

North Carolina Health and Wellness Trust Fund Commission

College Tobacco Use Prevention and Cessation Initiative Request for Proposals

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Note: This RFP outlines the purpose and background of this initiative and also provides useful resources to which applicants can refer. In order to apply for a grant under this RFP, you are encouraged to complete a Microsoft Office-based application available at HWTFC's website (www.HWTFC.org). However, if you do not have Internet access, you may contact the HWTFC office to obtain copies of these forms.

REVIEW CRITERIA FOR APPLICATIONS

TIMELINE

Health and Wellness Trust Fund Commission

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**7090 Mail Service Center
Raleigh, NC 27699**

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**501 N. Blount St.
Raleigh, NC 27604**

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North Carolina Health and Wellness Trust Fund Commission

College Tobacco Use Prevention and Cessation Initiative *Initiative to Address Tobacco Use Prevention and Cessation among North Carolina College Students*

PURPOSE

In order to expand its ongoing teen tobacco use prevention and cessation initiative, the Health and Wellness Trust Fund Commission (HWTFC) announces the availability of new grant funding to support efforts to prevent and reduce tobacco use among North Carolina college students who are between the ages 18 and 24. Funds are available for colleges, universities, community colleges and other organizations that are eligible to receive HWTFC funds for projects that seek to:

- Prevent initiation of tobacco use among young adults ages 18-24,
- Eliminate exposure to secondhand tobacco smoke on college campuses,
- Promote tobacco use cessation among young adults ages 18-24, and
- Eliminate tobacco-related health disparities among young adults ages 18-24.

These goals are linked to a document entitled: *Vision 2010: Comprehensive Plan to Prevent and Reduce the Health Effects of Tobacco Use*, published by NC Tobacco Prevention and Control Branch (TPCB), NC Department of Health and Human Services. This document is available on the web at www.communityhealth.dhhs.state.nc.us/tobacco/Tobacco%20Prevention.pdf. This plan established community-based initiatives as a cornerstone of an effective effort to prevent and reduce the negative health effects of tobacco use, with an emphasis on evidence-based policy interventions.

For a history of HWTFC funding initiatives, including the HWTFC Teen Tobacco Use Prevention and Cessation Initiative and the related media campaign, “Tobacco.Reality.Unfiltered” (TRU), visit the HWTFC website (www.HWTFC.org).

An applicant organization can only submit one proposal on which it serves as the lead applicant organization. Grant awards for successful applicants will be for the period July 1, 2005 through June 30, 2007.

BACKGROUND

Tobacco use is the number one preventable cause of premature death and disease in North Carolina and the nation (U.S. Department of Health and Human Services, 2000). Tobacco use contributes to more than 14,000 deaths annually among adults in North Carolina (State Center for Health Statistics, NC Department of Health and Human Services, 2003).

Statewide efforts to address tobacco use and exposure to secondhand smoke (SHS) have been primarily focused on youth ages 12-17 and adults. However, recent studies show that 18-24 year olds represent the only group in which smoking rates are rising rather than falling (American Cancer Society, 2004). A significant gap exists in addressing tobacco use and exposure to SHS among young adults, ages 18-24. College students are especially vulnerable to tobacco addiction. Nationally, 29% of college students are current smokers. The prevalence of college

students who reported current cigarette smoking rose 28% between 1993 and 1997, while the proportion of students who quit in the previous year decreased (Wechsler, 1998). Freshmen and women represent the youngest and most vulnerable populations to start smoking in college. In North Carolina, 27.8% of 18-24 year olds smoke, 57.7% of whom have tried to quit in the last year (CDC Behavioral Risk Factor Surveillance System, 2003). Colleges and universities across North Carolina are challenged with helping the three quarters majority remain non-smokers, and encouraging current smokers to quit.

Interventions to address tobacco use among college students include promoting smoke-free policies, especially in dormitories, offering cessation counseling to young adult smokers, and promoting social norms media campaigns. The promotion of smoke-free dormitories and other smoke-free policies on campus helps protect nonsmokers as well as reinforces the notion that smoking is socially unacceptable. Students entering college as nonsmokers are 40% less likely to take up smoking when they live in smoke-free dorms (Harvard, 2002). Nationally, only 56% of college campuses offer cessation programs even though three-quarters of students who smoke want to quit (Bacchus & Gamma, 2002). College students require specialized cessation services, including addressing newfound personal freedom, weight-control issues, stress management, pharmacological aids and convenience (University of Minnesota, 2001).

In the last year, an increasing number of college campuses and affiliated organizations in North Carolina have become interested in systematically addressing tobacco use on college campuses by forming coalitions to advocate for policy change. This RFP is designed to support college coalitions that are actively involved as well as to promote new coalitions to advocate for policy change to prevent and reduce tobacco use among young adult populations.

GENERAL GUIDELINES

Applicant organizations are encouraged to consider adapting existing program models, where feasible, and to consider incorporating strategies from the evidence-based tobacco prevention and control interventions detailed in the Guide to Community Preventive Services, (see www.thecommunityguide.org/tobacco) and the Centers for Disease Control and Prevention (CDC) *Best Practices for Comprehensive Tobacco Control Programs*, (www.cdc.gov/tobacco/bestprac.htm). Applicants should also review the American College Health Association's *Position Statement on Tobacco Use on College and University Campuses* (Appendix A). A list of related websites is provided below as a resource for reviewing pertinent information.

National:

- www.thecommunityguide.org/tobacco
- www.ttac.org/colleges
- <http://www.tobaccofreeu.org/>
- www.acha.org/info_resources/tobacco_statement.pdf
- www.cdc.gov/tobacco
- www.cdc.gov/tobacco/evaluation_manual/contents.htm
- www.tobacco.neu.edu
- www.who.int/topics/tobacco/en/
- www.epa.gov/iaq/ets
- www.nci.nih.gov

- www.ama-assn.org/ama/pub/category/3229.html
- www.lungusa.org/tobacco
- www.cancer.org
- www.smokefree.gov
- www.tobaccofreekids.org
- http://www.cancer.org/docroot/COM/content/div_NE/COM_4_2x_Smoke-Free_New_England.asp?sitearea=COM

North Carolina:

- <http://www.communityhealth.dhhs.state.nc.us/tobacco.htm>
- <http://www.smokefreenc.org/colleges/>
- www.workingsmokefree.com
- www.realityunfiltered.com
- www.stepupnc.com
- www.questionwhy.org

THE PROGRAM

A. Who May Apply

Under the NC General Statutes, an organization is eligible to receive a grant from HWTFC if it fits into any of the following categories:

- A state agency
- A local government or other political subdivision of the state or a combination of such entities
- A nonprofit organization which has as a significant purpose promoting the public's health, limiting youth access to tobacco products, or reducing the health consequences of tobacco use

Other entities interested in reducing tobacco use amongst the target population may apply in partnership with an eligible organization, which is functioning as the lead applicant organization for the grant. This lead applicant organization is responsible for fiscal and overall grant program management including the performance of any subcontractor or partner. The lead applicant organization must act as the fiscal agent for the grant.

It is anticipated that grants will be awarded to applicants that are structured as follows:

- **Lead Applicant Organization:** Typically, an administrative unit within a two-year or four-year college, university, or community college program; or a public health nonprofit or governmental organization. This lead applicant organization is responsible for fiscal and overall grant program management including the performance of any subcontractor or partner. The lead applicant organization must act as the fiscal agent for the grant.
- **Application Partnership:** This is a formal agreement among partnering organizations, including the lead applicant organization, to implement the proposed program. These organizations are listed as co-applicants, and could include additional college or university programs, other community-based organizations, voluntary agencies, non-profits, faith communities and substance abuse programs, among others.

- Collaborating Organizations/Individuals: HWTFC encourages the broadest possible coalition building among diverse organizations, dedicated to achieving the goals of this Initiative. Collaborating entities may include, but are not limited to, multiple college divisions or organizations, and individuals within those organizations, such as health care providers, student leaders, administrative leaders, and non-traditional partners. These entities are not listed as co-applicants.

B. Program Categories

HWTFC will consider grant applications from organizations submitting a proposal providing services for *either* a Planning or Implementation Project:

1. Planning Projects. Funds will be available to eligible organizations who seek to develop a college, university or community college coalition to advocate for an integrated campus wide tobacco education, prevention and control program and that do not have a significant history of prior collaboration around this issue. Initial activities will include analysis and prioritization, preliminary design, and strategy and coalition development. Funding will cover the development and training of a core team that includes a minimum of four (4) student leaders, a project coordinator, and at least one (1) campus sponsor. Funds will also be used to develop collaborations with potential partners and stakeholders on campus and in the surrounding community, the collection of preliminary data through surveys and research to assess campus wide opinion and policy, and initial implementation of an action plan.

Applications that can demonstrate the following will receive greater consideration:

- Ability to form an active coalition that includes students, faculty and staff;
- Ability to show administrative support for the coalition;
- Need for a college-based coalition to reduce tobacco use among young adult populations;
- Ability to garner earned media support for coalition activities;
- Prior ability to effect policy change on a college campus.

2. Implementation Projects. Funds will be available to eligible organizations that have existing college, university or community college campus coalitions ready to immediately advocate for stronger tobacco use prevention and/or cessation programs and which address specific campus needs and program objectives. Implementation funds should maximize campus collaboration and participation to fill current service gaps, enhance existing services, and strengthen policies. **Applications for Implementation Projects are encouraged to address multiple program goal areas to ensure a comprehensive approach.**

Applications that can demonstrate the following will receive greater consideration:

- Prior policy analysis, development and implementation of college-based tobacco use prevention and control policies;
- Ability to implement and promote cessation programs;
- Prior ability to implement programs and policies that limit secondhand smoke exposure among college populations;
- Implementation of programs that reach students experiencing higher than average rates of tobacco use or exposure to secondhand smoke (e.g. freshmen, athletes, fraternity and sorority members);

- Strengthening of campus-based coalitions and community partnerships;
- Prior and current administrative support for the coalition;
- Ability to expand an active coalition of students, faculty and staff;
- Ability to form new partnerships in the community;
- Ability to garner earned media support for coalition activities.

Implementation and planning proposals will not be expected to utilize funds to develop new social marketing materials or paid media to achieve program goals. HWTFC will utilize a statewide media vendor to develop and promote a statewide Quitline (also funded by HWTFC) for young adult smokers. Proposals will be expected to help promote the statewide Quitline through their coalitions to young adult college smokers, particularly among those with disparate rates of tobacco use. Proposals will also be expected to utilize social marketing materials developed by HWTFC, its media vendor and its technical assistance and training vendor.

C. Proposal Specifications

HWTFC is most interested in funding proposals that are consistent with Best Practice activities and include interventions that are known to be effective. Each successful applicant must use the funds to conduct activities that support the goals, objectives and activities listed below. The activities associated with each goal and objective are proven to be successful and serve as clear guidance to grant applicants. Proposals should be based on identified needs of the college campus community. While HWTFC does not require applications for Planning Projects to address all goal areas listed below, applications for Implementation Projects should carry out activities that support a more comprehensive approach. HWTFC encourages grantees to integrate multiple complementary strategies and activities when possible in order to impact each of the goal areas.

Successful proposals must include program plan activities that demonstrate the applicant organization(s) ability to create sustained community/campus-based support for tobacco use prevention and cessation efforts among college students by developing campus-based coalitions, alliances or partnerships with campus/community groups including those not traditionally involved in tobacco use prevention and cessation.

Requested funding must be commensurate with the size and scope of the proposed project. The proposals of successful applicants will be incorporated into the grant agreement with HWTFC as the scope of work for the project.

As a condition of receiving a grant award, HWTFC requires that each grantee participate in a state-level outcomes study using a computer-based activity tracking system. The system tracks specific program indicators to measure project progress toward meeting goals and objectives. Grantees will receive training and support to utilize the system to track progress. Potential goals, objectives, activities and indicators to be used in the development of proposals are identified below.

D. Potential Program Indicators

GOAL 1: PREVENT INITIATION OF TOBACCO USE AMONG YOUNG ADULTS AGES 18-24
OVERALL OBJECTIVES:

A. Increase the proportion of college students ages 18-24 that have never smoked

A1. Encourage college students to become tobacco use prevention advocates.

Potential Program Indicators for this activity:

- *the number of skill building trainings offered to college students*
- *the number of college students trained*
- *the number of student-led policy initiatives*
- *the number of college students actively involved in planning and implementation of tobacco prevention and/or policy change initiatives*

A2. Provide tobacco use prevention education on college campuses and among the campus community

Potential Program Indicators for this activity:

- *the number of tobacco prevention education activities*
- *the number of students reached by tobacco prevention activities*

A3. Promote social normative messages

Potential Program Indicators for this activity:

- *the number of earned media messages promoting social normative messages that are published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign in content and timing*
- *the amount of media materials disseminated*

B. Increase the proportion of colleges and universities that are tobacco-free for all students, staff and visitors on campus property and at university-related or university-sponsored events and functions on or off campus

B1. Advance the adoption and enforcement of a comprehensive Tobacco Free Campus (TFC) policy (See Appendix A for *Components for Successful Tobacco-Free Campus Intervention.*)

Potential Program Indicators for this activity:

- *the number of earned media messages encouraging adoption and compliance with a comprehensive TFC policy that are published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign in content and timing*
- *the number of presentations to and meetings with campus community leaders and key decision makers (e.g., Chancellor's Office, resident housing association)*

C. Reduce the access to and appeal of tobacco products on campus

C1. Advocate for the adoption of policies that eliminate the sale, advertising, and promotion of tobacco products anywhere on campus property, in campus-run publications and media outlets, and at all university affiliated events (e.g. fraternity parties)

Potential Program Indicators for this activity:

- *the number of earned media messages encouraging adoption of policies banning the sale and promotion of tobacco products on campus that are published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign in content and timing*
- *the number of meetings with campus organizations to encourage implementation and enforcement of policies banning on-campus tobacco sales, promotion, and advertising*
- *the number of policies adopted that eliminate the sale, advertising, and promotion of tobacco products anywhere on campus property*

GOAL 2: ELIMINATE EXPOSURE TO SECONDHAND SMOKE ON COLLEGE CAMPUSES

OVERALL OBJECTIVE:

A. Increase smoke-free policies in both indoor and outdoor areas on campus such as: dormitories, academic and administrative buildings, dining facilities, coliseums and athletic facilities, fraternity and sorority housing, university owned vehicles, building entryways, and outdoor corridors and walkways.

A1. Educate college students and campus community members to advocate for the adoption of smoke-free policies in indoor/outdoor campus areas

Potential Program Indicators for this activity:

- *the number of earned media messages promoting adoption of smoke-free policies published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign in content and timing*
- *the number of educational presentations to students and campus community groups and organizations*
- *the number of meetings with managers of indoor/outdoor areas (e.g. dining services, athletic facilities)*
- *the number of student/staff survey campaigns or petition drives whose findings are disseminated to managers and campus administrators*

A2. Indoor/outdoor campus areas adopt or advance toward a smoke-free policy.

Potential Program Indicators for this activity:

- *the number of areas adopting improved smoke-free policy*
- *the number of areas adopting smoke-free policies*
- *the number of earned media messages regarding changed smoke-free policy*

GOAL 3: PROMOTE CESSATION AMONG COLLEGE STUDENTS

OVERALL OBJECTIVE:

A. Increase the proportion of college students ages 18-24 who quit using tobacco

A1. Provide college students with access to effective tobacco use cessation resources through promotion of the statewide Quitline funded by HWTFC, implementation of smoking cessation counseling that meets (5A's) Clinical Practice Guidelines, and

education on nicotine replacement therapy (NRT) and other FDA approved cessation medication.

Potential Program Indicators for this activity:

- *the number of earned media messages promoting cessation published or aired, in collaboration with the HWTFC media team and consistent with the state wide media campaign in content and timing*
- *the number of trainings coordinated for Student Health Services on cessation counseling*
- *the number of presentations promoting the Quitline, 5A counseling, and NRT or other approved cessation therapies*
- *the number of students attending cessation counseling*

GOAL 4: REDUCE HEALTH DISPARITIES AMONG COLLEGE STUDENTS ATTRIBUTABLE TO TOBACCO USE

Note: CDC defines Disparity as a disproportionate health burden compared to the US population as a whole. HWTFC defines disparity for this initiative as a disproportionate burden from the health consequences of tobacco use compared with the NC population as a whole. HWTFC seeks applicants through this RFP to work toward “Parity” – the state or condition of being equal in health burden - by decreasing tobacco use prevalence for the groups with the highest rates of smoking, decreasing tobacco use and exposure to secondhand smoke and increasing cessation rates for the groups with the lowest quit rates. This requires involving minority and disparate populations proportionately in planning, decision-making and obtaining appropriate access to resources.

OVERALL OBJECTIVE:

A. Decrease the proportion of college students from minority and other priority populations identified with tobacco-related health disparities who use tobacco products

A1. Encourage students from identified disparate populations to become tobacco use prevention advocates.

Potential Program Indicators for this activity:

- *the number of skill-based trainings designed specifically for students from identified populations*
- *the number of students from identified populations trained*
- *the number of college student tobacco use prevention events designed specifically for students from identified populations*
- *the number of policy change initiatives led by college students from identified populations*
- *the number of college students from identified populations actively involved in planning and implementation of college tobacco prevention and/or policy change initiatives*

A2. Partner with campus community groups and organizations working with students from identified populations.

Potential Program Indicators for this activity:

- *the number of presentations to diverse campus community groups and organizations*
- *the number of new partnerships with diverse campus community groups and organizations*

A3. Develop and disseminate culturally-sensitive, tobacco use prevention materials.

Potential Program Indicators for this activity:

- *the number of culturally-sensitive earned media messages published or aired, in collaboration with the HWTF media team and consistent with the state wide media campaign in content and timing*
- *the number of culturally-sensitive materials disseminated to disparate populations.*

GRANT TERMS

Each recipient must enter into an initial 12-month grant contract that will be renewed annually, subject to continued availability of funds and satisfactory program performance.

Grant awards for *Planning Projects* will be in an amount up to **\$20,000 per year** for the period July 1, 2005 through June 30, 2007 (**\$40,000 total**). Grant awards for *Implementation Projects* will be in an amount up to **\$40,000 per year** for the period July 1, 2005 through June 30, 2007 (**\$80,000 total**). HWTFC allows a maximum of 10% of total awards to go toward indirect costs. Applicants should include indirect costs in their budget proposals and total budgets should not exceed the above amounts.

Applicants should also allocate funds in their budget for attendance at an annual statewide meeting for grantees. Estimated registration and travel expenses are \$500 per person each year. Grantees should also allocate an appropriate amount based on the size of the target population for local media and purchase of social marketing material developed by HWTF, its media vendor and its technical assistance and training vendor.

Applications serving larger college populations and those involved in larger collaborations may apply for funding above the limits established above with strong justification. Organizations that plan to submit proposals above the established limits *must notify HWTFC staff in writing prior to finalizing their application so that the rationale for the larger grant amount request can receive preliminary approval*. The notification should include a brief description of the proposed project and be submitted by email to hwtfc@ncmail.net.

HWTFC expects to receive more requests than can be funded. Therefore, submission of a grant application does not guarantee receipt of an award. Furthermore, grants that are awarded may not be funded at the requested amount. Final awards will be commensurate with the size and scope of the proposed activities. HWTFC reserves the right to conduct pre-award interviews or on-site assessments.

Successful applicants will designate one of the following methods for receipt of the grant funds:

- An initial payment of 25% of the first term approved budget, followed by reimbursement of the amount submitted on the monthly expense report, until such time as the grand total of payments made to the grantee equals the total amount of the grant award.
- Reimbursement of the amount submitted on the monthly expense reports without the initial payment.

System requirements for the computer-based activity tracking system are listed in the Application. HWTFC staff or its Outcomes Evaluator may require specific reports or information, make periodic site visits and conduct telephone interviews as needed, to document program implementation and operation. Successful applicants will be provided training and technical assistance in the proper use of the system and the submission of the information for central data processing, including 6-month and annual progress reports. Applicants should estimate 4-5 hours/month of staff time for the program activity tracking system and other state-level outcomes tracking. Additional local evaluation efforts are permitted but must be definitively different from the state-level outcomes study and fully described in the proposal narrative.

Successful applicants will be required to submit monthly grant expenditure reports to HWTFC. A final cumulative progress report and comprehensive financial report will be due 30 days after the end of the grant period.

To avoid any real or perceived conflict of interest with tobacco manufacturing and related entities, grant recipients must not currently accept any grants or anything of value from any tobacco manufacturer, distributor, or other tobacco-related entities. A conflict of interest does not exist when these tobacco manufacturing and related entities' grant funds or items of value are totally for NON-tobacco related purposes and do not present any danger of either promotion or use of tobacco products or otherwise conflict with policies and programs known to prevent and reduce teen tobacco use.

Use of HWTFC Grant Funds

Grant funds must be used exclusively to support the approved project and spent in accordance to the grant contract and approved project budget. Each year, all grantees must certify the proper use of the funds.

Grant funds may be used for staff salaries, project-related travel, supplies, limited amounts of equipment and other direct expenses essential to the project. These expenses must be budgeted to the categories and line items identified in the Budget and Financial Requirements section of the application for HWTFC grant funds.

Grant funds may not support any efforts to engage in any political activities or lobbying including, but not limited to, support of or opposition to candidates, ballot initiatives, referenda, or other similar activities. Grant funds may not be used for research studies, unless this research is directly linked to evaluation purposes, or to substitute for funds currently supporting similar services.

Successful applicants who elect to receive the 25% initial payment described in the Grant Terms section above must place all sums not immediately spent in a segregated, interest bearing account that is fully insured for the maximum amount of money that will be placed in the account.

Auditing and Reporting Requirements

All grantees are required to comply with G.S. 143-6.1 and G.S. 143-6.2. Complete details are available at www.ncauditor.net. In general, this state law requires that all grant recipients that are nongovernmental entities and receive at least \$15,000 but less than \$300,000 in combined state funds annually must file with the State Auditor and each of the funding entities a sworn accounting of receipts and expenditures of these funds. All grant recipients that are nongovernmental entities and receive \$300,000 or more in combined state funds annually must file with the State Auditor and the funding entities an audited financial statement as prescribed by the State Auditor.

A single audit is required if a unit of government or public authority expends \$300,000 or more of combined state awards in either a federal program (such as a state match) or a state program. Nongovernmental entities are not required to perform a single audit based only on state awards expenditures.

APPLICATION PROCESS

Only one proposal from each applicant organization will be accepted. All applicants must submit a complete written application by the deadline identified in the Timeline section below in order to be considered for a grant award. Applicants are strongly encouraged to use the Microsoft Word-based online application found at www.hwtfc.org, comprised of Parts I, II and III of the Application. Applicants also need to complete and submit the Microsoft Excel-based budget format (referenced in Part III of the Application and available on the HWTFC website, www.hwtfc.org). In addition, for applications to be considered complete, the Additional Materials listed in Part IV are mandatory and must be sent by mail or delivery service in one package, postmarked by the application deadline identified in the Timeline section below.

For your convenience, brief descriptions of the application sections are:

Part I: Standard HWTFC Grant Application

Applicant Organization(s)

Identifying and contact information for the lead applicant organization.

Grant Summary

Summary of proposed plan of work to achieve the goals and objectives of the project, comprised of a brief synopsis of the proposal, the total amount of funds requested, the counties served and a summary description of the overall project with a specific statement of how these goals and objectives meet the statutory purposes of HWTFC.

Co-Applicant/Partnership Summary

Specific Areas of Service

Free Text

Part II: Proposed Project

Description of Need

Demographics, campus infrastructure and current activities that demonstrate the necessity for the proposed services.

Proposed Program Plan

Description of the proposed plan of work, including goals, objectives, intervention strategies, target audience, timelines, sustainability plan for program continuation, plan to increase healthcare capacity and results of previous efforts.

Organizational Capacity

Overview of the lead applicant organization and co-applicants, including staffing, experience, partnerships, media support and youth involvement.

Outcomes and Local Evaluation Plan

Description of expected outcomes, procedures to measure progress toward goals and objectives and definition of long term impact of the project.

Part III: Proposed Budget and Fiscal Information

Detailed budget and narrative for proposed plan of work including direct personnel support expenses, other than personnel support expenses, travel expenses and indirect costs. The approved Microsoft Excel-based budget format and detailed descriptions of budget categories and line items are available on the HWTF website, www.hwtfc.org.

Part IV: Additional Materials

For applications to be considered complete, the following items are mandatory and required by the NC Administrative Code, with the exception of item #5. These additional materials must be sent by mail or delivery service in one package, postmarked by the application deadline identified in the Timeline section below.

1. Completed and signed “Agreement and Certification” form (available on the HWTF website, www.hwtfc.org).
2. Letters of Agreement (consent) from all partnering organization (agencies other than the fiscal agent/lead applicant organization that will be receiving funds from this grant as subcontractors to the lead applicant organization).
3. At least three (3) Letters of Support from collaborating individuals or organizations (other than partnering organizations submitting letters of agreement).
4. A list of three (3) references whom the Commission may contact regarding the lead applicant organization’s ability to achieve results through grant funding.
5. Evidence of paid and earned media that resulted from previous teen tobacco use prevention and cessation activities if available.
6. Copy of letter of determination of nonprofit status from IRS or proof of lead applicant organization’s status as a state agency, local government or other political subdivision of the state.
7. Budget of the lead applicant organization, clearly demonstrating the source for all in-kind contributions included in the project budget and reflecting expected income from other sources which have been applied for or have been received that will be used as matching funds for the project.
8. Most recent audit of the lead applicant organization.
9. List of lead applicant organization’s teen tobacco use prevention and cessation programs funded by grants or awards in the last five years, including the grant award amounts and the names of granting entities.
10. Nonprofit organizations must submit the following information for the lead applicant organization:
 - mission statement and organizational goals
 - board of directors
 - organizational history
 - current programs, activities and accomplishments

- list of contributors to the organization with the amounts given for the current year as reported on the Lead Applicant Organization's IRS Form 990. Applicants may submit either the IRS Form 990 or another document with this same information such as an Annual Report. (This information will be used to determine potential conflicts of interest and will be kept CONFIDENTIAL. This information will be shared only with HWTFC Commissioners and select HWTFC staff.)

Note: Applicants unable to submit the application by email must notify HWTFC in writing via email or fax. Mailed applications submitted without notifying HWTFC and faxed copies may not be considered for funding. Mailed applications must contain an original plus two copies and be postmarked by the deadline identified in the Timeline section below. Mailed applications must be typed or printed on the approved application form provided by HWTFC. Applicants unable to utilize the email application process are recommended to provide an electronic copy in a format such as a formatted diskette or CD-ROM using Microsoft Word, if at all possible.

Questions concerning application preparation should be submitted in writing via email to hwtfc@ncmail.net or via fax at (919) 733-1240. Conference calls will be held in to discuss the application process and initiative goals and objectives (please see Timeline section below for details).

REVIEW CRITERIA FOR APPLICATIONS

Applications submitted in response to this RFP will be evaluated and ranked by an objective review panel of HWTFC Commissioners based on recommendations from HWTFC staff and outside experts. During the review of the application, HWTFC may consider who will benefit from the grant, how many will benefit from the grant, cost of administering the grant, capacity building and sustainability of the grant application, whether the grant will benefit the health and wellness of the residents of the State in a measurable manner and the existence of related tobacco use prevention and cessation strategies in the area. HWTFC may consider the applicants' past performance of grants and publicly funded projects when awarding grants. Additionally, the monthly grant expenditure reports and spending patterns of organizations that are currently receiving HWTFC funding will be analyzed as part of the review process.

Proposals will be evaluated based upon the following criteria:

- **Description of Need: 10% of Total Score**
- **Proposed Program Plan: 45% of Total Score**
- **Organizational Capacity: 25% of Total Score**
- **Commitment to participation in Outcomes Evaluation: 10% of Total Score**
- **Proposed Budget and Fiscal Information: 10% of Total Score**

TIMELINE

March 29, 2005	RFP announcement
April 15 and 18, 2005 3:30 PM	Technical Assistance conference calls for grant applicants Pre-registration for the calls by April 11, 5:00 PM required: contact Sherry Heuser at sherry.heuser@ncmail.net Email questions regarding the RFP to hwtfc@ncmail.net
April 28, 2005 5:00 PM	APPLICATIONS DUE
Early May 2005	Proposal Review Process
Planned for mid-May 2005 (check HWTFC website for updated information)	Awards announced
July 1, 2005	Effective date of grant contracts for new HWTFC grant applicants

ACHA Guidelines

Position Statement on Tobacco on College and University Campuses

The American College Health Association (ACHA) acknowledges and supports the findings of the Surgeon General that tobacco use in any form, active and/or passive, is a significant health hazard. ACHA further recognizes that environmental tobacco smoke has been classified as a Class-A carcinogen. In light of these health risks, ACHA has adopted a NO TOBACCO USE policy and encourages colleges and universities to be diligent in their efforts to achieve a campuswide tobacco-free environment.

ACHA joins with other professional health associations in promoting tobacco-free environments. According to the ACHA-National College Health Assessment (ACHA-NCHA) conducted in spring 2004, 79% of college students described themselves as non-smokers (never smoked or have not smoked in the last 30 days); 97% described themselves as non-users of smokeless tobacco (never used or have not used in the last 30 days). ACHA supports the health goals of the U.S. Public Health Service to reduce the proportion of adults who smoke to below 12% by the year 2010 and to positively influence America's college students to help them remain or become tobacco-free. Additionally, ACHA actively supports the Healthy Campus 2010 goals to reduce cigarette smoking by college students to below 10.5% and smokeless tobacco use to below 1.0% by the year 2010.


Efforts to promote tobacco-free environments have led to substantial reductions in the number of people who smoke, the amount of tobacco products consumed, and the number of people exposed to environmental tobacco hazards. ACHA acknowledges that achieving a tobacco-free environment requires strong leadership and support from all members of the

campus community. Because the improvements to health can be so significant, ACHA recommends the following steps be taken to address policy, prevention, and cessation as it pertains to tobacco issues:

1. Develop a strongly worded tobacco policy that reflects the best practices in tobacco prevention, cessation, and control.
2. Inform all members of the campus community by widely distributing the campus tobacco policy on an annual basis.
3. Offer and promote prevention and education initiatives that actively support non-use and address the risks of all forms of tobacco use.
4. Offer and promote programs and services that include practical, evidence-based approaches to end tobacco use.
5. Prohibit the campus-controlled advertising, sale, or free sampling of tobacco products on campus or in campus-controlled situations, properties, and environments.
6. Prohibit the sponsorship of campus events by tobacco-promoting organizations.
7. Prohibit tobacco use in all public areas of the campus, including but not limited to:
 - a. Classrooms, lecture halls, auditoriums, laboratories
 - b. Museums, libraries, gymnasiums, stadiums/coliseums
 - c. Building entrances, waiting areas, halls, restrooms, elevators, stairs

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| <ul style="list-style-type: none">d. Health facilities, counseling centers, child care centerse. Buses, vans, all other campus vehiclesf. Within 20 feet of all campus buildingsg. Meeting rooms, private officesh. Dining facilities <p>8. Prohibit tobacco use in all residence halls, dormitory facilities, and other campus-owned, affiliated, and sanctioned housing, including but</p> | <p>not limited to: lounges, hallways, stairwells, elevators, restrooms, laundry rooms, and shared and private rooms.</p> <ul style="list-style-type: none">9. Clearly identify all tobacco-free areas with signs.10. Prohibit the use of smokeless/spit tobacco in all facilities.11. Support and provide a process for frequent and consistent enforcement of all tobacco-related policies, rules, and regulations. |
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Prepared by the ACHA Alcohol, Tobacco,
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