staff in the room)
* Overview of FOA – **Sarah Lee**
* Overview of Evaluation and Performance Measure Strategies, Work Plan and Program Activities –  **Melissa Fahrenbruch**
* Eligibility Criteria & Funding Levels – **Leah Johnson**
* Letter of Intent (LOI) & Submission – **Dervin Capers, PGO**
* Email box and Website for additional information – **Melissa Fahrenbruch**
* Questions and Answers –  **Holly Hunt**
* Closing **– Holly Hunt**

**1) Introduction and Welcome –Holly Hunt**

Welcome to the conference call to discuss a new funding opportunity announcement, titled, “National Collaboration to Support Health, Wellness and Academic Success of School-Age Children.”

I am Holly Hunt from the School Health Branch, Division of Population Health in the National Center for Chronic Disease Prevention and Health Promotion here at the Centers for Disease Control and Prevention.

Thank you for taking the time to be on this call today. Let me run through today’s agenda and the people you will be hearing from on our end.

* I will serve as the moderator for the call.
* Sarah Lee, Team Lead in the School Health Branch, CDC, will give an overview of the Funding Opportunity Announcement (FOA).
* Melissa Fahrenbruch, Team Lead in the School Health Branch, CDC will discuss the components of the program.
* Leah Johnson, Deputy in the School Health Branch will discuss eligibility criteria and funding levels.
* Dervin Capers from the Procurement and Grants Office will discuss submission procedures.

We will then open the phone lines for a question and answer process. Currently all lines are on mute. However, prior to the Q & A portion of the call, the operator will provide instructions on how you can indicate that you would like to ask a question. With this in mind we suggest writing down your questions during the call, as questions will be held until the end of the CDC presentations. In the event your question is not answered on today’s call, you may submit your question to the chronic disease school health section of CDC’s Web site. The address is <http://www.cdc.gov/chronicdisease/about/foa/1601/index.htm>

* I am now going to turn it over to Sarah Lee who will give us an overview of the program.

**General Overview of the FOA –Sarah Lee**

Thank you very much, Holly.

**The Centers for Disease Control and Prevention (CDC) announces the availability of Fiscal Year** (FY) 2016 funds to implement FOA DP16-1601, National Collaboration to Support Health, Wellness and Academic Success of School-Age Children. Approximately $2,250,000 million per year is available for this funding announcement. The average one year award amount is $375,000 with a floor of $300,000 with a ceiling of $600,000.The project period is 5 years, with a 12-month budget period and an anticipated award date of June 1st, 2016. This FOA supports nationwide implementation of cross-cutting approaches to promote health and prevent and control chronic diseases and their risk factors. This program represents activities and intervention strategies that draw from each of the four chronic disease domains. For information on the Chronic Disease Prevention and Health Promotion Domains, refer to the Glossary section of this FOA or you may go to: <http://www.cdc.gov/chronicdisease/index.htm>

**The five priority areas in this FOA are:** (1) Physical Education and Physical Activity, (2) School Nutrition Environment and Services, (3) Out of School Time Healthy Eating and Physical Activity, (4) School Health Services for Managing Chronic Conditions, and (5) School Health Services for Promoting Sexual Health. If an applicant wishes to apply for multiple priority areas, a separate application for each priority area must be submitted.

Across the five priority areas, there are 3 main, overarching strategies: 1) professional development and technical assistance, 2) education and dissemination, and 3) partnership and coordination. As seen in the FOA, there are corresponding activities as well as performance measures for each of these.

This Funding Opportunity Announcement builds on lessons we in the School Health Branch have learned over the past five years in our NGO funding announcement DP11-1101 and is intended to maximize CDC’s investment in the work of our national non-governmental organizations.

All activities are to be developed and delivered within the Whole School, Whole Community, Whole Child framework.

I will now turn it over to Melissa Fahrenbruch who will discuss the kinds of activities that will be supported by the components of the FOA.

 **Overview of the Evaluation and Performance Measure Strategies, Performance Measure Evaluation Plan, Organizational Capacity & Work Plan - Melissa Fahrenbruch**

**Thank you, Sarah.** I will briefly review the key strategies and components of the FOA.

**CDC Evaluation and Performance Measurement Strategy**

NGOs applying for specific priority areas will be held accountable for work on all of the strategies and performance measures described in the Table found on pages 13-21 of the FOA, which aligns with the Logic Model.

NGOs will be required to annually report on a series of process/implementation measures for each relevant strategy and activity they have undertaken and on a series of outcome measures for the short, intermediate, and long-term outcomes relevant to the strategies they have undertaken. See strategy and performance measure table for process and outcome measures for each priority area. In addition, awardees will develop and submit with their application an NGO-specific evaluation plan, and participate, with CDC, as requested in developing evaluation frameworks, templates, and reporting systems. This evaluation approach will provide data and information on the annual progress NGOs are making. CDC will work with the NGOs to fully operationalize the performance measures, identify data sources needed to monitor the performance measures, and provide technical assistance on data collection and reporting. CDC will work with all NGOs to manage and analyze the required performance measure data submitted by NGOs. CDC, in collaboration with the NGOs will develop specific performance measure reporting processes and report templates. NGO performance measure reports will be used for program monitoring and for targeting areas for quality improvement. CDC will use the overall evaluation findings from the five-year project period to establish key recommendations for NGOs and stakeholders on program impact, sustainability, and continued program improvement upon completion of the award.

Specific short-term, intermediate, and long-term performance measures for each of the five priority areas are listed in the tables on pages 13-21.

In addition, applicants must include in their evaluation plan the following:

* Specific evaluation activities for year 1, with key evaluation activities described quarterly for year 1 and annually for years 2 through 5.
* Potentially available data sources and timeline for data collection.
* Identification of individuals responsible for planning and implementing the evaluation.
* Description of any additional indicators desired for process and outcome measures.
* Description of how findings will be disseminated and how success stories will be generated annually from the strategies and activities being implemented.

At least 10% of the overall budget must be used for evaluation and performance measure purposes. This will help ensure that a comprehensive evaluation is used and public health objectives are met.

Applicants must demonstrate the ability to execute the CDC strategies and activities and meet project outcomes. Applicants must demonstrate that they are national NGOs and that they have the ability to impact states, school districts, or schools in the chosen priority area through a national set of constituents, CDC-funded grantees, members, or other means. National NGOs represent constituencies (e.g., members, networks, affiliates, or chapters) within twenty-five or more states. Applicants must demonstrate a minimum of three years expertise, experience, and documented success in addressing the specific priority area for which they are seeking funding.

The work plan must describe how the applicant plans to implement all of the required activities to achieve FOA outcomes. At a minimum, it should include:

* Year 1 activities and timelines to support achievement of FOA outcomes. These activities must be in alignment with the FOA logic model and the strategies and activities for the specific priority area detailed in the (CDC Description: Strategies and Activities section) and should have appropriate milestones for accomplishing tasks.
* Information for each of the performance measures; either
	+ A baseline, current year target, and year 5 target for each measure
	+ If data are currently unavailable, a description of the process by which data will be collected after funding is awarded for each measure
* The audience type reached as part of each strategy (states, school districts, schools, CDC-funded grantees, organizational constituents).
* A general summary of planned activities for years 2-5 to supplement the detailed year 1 work plan.

A sample work plan template is available for use at <http://www.cdc.gov/chronicdisease/about/foa/1601/index.htm> . Applicants are strongly encouraged to use the work plan template. If the template is not used, applicants must include all of the elements listed within the template. CDC will provide feedback and technical assistance to awardees to finalize the work plan activities post-award.

NGOs applying will be expected to submit an application that includes all of the required components described on pages 27-34 of the FOA. These include:

**Table of Contents**

**Project Abstract Summary**- Max 1 page- a brief summary of the proposed project including purpose and outcomes

**Project Narrative**- Max 20 pages- Should address outcomes and activities to be conducted over the entire project period as identified in the CDC Project Description sections

**Background**

**Approach**- which includes purpose, outcomes, strategies and activities, collaborations and target populations

**ii. Applicant Evaluation and Performance Measurement Plan**

Applicants must provide an evaluation and performance measurement plan that is consistent with the CDC strategy. The plan must:

* Affirm the ability to collect the performance measures and respond to the evaluation questions specified in the CDC strategy.
* Describe how key program partners will participate in the evaluation and performance measurement planning process.
* Describe how evaluation findings will be used for continuous program quality improvement.

Once funded, NGOs will be required to provide a more detailed evaluation plan within the first year of the project period, with support from CDC. CDC will also work with awardees to further define and operationalize the required performance measures.

**Organizational Capacity**- must demonstrate their readiness to work on selected strategies and interventions by describing their relevant experience, abilities, leadership, and partnerships as outlined in the FOA, An applicant’s prior experience working on selected strategies and interventions and demonstrating outcomes in these areas is particularly important.

**Work Plan-** Included in the project narrative’s 20 page limit. A separate work plan must be submitted with the application forms for each priory the agency is applying for.

**Budget Narrative-**Leah Johnson will be going more in depth with this section in a few minutes.

NGOs applying must budget for attendance at a grantee orientation meeting to be held in late 2016 in Atlanta. Attendees should include, at a minimum, the Program Director and staff representatives for the priority areas awarded.

NGOs applying will be expected to submit a separate application—for each strategy they are applying for.

I will now turn to Leah Johnson to talk about the Eligibility Criteria and Funding Levels.

**Eligibility Criteria, Funding Levels, and Guidance Related to Preparing the Budget – Leah Johnson**

Thank you, Melissa.

This program announcementis intended to fund Non-governmental Organizations (NGOs) to establish and maintain policy, systems, and environmental change strategies across the country to achieve the desired outcomes. NGOs will support states, school districts, and schools to achieve expected outcomes. This FOA supports nationwide implementation of cross-cutting approaches to promote health and prevent and control chronic diseases and their risk factors. Applicants should be able to fulfill the performance measures and strategies stated in the FOA at a national level. Competition is limited to these organizations because they are uniquely qualified to build infrastructure and have the experience working with the target population of this program announcement.

Eligible Applicants:



CDC anticipates funding 5 awardees in year one of this cooperative agreement. The approximate average award will be $375,000. The award floor is $300,000 and award ceiling is $600,000. CDC will consider any application requesting an award higher than this amount as non- responsive and it will receive no further review.

There is no cost sharing or matching requirement for this program announcement.

Now I would like to provide specific guidance related to the development of the Budget Narrative. Instructions related to the Budget Narrative are located on pages 29-30 of this program announcement.

Applicants must submit an itemized budget narrative, which may be scored as part of the Organizational Capacity of Awardees to Execute the Approach. When developing the budget narrative, applicants must consider whether the proposed budget is reasonable and consistent with the purpose, outcomes, and program strategy outlined in the project narrative. The budget must include:

* Salaries and wages
* Fringe benefits
* Consultant costs
* Equipment
* Supplies
* Travel
* Other categories
* Contractual costs
* Total Direct costs
* Total Indirect costs

Applicants must name this file “Budget Narrative” and upload it as a PDF file at www.grants.gov. The CDC will not reimburse indirect costs unless the recipient has an indirect cost rate covering the applicable activities and period. If requesting indirect costs in the budget, a copy of the indirect cost-rate agreement is required and a copy of the current negotiated federal indirect cost rate agreement or a cost allocation plan approval letter for those Grantees under such a plan. Applicants must name this file “Indirect Cost Rate” and upload it at www.grants.gov.

For this program announcement, at least 10% of the overall budget must be used for evaluation and performance measurement purposes. This will help ensure that a comprehensive evaluation is used and public health objectives are met.

A separate budget narrative must be submitted with the application forms for each priority the agency is applying for. Applicants must name this file “Budget Narrative” and upload it as a PDF file at www.grants.gov.

Applications should be able to stand alone on their own merits as they will be reviewed and scored separately by priority.

It is important that budgets are clearly written and mathematically accurate, and that each line item is itemized and accompanied by a narrative justification that explains why the amounts requested in each category are needed to support the work proposed. Applicants are strongly encouraged to review the budget guidance provided on the CDC Procurement and Grants Office webpage to be sure all of the required information is included. The web address is: [www.cdc.gov/od/pgo/funding/grants/foamain.htm](http://www.cdc.gov/od/pgo/funding/grants/foamain.htm)

I will now turn over the line to Dervin Capers to discuss requirements related to the Letter of Intent and Application.

**Letter of Intent and Application Requirements –Dervin Capers**

Thank you, Leah

Applicants are strongly encouraged to submit a Letter of Intent (LOI) if they intend to apply. Letters of Intent should be postmarked by 11:59 p.m. on December 15, 2015. If you chose to submit a Letter of Intent electronically, please send it to Penny Tanner at evm7@cdc.gov .

The Letter of Intent is intended to provide CDC with an estimated number of applicants to anticipate for the competitive process. The LOI is optional, but strongly recommended for this application. Applicants should state which priority area(s) they will be applying for in the LOI.

Applications are due on January 19, 2016, 11:59 p.m. U.S. Eastern Standard Time, on www.grants.gov

I will now turn it back to Melissa.

**Email Box and Website – Melissa Fahrenbruch**

Thank you, Dervin

We would like to take a few moments to make sure you are aware of several resources that are available to you such as the Web site, frequently asked questions, or FAQs, and a system for electronic submission of questions through the Web site.

We have established a Web site for this funding announcement. You can access it from the Center’s Web site: [www.cdc.gov/chronicdisease](http://www.cdc.gov/chronicdisease) or more specifically: <http://www.cdc.gov/chronicdisease/about/foa/1601/index.htm>

We will be posting to the Web site the FAQs and their answers, and we will continue to add to this list as we receive additional questions. We encourage you to review the full Funding Opportunity Announcement, as well as the FAQs already posted on the Web site, before submitting a new question.

If you have a question that has not already been addressedin the FAQs or the FOA, please go to <http://www.cdc.gov/chronicdisease/about/foa/1601/index.htm> and click on Melissa Fahrenbruch’s name to submit your question electronically. Responses to the questions will be posted on the FAQ section of the Web site.

We will now continue with the Q and A portion of this call.

**Questions and Answers –Holly Hunt**

To the extent possible we will try to answer your questions on the call today. In the event that we are not able to provide an immediate answer, we will be posting all of the questions and answers from today’s call on the FOA’s Web site in the coming days. You should check that Web site frequently for new questions and answers.

Before we go to the phones, I will read through some frequently asked questions that we have developed to assist you in your application.

**Q. How should applicants address health disparities?**

A. Applicants should ensure that data, including burden data, are used to identify strategies and/or communities within their state or jurisdictions that have poor environments and/or are disproportionately affected by chronic diseases. Applicants should strive to improve health status for the entire population and seek to reduce gaps in health status by targeting some efforts to specific population groups disproportionately affected by chronic diseases. Applicants should consider disparities by race, ethnicity, gender identity, sexual orientation, geography, socioeconomic status, disability status, primary language, health literacy, and other relevant dimensions, such as tribal communities.

Applicants should address how they will be inclusive of specific populations disproportionately affected by chronic diseases. Proposed strategies should strive to be inclusive of people with disabilities, non-English speaking populations, and Lesbian, Gay, Bisexual and Transgender populations that may otherwise be missed by the program.

**Q. How will applications be reviewed?**

A. All eligible applications will be initially reviewed for completeness by the CDC’s Procurement and Grants Office (PGO) staff. In addition, eligible applications will be jointly reviewed for responsiveness by CDC’s National Center for Chronic Disease Prevention and Health Promotion and PGO.

Applications will be objectively reviewed by a panel consisting of CDC staff.

Now I will ask the operator to open up the lines to allow us to answer any questions you may have.

A: Yes.

**Closing – Holly Hunt**

On behalf of the National Center for Chronic Disease Prevention and Health Promotion, Division of Population School Health Branch, I want to thank all of you for your time on the call today, and for your interest in this funding opportunity announcement.

Reminder, if you have additional questions, please go to <http://www.cdc.gov/chronicdisease/about/foa/1601/index.htm> and click on “Melissa Fahrenbruch’s name to send a question electronically.

Applicants are strongly encouraged to submit a Letter of Intent (LOI) if they intend to apply. Letters of Intent should be postmarked by 11:59 p.m. on December 15, 2015. If you chose to submit a Letter of Intent electronically, please send it to Penny Tanner at evm7@cdc.gov .

Applications are due on January 19, 2016, 11:59 p.m. U.S. Eastern Standard Time, on www.grants.gov

This concludes our call today. Thank you, and have a good afternoon.