



MISSISSIPPI STATE DEPARTMENT OF HEALTH

**MISSISSIPPI STATE DEPARTMENT OF HEALTH
REQUEST FOR PROPOSALS FOR
YOUTH TOBACCO PREVENTION SERVICES**

Proposal Due Date: March 1, 2019 5:00 p.m. Central Standard Time

Submit Proposals To: Office of Tobacco Control
805 South Wheatley Street, Suite 400-A
Ridgeland, Mississippi 39157

Submit: 1 (one) printed, signed original proposal
5 additional copies of original proposal

Important Notice:

Effective immediately upon release of this Request for Proposals (RFP), and until notice of contract award, all official communication from proposers regarding the requirements of this RFP shall be directed to Billy Rucker, Director of Youth Programs, Office of Tobacco Control, 805 South Wheatley Street, Suite 400-A, Ridgeland, Mississippi 39157 or emailed to billy.rucker@msdh.ms.gov. The Director of Youth Programs, or designee shall distribute all official changes, modifications, responses to questions or notices relating to the requirements of this RFP by posting the same to the Mississippi State Department of Health website. Any other information of any kind from any source shall not be considered official, and proposers relying on other information do so at their own risk.

**MISSISSIPPI STATE DEPARTMENT OF HEALTH
REQUEST FOR PROPOSALS FOR
YOUTH TOBACCO PREVENTION SERVICES**

SECTION 1: THE PROJECT

Mississippi State Department of Health Office of Tobacco Control (MSDH OTC) is committed to collaborating with organizations to empower at-risk youth to reject tobacco and create the first tobacco-free generation. To that end, MSDH OTC is soliciting proposals to support its statewide youth tobacco prevention program.

For more than a decade, it has been posited that tobacco use is one of the most important social injustices facing priority communities, including homeless, low-socioeconomic status, African-American, and rural white communities. It is estimated that three quarters of homeless adults in the United States are cigarettes smokers (Baggett TP, 2016). Moreover, Americans living below the poverty line have higher rates of cigarette smoking than the general population (Centers for Disease Control, 2014).

African-Americans are more likely to die from smoking-related diseases than whites, despite smoking fewer cigarettes and making more quit attempts (Centers for Disease Control and Prevention, 2017). Smokers living in rural areas are more likely to smoke 15 or more cigarettes per day than smokers living in urban areas (U.S. Department of Health and Human Service, 2014). Addressing these disparities with evidence-based interventions is critical to reducing the overall smoking rate in Mississippi.

MSDH OTC's youth tobacco prevention program is an activism-based initiative developed to disrupt and dissolve the tobacco industry's targeting of vulnerable communities. The program is designed to 1) engage at-risk youth (grades 9th -12th) in tobacco prevention activities, 2) reduce at-risk youth's access to tobacco products, and 3) increase at-risk youth's exposure to effective anti-tobacco messaging.

Furthermore, MSDH OTC's youth tobacco prevention program is a multi-component framework that addresses these three essential goals through mobilizing youth activists, promoting tobacco-free environments, and increasing youth's affinity toward anti-tobacco branding and messaging. This program advances the field of tobacco prevention because the structure is aligned with the Centers for Disease Control's Best Practices for Comprehensive Tobacco Control Program, which includes preventing tobacco initiation among youth and identifying and eliminating tobacco-related disparities among population groups.

Developed in 2018 with support from Mississippi State University, MSDH OTC's youth tobacco prevention program was designed to primarily target high poverty, high risk secondary schools in Mississippi with the aims of achieving the following long-term Specific, Measurable, Achievable, Realistic, and Time-bound (SMART) goals by **June 30, 2020**:

- Engage one thousand youth (grades 9th -12th) in three (3) tobacco-related activities
- Educate eighty percent of tobacco retailers within 500 feet of target secondary schools on tobacco laws related to selling tobacco products to minors
- Increase target youth's (grades 9th -12th) affinity toward the statewide tobacco prevention brand by twenty percent
- Reduce the cigarette use rate among high school students by one percent

Proposer must design tobacco control activities for secondary schools that meet one or more of the following criteria:

- Eighty percent of student population receives free or reduced price lunch
- Fifty percent of student population consist of rural Caucasians
- Fifty percent of student population consist of African-Americans
- High percentage of students who are experiencing homelessness or who have ever experienced homelessness (greater than ten percent of student population)

SECTION 2: SCOPE OF WORK

2.1 Qualifications

The proposer must have a physical location and/or the mobility to ensure youth attending high poverty, high risk schools are able to access and benefit from the opportunities, activities, and resources that are developed to support MSDH OTC's youth tobacco prevention program for the duration of the project period. In addition, MSDH OTC desires an organization that has strong connections with secondary schools and agencies in high poverty, high risk communities to increase collaborations and partnerships among other entities serving this population, which will help to expand and foster relationships with target youth within the community. Individuals providing services must demonstrate their ability to successfully mobilize priority communities and incorporate youth voice in all activities, and experience working with high poverty, high risk secondary schools and/or communities in the past five (5) years.

2.2 Services Required

MSDH OTC envisions communities where youth who are most impacted by tobacco use receive comprehensive tobacco prevention programs that engage and help individuals live tobacco-free lives. Proposers must have the capacity to design and implement tobacco prevention activities that target vulnerable populations, ensuring those tobacco prevention activities are in accordance with MSDH OTC's theory of

change. Each proposal must include a description of tobacco prevention activities to be provided for the contract period.

2.3 MSDH OTC's Theory of Change

MSDH OTC's theory of change is a description and illustration of how and why the desired behavior change—a reduction of the overall youth cigarette use rate—is expected to take place through the proposed tobacco prevention program, which will focus on youth in high poverty, high risk secondary schools. This theory of change is focused in particular on mapping out what has been described as the “missing middle” between what a program does (activities) and the desired goals being achieved. (See figure 1)

Figure 1

ULTIMATE OUTCOME

OFFICE OF TOBACCO CONTROL

THEORY OF CHANGE MAP

A vibrant, health-conscious community free from tobacco-related diseases

In year 2020, the cigarette use rate among high school students has been reduced by 1%

PRIMARY TARGET

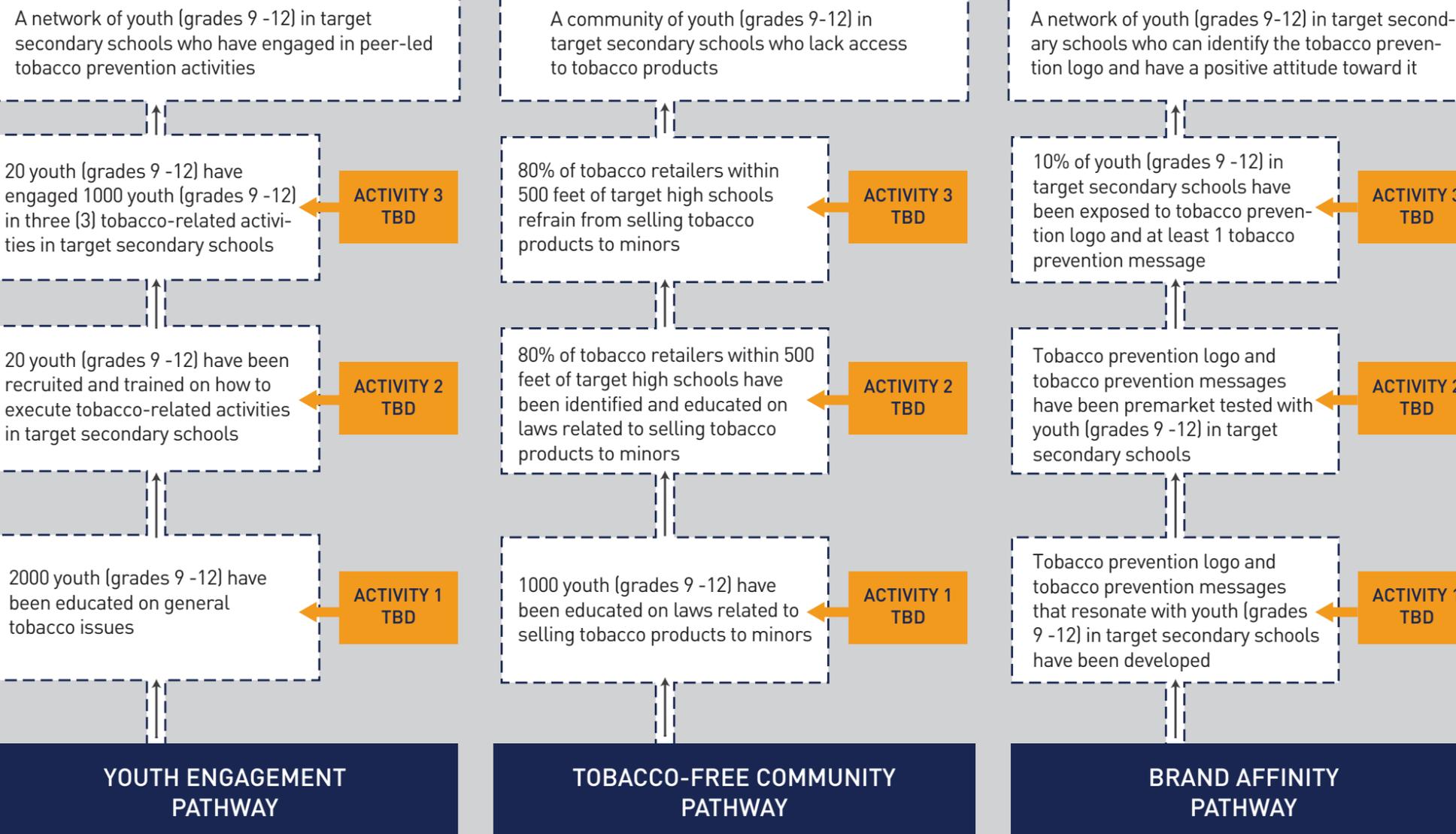
This tobacco prevention program will target secondary schools that meet one or more of the following criteria:

- 80% of student population receives free or reduced price lunch
- 50% of student population consist of rural Caucasians
- 50% of student population consist of African-Americans
- High percentage of students who are experiencing homelessness or who have ever experienced homelessness (greater than 10%)

GOALS

Mississippi State Department of Health (MSDH) Office of Tobacco Control aims to achieve the following goals by June 30, 2020:

- Engage 1000 youth (grades 9 -12) in three (3) tobacco-related activities
- Educate 80% of tobacco retailers within 500 feet of target secondary schools on tobacco laws related to selling tobacco products to minors
- Increase youth's (grades 9 -12) affinity toward the statewide tobacco prevention brand by 20%
- Reduce the cigarette use rate among high school students by 1%



Legend

MSDH Office of Tobacco will work with its community grantee to develop effective, innovative activities that will produce the outcomes outlined in this theory of change.

Activity

Condition

Pathway

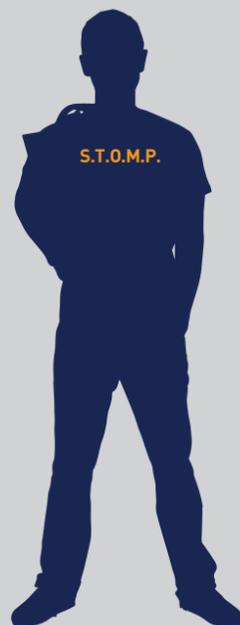


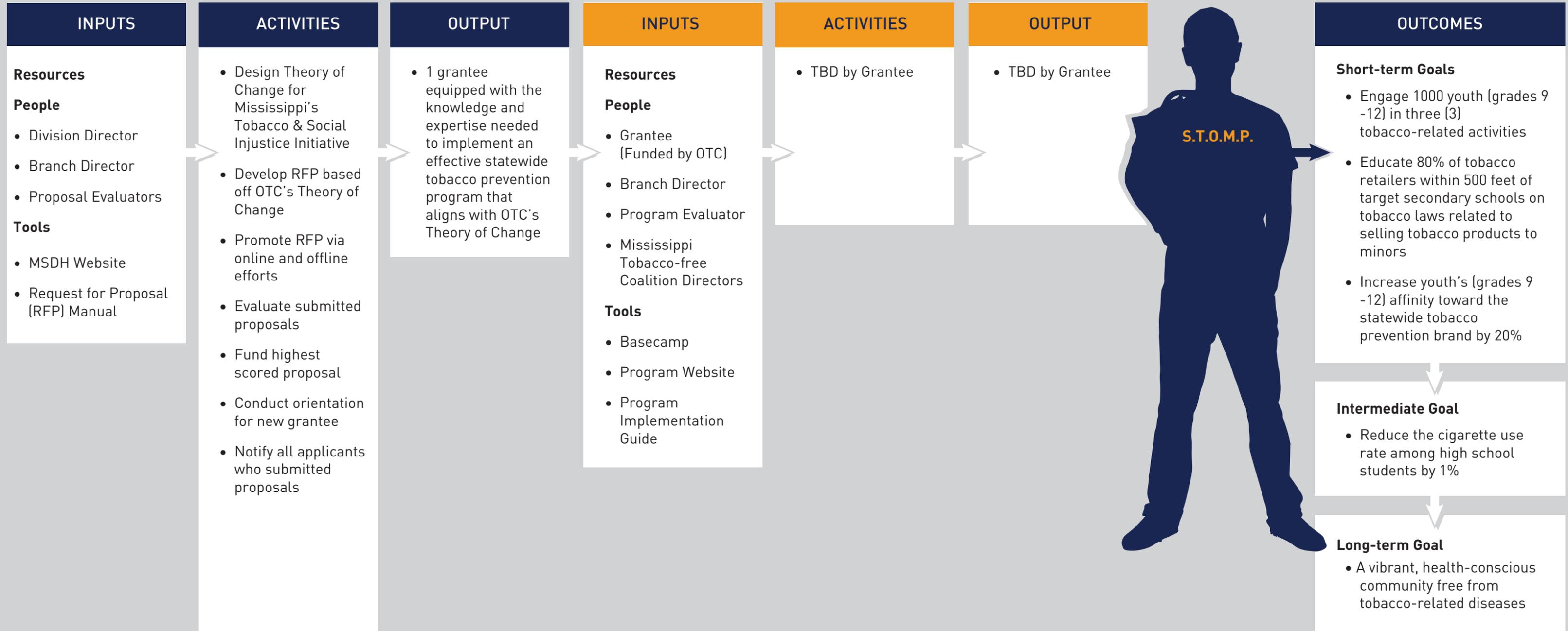
Figure 2



OTC Logic Model: Statewide Tobacco Prevention Program

Goal Statement

Mississippi State Department of Health seeks to build a vibrant, health-conscious community free from tobacco-related diseases.



2.4 Outcomes

All activities must be designed to produce the following nine (9) short-term SMART outcomes by **end of Year 1 (June 30, 2020)**:

Youth Engagement Pathway

1. Two thousand youth (grades 9th -12th) have been educated on general tobacco issues
2. Twenty youth (grades 9th -12th) have been recruited and trained on how to execute tobacco-related activities in target secondary schools
3. Twenty youth (grades 9th -12th) have engaged one thousand youth (grades 9th -12th) in three (3) tobacco-related activities in target secondary schools

Note: The assumption in MSDH OTC's theory of change is that a certain percentage of youth who participate in general tobacco education activities will be recruited and trained on how to execute tobacco-related activities in target secondary schools. Youth who participate in youth-led tobacco-related activities will be counted toward the goal of one thousand youth engaged by June 30, 2020.

Tobacco-free Community Pathway

1. One thousand youth (grades 9th -12th) have been educated on laws related to selling tobacco products to minors
2. Eighty percent of tobacco retailers within 500 feet of target secondary schools have been identified and educated on laws related to selling tobacco products to minors
3. Eighty percent of tobacco retailers within 500 feet of target high schools refrain from selling tobacco products to minors

Brand Affinity Pathway

1. Tobacco prevention logo and tobacco prevention messages that resonate with youth (grades 9th -12th) in target secondary schools have been developed
2. Tobacco prevention logo and tobacco prevention messages have been premarket tested with youth (grades 9th -12th) in target secondary schools
3. Ten percent of youth (grades 9th -12th) in target secondary schools have been exposed to tobacco prevention logo and at least 1 tobacco prevention message

Proposals must consist of research-based tobacco prevention activities that will generate the nine (9) essential outcomes outlined in MSDH OTC's theory of change. All proposed activities must be inclusive, culturally sensitive, and age appropriate and must target the populations reflected in MSDH OTC's theory of change. **Proposals that do not align with MSDH OTC's theory of change will not be evaluated.**

2.5 Documentation

MSDH OTC staff will monitor the grantee and the implemented activities to determine whether the program is performing as intended, if the effects are worth the resources necessary to implement, and to identify gaps between program activities and goals. The grantee is to report periodically within the program timeline. Reporting may include monthly, quarterly, and annual updates agreed upon by both MSDH OTC staff and the grantee after contract award.

Metrics such as received trainings, exposure to messages, partnerships, along with identified outcomes will be at the forefront of performance metrics and data collection for evaluation. Additionally, other metrics may be evaluated based on the chosen proposal and the needs of MSDH OTC staff.

SECTION 3. BUDGET & TIMELINE

3.1 Budget

First-year program budget should not exceed \$500,000 for:

- Youth Engagement Activities
- Tobacco-free Environments Activities
- Brand Affinity Activities

Proposal acceptance by the MSDH does not constitute a cooperative grant agreement. A successful proposal may result in the development of a cooperative grant agreement between the proposer and the MSDH. **This is a 5-year program. Annual renewals will be based upon the availability of funds and quality of work.**

3.2 Abbreviated Timeline (Year 1)

The contract period for all proposals should begin July 1, 2019 and conclude June 30, 2020. All tobacco prevention activities should end March 31, 2020. During the months of April and May 2020, the grantee will work with evaluators to analyze data related to tobacco prevention activities. Additionally, the grantee will be responsible for presenting key findings from the data analysis to stakeholders (school administrators, legislators, community partners, etc.) In June 2020, MSDH OTC will work with grantee to develop a new scope of work incorporating lessons learned and results from year 1.

Activities	Date
Grantee Orientation	July 1, 2019
Planning Phase (develop evaluation plan, build/enhance relationships with target communities and conduct community mapping activities)	July 2, 2019-October 31, 2020
Implementation of tobacco prevention activities	November 1, 2019-March 31, 2020
Analyze data and present key findings to stakeholders (school administrators, legislators, community partners, etc.)	April 1, 2020-May 31, 2020
Develop a new scope of work based off lessons learned and results from year 1	June 1, 2020-June 30, 2020

SECTION 4. ELIGIBILITY GUIDELINES

It is the intent of MSDH OTC to provide funds for the implementation of its statewide youth tobacco prevention program. Due to the nature of this cooperative grant agreement, preference will be given to those organizations that have a permanent presence in Mississippi and those that have proven their effectiveness in tobacco prevention or youth engagement via strong scientific evidence. **Proposals from organizations outside the state of Mississippi will be reviewed as long as the applicant demonstrates the capacity to successfully implement tobacco prevention activities within the state of Mississippi.**

Proposals will be accepted from nonprofits and for-profits that have a demonstrated history of successful youth engagement. The organization must have sufficient financial resources available to meet program deadlines without advance payment from MSDH **(MSDH will reimburse cost for services and materials upon delivery and receipt of monthly itemized invoices).**

All applicants 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. Additionally, organizations must disclose all current federal and state contracts related to youth tobacco prevention. The successful proposer will be required not to accept any new relationships with major tobacco companies during the cooperative grant agreement term with MSDH.

SECTION 5. GRANT USE REQUIREMENTS

Grant funding is for the project period of July 1, 2019 – June 30, 2020.

1. Grant funds may only be used for:

- Staff salary(ies)
- Program-related travel
- Supplies
- Limited amount of equipment with prior MSDH OTC approval (i.e., program-related computer(s), printer, etc.)
- Other expenses directly related to program development and implementation

2. Grant funds may not be used for:

- Renovation
- Construction
- Other items deemed inappropriate by the funding agency
- Costs associated with responding to this request for proposals

3. Grant recipients cannot:

- Accept funding from or support from the tobacco industry, or
- Have board members or others in decision-making positions that are associated with tobacco companies.

SECTION 7. PROPOSAL REQUIREMENTS

- ✓ Cover Page
- ✓ Table of Contents
- ✓ Grant Application General Information (Attachment 1)
- ✓ Grant Application Narrative (Attachment 2)
 - Qualifications and Capacity
 - Proposed Activities
 - Partnership and Collaboration
 - Potential Challenges
 - Evaluation Plan
- ✓ Budget (Attachment 3)
- ✓ Budget Narrative (Attachment 4)
- ✓ Appendices
 - 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 or related products.

- A disclosure of all current federal and state contracts or grants related to youth tobacco prevention, including the contract/grant purpose, funding source, contact person, and project period.
- An organizational chart with existing structure and structure for the proposed program.
- Résumés of key staff.
- Two references (include name, organization, title, telephone number) who may be contacted to support the proposer's description of experience in providing similar services.
- Documentation of 501(c)(3) status, if applicable.
- Documentation of proposer's registration with Internal Revenue Service (IRS) (Federal Tax ID #).
- A signed statement of assurance that states 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 MSDH OTC. The grantee's proposal shall include at least one of the following items:
 - 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.

SECTION 8. EVALUATION OF PROPOSALS

Evaluation of proposals shall be performed by a committee appointed by MSDH OTC. The Evaluation Committee will include community members, tobacco prevention professionals, and youth engagement experts. The Evaluation Committee shall make a recommendation of a proposal that represents the best value to MSDH, taking into account capacity and qualifications of the proposer to execute proposed tobacco prevention activities; whether the proposer can successfully implement the proposed tobacco prevention activities within the time specified, without delay or interference; the character, integrity, reputation, judgement, experience, and efficiency of the proposer; the quality of performance of previous contracts and services; the ability of the proposer to build relationships with target populations, the strength of the evaluation plan proposed; and cost of services.

A maximum of 100 points can be awarded for each proposal. The Evaluation Committee will score the proposals independently. Grant award will be based on total score given by the Evaluation Committee. In the event of a tie score between two or more proposals on completion of the evaluation process, the winning proposal will be determined by tabulation of the additional component of oral presentation criteria. All grant awards are subject to adjustments and contingent upon funding for the youth tobacco use prevention program. **All applicants will be notified of the decision regarding their proposal.**

The proposals shall be evaluated by a committee according to the following criteria:

Evaluation Criteria	Possible Points
<i>Narrative</i>	
Qualifications and Capacity	25
Proposed Activities	40
Partnership and Collaboration	5
Potential Challenge	5
Evaluation Plan	15
<i>Budget</i>	
Budget and Budget Narrative	10
<i>Additional Items</i>	
Appendices	Not counted

SECTION 9. RFP SCHEDULE, INSTRUCTIONS AND COMMUNICATIONS

9.1 RFP Schedule

Listed below are the milestone dates of activities related to this RFP. In the event these dates change, Proposers will be notified via addendum posted on the MSDH website. It is MSDH's goal to meet the dates specified.

Milestone	Date
RFP Posted on the MSDH Website	January 18, 2019
Deadline for Written Questions & Requests for Clarification	January 25, 2019
Responses to Questions & Requests for Clarification Posted	January 31, 2019
Proposal Due	March 1, 2019
Prepare Submitted Proposals for Evaluation	March 4-5, 2019
Proposals Evaluation Period	March 6-19, 2019
Send Out Instructions for Oral Presentations (if needed)	March 21, 2019
Oral Presentations (if needed)	March 28, 2019
Notify Each Agency that Submitted a Proposal	April 5, 2019
Grantee Orientation	July 1, 2019

9.2 Instructions

1. Direct all inquiries and correspondence in writing to,

Billy Rucker
Mississippi State Department of Health
Office of Tobacco Control
805 S. Wheatley Street, Suite 400-A
Ridgeland, Mississippi 39157

2. Contact with any representative, other than that outlined herein, concerning this RFP is prohibited. "Representative" shall include, but not limited to, appointed officials, employees of Mississippi State Department of Health. Any proposer engaging in such prohibited communications may be disqualified at the sole discretion of MSDH OTC.

3. Any questions regarding the RFP shall be submitted in writing by January 25, 2019 at 5:00 p.m. Central Standard Time, to allow time for posting of any necessary addenda before the submission deadline. Questions may be submitted via email at billy.rucker@msdh.ms.gov.

4. Proposals shall be submitted in a sealed envelope labeled "Youth Programs– RFP-2019. Proposers using commercial carriers shall ensure that the proposal is marked on the outermost wrapper. The proposal, in the form of one original and 5 copies, shall be received by 5:00 p.m. Central Standard Time on March 1, 2019 at the Office of Tobacco Control, 805 South Wheatley Street, Suite 400-A, Ridgeland, Mississippi 39157. Any proposals received after the time specified for the receipt of proposals shall not be considered. It is the responsibility of the proposer to ensure that the package is received at the right location and before 5:00 p.m. Central Standard Time.

5. No proposals submitted by email or fax shall be considered. If a proposal is sent by mail, allowance shall be made by the proposer for the time required for such transmission.

6. All proposal material submitted to MSDH OTC will not be returned to proposer.

7. No proposal may be revised, amended, or altered once it is received.

8. Failure of the proposer to comply with the requirements of this RFP or evidence of unfair proposal practices is cause for rejection of the proposal.

9. MSDH OTC shall notify all proposers when a selection has been made. Proposers will also be notified if the MSDH OTC elects to reject all proposals.

10. This RFP does not commit MSDH to make an award, nor shall MSDH pay any costs incurred by a proposer in the preparation and submission of proposals, or costs incurred in making necessary studies for the preparation of proposals.

11. After proposals are submitted, MSDH OTC may request presentations and/or demonstrations of the activities proposed in response to the RFP. MSDH OTC shall contact proposers to schedule such presentations/demonstrations. All presentations/demonstrations shall be at 805 South Wheatley Street, Suite 400-A, Ridgeland, Mississippi 39157.

9.3 Formation of Agreement

1. MSDH OTC reserves the right to award based on the proposal determined to be the best value to the MSDH.
2. MSDH intends to enter into negotiation in an effort to reach a mutually satisfactory agreement, which represents a contractual obligation and shall be executed by both MSDH and the proposer. The agreement shall be based on the proposal documents, the proposal submitted by the selected proposer and items resulting from the associated negotiations.

9.4 Withdrawal of Proposal

Prior to the date and time designated for receipt of proposals, proposals submitted early shall be withdrawn only by written notice to the Director of Youth Programs.

9.5 Submission Requirements

- ✓ The grant application should not exceed 15 pages. This includes qualifications and capacity, proposed activities, partners and collaborators, potential challenges, evaluation plan, budget and budget narrative. The cover page, table of contents, general information section of grant application and appendices do not count towards the page limit.
- ✓ 12-point Arial font
- ✓ Spacing: Double spaced
- ✓ Paper size: 8 ½ by 11 inches
- ✓ Page margins: One inch
- ✓ Printed on one side of page (no two-sided page printing)
- ✓ Page numbers should be placed at the bottom right corner of each page, including appendices. The proposer's name must be displayed in the header or footer of each page.
- ✓ Application should be held together only by metal clips.
- ✓ Spell out acronyms the first time they are used.

All proposals should be in the following order and adhere to the page limit guidelines. Applicants that do not submit proposals in the order below may be disqualified. Resumes, financial documents, and other supporting documentation included in the appendix shall not count against the page limit.

- 1) Organizational Capacity and Qualifications (no more than 3 pages)
 - A. Brief background and history of organization
 - B. Brief description of current programs, activities, number served annually, total revenue, primary sources of revenue and recent accomplishments
 - C. Key staff members and consultants

- D. A summary of organization's history, experience, activities, and values that demonstrate an ability to mobilize priority communities and incorporate youth voice
- 2) Proposed Activities (no more than 6 pages)
 - 3) Partnership and Collaboration (no more 1 page)
 - 4) Potential Challenges (no more than 1 page)
 - 5) Evaluation Plan (no more than 2 page)
 - 6) Budget and Budget Narrative (no more than 2 pages)

NOTICE: 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 proposer 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 proposer will be subject to disclosure by MSDH in accordance with Miss. Ann. Code §§ 25-61-1 et seq., "Mississippi Public Records Act of 1983."

ATTACHMENT 1
GRANT APPLICATION
General Information

Application Date:	
Organization's legal name: (as shown on IRS letter of Determination)	
Doing business as: (if different from legal name)	
EIN#:	
Address:(include city, state and zip code)	
Organization Telephone #:	
Organization Fax #:	
Organization Website:	
Organization Email Address:	
Name of Executive Director: (or top executive)	
Name of main contact for this proposal:	
Main contact's phone #:	
Main contact's email address:	

Name of Board President:	
Board President's phone #:	
Board President's email address:	
Organization's tax exempt status/IRS designation	
Organization's mission statement	
Organization's annual budget	

ATTACHMENT 2
GRANT APPLICATION
Narrative

Today's Date:	
Name of Lead Grant Writer:	
PART 1: QUALIFICATIONS AND CAPACITY (25 POSSIBLE POINTS)	
1A Brief summary of organization's history.	
1B Brief description of organization's current programs, activities, number served annually, total revenue, primary sources of revenue and recent accomplishments.	
1C Who are the key staff members, consultants and/or volunteers who will ensure the success of program activities and what are their qualifications?	
1D A brief summary of organization's activities and values which demonstrate an ability to mobilize priority communities and incorporate youth voice.	
PART 2: PROPOSED ACTIVITIES (40 POSSIBLE POINTS)	
What activities do you intend to provide to achieve each outcome below? Please provide a description of each activity, including: 1) start and end date for each activity, 2) frequency of each activity 3) strategy for recruitment and retention of participants for each activity 4) strategy for continued engagement of participants following completion of each activity.	
<i>A Youth Engagement Pathway</i>	
2A-1. Two thousand youth (grades 9 th -12 th) have been educated on general tobacco issues.	

2A-2. Twenty youth (grades 9th -12th) have been recruited and trained on how to execute tobacco-related activities in target secondary schools.

2A-3. Twenty youth (grades 9th -12th) have engaged one thousand youth (grades 9th -12th) in three (3) tobacco-related activities in target secondary schools.

B Tobacco-free Community Pathway

2B-1. One thousand youth (grades 9th -12th) have been educated on laws related to selling tobacco products to minors.

2B-2. Eighty percent of tobacco retailers within 500 feet of target high schools have been identified and educated on laws related to selling tobacco products to minors.

2B-3. Eighty percent of tobacco retailers within 500 feet of target high schools refrain from selling tobacco products to minors.

C Brand Affinity Pathway

2C-1. Tobacco prevention logo and tobacco prevention messages that resonate with youth (grades 9th -12th) in target secondary schools have been developed.

2C-2. Tobacco prevention logo and tobacco prevention messages have been premarket tested with youth (grades 9th -12th) in target secondary schools.

2C-3. Ten percent of youth (grades 9th -12th) in target secondary schools have been exposed to tobacco prevention logo and at least 1 tobacco prevention message.

PART 3: PARTNERSHIP AND COLLABORATION (5 POSSIBLE POINTS)

3A Provide a list of potential partners and collaborators to assist in implementation of proposed activities.

3B Discuss the resources each partner and collaborator will provide.

PART 4: POTENTIAL CHALLENGES (5 POSSIBLE POINTS)

Identify any potential challenges, risks, or obstacles that might impact the successful implementation of your proposed activities.

PART 5: EVALUATION PLAN (15 POSSIBLE POINTS)

4A Discuss how you will measure the effectiveness of program activities, including the proposed metrics and evaluation tools that will be used.

ATTACHMENT 3

BUDGET (10 TOTAL POINTS)

Note: Proposer shall provide a detailed budget of expenditures for the services and activities for July 1, 2019 – June 30, 2020 to include the following authorized budget categories.

Category	Details	Total Cost
<p>Personnel</p> <ul style="list-style-type: none"> • Include costs of gross salaries and wages, including the number of hours to be dedicated to the program. Fringe Benefits must not exceed 34% of salary. 		
<p>Travel</p> <ul style="list-style-type: none"> • Travel category must not exceed 10% of the overall budget. 		
<p>Commodities</p> <ul style="list-style-type: none"> • Include office supplies, program materials, etc. Commodities category must be 10% to 15% of overall budget. 		
<p>Operating expenses (Contractual)</p> <p>Inclusive of rental space</p>		

fees, utilities, etc.. Indirect costs must not exceed 10% of the total Personnel budget, without an approved federal indirect cost agreement letter on file with MSDH OTC.		
One-time expenses <ul style="list-style-type: none"> • One-time expenses category not to exceed \$10,000. • One-time expenses include costs, such as office furniture; equipment (computers, printers, fax machines, copiers, camera, etc.) needed to implement program activities. 		
Total:		

ATTACHMENT 4

BUDGET NARRATIVE

1.) Explain expenditures identified in the budget. Describe how the proposed budget supports the administrative and programmatic activities necessary to achieve outcomes.

2.) Describe staff positions that will be funded in whole or in part by this award. Each position (including contractual staff) should be justified and relevant to program activities. Similar justification should be provided for travel items, equipment, contractual services, supplies, etc.

3.) Explain fiscal control and accountability systems used to track expenditures.



MISSISSIPPI STATE DEPARTMENT OF HEALTH

**Youth Tobacco Prevention Services
Request for Proposals
Frequently Asked Questions**

1. Why does this Youth Tobacco Prevention Project target high school students?

This youth tobacco prevention project was designed to target the age group of youth with the highest cigarette smoking rate. According to Mississippi's latest Youth Tobacco Survey (YTS) results, the current cigarette smoking rate is at 7.2% among high school students and 1.5% among middle school students. Additionally, the YTS results highlight the fact that 12th graders are more likely to be current smokers than 9th graders.

2. Can funds awarded to support this Youth Tobacco Prevention Project be utilized to develop and implement activities that target at-risk youth in grades K-8?

Awarded funds for this youth tobacco prevention project should be used to develop and implement activities that target high school students current enrolled in grades 9-12.

3. Can funds awarded to support this Youth Tobacco Prevention Project be utilized to address e-cigarette and/or smokeless tobacco use among youth?

Awarded funds for this youth tobacco prevention project should be used to develop and implement activities that will reduce the cigarette smoking rate among high school students in Mississippi. MSDH OTC will work with partners and collaborators to address the dangers of e-cigarettes and smokeless tobacco products through other tobacco prevention projects.

4. Why does this Youth Tobacco Prevention Project target homeless, rural Caucasians, African American, and low socioeconomic status (SES) students?

Youth, who are homeless, rural Caucasians, African Americans, and those individuals living below the federal poverty line are at higher risk of mortality from cigarette-related disease, compared to the general population.

5. Is homelessness a major issue among students in Mississippi?

Yes. In 2016-2017, Mississippi school districts identified 10,994 students who met the McKinney-Vento Act definition of homeless students.

6. Who will evaluate written proposals?

MSDH OTC has appointed a committee to evaluate written proposals. The committee will include community members, tobacco prevention professionals, and youth engagement experts.

7. Who will review oral presentations?

The review panel for oral presentations will consist of proposal evaluators and MSDH OTC staff.

8. Will MSDH pay or reimburse any costs incurred during the application process?

The applicant is solely responsible for all costs incurred during the process of submitting a proposal in response to the RFP.

9. Will proposals from organizations outside of the state of Mississippi be reviewed?

Proposals from organizations outside of the state of Mississippi will be reviewed. Applicants must demonstrate the capacity to successfully implement tobacco prevention activities within the state of Mississippi.

10. Can proposers submit questions regarding the RFP after January 25, 2019 5:00 p.m. Central Standard Time?

Proposers are not to submit questions related to this RFP after January 25, 2019 5:00 p.m. Central Standard Time (CST). Responses to all questions submitted before this deadline will be posted on MSDH's website on January 31, 2019.

11. Which types of organizations are eligible to apply for funding?

The MSDH OTC is inviting all interested organizations (non-profit, for profit, etc.) with the capacity to conduct activities to achieve desired outcomes as outlined in the RFP.

12. When will the notification status be provided to applying proposers?

All applicants will receive written notification regarding the status of their proposal on April 5, 2019.

13. How will notifications be provided to the accepted proposer?

Notifications will be sent to all applicants in writing via the US Postal Service.

14. When will funds be disbursed to the accepted proposer?

Funds will be provided on a reimbursement basis. Accepted proposer must have the ability/resources to execute proposed activities and to wait for reimbursement for activities.