



MISSISSIPPI STATE DEPARTMENT OF HEALTH

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# Request for Proposals

To develop and implement the Mississippi Tobacco-Free Coalition Program to reduce initiation of tobacco use, promote tobacco cessation, eliminate exposure to secondhand smoke and eliminate tobacco-related disparities.

Mississippi State Department of Health  
Office of Tobacco Control  
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## REQUEST FOR PROPOSALS

### *A. Overview*

The Mississippi State Department of Health (MSDH) is committed to promoting and protecting the health of all Mississippians. The MSDH Office of Tobacco Control (OTC) implements a range of integrated programmatic activities to encourage and support tobacco-free lifestyles, including the Mississippi Tobacco-Free Coalition program. The Mississippi Tobacco-Free Coalition program is comprised of community-based coalitions that address preventing the initiation of tobacco use among youth, reducing exposure to secondhand smoke, promoting tobacco cessation services, and eliminating tobacco-related disparities.

The MSDH Office of Tobacco Control is requesting proposals from qualified organizations for the development and implementation of the Mississippi Tobacco-Free Coalition program in targeted areas (Attachment A). It is the intent of the OTC to fund a single, discrete, local entity in the targeted areas to build the capacity of the state to implement tobacco control activities. The applicant should be recognized as a local community-based organization in the area to be served. Proposals from organizations without a permanent presence in the targeted area are discouraged. To facilitate coalition activities in all areas of the state, the OTC reserves the right to negotiate acceptable arrangements with any coalition grantee (with preference given to those in contiguous counties) for the implementation of the Mississippi Tobacco Free Coalition Program.

**Initial program budgets for proposals from qualified organizations are not to exceed \$76,000.00 to \$92,500.00 (See ATTACHMENT A) to develop and implement the community coalition program in targeted areas. The project period will begin on approximately July 1, 2017 and conclude on June 30, 2018.** Acceptance of a proposal by the MSDH does not constitute contractual relationship between the applicant and the MSDH. Successful proposals **may** result in the development of a contractual agreement between the applicant and the MSDH. Multi-year noncompetitive renewal funding will be based upon the availability of funds and quality of work.

### *B. Eligibility Guidelines*

Proposals will be accepted from private, not-for-profit organizations, existing coalitions and public or local government agencies (schools, municipalities and their subunits, etc.). The organization must have sufficient financial resources available to meet program deadlines without advance payment from MSDH (MSDH will reimburse for services and materials upon delivery and receipt of monthly itemized invoices).

The organization must submit a disclosure of current or past affiliations or contractual relationships with major tobacco companies, owners, affiliates, subsidiaries, holding companies, or companies involved in any way with the production, processing, distribution, promotion, sale, or use of tobacco. **The successful applicant will be required not to accept relationships with major tobacco companies during the contract term with MSDH.**

### ***C. Scope of the Project***

The successful applicant will work in tandem with the MSDH OTC in the delivery of the statewide tobacco prevention and control program. The comprehensive tobacco program requirements are as follows:

#### **General Coalition**

Program Requirements:

- Develop, identify and implement a General Coalition. The General Coalition membership is made up of people from the community who are interested in and willing to participate in tobacco prevention and control activities. The coalition will work to enhance state and local tobacco control efforts by mobilizing communities, advocating for policies and changing social norms.
  - A General Coalition is defined as a group of individuals who work together for a specific purpose. A General Coalition will consist of the same individuals, who meet at a minimum once per quarter, to work on tobacco control programs or activities for a minimum of one fiscal year (July 1 – June 30).
  - The General Coalition membership should have a minimum of fifteen (15) members throughout the year.
  - Members must be diverse in race, age and gender reflective of the counties served.
  - The General Coalition must include members from professions/organizations including healthcare, law enforcement, education, government, faith-based organizations, media, social organizations, businesses and mental health.

#### **Programmatic**

Program Requirements - Grades Kindergarten through Twelve:

- Develop, identify and implement (with the approval of OTC) age-appropriate, evidence-based tobacco prevention programmatic activities to be implemented in a community and/or school setting.
  - Programmatic activities are defined as those activities conducted with the same group of individuals over a period of time (on at least 3 separate occasions).
- Develop, identify and implement youth tobacco prevention teams among school-age youth in each county served.
  - Teams may be organized in public schools, private schools, Boys/Girls Clubs, sports teams, faith-based organizations, and/or any setting where youth are present.
  - K-6<sup>th</sup> Grade Youth: Organize a minimum of eight (8) teams per county; in four (4) different sites with at least one (1) in a non-school setting.

- 7<sup>th</sup> -12<sup>th</sup> Grade Youth: Organize a minimum of eight (8) teams per county; in four (4) different sites with at least one (1) in a non-school setting.
- Provide assistance, materials and guidance to team sponsors. Collect team activity forms and record results.
- Conduct a minimum of six (6) presentations, appropriate for grades 2 - 6, in any setting where children are present, using materials provided by MSDH.

Grades Seventh through Twelve:

- Develop or identify and implement age-appropriate, evidence-based programmatic activities that will provide youth engagement and advocacy opportunities.
- Youth engagement involves providing the opportunity for young people to gain the ability and authority to make decisions that help improve the policy environment, change social norms, and reduce smoking initiation and consumption in their communities. Activities include:
  - Regional and/or statewide youth conferences
  - Grassroots events
  - Statewide youth advocacy teams

**Awareness**

Program Requirements:

- Develop or identify and implement age-appropriate awareness activities to support programmatic activities.
  - Awareness activities are defined as those activities conducted with a single group of individuals on one occasion.
- Develop or identify and implement special awareness activities, including but not limited to:
  - Kick Butts Day
  - Great American Smoke-out
- Develop, identify and conduct awareness presentations monthly to adults in each county served.

**Communications**

The MSDH Office of Communications produces a variety of communications and advocacy materials to inform media outlets, the general public and partners in the public health community about tobacco prevention, policy and news.

Program Requirements:

- Develop and submit monthly communication messages, approved by the MSDH Communications Department, to appropriate media outlets.
- Advertise, announce and promote special events to keep the community informed about program activities.

- Develop, maintain and use as a recruitment tool a Communications Portfolio.
  - The Communications Portfolio is used as a recruitment tool to attract new coalition members and update current members of activities conducted.

### **Advocacy and Policy**

For the purpose of this RFP, *advocacy* means those activities and initiatives that result in policy change. The outcomes requested in this RFP are to decrease the influence of the tobacco industry and increase smoke-free air policies.

#### Program Requirements:

- Conduct monthly Secondhand Smoke presentations in each county served, to local businesses, social organizations, faith-based organizations, etc., using the material provided by the Office of Tobacco Control.
- Work with municipalities that do not have comprehensive smoke-free air ordinances.
- Recognize establishments that are voluntarily smoke-free.
- Recognize cities that enact comprehensive smoke-free ordinances.
- Ensure that tobacco-free school signs are posted at all public and private schools.
- Educate the general public on current laws pertaining to smoke-free policies.

### **Cessation**

Tobacco cessation interventions offer both healthcare system-based and population-based interventions that provide services to the individual tobacco user, which includes the ACT Center, with satellite tobacco treatment clinics through the state and the Mississippi Tobacco Quitline.

#### Program Requirements

- Refer individuals interested in quitting to the Mississippi Tobacco Quitline.
- Distribute Quitline signage or brochures, provided by the MSDH, to medical and dental facilities in each county served.
- Distribute MSDH issued youth tobacco prevention coloring pages to healthcare provider offices and/or restaurants within each county served.
- Distribute Mississippi Tobacco Quitline fliers promoting web-based services on all 4-year university/college campuses and all 2-year community college campuses in each county served.

#### Additional Program Requirements

- Identify the goals and objectives of the tobacco prevention program and describe the plans to achieve stated goals and objectives.
- Provide a timeline for program development, implementation, and evaluation.
- Specify methods to incorporate the prevention program into the MSDH OTC's Mississippi Tobacco-Free Coalition program and other organizations throughout the state.

- Identify community partners to ensure strategies related to tobacco prevention and control are a collaborative effort and that populations with tobacco-related disparities are addressed.

It is recommended that the applicant incorporate concepts outlined in the CDC's *Best Practices for Comprehensive Tobacco Control Program: Coalitions* and the Mississippi Tobacco Control and Prevention: Strategic Plan

#### ***D. Proposal Requirements***

Proposals should be thorough and detailed, but also direct so that MSDH may properly evaluate an applicant's capabilities to provide the required services. The following items are specific requirements that must be included in the proposal. The proposal should clearly identify each section as signified by the numbers attached to each item listed.

Unless otherwise indicated, the applicant must meet all of the following requirements to be considered for evaluation under this RFP. It is the applicant's responsibility to review the entire RFP and ensure response is made to all requirements.

#### **1. Cover Page**

- Organization name
- Project Director name and title
- Financial Officer name and title
- Mailing address, physical address and website, if applicable
- Home phone number, business phone number, cell number and fax number
- E-mail address
- Name, title, signature and date of the individual responsible for the proposal

#### **2. Abstract: 1 page**

- Targeted area(s) the coalition will serve.
- Summary of work proposed in the Work Plan
- Amount requested

#### **3. Project Narrative: 2 pages**

1. Includes data that accurately describes the population served including age, gender, ethnicity, and other characteristics. Demonstrate access and ability to reach a disparate population.
2. Identify the target county (ies) the coalition will serve. See ATTACHMENT A to determine the county groupings.
3. Relevant program and /or community data is cited and demonstrates how prevention of youth initiation, education, promotion of tobacco cessation, elimination of exposure to secondhand smoke, elimination of tobacco-related disparities, and policy initiatives regarding smoke-free environments are needed for Mississippi communities. Applicant explains other tobacco prevention services offered in the community.

**4. Organizational Structure: 2 pages**

- Demonstrate knowledge of and experience with community-based public health programs and/or community-based coalitions.
- Describe the administrative and organizational structure by which the program will function. Organizational charts outlining the structure must be included in the appendices.
- Explain how the program staff will be supervised and provide job descriptions for all staff funded under the program in the appendices. Job descriptions should include job titles, lines of supervision, responsibilities, educational and experience requirements.
- Organization retains qualified staff. Staff credentials include appropriate degrees, credentials and/or experience and reflect appropriate skills to deliver the program to the community served. Ability to hire new staff that represents the target population's racial and cultural diversity, if applicable.

**5. Work Plan: 8-10 pages**

- Submit a proposed Work Plan to address programmatic requirements as outlined in Section C.
- Detailed information must be provided within "activity" and "steps to complete" sections of the Work Plan.
- Target area(s) must be clearly identified in each section of the Work Plan.

**6. Budget and Budget Narrative: 5 pages**

- Provide a detailed budget of expenditures for the services and activities for July 1, 2017– June 30, 2018 to include the following authorized budget categories:
  - Personnel
    - A minimum of one (1) full-time employee, i.e., Project Director (percentage of time: 100 %), is required to implement the program. The salary amount for the full-time employee must be based on education and experience as outlined in the *MSDH Office of Tobacco Control Community Coalitions Salary Scale* (Attachment B).
    - Fringe rate not to exceed 34% of salary
    - Assistant's pay not to exceed 15% of the budget
    - Fiscal Agent's pay not to exceed 5% of budget
  - Travel
    - Travel category not to exceed 10% of the overall budget.
    - Mileage rate must be reflective of the current State of Mississippi rate
  - Commodities
    - Commodities category must be a minimum of 15% of the overall budget
    - Includes office supplies, program materials, OTC approved MTFC logo business cards and stationary, etc.
  - Operating expenses (Contractual)
    - Inclusive of rental space fees, utilities, etc.

- One-time expenses
  - One-time expenses category not to exceed \$10,000.00, subject to OTC approval.

One-time expenses include costs such as office furniture; equipment (laptop computer, printer, fax machine, copier, and camera) needed to implement the program.

- Provide a detailed budget narrative that adequately explains expenditures identified in the budget. Describe how the proposed budget supports the administrative and programmatic activities necessary to manage the program and accomplish the proposed objectives.
- Include brief descriptions of staff positions that will be funded in whole or in part by this award. Each position should be justified and relevant to program activities. Staff must be identified by name in the budget and justification. Similar justification should be provided for travel items, equipment, commodities, etc.
- Explain the type of monitoring system that will be used to track spending.

Note: Funds awarded will be subject to monitoring. Proposals submitted with an incomplete budget or narrative will not be reviewed.

**7. Appendix-** should include all supporting documentation, such as:

- A disclosure of current or past affiliation or contractual relationships with major tobacco companies, owners, affiliates, subsidiaries, holding companies, or companies involved in any way with the production processing, distribution, promotion, sale, or use of tobacco.
- An organizational chart for the proposed program.
- Job descriptions for all staff funded under the program.
- Résumés of key personnel hired for the program. Resumes should include: employment title, current position within the applicant’s organization, professional experience and education, and other pertinent information.
- Official educational transcripts for key personnel hired for the program.
- Two letters of recommendation for each key personnel hired for the program.
- Letters of support from organizations or groups who support and will allow the proposed program and program-related materials to be implemented in their facilities and/or within their organizations.
- Documentation of 501 (c) (3) status, if applicable.
- Documentation of applicant’s registration with Internal Revenue Service (IRS) (Federal Tax ID #).
- A signed statement of assurance that state funds will not be expended for sectarian instruction, worship, prayer or proselytization purposes.
- In order to further ensure the grantee has the capacity to accept a reimbursement grant from the Mississippi State Department of Health’s Office of Tobacco Control. The grantee’s proposal shall include one (1) of the following three (3) items:
  - ◆ A copy of the latest Form FS as submitted to the State of Mississippi, Secretary of State,



- ◆ A copy of the latest Form 990 as filed with the IRS, or
- ◆ A copy of the latest audited financial statement that your organization typically uses for reporting purposes.

***E. Procedure for Submission and Delivery of Response to Request for Proposal***

**1. Submission Requirements:**

- Application should not exceed 20 pages, excluding appendices.
- 12-point Times New Roman font.
- Spacing: Double spaced
- Paper size: 8 ½ by 11 inches
- Page margin size: One inch
- Printed on one side of page
- Page numbering: Page numbers are to be placed at the top right corner of each page, including charts, figures, table and appendices.
- Application should only be held together by binder clips.
- Spell out acronyms the first time they are used.

Proposals that do not follow these guidelines will not be reviewed.

Applicants are required to submit **one (1) complete original** (marked) proposal, **five (5) copies** of the proposal. Facsimile (faxes) and electronic submissions will not be accepted. Proposals and materials will not be returned to the applicants.

The original and five copies of the proposal should be signed and all requirements submitted in a sealed envelope or package **no later than 5:00 p.m. CST on Thursday, April 20, 2017.**

Applicants are responsible for ensuring timely delivery by the specified deadline. Responses received after the deadline will not be considered.

Submit Proposal to:

**Charlotte R. Williams**

Office of Tobacco Control

Mississippi State Department of Health

805 S. Wheatley Street, Suite #400-A

Ridgeland, Mississippi 39157

Email: [Charlotte.Williams@msdh.state.ms.us](mailto:Charlotte.Williams@msdh.state.ms.us)

Phone: 601-991-6050

Fax: 601-956-4981

**NOTICE:** Proposals that fail to follow the instructions in this document will be declared ineligible. It is the applicant's responsibility to submit a correct and complete proposal. No proposal may be revised, amended, or altered once it is received. MSDH reserves the right to negotiate or reject any or all proposals, or cancel this RFP in its entirety. Submission of a proposal indicates the applicant agrees to the terms and conditions of the RFP.

Except to the extent that specified items of commercial and financial information of a proprietary nature or designated trade secrets are clearly marked or identified as being sensitive data, all materials provided by the applicant including: budget and financial data, information concerning business systems and procedures, personnel participation data and personnel qualification information, and other unique program descriptions and intellectual property identified by the applicant will be subject to disclosure by MSDH in accordance with Miss. Ann. Code §§ 25-61-1 et seq., “Mississippi Public Records Act of 1983.”

***F. Award and Notification***

Grant awards will be based partially on total score given by the grant review committee and geographic location. All grant awards are subject to adjustments contingent upon funding for the Mississippi Tobacco-Free Coalition program.

Each application will be reviewed by a non-biased review committee. Complete applications will be reviewed against set criteria and scored on a point system. Applications can receive up to 100 possible points on the application.

<b>Section</b>	<b>Possible Points</b>
Cover Page	Not Scored
Abstract	5
Project Narrative	15
Organizational Structure	20
Work Plan	30
Budget and Budget Narrative	30
Appendices	Not Scored
<b>Total Possible Points</b>	<b>100</b>

All applicants will be notified of the decision regarding their proposal.

***G. MSDH Responsibilities***

- Provide program oversight and monitoring in compliance with state and federal requirements.
- Conduct regularly scheduled program site visits.
- Provide ongoing technical assistance to ensure optimal compliance of program implementation.
- Process payment requests in a timely manner, once all required documentation has been provided.

*Application Checklist*

Applications that are missing any items listed below will be considered incomplete.

- \_\_\_ Cover page
- \_\_\_ Abstract
- \_\_\_ Project Narrative
- \_\_\_ Organizational Structure
- \_\_\_ Work Plan
- \_\_\_ Budget
- \_\_\_ Budget Narrative
- \_\_\_ Certification of non-acceptance of tobacco industry funds/or resources
- \_\_\_ Collaboration Letter

Applicants are required to submit

- \_\_\_ (1) Original hardcopy of the complete application
- \_\_\_ (5) photocopies of the complete application

**Submit Completed Application before or by Thursday, April 20, 2017 by 5:00 p.m. CST to:**

**Office of Tobacco Control  
Attention: Charlotte R. Williams  
Mississippi State Department of Health  
805 S. Wheatley Street, Suite #400-A  
Ridgeland, Mississippi 39157**

*ATTACHMENT A*

*Mississippi Tobacco-Free Coalition Program Targeted Area and Award Amount*

Coalition will cover one or more targeted areas listed below:

**Target Area/Counties**

**Hinds/ up to \$85,000**

**Lawrence, Walthall and Jefferson Davis/ up to \$76,000**

**Washington, Sharkey and Issaquena/ up to \$92,500**

**Lee and Chickasaw/ up to \$76,000**

**Monroe and Itawamba/ up to \$76,000**

**ATTACHMENT B**

MSDH Office of Tobacco Control  
Community Coalitions Salary Scale

<b>Base Salary No Degree</b>	< 3 Years Experience	3 to 5 Years Experience	5 to 10 Years Experience	> 10 Years Experience
\$28,000.00	\$29,500	\$31,500	\$33,000	\$37,000

<b>Base Salary Bachelors Degree</b>	< 3 Years Experience	3 to 5 Years Experience	5 to 10 Years Experience	> 10 Years Experience
\$29,500	\$31,500	\$34,000	\$37,000	\$41,500

<b>Base Salary Masters Degree</b>	< 3 Years Experience	3 to 5 Years Experience	5 to 10 Years Experience	> 10 Years Experience
\$32,500	\$35,000	\$38,000	\$42,500	\$46,500

- Maximum contribution from the MSDH OTC is based on 100% effort, (40 hours per week) for Project Director.
- In order to receive maximum contribution from the MSDH OTC, education and experience must be **Directly Related** to public health, environmental protection and/or education.