



**NATIONAL ASSOCIATION OF  
CHRONIC DISEASE DIRECTORS**  
Promoting Health. Preventing Disease.

**Funding Opportunity Announcement for Public Relations and  
Media Organizations to Implement Selected Action Items  
developed by the Cancer Prevention across the Lifespan  
Workgroup: Putting Scientific Evidence for Primary Cancer  
Prevention into Public Health Practice**

**REQUEST FOR APPLICATIONS**

The National Association of Chronic Disease Directors (NACDD), with support from the Centers for Disease Control and Prevention (CDC), announces the availability of funds for experienced media or public relations firms to develop relevant, culturally competent, and health-literacy sensitive communication campaigns in various media to disseminate health communications, program and evaluation tools to diverse audiences. Funds from this announcement will be used by one grantee to implement selected action items beginning in January 2019.

The goal of this announcement is to: (a) improve the use of communication and information technology to affect health decisions and actions; (b) increase the availability of innovative, practical resources to empower public health practitioners, policy makers and community leaders to implement evidence-based approaches to cancer prevention.

**Informational Conference Call:  
November 8, 2018 at 1pm EST**

**Applications due: November 26, 2018**  
**No later than 8:00 p.m. EST**

**For further information:**  
Please contact Leslie Best at [lbest@chronicdisease.org](mailto:lbest@chronicdisease.org)



## **PURPOSE, BACKGROUND, AND EXPECTATIONS**

### **Purpose**

Opportunity grants for Public Relations and Media Organizations to Implement Selected Action Items developed by the Cancer Prevention across the Lifespan Workgroup: Putting Scientific Evidence for Primary Cancer Prevention into Public Health Practice, offered by the National Association of Chronic Disease Directors (NACDD) with funding from the Centers for Disease Control and Prevention (CDC), are intended to design, develop, and disseminate variety of digital products, such as guidance documents regarding promising policies and practices for prevention, success stories, and/or social media content to public health practitioners, policy makers, and community leaders to support evidence-based approaches to cancer prevention.

### **Background**

Cancer is a leading cause of suffering and premature death in the United States; the latest estimates suggest that by 2020, more than 1.9 million Americans will be diagnosed with cancer each year.<sup>1</sup> The devastating impact cancer has on the health of Americans creates an imperative to identify missed opportunities to prevent or delay the development of cancer. The CDC's Division of Cancer Prevention and Control (DCPC) established the Cancer Prevention Across the Lifespan (CPAL) workgroup to identify opportunities for cancer prevention during each phase of life, from the prenatal period through older adulthood.<sup>2</sup> DCPC was already doing prevention work specific to tobacco, human papillomavirus (HPV), and ultraviolet (UV) radiation exposure, so the workgroup intentionally focused on other cancer risk-related factors.

This project builds upon this past work by applying information from the previous work to develop innovative resources to empower public health practitioners, including CDC funded comprehensive Cancer Control grantees, to put evidence-based cancer prevention strategies into action in their communities using a lifespan approach.

### **Expectations**

The one organization that will be awarded funding under this announcement is specifically expected to:

1. Collaborate with CDC and NACDD to develop innovative, practical methods to disseminate evidence-based, community-level strategies for cancer prevention
2. Developed a variety of digital products formatted for a variety of electronic devices, such as guidance documents regarding promising policies and practices for prevention, success stories, and/or social media content.
3. Aid in hosting up to four webinars on a social media platform like YouTube or Facebook.
4. Identify communication channels relevant to state, local, tribal, and territorial health departments to communicate the newly developed resources
5. Focus on sustainability by developing a realistic plan for future media strategies to promote and disseminate evidence-based cancer prevention strategies.;
6. Participate in a mutually agreed upon schedule of conference calls with NACDD and/or CDC and attend at least one in-person meeting in Atlanta; and,

7. Prepare and submit to NACDD one interim progress report and one final report describing the extent to which project goals and objectives have been met and lessons learned.

### **ELIGIBILITY**

Experienced organizations that specialize in various types of media, health communications and information technology are eligible to apply. The selected vendor will have a proven track record of developing relevant, culturally competent, and health literacy communications campaigns and experience in various media to disseminate health communications, program, and evaluation tools to diverse audiences, including State Health Departments, policy makers and community leaders.

It is preferable, but not required, that the selected vendor be located in the Atlanta area.

### **PROJECT PERIOD AND AVAILABILITY OF FUNDING**

Awards are anticipated to be made for a project period of seven (7) months beginning January 1, 2019 and ending on July 31, 2019.

It is anticipated that one (1) grant of \$50,000 will be made depending on availability of funds.

### **Resources and Tools**

NACDD will offer technical assistance (TA) to the grantee. The TA will be delivered through regular conference calls which will provide an opportunity for the grantee to raise questions, review draft materials, and coordinate with the development of a Dissemination Plan for resources developed as part of this project.

The following webpage includes links to earlier accomplishments of the CPAL and to publications related to specific phases of life:

- a. <http://www.cdc.gov/cancer/dcpc/prevntion/lifetime.htm>.

### **PREAPPLICATION INFORMATIONAL CONFERENCE CALL**

There will be a conference call Thursday, November 8, 2018 at 1pm EST for potential applicants to ask questions about this funding announcement and the application process. To participate in the call, please use the following: 1-866-707-2374/Passcode 1303479#.

## **SUBMISSION PROCESS DEADLINES**

Application: The application must be submitted electronically to Leslie Best at [lbest@chronicdisease.org](mailto:lbest@chronicdisease.org) no later than 8:00 p.m. EST on **Monday November 26, 2018**. No hard copies or faxes will be accepted. Late submissions will not be accepted.

Notification of awards: It is anticipated that applicants will be notified of award decisions no later than December 10, 2018.

Funding period begins: Jan. 1, 2019.

## **PROJECT REQUIREMENTS**

### Resource Allocation

- **Matching funds:** Matching funds are not required.
- **In-kind support:** In-kind contributions of staff time and other resources are expected to be described in the application and budget narrative
- **Fiscal agent:** Applicant should indicate the complete name, address, and contact person responsible for fiscal management for the project.
- **Use of funds:** Funds may be used for staff time, fringe benefits, and travel. Funds may not be used to support meals or to purchase IT equipment or software.

### Reporting and Information Sharing

- An interim progress report will be due to NACDD during the project period on April 1, 2019.
- A final project report and final financial reports will be due to NACDD on Aug. 15, 2019.
- The awardee must be willing to share information about the project and respond to reasonable requests for information after the project period has ended so that NACDD and its partners may continue to monitor the impact of the program.

### Evaluation

The grantee must provide a final report. At a minimum, the final report must include responses to the following:

- a. Describe the media communications strategies developed for individual audiences, challenges faced, and lessons learned during development and implementation
- b. How were these challenges addressed?
- c. Who were the key partners involved and what were their roles?
- d. Describe the development of the sustainability plan that could be used to continue refine dissemination tactics during the out years of the project?

## **APPLICATION CONTENT**

1. **Cover Page** (one page, see Attachment A for template)
  - Applicant name
  - Contact names and information (including e-mail address and fax number) for lead project manager.
  - Project title
  - Fiscal agent
  - Project objectives (maximum 40 words)
  - Abstract project description (maximum 120 words)
  
2. **Narrative Description** (max. five double-spaced pages - excluding appendices, Times New Roman, 12-point font and one-inch margins)
  - **Project Overview: Background, Need and Strategy (15 points):** Document the need for the proposed project and rationale for choosing the activities of focus. Include appropriate state and community-specific data or documented gaps in data at state or local level. Describe opportunities related to implementation of the selected action item(s) from the Road Map. Describe any anticipated challenges to implementation of the selected action item(s) and indicate your planned approach for overcoming these challenges.
  
  - **Readiness and Partnerships (35 points):** Please describe any prior experience of working with CDC and/or NACDD or local communities to develop health communications messaging, innovative communication strategies to convey prevention messaging. Describe the planned collaboration with the NACDD. Provide examples of successful accomplishments in electronic health communication and technology, and a proven track record of developing relevant, culturally competent, and health-literacy sensitive health communications/prevention messaging campaigns, evaluation results, challenges faced, and solutions implemented.
  
  - **Project Objectives and Work Plan (25 points):** Describe the project's objectives. Objectives should be measurable, achievable, and time phased. Describe the activities or steps that will be used to achieve the objectives of the proposed project. Provide a detailed work plan that describes project activities and how they will be conducted. This should be consistent with the activity matrix included as Appendix B.
  
  - **Evaluation and Sustainability (15 points):** Describe how progress toward objectives and achievement of project goals will be monitored and evaluated. Provide as much detail as possible about data sources to be used to monitor and evaluate progress, how data will be gathered, and who will be responsible for monitoring, evaluating and reporting. Provide as much detail as possible on how a realistic plan for future media strategies to promote and disseminate evidence-

based cancer prevention strategies will be developed by July 31, 2019, how it will be developed, and who will be responsible.

### 3. Appendices

- **Appendix A: Grant Application Cover Page (not scored)**
- **Appendix B: Activity Matrix (3 points, 2 page maximum).** Describe activities for each objective and identify person responsible, key partners, and time frame for completion (see Attachment B for template).
- **Appendix C: Line-item Budget (not scored; 1 page maximum).** Provide a detailed line-item budget for all operating expenses, in-kind contributions, and indirect costs.
- **Appendix D: Budget Narrative (2 points, 2 page maximum).** Provide a detailed narrative to accompany the line-item budget that clearly relates each expense to project activities.

## **SCORING AND TECHNICAL REVIEW**

Overview - Background, Need, and Strategy: The extent to which:

- Need for proposed project and project's intended impact are articulated
- Challenges and opportunities related implementation of health communication strategies are described

Partnerships and Readiness: The extent to which:

- Readiness to implement the project is described.
- Examples of other successful health communication campaigns, including applicability to a variety of digital devices and/or social media is described.
- History of working with the CDC/NACDD/ local communities to develop health communications/prevention campaigns and communication strategies for public health practitioners, policy makers, and community leaders.

Project Objectives and Work Plan: The extent to which:

- Objectives and work plan are realistic for timely project completion.
- Detailed work plan describing project activities is included and matches with activity matrix.

Evaluation and Sustainability: The extent to which:

- Process for monitoring and assessing progress and achievement of objectives is described.
- The development of a realistic plan for future media strategies to promote and disseminate evidence-based cancer prevention strategies is described.

Appendix A: Grant Application Cover Page (not scored)

Appendix B: Activity Matrix. The extent to which:

- Activity matrix is clear and consistent with the objectives, work plan, and personnel and management plan.

Appendix C: Line-item Budget. Not scored.

Appendix D: Budget Narrative. The extent to which:

- Budget is appropriate and justified

**Appendix A: Opportunity Grant Application Cover Page**

Organization Name:		Project Title:	
Amount requested:	\$		
<b>Project Lead</b>		<b>Fiscal Manager</b>	
Name:		Name:	
Title:		Title:	
Agency:		Agency:	
Address:		Address:	
Phone:		Phone:	
Fax:		Fax:	
Email:		Email:	
Project objectives (maximum 40 words):			
Description of project (maximum 120 words):			

**Appendix B: Activity Matrix Example**

<b>Activity Matrix</b>									
		<b><u>Key Staff Responsibilities</u></b>		<b><u>Timeline – Jan. 1 – July 31, 2019</u></b>					
	<b><u>Activity</u></b>	<b><u>Project Co-Lead #1</u></b>	<b><u>Project Co-Lead #2</u></b>	<b><i>Month / Year</i></b>					
				<b>Feb. 28</b>	<b>Mar. 30</b>	<b>April 30</b>	<b>May 30</b>	<b>June 30</b>	<b>July 31</b>
<b><u>Objective 1</u></b>	1.								
	2.								
	3.								
<b><u>Objective 2</u></b>	1.								
	2.								
	3.								