

# **REQUEST FOR PROPOSAL (RFP)**

**For: Wisconsin Tobacco Prevention and Control Program  
(TPCP) Wisconsin Tobacco Prevention and Poverty  
Network**

**RFP # G1669-DPH-BC**

**Issued by:  
STATE OF WISCONSIN  
DEPARTMENT OF HEALTH SERVICES  
DIVISION OF PUBLIC HEALTH  
BUREAU OF COMMUNITY HEALTH PROMOTIONS**

**Proposals must be submitted  
no later than 11:00 AM CST  
November 6, 2009**

**For further information regarding this  
RFP contact Marva Brooks at (608) 266-2206.**

**LATE, FAX OR EMAIL PROPOSALS WILL BE REJECTED**

**TIMELINE FOR RFP**  
**Wisconsin Tobacco Prevention & Control Program (TPCP)**  
**Tobacco Prevention and Poverty Network**

10/7/09            Release of RFP for the Tobacco Prevention and Poverty Network

11/6/09            Applications/Proposals due by 11:00 AM CST

\*10/16/09        RFP questions due by 11:00 AM CST

\*10/23/09        Answers posted on <http://dhs.wisconsin.gov/tobacco/>

\*11/30/09        Notice of Intent to award (tentatively)

\*(1/1/10)        Contract Agreement Start-up Date

\* (tentative)

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# PART I

## **GENERAL INFORMATION**

### **1.0 Introduction and background**

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for a Wisconsin Tobacco Prevention and Poverty Network grant. The State represented by the Tobacco Prevention and Control Program (TPCP) intends to use the results of this solicitation to award a contract for a Wisconsin Tobacco Prevention and Poverty Network.

### **1.1 Scope of the project**

#### **1.1.1. Project description**

The selected organization will facilitate and support the Wisconsin Tobacco Prevention and Poverty Network. The network provides an opportunity for participating organizations to collaborate to implement network objectives, share information, support each other's activities and provide assistance to local and statewide programs funded by TPCP. All agencies funded through this RFP must adhere to the Program Statewide Boundary Statement (Attachment VII) and must implement required template objectives, strategies and activities focused on Program goals.

#### **1.1.2 Project goals**

- Identify and implement strategies to address tobacco-related health disparities among the Low SES population.
- Increase tobacco control partners' understanding of the Low SES population by representing the Poverty population in statewide tobacco control discussions.
- Engage the Poverty population in policy advocacy related to implementation of Wisconsin's smoke-free workplace law, TPCP program sustainability, FDA regulations and local smokeless policies.
- Increase understanding and acceptance of tobacco control policies within the Low SES population (with a special focus on strengthening the support of smoke-free air) by representing tobacco control to the Poverty population.
- Empower the Low SES community to influence, take part, advocate and develop self-efficacy skills in impacting community norms.

#### **1.1.3 Problem statement**

Since the release of the first Surgeon General's warning on the hazards of smoking, national tobacco use prevalence rates have decreased, however tobacco-related disparities developed among selected populations. Tobacco use remains the leading preventable cause of disease and death in the United States.

Smoking continues to be a devastating health and economic burden in Wisconsin. More than 7,200 deaths or nearly 16% of all Wisconsin deaths were attributable to cigarette smoking, with \$2.2 billion paid in direct health care costs and \$1.6 billion in lost productivity. Disparities are found among low socio-economic (income, education and occupation) groups, racial/ethnic groups, those with mental health issues and/or substance abuse, 18-24 year olds, and other groups that are targeted by the tobacco industry. A tobacco disparity refers to a sub-population or pocket of individuals that "stand out" from their peers regarding some tobacco-related health dimension, such as high prevalence, barrier and access to treatment, Tobacco Company targeting, barrier to treatment – cultural beliefs, choice of type of tobacco and size of population.

## Wisconsin tobacco-related disparities data – 2008

### Prevalence

- 19.8% current adult cigarette smokers
- 27.3% receiving Medicaid or BadgerCare are smokers
- By Education: <12 yrs – 29.4%, HS or GED – 24.9%, College Grad – 10.6%
- By Age: 18-24 – 25.4%; 25-34 – 26.8%; 35-44 – 21.6%; 45-54 – 21.9%; 55-64 – 16.7%; 65+ 7.7%
- By Race: African American – 30.46%; Asian – 46.37%; Hispanic/Latino – 20.97%; White – 18.7%
- Poverty Rates: African American – 34.37%; Asian – 15.89%; Hispanic/Latino – 19.7%; White – 8.3%
- Smoking Rates: Urban – 19.5%; Rural – 20.6%

### Secondhand Smoke

- 84.7% report that smoking policy at work does not allow smoking in any work areas
- 77.0% say smoking is not allowed anywhere inside their home
- 64.0% report having been exposed to other people's tobacco smoke while in other public places

#### 1.1.4 Current operations

The purpose of the TPCP is to aggressively address the burden of tobacco use and exposure in Wisconsin. Statewide intervention grants support a coordinated, strategic implementation of effective programs to achieve tobacco prevention and control outcomes at the local and state levels.

The TPCP adheres to the Centers for Disease Control and Prevention (CDC) Best Practices which recommend that local and statewide efforts work in collaboration in the provision of skills, resources and information to mobilize and implement program goals. According to the CDC, by using population and systems-based approaches, program goals can best be achieved. Grantees must use best or promising practices designed to implement environmental and systems level changes as well as to develop and implement public policies that promote tobacco-free lifestyles.

In 2008 Wisconsin updated and published *Bringing Everyone Along: A Strategic Plan to Eliminate Tobacco Related Health Disparities in Wisconsin*. A diverse workgroup participated in this strategic planning process. The plan is not limited to particular population groups but instead contains goals and strategies aimed at addressing root causes of disparities. Identifying disparities is an ongoing process. It requires qualitative and quantitative data to identify gaps, trends, and other inequalities that adversely affect specific population groups. Eliminating disparities requires comprehensive initiatives. The selected vendor will work with the TPCP Disparities Planning and Implementation Team to implement the plan's six goals. The selected vendor will also work at the discretion of network member organizations to facilitate and support the Poverty Prevention Network.

## 1.2 AVAILABLE FUNDS

A maximum total of \$150,000 in grant funds is available under this RFP.

Funds awarded under this grant will be for the period of January 1, 2010 through December 31, 2010.

Based upon satisfactory performance and availability of funds, proposers receiving an award under this RFP may be eligible to apply for a four year continuation of their project. Proposers are advised that should additional state or federal funds become available, the Division may utilize the results of this RFP for additional awards.

## 1.3 ISSUING AGENCY

This RFP is issued by the State of Wisconsin by the Division of Public Health. The Division is the sole point of contact for the State of Wisconsin during the selection process.

The contract resulting from this RFP will be administered by the TPCP. The contract administrator will be Marva Brooks.

## 1.4 DEFINITIONS

The following definitions are used through the RFP.

**State** means State of Wisconsin.

**Department** means the Wisconsin Department of Health Services (DHS)

**Division of Public Health (DPH)** means the sub unit within DHS.

**Bureau of Community Health Promotion (BCHP)** means the work unit within the DPH which is using the RFP.

**Tobacco Prevention and Control Program (TPCP)** means the work unit within the BCHP that administers the TPCP funding.

**Proposal/Application** means response to RFP.

**Disparities** means inequities in health; a disproportionate impact on specific populations and demographics. This RFP is addressing tobacco-related disparities.

**Core Network Advisory Group** is a required component for each TPCP disparities network. The function of this group is to provide guidance on best and promising practices, recommend direction for strategies and activities, identify technical assistance, training and resources needed, and monitor and evaluate progress. The composition of this group should include representatives with areas of expertise in tobacco prevention and control from the network and local, state and national TPCP partners.

**Best Practices for Comprehensive Tobacco Control Programs** is a document produced by the CDC which describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level in state investment to reach these goals and reduce tobacco use in each state.

**Centers for Disease Control and Prevention (CDC)** is the lead federal agency for protecting the health and safety of US citizens. The CDC investigates health problems, performs research, and develops public health policies as well as developing and applying disease prevention and control.

**Evidence-Based Interventions** are public health strategies and activities, such as policies and programs that positively impact health problems, such as tobacco-related disparities, and are found to be effective based on the results of thorough and peer-reviewed evaluation.

**Lobbying** is communication that refers to a specific piece of legislation and advocates for a view on that legislation.

**Media Advocacy** is the strategic use of mass media in regard to a policy initiative.

**Earned Media** is a favorable publicity gained through promotional efforts other than advertising.

**Policy** is the concerted action of government and other institutions to achieve a desired outcome. Policies generally operate at the systems level and set the context in which individual decisions and actions are made.

**Statewide Program Boundary Statement** sets the parameters of the TPCP within which all agencies funded to conduct statewide programs will need to set their objectives.

**Promising Practices** are those public health strategies and activities that have the potential to impact health problems, such as tobacco-related disparities, but have not yet been demonstrated through thorough and peer-reviewed evaluation to be classified as effective.

**Multi-Jurisdictional Coalitions (formerly known as local coalitions)** are formally organized groups of individuals and organizations that implement evidence-based tobacco prevention and control policy

interventions. These coalitions will be multi-jurisdictional and represent multiple county or local health department jurisdictions.

**Program Sustainability** are efforts to preserve tobacco control funding to sustain program efforts through education and outreach to key local and state leaders.

**Smoke-Free Air (SFA)** is a priority component of the TPCP in which policies are created and implemented to prohibit smoking in all workplaces to protect against the health effects of secondhand smoke exposure.

**Youth Advocacy** is youth supporting a particular cause, issue or idea while attempting to persuade others to take action.

**FACT** is Fighting Against Corporate Tobacco, Wisconsin's youth advocacy program.

**Cessation** is the process of quitting or stopping the use of tobacco products.

**Treating Tobacco Dependence (TTD)** refers to evidence-based treatments or interventions to assist individuals to successfully quit the use of tobacco products.

**Training and Technical Assistance (TTA)** is TPCP efforts to provide tobacco prevention and control local and state partners with information, resources and guidance to assure the use of best and promising practices for successful outcomes.

**Memorandum of Understanding (MOU)** is a formal agreement between the MJC and a law enforcement agency, specifying activities of each party and opportunities for collaboration.

## **1.5 WHO MAY SUBMIT A PROPOSAL**

Any government organization, non-profit organization, local public health department, tribal government, for-profit organization or community-based organization in the state of Wisconsin is eligible to apply.

## **PART II**

### **GENERAL PROGRAM REQUIREMENTS**

The following items are required to assure the continuation of funds. These requirements will form part of the contract to the State/County Contract awarding these funds. Failure to comply with these requirements can result in disallowances and/or termination of the agreement for funds.

## **2.0 ACCEPTANCE OF PROPOSAL CONTENT**

Grant recipients receiving awards will be mandated to meet all requirements of this RFP.

## **2.1 ALLOWABLE COSTS**

A grant recipient will be required to comply with the Department of Health Services Allowable Cost Policy Manual. Grant funds **cannot** be used for:

- Direct or indirect lobbying
- Primary tobacco prevention educational endeavors including health fairs and classroom presentations
- School-based cessation classes and/or services
- The purchase of pharmacotherapy

## **2.2 CAPITAL EQUIPMENT**

Funds may be used to purchase capital equipment with prior written approval from the Division. Capital equipment costs are defined as all costs associated with the acquisition of assets having a value in excess of \$5,000, and a useful life in excess of one year. Funds can be used to purchase/rent supplies such as adaptive and communication equipment, and make housing modifications.

## **2.3 SALARIES**

Funds cannot be used to supplant current salaries. Funding is for the provision of services only.

## **2.4 REPORTS**

Reports of both programmatic and fiscal activity will be required for the purpose of documenting the satisfactory meeting of project objectives, in accordance with the application. Reporting requirements will be specified in the agreement between the successful proposer and the Division. Failure of the successful proposer to accept these obligations may result in cancellation of the award.

The grantee shall, at the option of the Division, appear before DHS administrators to clarify findings and to answer any questions at any time during the grant agreement or after the grant agreement is completed.

## **2.5 NEWS RELEASES**

News releases pertaining to this award or any part of the proposal shall not be made without the prior written approval of the Division.

Copies of any news releases regarding this grant during the contract year(s) will be submitted to the Division.

## **2.6 LEGAL SERVICES**

Grant funds can be used to provide legal advice to the recipients but the funds cannot be used to support any legal actions taken against the federal or state government.

## **2.7 EMPLOYMENT**

The proposer will not engage the services of any person or persons now employed by the state, including any department, commission or board thereof, to provide services relating to this agreement without the written consent of the employer of such person or persons and of the Division.

## **2.8 SUBCONTRACTING**

If the applicant plans to use subcontractors, this should be clearly explained and costed out separately in the application. However, the primary contractor will be responsible for contract performance whether or not subcontractors are used.

## **2.9 TERMINATION OF AGREEMENT**

The Division may terminate this agreement at any time at its sole discretion by delivering thirty (30) days written notice to the grant recipient. Upon termination, the Division's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred within the prior written approval of the Division. In the event that the grant recipient terminates this agreement, for any reason whatsoever, it will refund to the Division within fourteen (14) days of said termination, all payment made hereunder by the Division to the grant recipient for activities not completed. Such termination will require written notice to that effect to be delivered by the grant recipient to the Division not less than thirty (30) days prior to said termination.

## **2.10 INCURRING COSTS**

The State of Wisconsin is not liable for any cost incurred by proposers in replying to this RFP.

## **2.11 WAIVER OF TECHNICALITIES**

The RFP Evaluation Committee reserves the right to accept or reject any or all responses to the RFP and waive minor technicalities. The determination of whether an RFP condition is substantive or a mere technicality shall reside solely with the RFP Evaluation Committee.

## **2.12 AFFIRMATIVE ACTION**

Successful proposers who are awarded contracts of twenty five thousand dollars (\$25,000) or more shall have included in their contracts the following clause:

"A written affirmative action plan is required as a condition for the successful performance of the contract. Excluded from this requirement are grant recipients whose annual work force amount to less than twenty five

employees. The affirmative action plan shall be submitted to the state agency within fifteen (15) working days after the award of the contract."

## **2.13 REASONABLE ACCOMMODATIONS**

The Department will provide reasonable accommodations, including the provision of informational material in alternative format, for qualified individuals with disabilities. For special needs contact Marva Brooks at (608) 266-2206.

## **2.14 NON-DISCRIMINATION AGAINST EMPLOYEES OR APPLICANTS FOR EMPLOYMENT**

In connection with the performance of work under this contract, the grant recipient agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, marital status, physical condition, and arrest or conviction record, developmental disability as defined in s. 51.01 (5), sexual orientation or national origin.

This provision shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Except with respect to sexual orientation, the grant recipient further agrees to take affirmative action to ensure equal employment opportunities.

The grant recipient agrees to post in conspicuous places, available for employees and applicants for employment, notice to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

### **Part III**

## **CLARIFICATION AND/OR REVISIONS TO SPECIFICATIONS AND REQUIREMENTS**

3.0 Any questions concerning this RFP should be addressed in email on or before October 16, 2009 by 11:00 AM CST to:

Marva Brooks  
Division of Public Health  
Tobacco Prevention and Control Program  
Marva.Brooks@wisconsin.gov

## **COLLECT CALLS WILL NOT BE ACCEPTED**

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP DOCUMENT at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should notify, immediately, the above named individual of such error and request modification or clarification.

In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFP, revisions/amendments and/or supplements will be provided to all recipients of this initial RFP.

Each proposal shall stipulate that it is predicated upon the requirements, terms, and conditions of this RFP and any supplements or revisions thereof.

Any contact with State employees concerning this RFP is prohibited, except as authorized by the RFP manager during the period from date of release of the RFP until the notice of intent to contract is released.

### **Part IV**

## **SUBMITTAL OF APPLICATION**

4.0 Applications/Proposals must be typed in 12-pt Times New Roman and submitted on 8.5 by 11 inch paper bound securely and **not exceed eight (8) pages**. The page limit does not include the cover letter, letters of support, or required forms.

Proposals must be organized with the following headings and subheadings. Each heading and subheading should be separated by tabs or otherwise clearly marked. The RFP sections which should be submitted or responded to are:

Cover page, use required form (Attachment 1)

Response to general requirements, one (1) page maximum (excludes letters of support and certification of contract requirements form)

**Mandatory requirements**

Certification of Contract Requirements and other requirements as stated in the TPCP Statewide Boundary Statement (For example, TPCP has in place a 100% indoor SFA policy, etc.)

Organization capacity

Letters of support

**Response to technical requirements, seven (7) pages maximum**

Organizational Experience

Administrative Capacity

Project Implementation

**Required forms**

Proposal Cover Page (Attachment 1)

Certification of Contract Requirements (Attachment 2)

TPCP Work Plan (Attachment 3)

TPCP Budget Template (Attachment 4)

Vendor Information (DOA-3477) (Attachment 5)

Vendor Reference (DOA-3478) (Attachment 6)

**4.1** Number of copies. The proposer must submit an original and three (3) copies of all materials required for acceptance of their proposal by 11:00 CST Friday, November 6, 2009.

**4.2** Closing date. The closing date for the receipt of all applications under this grant will be **November 6, 2009 by 11:00 am CST**. Applications may be mailed or hand delivered. An application will be accepted and considered received on time if:

a. The application is received by the mail room or hand delivered (address shown below) by (11:00 AM CTS on November 6, 2009).

a. The application is received by the mail room (address shown below) by (11:00 AM CST on November 6, 2009).

Julie Morello  
Tobacco Prevention & Control Program  
Division of Public Health  
1B Mail Room  
P.O. Box 2659  
Madison, WI 53701-2659

b. The application is hand delivered to Division of Public Health (address shown below) by (11:00 AM CST on November 6, 2009).

Julie Morello  
Tobacco Prevention & Control Program  
Division of Public Health  
1 West Wilson Street, Rm. 218

**NO FAXES OR EMAILED COPIES WILL BE ACCEPTED.**

Proposers are cautioned to allow sufficient time for delivery by the U.S. Post Office, because it can sometimes take several days to receive mail from outlying areas. Respondents/Applicants are cautioned that receipt of the RFP by the U.S. Postal Service, the State of Wisconsin mail system or a commercial courier does not constitute receipt of a RFP by the Division of Public Health for the purposes of this RFP. All responses to this solicitation which are received after the closing date

and/or time will not be reviewed and will be returned to the respondent/applicant. **No exceptions will be allowed.**

- c. Supplemental and clarifying information. Unless requested by the Division, no additional information will be accepted from a proposer after the deadline for submittal of applications.

## Part V

### **AWARDING FUNDS INFORMATION**

#### **5.0 EVALUATION CRITERIA, POTENTIAL POINTS TO BE AWARDED AND PROCEDURES**

All applications received will be reviewed by an evaluation committee and ranked accordingly. The evaluation committee will evaluate all proposals against stated criteria. To be considered for an award, an application must score at least **110** points in the evaluation of applications, unless the evaluation committee determines it is in the best interest of the state to make an award to a proposer who scores less than **110** points. Applications will be reviewed and evaluated according to the following criteria.

#### **MAXIMUM POINTS**

Technical requirements

- a. Organizational Experience (55 Points Maximum)
  - Working statewide 15
  - Serving the community 20
  - Collaboration with TPCP partners 10
  - Policy capacity 10
- b. Administrative Capacity (45 Points Maximum)
  - Staffing qualifications 15
  - Administration model 20
  - Budget 10
- c. Project Implementation (50 Points Maximum)
  - Work Plan objectives 25
  - Implementation activities 25

Total points: 150

#### **5.1 PROPOSER RESPONSES**

Proposals submitted in reply to this RFP shall respond to the specifications stated herein. Failure to respond to the specifications may be a basis for an application being eliminated from consideration during the selection process.

In the event of an award, the contents of this RFP (including all attachments), RFP addenda and revision and the proposal from the successful proposer(s) will become contractual obligations. The Division reserves the right to negotiate the award amount, the programmatic goals, and the budget items with the selected proposer(s) prior to entering into an agreement.

Justifiable modification may be made in the course of the agreement only through prior consultation with and written approval of the Division. Failure of the successful proposer to accept these obligations may result in cancellation of the award.

#### **5.2 WITHDRAWAL OF APPLICATIONS**

Proposals may be withdrawn by written notice. Proposals may be withdrawn in person by the proposer or his/her authorized representative, providing his/her identity is made known and he/she signs a receipt for the proposal.

### **5.3 AWARD PROCEDURES**

The Evaluation Committee's scoring will be tabulated and proposers will be ranked according to the numerical score received. The evaluation committee has the option to conduct interviews and/or on-site inspections of the top ranked proposers to include those results in the consideration of the evaluation points. The Division Administrator will make a final decision if a contract will be awarded. The Division reserves the right to reject any or all proposals and to negotiate the award amount, authorized budget items, and specific programmatic goals with the selected proposer(s) prior to entering into an agreement.

### **5.4 NOTICE OF INTENT TO AWARD A CONTRACT**

Each proposer whose proposal is reviewed by the Evaluation Committee shall receive written notice of the determination of approval or non-funding of the proposed project.

After notification of awards are made, and under the supervision of Division staff, copies of all proposals will be available for public inspection from **Julie Morello from 9:00 am to 4:00 pm, Monday through Friday November 30, 2009 through December 7, 2009 at One West Wilson Street, Room 218.**

Each proposer whose project has not been approved shall be given an opportunity to discuss with the Division representative the reasons for non-funding or may write the Division representative requesting the reason for the decision.

Upon request, the Division representative will clarify non-funding reasons verbally or will respond in writing explaining the reasons for the project not being funded.

### **5.5 PUBLIC INFORMATION**

It is the intention of the state to maintain an open and public process in the submission, review and approval of awards. All material submitted by proposers will be made available for public inspection after notice of intent to award or not to award a contract based on the evaluation(s) of the application which were submitted. This information will be available for public inspection, under supervision, **during the hours of (9:00 am to 4:00 pm CST, Monday through Friday (except holidays) until December 31, 2009 from Julie Morello at One West Wilson Street, Room 218.** No entire proposal submitted to the state may be marked as confidential, and any materials so marked, by being included in the application, will be considered public information.

Evaluation tabulation and scoring by individual evaluators will also be open for public inspection, but these scores will not identify individual evaluators.

### **5.6 PROTEST/APPEAL PROCESS**

Proposers can only protest or appeal violation of procedures outlined in this RFP. Ranking and scoring by the Evaluation Committee are not subject to protest or appeal. Notice of intent to protest and protests must be made in writing. Protestors should make their protests as specific as possible and should fully identify the procedural issue being contested.

The written notice of intent to protest must be filed with the:

**Administrator of Division of Public Health  
1 West Wilson Street  
P.O. Box (2659)  
Madison, Wisconsin 53701**

and received in that office no later than the close of business on December 7, 2009 or within five (5) working days after the notice of intent to award is postmarked, whichever is later. The written protest, fully identifying the procedural issue being contested, must be received in the Administrator's Office no later than ten (10) working days after the notice of intent to award is issued.

The decision of the (Division) may be appealed to the Secretary of the Department of Health Services, One West Wilson Street, Room 650, Post Office Box 7850, Madison, Wisconsin 53707 within five (5) working days of issuance, with a copy of the protest filed with the Administrator of (Division).

## Part VI

### **MANDATORY REQUIREMENTS AND TECHNICAL REQUIREMENTS**

Proposers are cautioned that in completing the following Mandatory and Technical Requirements they are to provide as complete information as possible. The only information evaluators will be given about a project is that which is contained within the proposal. For that reason, each copy must be a duplicate of the entire original, including any attachments.

#### **6.0 Mandatory requirements**

6.0.a Certification of Contract Requirements  
Include completed and signed form.

6.0.b Organization Capacity  
Describe the organization's experience and capacity in working statewide, including public policy and environmental/systems level changes.

Applicant agencies must have a statewide influence and proven capacity in working with Low SES populations and/or organizations serving Low SES populations in Wisconsin.

6.1.c Letters of Support  
Include at least three letters of support from organizations that you have partnered with to address the needs of the Low SES population.

#### **6.1 Technical Requirements**

##### **6.1.1 Organizational Experience (45 Points Maximum)**

In this section of your proposal you are to provide a full discussion of your organization's experience that will demonstrate your understanding of the challenge of addressing tobacco-related disparities, especially those affecting the Low SES population in Wisconsin, your ability to work at the discretion of network member organizations to facilitate and support the WI Tobacco Prevention and Poverty Network. The response must cover:

##### **6.1.2 Working Statewide (15 points maximum)**

- ✓ Describe the organization's history, time in existence, geographical area served and vision for statewide influence in eliminating tobacco-related health disparities.
- ✓ Demonstrate understanding of how to build and use Low SES leadership statewide
- ✓ Describe how the WI Tobacco Prevention and Poverty Network relates to your organization's vision and mission
- ✓ Describe other organizations who serve the Low SES population that your organization has worked with, for how long, and on what specific initiatives

##### **6.1.3 Serving the Low SES Community (20 points maximum)**

- ✓ Demonstrate your organization's ability to conduct program activities that are appropriate in terms of culture, language, literacy level, age and gender specific to the population
- ✓ Describe the pressing concerns and issues among your target population and how you intend to elevate and represent the burden of tobacco as a community priority. Include any data available to document the problems or unmet needs.
- ✓ Describe your organization's experience in community organizing and planning; health education and promotion; coalition, network and consensus building; media advocacy, training and technical assistance and tobacco prevention and control activities
- ✓ Demonstrate effectiveness and capacity to provide tobacco education or similar services and serve populations in areas with substantial unmet needs
- ✓ Demonstrate knowledge and ability to access and influence the Low SES leadership

##### **6.1.4 Collaborating with partners (10 points maximum)**

- ✓ Describe your experience communicating and collaborating with partner organizations in Wisconsin including local coalitions, networks, and state organizations, faith-based and community-based organizations
- ✓ Describe how you have or will incorporate and integrate tobacco prevention and control into your organizational structure and all aspects of your organization
- ✓ Describe how you intend to elevate and represent the burden of tobacco-related health disparities as a tobacco control priority

### **6.1.5 Policy Capacity (10 points maximum)**

- ✓ Describe your organization's vision for tobacco control policy work. Include your challenges and successes participating in or organizing activities supportive of policy
- ✓ Describe strategies your organization has implemented to identify supporters of a policy initiative and engage these supporters in activities. If your organization maintained a supporter database, please note the percentage of the population represented
- ✓ Based on your organization's experience with policy initiatives, describe your knowledge of principles and practices of local and state policymaking bodies. Describe your policymaker education strategies implemented (for example in-district meetings, community forums, letters to the editor, phone calls or community events)

## **6.2 Administrative Capacity (45 points maximum)**

### **6.2.1 Staffing and Qualifications (15 points maximum)**

An organization must have sufficient and qualified staff to facilitate and support a statewide network as described. Staff and volunteers, if utilized, must receive training and supervision in order to function effectively. Organizations must assure that staff are trained in tobacco prevention and control best practices and receive an orientation to the WI TPCP and tobacco control movement.

It is expected that at least a 1.00 FTE position will be dedicated to the Wisconsin Tobacco Prevention and Poverty Network

The narrative should, at a minimum:

- ✓ Describe the plan to identify qualified new or existing staff to be dedicated to this project as the 1.00 FTE
- ✓ Describe current and proposed organizational structure for the network and include how the staff position(s) will support and serve the members
- ✓ Describe the qualifications of key program staff, to include: educational background, experience working with the proposed population, and previous experience
- ✓ If you plan to hire new staff to work on the project, describe your hiring practices, which will ensure the position(s) will be filled within 6 weeks of the date of the contract award. If position(s) cannot be filled within the 6 week timeframe, estimate the time you will need to fill the position(s) and how the project can be implemented prior to the hiring of the new staff
- ✓ Provide resumes describing the educational and work experiences for 1.00 FTE and each of the key staff who would be assigned to the project

### **6.2.2 Administration Model (20 points maximum)**

In this section of your application, describe your proposed administration model to implement the project. The administration model rationale should, at a minimum:

- ✓ Describe the structure that you envision for the Tobacco Prevention and Poverty Network
- ✓ Describe the challenges of facilitating and supporting the Tobacco Prevention and Poverty Network
- ✓ Describe the challenges of intervening with best practices and evaluation
- ✓ Describe the special needs of organizations serving the Low SES population

### **6.2.3 Budget (10 points maximum)**

In this section provide (1) a line item budget (utilizing the attached required budget template) and (2) a narrative that includes:

- ✓ Personnel
- ✓ Contractual (subcontracts for projects directed by the network and staffing)
- ✓ Program supplies
- ✓ Agency/organization operations (rent, telephone, travel, office supplies, printing, etc.)
- ✓ Indirect costs (if applicable). No more than 10% of the total budget can be allocated for indirect costs

Check and ensure that the budget plan is mathematically correct.

## **6.3 Project Implementation**

### **6.3.1 Work plan objectives (25 points maximum)**

The application's implementation objectives must follow the guidance below and must include the four required template objectives focused on the following:

- (1) Smoke-free air implementation,
- (2) Program sustainability,
- (3) Core network advisory group
- (4) Contract administration.

An additional objective must be selected and/or developed to address tobacco-related disparities for the Low SES population. This objective can be unique or can be selected from the optional templates. If you choose to develop a unique objective, it must be limited to no more than 10% of the total effort for the work plan and budget. (See attached TPCP guidance documents, Attachments VII through X) All objectives must incorporate best or promising practice strategies and activities, including media advocacy and evaluation methodologies. A required work plan template is attached (Attachment III).

- ✓ Work plan objectives should implement all project goals as stated on page 3 of this RFP.
- ✓ Work plan objectives should address the achievement of Program outcomes and be connected with the project description, problem statement and current operation as stated on page 3 of this RFP.
- ✓ Work plan objectives must be written within the framework of the S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time-Specific) objective format to include the following four components:
  - 1 Who is the target group or what you intend to achieve
  - 2 What is the outcome of the objective and value
  - 3 All objectives should be achieved by December 31, 2010.
  - 4 Include an evaluation component and/or method to assess and measure objective achievement.

### **6.3.2 Implementation Strategies and Activities Section Work Plan (25 points maximum)**

When writing the strategies and activities for this section, the following guidance must be followed.

- ✓ The strategies and activities must describe the means used to implement and achieve the objectives and must provide sufficient detail in a logical progression;
- ✓ The strategies and activities must include the assignment of responsibility to specific lead personnel and the timetable for each to be stated and to be completed;
- ✓ The strategies and activities must identify who will be responsible for providing supervision to ensure completion
- ✓ Collaboration with local Multi-Jurisdictional Coalitions and statewide partners is a required activity for both the Smoke-Free Air Implementation and Program Sustainability objectives. Please include the following statement with supporting detail as an activity for these objectives "The Poverty Network will collaborate with local Multi-Jurisdictional Coalitions and statewide partners for the Smoke-Free Air Implementation objective" and "The Poverty Network will collaborate with local Multi-Jurisdictional Coalitions and statewide partners for the Program Sustainability objective."
- ✓ Strategies and activities must be included to focus on rural poverty disparities.

## Part VII

## **7.0 STANDARD TERMS AND CONDITIONS**

The State of Wisconsin reserves the right to incorporate standard State contract provisions into any contract negotiated with any proposal submitted responding to this RFP (Standard Terms and Conditions (DOA-3054) and Supplemental Standard Terms and Conditions for Procurements for Services (DOA-3681)). Failure of the successful proposer to accept these obligations in a contractual agreement may result in cancellation of the award.

**8.0 REQUIRED FORMS**

The following forms must be completed and submitted with the proposal in accordance with the instructions given in Section 2.4. Blank forms are attached.

- Attachment I—Proposal Cover Page
- Attachment II—Certification of Contract Requirements
- Attachment III—TPCP Work Plan
- Attachment IV—TPCP Budget Template
- Attachment V—Vendor Information (DOA-3477)
- Attachment VI—Vendor Reference (DOA-3478)

The following TPCP guidance documents should be used in completing your required work plan.

- Attachment VII—2010 Statewide Boundary Statement
- Attachment VIII—2010 Disparities Networks 2010 Required and Optional Template Objectives
- Attachment IX—High Impact Strategies & Activities for Smoke-free Air Implementation
- Attachment X—High Impact Strategies & Activities for Program Sustainability

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Part VIII

**REQUIRED FORMS**

Attachment I

Wisconsin Tobacco Prevention and Control Program (TPCP)

Proposal Cover Page

Wisconsin Tobacco Prevention and Poverty Network

Agencies interested in submitting a proposal for funding are required to copy, complete and return this Proposal Cover Page as the first page of each of the copies of their proposals by 11:00 am, CST, November 6, 2009.

Any proposal(s) submitted without this cover page as the first page of each copy of the proposal may be rejected.

Agency Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

Date \_\_\_\_\_

Proposals are due by 11:00 am CST, November 6, 2009 to:

Julie Morello, Program Assistant  
Tobacco Prevention and Control Program  
Division of Public Health  
Department of Health Services  
One West Wilson Street, Room 218 P.O. Box 2659  
Madison, WI 53701-2659

Attachment II  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Certification of Contract Requirements

Agency Name: \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

1. The applicant named above hereby certifies that it will not accept funding from nor has an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company during the term of the contract from the Wisconsin Department of Health Services, Tobacco Prevention and Control Program. Acceptance of such funds during the term of the contract is Grounds for termination.
2. The applicant named above hereby certifies that it will maintain a 100% Smoke Free Air Policy for its agency.
3. The applicant named above hereby assures that staff will be trained in tobacco control best practices, receive orientation to the Wisconsin TPCP, and participate in TPCP trainings and technical assistance.
4. The applicant named above hereby certifies that it will credit the WI TPCP as a source of funding in all presentations, reports and publications.
5. The applicant named above certifies that it will actively support the WI TPCP Smoke-Free Air Implementation Guide.
6. The applicant named above certifies that it will follow the WI TPCP Smoke-Free Air meetings, trainings and events policy resolution.

**CERTIFICATION**

I, the official named below, hereby swear that I am duly authorized legally to bind the contractor or grant recipient to the above describe certification. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of Wisconsin.

Director of Agency

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title

Attachment III  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Work Plan

**Template Directions:**

- A. Provide Organization name.
- B. Contract period is from **January 1, 2010 to December 31, 2010**.
- C. Develop an objective (process or outcome) that will be completed by **December 31, 2010**. If you need to add an additional page for more objectives, please copy and paste the Objective Template.
  - Work plans must use objectives that follow the S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time-Specific) format (i.e. By December 31, 2010, (insert number) strategies in support of statewide smoke-free air policy in Wisconsin will be implemented by the (insert name of agency).
  - See Boundary Statement for examples of required focus areas.
  - See TPCP Action Plan for goal areas and objectives (<http://dhs.wisconsin.gov/tobacco/>).
- D. Please provide a dollar value for each objective that reflects the anticipated cost for the completion of the objective. In situations where an agency is unable to meet their objectives within the contract time period, the budget and work plan will need to be revised. The Contract Administrator will work with the agency on this adjustment.
- E. Provide a list of deliverables for each objective on the Objective Template.
- F. List planned strategies and activities that your agency anticipates completing to achieve the objective, including who will be the lead personnel and when the activity will be completed. **For each objective, include an activity detailing how your agency will collaborate with local health departments, multi-jurisdictional coalitions and other state partners.**
- G. Agencies funded by the TPCP **must adhere** to the Statewide Programs Boundary Statement.
- H. Progress on Action Steps should be completed and discussed as needed with the contract administrator during the course of the year.

Attachment III  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Work Plan

**Template Directions:**

- I. Provide Organization name.
- J. Contract period is from **January 1, 2010 to December 31, 2010**.
- K. Develop an objective (process or outcome) that will be completed by **December 31, 2010**. If you need to add an additional page for more objectives, please copy and paste the Objective Template.
  - Work plans must use objectives that follow the S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time-Specific) format (i.e. By December 31, 2010, (insert number) strategies in support of statewide smoke-free air policy in Wisconsin will be implemented by the (insert name of agency).
  - See Boundary Statement for examples of required focus areas.
  - See TPCP Action Plan for goal areas and objectives (<http://dhs.wisconsin.gov/tobacco/>).
- L. Please provide a dollar value for each objective that reflects the anticipated cost for the completion of the objective. In situations where an agency is unable to meet their objectives within the contract time period, the budget and work plan will need to be revised. The Contract Administrator will work with the agency on this adjustment.
- M. Provide a list of deliverables for each objective on the Objective Template.
- N. List planned strategies and activities that your agency anticipates completing to achieve the objective, including who will be the lead personnel and when the activity will be completed. **For each objective, include an activity detailing how your agency will collaborate with local health departments, multi-jurisdictional coalitions and other state partners.**
- O. Agencies funded by the TPCP **must adhere** to the Statewide Programs Boundary Statement.
- P. Progress on Action Steps should be completed and discussed as needed with the contract administrator during the course of the year.

Attachment III  
 Wisconsin Tobacco Prevention and Control Program (TCP)P  
 Work Plan Template

**ORGANIZATION:**

**CONTRACT PERIOD: January 1, 2010- December 31, 2010**

<b>Objective 1:</b>			
<b>Objective Value: \$</b>			
<b>Indicate Which TCP Goal Area and Objective is being Addressed:</b>			
<b>Deliverables:</b>			
Strategies and Activities (See Boundary Statement for examples of required focus areas)	Lead Personnel	Anticipated Completion Date	Progress on Action Steps

**Objective 2:**

**Objective Value:** \$

**Indicate Which TPCP Goal Area and Objective is being Addressed:**

**Deliverables:**

Strategies and Activities (See <b>Boundary Statement</b> for examples of required focus areas)	Lead Personnel	Anticipated Completion Date	Progress on Action Steps

**Objective 3:**

**Objective Value: \$**

**Indicate Which TPCP Goal Area and Objective is being Addressed:**

**Deliverables:**

Strategies and Activities (See Boundary Statement for examples of required focus areas)	Lead Personnel	Anticipated Completion Date	Progress on Action Steps

**Objective 4:**

**Indicate Which TPCP Goal Area and Objective is being Addressed:**

**Objective Value: \$**

**Deliverables:**

Strategies and Activities (See Boundary Statement for examples of required focus areas)	Lead Personnel	Anticipated Completion Date	Progress on Action Steps

**Objective 5:**

**Objective Value:** \$

**Indicate Which TPCP Goal Area and Objective is being Addressed:**

**Deliverables:**

Strategies and Activities (See Boundary Statement for examples of required focus areas)	Lead Personnel	Anticipated Completion Date	Progress on Action Steps

Attachment IV  
 Wisconsin Tobacco Prevention and Control Program (TCP)  
 Budget

**BUDGET DETAIL: January 1 - December 31, 2010**

<b>Organization:</b>				
<b>BUDGET DESCRIPTION</b>				<b>AMOUNT</b>
<b>A. Personnel Services</b>				
Title/position & Incumbent's Name (if available)	Annual Salary	FTE	Months	Amount for Contract
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
<b>A. Personnel Services TOTAL</b>				
<b>B. Contractual (if applicable)</b>				
1				
2				
<b>B. Contractual TOTAL</b>				\$ -

<b>C. Program Supplies</b>		
<b>1. Supplies</b> Itemizations/Explanations/Calculations		
<i>C-1 Supplies SUB TOTAL</i>		
<b>2. Printing/Photocopying</b> Itemizations/Explanations/Calculations		
<i>C-2 Printing/Copying SUB TOTAL</i>		
<b>C. Program Supplies TOTAL</b>		<b>\$ -</b>
<b>D. Agency Operations</b>		
<b>1. Rent</b> Itemizations/Explanations/Calculations		
<i>D-1 Rent SUB TOTAL</i>		\$ -
<b>2. Communication including telephone, etc.</b> Itemizations/Explanations/Calculations		
<i>D-2 Communications SUB TOTAL</i>		\$ -
<b>3. Travel</b> Itemizations/Explanations/Calculations		
<i>D-3 Travel SUB TOTAL</i>		\$ -
<b>4. Training/Skills Development</b> Itemizations/Explanations/Calculations		
<i>D-4 Training/Skills Development TOTAL</i>		\$ -

5. <i>Miscellaneous</i> , including equipment - must itemize Itemizations/Explanations/Calculations	
<i>D-5 Miscellaneous SUB TOTAL</i>	\$ -
<b>D. Agency Operations TOTAL</b>	<b>\$ -</b>
<b>E. Indirect/Administrative Costs (if applicable)</b> Please remember that by state statute, 255.15, no recipient of moneys distributed may expend more than 10% of those moneys for administrative costs. These are costs associated with administering the grant program, rather than providing direct services.	
1. Indirect/Administrative Costs Itemizations/Explanations/Calculations:	
<b>E. Indirect/Administrative Costs TOTAL</b>	<b>\$ -</b>
<b>TOTAL COSTS</b>	<b>\$ -</b>

Commodity / Service \_\_\_\_\_

**VENDOR INFORMATION**

1. BIDDING / PROPOSING COMPANY NAME \_\_\_\_\_  
FEIN \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Toll Free Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

2. Name the person to contact for questions concerning this bid / proposal.  
Name \_\_\_\_\_ Title \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Toll Free Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

3. Any vendor awarded over \$25,000 on this contract must submit affirmative action information to the department. Please name the Personnel / Human Resource and Development or other person responsible for affirmative action in the company to contact about this plan.

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Toll Free Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

4. Mailing address to which state purchase orders are mailed and person the department may contact concerning orders and billings.

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Toll Free Phone ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip + 4 \_\_\_\_\_

5. CEO / President Name \_\_\_\_\_

STATE OF WISCONSIN  
DOA-3478 (R12/96)

**VENDOR REFERENCE**

FOR VENDOR: \_\_\_\_\_

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for four (4) or more installations with requirements similar to those included in this solicitation document. If vendor is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name \_\_\_\_\_

Address (include Zip + 4) \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone No. \_\_\_\_\_

Product(s) and/or Service(s) Used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This document can be made available in accessible formats to qualified individuals with disabilities.

Wisconsin Tobacco Prevention and Control Program (TPCP)

2010 Boundary Statement

The Division of Public Health (DPH) TPCP has identified a Boundary Statement that sets the parameters of the program within which agencies funded to conduct statewide programs will need to set their objectives.

The purpose of the TPCP is to aggressively address the burden of tobacco use and exposure in Wisconsin. Statewide intervention grants support a coordinated, strategic implementation of effective programs to achieve tobacco prevention and control outcomes at the local and statewide levels. The overall Program goals are to (1) eliminate the exposure to secondhand smoke, (2) prevent the initiation of tobacco use by adults and youth, (3) promote the use of evidence-based treating tobacco dependence and (4) address tobacco-related disparities.

The TPCP adheres to the Centers for Disease Control (CDC) Best Practices which recommend that local and statewide efforts work in collaboration in the provision of skills, resources and information to mobilize and implement program goals. The CDC states that “evidence indicates that implementing policies that promote a change in social norms appear to be the most effective approach for sustained behavior change.” Best or promising practices to achieve outcomes utilize population-based approaches emphasizing policy and environmental strategies. According to the CDC, through the use of population and systems-based approaches, program goals can best be achieved.

### **Statewide Programs Focus**

Agencies receiving funding must incorporate the following efforts into their tobacco control work plans. The TPCP will provide examples of high impact strategies and activities to contractees as needed.

- Participation in and support for the development and implementation of local and statewide smoke-free public policies
- Communication and collaboration with local tobacco control coalitions and other state partners in tobacco control
- Integration of efforts to eliminate tobacco-related disparities within all efforts
- Incorporation of evaluation strategies and methodologies to demonstrate effective outcomes
- Participation in and support for program sustainability efforts
- Promotion of the WI Tobacco Control Quit Line and other evidence-based or promising practice treating tobacco dependence programs (i.e. N-O-T, Freedom from Smoking, etc.)
- Earned media activities

### **Statewide Contractee Requirements**

Agencies receiving funding must adhere to the following requirements.

- Refusal of all funding from the tobacco industry or any of its affiliates
- Maintenance of a 100% smoke-free air policy for their agencies
- Assurance that staff are trained in tobacco control best practices and receive an orientation to the WI TPCP and tobacco control movement
- Participation in TPCP or other tobacco control trainings and technical assistance efforts
- Recognition of the TPCP as the source of funding on program written materials, reports and publications and when providing tobacco control presentations at local, state or national workshops or conferences. The following statement must be used.
  - This program is funded by the Wisconsin Tobacco Prevention and Control Program, Division of Public Health, Wisconsin Department of Health Services.
- Hold and attend all program-funded meetings, trainings and events in only smoke-free cities. If no smoke-free city exists or has accommodations, then utilize only smoke-free facilities.
- Provide and submit timely responses to TPCP requests for information utilizing required formats

- Participation in regular contract administration meetings and teleconferences

### **Work Plan, Objectives and Deliverables Requirements**

- Work plans must use objectives that follow the S.M.A.R.T. (Specific, Measurable, Achievable, Realistic and Time-Specific) format and include all required template objectives.
- Deliverables must demonstrate the achievement of the objective outcome.
- Mid-year and year-end reports must be completed and submitted with supporting documentation of the objective deliverable.

### **Best or Promising Practice Guidance**

Grantees must use best or promising practices designed to implement environmental and systems level changes and develop public policies that promote tobacco-free lifestyles.

- Consideration should be given to populations disparately affected by tobacco use and exposure, such as individuals exposed to secondhand smoke at work, individuals who experience homelessness, people with substance abuse and chronic mental health problems, people who live in poverty or have lower levels of education, or racial, ethnic, or age-related groups that have greater tobacco use and exposure.
- Statewide earned media interventions should deliver strategic, culturally appropriate and high impact messages that are integrated into the overall state tobacco program efforts.

### **Unacceptable Activities**

- Direct and indirect lobbying
- Efforts focused on voluntary smoke-free air policy
- Primary tobacco prevention educational endeavors including health fairs and classroom presentations

### **State Health Plan, Healthiest Wisconsin**

All funding provided through the Division of Public Health must be linked to and supportive of the goals and objectives of the Wisconsin State Health Plan

### **References:**

#### **Federal Regulations/Guidelines**

- 2006 Surgeon General's Report on the Health Consequences of Involuntary Exposure to Tobacco Smoke
- CDC Best Practices for Comprehensive Tobacco Control Programs, <http://www.cdc.gov/tobacco/bestprac.htm>
- Clinical Practices Guideline: Treating Tobacco Use and Dependence,
- The Guide to Community Preventive Services: Tobacco Use Prevention and Control, <http://www.cdc.gov/tobacco/comguide.htm>
- U.S. Food and Drug Administration, <http://www.fda.gov/TobaccoProducts/default.htm>

#### **State of Wisconsin Statutes**

- Wisconsin Act 12 which prohibits smoking in several enclosed places. The Act takes effect on July 5, 2010. A summary of Act 12 is available at the Legislative Council Web site at: [http://www.legis.state.wi.us/lc/publications/act/2009/act012\\_sb181.pdf](http://www.legis.state.wi.us/lc/publications/act/2009/act012_sb181.pdf).
- Tobacco Retailer Compliance with Wisconsin Law (ss.134.66)
- Tobacco Compliance Investigations Law (ss.254.916)

#### **TPCP Policies/Guidance**

- Bringing Everyone Along: A Strategic Plan to Eliminate Tobacco-Related Disparities in Wisconsin <http://dhs.wisconsin.gov/tobacco/pdffiles/DHSReport2008LowRes.pdf>
- 2009-2014 Wisconsin Tobacco Prevention and Control Plan <http://dhs.wisconsin.gov/tobacco/>
- Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public, <http://dhfs.wisconsin.gov/statehealthplan/>

## **REQUIRED Objective**

### **(#1) Smoke-Free Air Implementation**

**Objective:** By December 31, 2010, **(insert number)** strategies in support of smoke-free air policy implementation will be implemented by the **(insert name of disparities network)**.

**Deliverable:** A report to include: 1) the number and description of strategies implemented in support of smoke-free air implementation, 2) results achieved, 3) network members involved and 4) copies of any related educational or media advocacy materials.

#### **High Impact Strategies**

The following four high impact strategies are required for this objective:

- 1) Outreach and Education to Key Local and State Leaders,
- 2) Media Advocacy,
- 3) Outreach and Education to Workplaces, and
- 4) Outreach and Education for Enforcement (This activity requires collaboration with disparities networks operating in the MJC area. The TPCP TTA will provide assistance in the facilitation of this collaboration.)

#### **High Impact Activities**

The only acceptable high impact activities in support of these strategies are listed in the 2010 High Impact Strategies and Activities for Statewide Smoke-Free Air Policy Implementation Addendum. Agencies must select and include activities from this Addendum in their proposed work plan. Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance.

## **REQUIRED Objective**

### **(#2) Program Sustainability**

**Objective:** By December 31, 2010, **(insert number)** strategies in support of tobacco control program sustainability will be implemented by the **(insert name of disparities network)**.

**Deliverable:** A report to include: 1) the number and description of strategies implemented in support of tobacco control program sustainability, 2) results achieved, 3) network members involved and 4) copies of related any educational or media advocacy materials.

#### **High Impact Strategies**

The following four high impact strategies are required for this objective:

- 1) Outreach and Education to Key Local and State Leaders,
- 2) Identifying Supporters through Grassroots Activities with Education and Follow Up to Involve Individuals in Coalition Efforts,
- 3) Media Advocacy Efforts, and
- 4) Active Participation on Statewide Tobacco Control Teams, Workgroups and Committees.

#### **High Impact Activities**

The only acceptable high impact activities in support of these strategies are listed in the 2010 High Impact Strategies and Activities for Program Sustainability Addendum. Agencies must select and include activities from this Addendum in their proposed work plan. Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance.

Attachment VIII  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2010 Template Objectives

**REQUIRED Objective**

**(#3) Network Advisory Group**

**Objective:** By December 31, 2010, a core network advisory group will be implemented for the **(insert name of disparities network)**.

**Deliverable:** A report to include: 1) a listing of the members of the core network advisory group with names and organizations, 2) meeting dates, agendas and minutes, and (3) key recommendations for strategies, action steps and approaches.

Each disparities network is required to establish and implement a core advisory group. The group should be composed of a mixed representation that includes network members, local, state and national partners with areas of expertise in tobacco prevention and control. The purpose of the core advisory group for each network is to (1) discuss best practices and promising approaches, (2) determine network direction and technical assistance, (3) recommend strategies and activities, and (4) evaluate outcome achievement for the specific network population.

Attachment VIII  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2010 Template Objectives

**REQUIRED Objective**

**(#4) Contract Administration**

**Objective:** By December 31, 2010, **(insert name of disparities network)** will actively participate in the Disparities Team, the Sustaining States Workgroup and the Division of Public Health (DPH) contract administration monthly meetings.

**Deliverable:** A report to include: 1) a list of meetings attended with dates, 2) documentation of active participation in teams and workgroups, (3) a list of monthly DPH contract administration meetings and (4) a copy of the CARS expenditure report submitted to the DPH contract administrator/Health Disparities Coordinator.

Active participation in TPCP teams, workgroups and contract administration meetings are a requirement for all disparities networks as referenced in the Statewide Programs 2010 Boundary Statement. Communication and collaboration with local and state partners is key to enhancing outcomes for addressing tobacco-related disparities and educating the communities.

Attachment VIII  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2010 Template Objectives

OPTIONAL Policy Template Objective

**(#5) Treating Tobacco Dependence**

**Objective:** By December 31, 2010, **(insert name of community-based organization)** will newly implement a policy or protocol to identify and refer clients who use tobacco to evidence-based or promising practices for treating tobacco dependence and/or the Wisconsin Tobacco Quit Line.

**Deliverable:** A report to include: (1) the name of the community-based organization that newly implemented a treating tobacco dependence policy or protocol, (2) documentation of the active role of the disparities network and (3) a copy of the organization's protocol or policy detailing implementation of referrals.

Targeted organizations for this objective must be those serving populations with tobacco-related disparities such as: faith-based, private and public agencies, and non-profit agencies. The following are required activities which should be included in the work plan: (1) education on tobacco dependence and treatment among populations with disparities, including Medical Assistance coverage of pharmacotherapy and counseling and (2) collaboration with state partners in treatment efforts.

Attachment VIII  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2010 Template Objectives

OPTIONAL Policy Template Objective

**(#6) Youth Involvement and Support**

**Objective:** By December 31, 2010, three strategies to actively engage a FACT youth group in support of tobacco control policy and sustainability activities will be implemented by the **(insert name of disparities network)**.

**Deliverable:** A report to include: (1) the number and description of strategies implemented in support of youth advocacy efforts, (2) results achieved, (3) coalition and youth members involved and (4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

**Required Strategies**

- 1) Development and/or Maintenance of an active FACT group
- 2) Outreach and Education to Key State Leaders
- 3) Media Advocacy Efforts

**Required Activities** (Agencies must collaborate with FACT):

- 1) Development and/or Maintenance of an Active FACT Group
  - Recruitment of 20 new members
  - Implement the FACT Activism Kit
- 2) Outreach and Education to Key State Leaders
  - Conduct two meetings with state legislators, one with a state representative and one with a state senator
- 3) Media Advocacy Efforts
  - Garner 3 earned media hits as a direct result of the implementation of the FACT Activism Kit and/or the Outreach and Education of Key State Leaders

Attachment VIII  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2010 Template Objectives

OPTIONAL Policy Template Objective

**(#7) Other Tobacco Products Local Policy**  
**(Strategies and Activities in support of this objective may only be conducted after July 10, 2010)**

**Objective:** By December 31, 2010, three strategies in support of other tobacco products (OTP) local policy will be implemented by the **(insert name of disparities network)**.

**Deliverable:** A report to include: 1) the number and description of strategies implemented in support of OTP local policy, 2) results achieved, 3) coalition or community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the TPCP.

**High Impact Strategies**

Agencies must select three of the following five high impact strategies:

1. Monitor Local Business and Community Events,
2. Outreach and Education to Key Local and State Leaders,
3. Conduct Policy Maker Assessments,
4. Media Advocacy and
5. Engage and Involve 18-24 Year Olds.

**High Impact Activities**

The only acceptable high impact activities in support of these strategies will be listed in the 2010 High Impact Strategies and Activities for OTP Local Policy Addendum. This Addendum will be available by March 31, 2010. Agencies may only conduct activities from this Addendum and must work with the TPCP Policy Coordinator in the selection of strategies and activities in support of this objective.

Attachment VIII  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2009/2010 High Impact Strategies and Activities for Smoke-Free Air Implementation  
*(Options to select from)*

*The TPCP will be providing training and technical assistance resources and supplementary materials to assist contracted agencies. Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance regarding any revisions.*

**Strategy: Outreach and Education to Key Local and State Leaders**

**Activities:**

- Conduct personal meetings or visits to provide education and resources to enforcement agencies regarding the process of statewide smoke-free air implementation
- Conduct presentations to educate members of local organizations or agencies, specifically focusing on those agencies who serve populations with tobacco-related disparities
- Write letters to policy makers, business leaders and other key audiences
- Share the implementation website, including the complaint form, with health departments and other key organizations for posting on their websites
- Promote implementation promotional materials with health departments and key organizations
- Educate local governments (i.e., City Councils, County Boards or Boards of Health)
- Hold community events supportive of implementation of statewide smoke-free air law
- Collaborate with UW-Surveillance and Evaluation to conduct a baseline air quality study in local communities
- Engage and involve youth in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)
- Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)

**Strategy: Media Advocacy Efforts**

**Activities:**

- Write and encourage submission of letters to the editor
- Conduct editorial board visits
- Hold press conferences or write press releases
- Provide updates to media on relevant reports, findings and information
- Organize guest columns to provide education
- Work with print and television reporters to develop feature stories focused on workplaces (bars, large businesses and high profile businesses) that went smoke-free in advance of July 5, 2010
- Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications
- Assist youth in planning and implementing media advocacy to support their policy-focused activism activities
- Collaborate with 18-24 year olds in planning and implementing media advocacy to support their policy-focused activism activities

**Strategy: Outreach and Education to Workplaces**

**Activities:**

- Supply business materials to workplaces and respond to questions
- Provide tailored assistance to priority workplaces (bars, large businesses and high profile businesses) interested in going smoke-free in advance of July 5, 2010
- Engage and involve 18-24 year olds in activities related to outreach and education specific to bars

**Strategy: Outreach and Education for Enforcement**

**Activities:**

- Write letters, make phone calls and/or conduct personal meetings to provide education and resources to enforcement agencies regarding smoke-free air enforcement
- Conduct presentations, trainings and/or forums for enforcement agencies
- Present at local or regional enforcement association events
- Conduct policymaker education related to enforcement

Attachment X  
Wisconsin Tobacco Prevention and Control Program (TPCP)  
Disparities Network  
2009/2010 High Impact Strategies and Activities for Program Sustainability  
(Options to select from)

*Please note that the TPCP may be revising this Addendum and will provide guidance and technical assistance regarding any revisions.*

**Strategy: Outreach and Education to Key Local and State Leaders**

**Activities:**

- Conduct personal meetings or visits to provide education and resources
- Conduct presentations to educate members of local organizations or agencies
- Participate in community forums to provide education
- Recruit and train local individuals to provide education and information at local, regional or statewide meetings, conferences, workshops or events
- Write letters (latest data and relevant information) to policy makers, business leaders and other key audiences
- Share resources, experiences, and information with colleagues, health departments and other organizations via listserves, e-mails, mail and other established communication mechanisms
- Educate local governments (i.e., City Councils, County Boards or Boards of Health)
- Organize legislative or town hall forums, women of influence events, legislative breakfasts or general group presentations (include community members and leaders) to educate policymakers on the importance of program sustainability
- Engage and involve youth in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)
- Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders (i.e. activities listed above)

**Strategy: Identifying Supporters through Grassroots Activities with Education and Follow Up To Involve Individuals in Coalition Efforts**

**Activities:**

- Conduct presentations on the burden of tobacco and how program sustainability (funding and resources) can reduce this burden
- Train individuals on strategies to promote and support program sustainability
- Recruit supporters through community outreach efforts, such as phone banking or community events
- Promote involvement in tobacco control listservs and submit completed postcards and/or listings of supporters to state partners
- Develop partnerships and connections with existing groups in the community
- Utilize a newspaper insert to educate the community and identify program sustainability supporters
- Conduct education activities for coalition members and supporters to increase knowledge of tobacco prevention and control issues, updates on new research, current events in Wisconsin and opportunities for involvement and action
- Conduct follow-up with supporters via mailings and phone calls
- Engage supporters in activities, such as attendance and active participation at meetings, events and hearings
- Engage and involve youth in activities supportive of identifying supporters through grassroots activities, such as advocacy and activism activities
- Engage and involve 18-24 year olds in activities supportive of identifying supporters through grassroots activities, such as advocacy and activism activities

**Strategy: Media Advocacy Efforts**

**Activities:**

- Write and encourage submission of letters to the editor
- Conduct editorial board visits
- Hold press conferences or write press releases (can utilize TPCP Communications Committee guidance and templates)
- Provide updates to media on relevant reports, findings and information
- Host a media event involving community leaders and members
- Hold a media question and answer event
- Send media releases and advisories utilizing local spokespersons
- Set up interviews with local experts on relevant news events or reports for radio or television news programs
- Organize guest columns to provide education
- Work with print and television reporters to develop feature stories
- Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications
- Assist youth in planning and implementing media advocacy to support their policy-focused activism activities
- Collaborate with 18-24 year olds in planning and implementing media advocacy to support their policy-focused activism activities

**Strategy: Active Participation on Statewide Tobacco Control Workgroups and Committees**

**Activities:**

- Membership on statewide planning and implementation teams
- Membership on statewide workgroups focused on program sustainability
- Membership on statewide committees focused on program sustainability
- Conduct follow-up activities in conjunction with the overall program sustainability efforts and in collaboration with state partners (i.e., work with state partners on in-district meetings and events)