



Tobacco-Free Communities Program  
1775 Story Road, Suite 120  
San Jose, CA 95122

## **Community Engagement Activity (CEA) Application 2023**

### **Funding Opportunity for Community Organizations that Serve the Following Populations:**

African American/African-Ancestry/Black, Latinx, Asian-American and Pacific Islander, LGBTQ+, people with behavioral health conditions, uninsured/Medi-Cal populations, homeless or unhoused individuals, military personnel/veterans, or youth in Gilroy, Morgan Hill, and San Martin.

**Application Deadline: Wednesday, February 22, 2023 by 5:00 PM**

### **READ ALL INSTRUCTIONS AND CRITERIA CAREFULLY**

All grant materials can be accessed here: [www.sccphd.org/tobaccofree](http://www.sccphd.org/tobaccofree)

*\*Contingent on Board of Supervisors' Approval*

## Key Dates Schedule

Application Released	Monday, 1/9/23
Deadline for Electronic Submission of Application	Wednesday, 2/22/23 at 5:00 PM
Evaluation Panel Review of Applications	Monday, 2/27/23 – Wednesday, 3/1/23
Funding Award Notices	Wednesday, 3/1/23 – Friday, 3/3/23
Project Period	Upon execution (start no later than Saturday, 4/1/23 – Friday, 6/30/23)

## Submissions

APPLICATIONS WILL ONLY BE ACCEPTED BY ELECTRONIC SUBMISSION. Applications mailed or delivered will not be accepted. If you experience any difficulties in submitting your application, please contact us for assistance at [tobaccoprevention@phd.sccgov.org](mailto:tobaccoprevention@phd.sccgov.org).

Submit your completed application to [tobaccoprevention@phd.sccgov.org](mailto:tobaccoprevention@phd.sccgov.org). In the subject line, please reference – **CEA Application 2023**.

**Have questions?** Technical assistance is available. Please email us at [tobaccoprevention@phd.sccgov.org](mailto:tobaccoprevention@phd.sccgov.org) to request an appointment.

## Important Submission Guidelines

To help us process your application, please follow these submission guidelines:

- Submit the application by email, including all supporting documentation.
- Submit all materials listed under “Application Materials Checklist” supplemental document.
- Submit application materials only once - be sure your materials are complete and accurate before submitting. Incomplete applications will not be eligible for funding.
- Do not put the application content in the body of your e-mail message.
- Send all attachments in one e-mail. If your submission e-mail bounces back to you, contact us at our main line at (408) 793-2700.
- Do not include materials not requested, such as letters of support, Memorandums of Understandings (MOUs), photos, etc.
- Printed applications will not be accepted.
- Electronic signatures (Ex. DocuSign) and wet signatures are both acceptable for the application.

## Application Materials Checklist

### Use Word Templates Attached to Grant Announcement

- Application Cover Sheet
- Scope of Work (no more than one page)
- Proposed Budget Justification (no more than one page)
- Certification of Non-Acceptance of Tobacco Funds
- Submit proof of your nonprofit status (i.e., certification from the State of California, Office of Secretary of State, **or** a letter from the Department of the Treasury, Internal Revenue Service classifying the applicant administrative agency as a private non-profit)

### Documents May Be Required Upon Funding Award (not required to submit with application)

- Completed and signed W-9: <https://www.irs.gov/pub/irs-prior/fw9--2018.pdf>
- Copy of General Liability Insurance
- Signed Grant Agreement by organization's authorized individual

## Introduction and Background

The Santa Clara County Public Health Department's Tobacco-Free Communities (TFC) Program is releasing funding to support community-based tobacco prevention activities and initiatives, focused on reaching populations who are disproportionately impacted because of social conditions and aggressive tobacco industry marketing. This funding is intended to recognize the assets and strengths of the county's diverse community organizations and populations, and to offer an opportunity for organizations to incorporate tobacco prevention activities within existing programs, projects, and activities to reach people effectively.

The mission of the TFC Program is to strive for optimal health of all residents and the workforce in Santa Clara County by eliminating illness and premature death attributed to the use of tobacco products, including vaping devices. The TFC Program implements activities to:

1. Prevent initiation of tobacco use and reduce youth access to tobacco products, including vaping and electronic smoking devices;
2. Reduce tobacco use, particularly among populations with the highest rates;
3. Reduce exposure to secondhand smoke and third hand smoke; and
4. Invest in strengthening community capacity and resiliency to address tobacco-related issues long-term.

Tobacco use is the number one cause of preventable death and disease in the nation. In Santa Clara County, [1 in 8 deaths annually](#) is attributed to smoking-related illness and disease such as cancer, heart disease, and respiratory diseases.

TFC collaborates with residents, including youth, key community partners, and elected leaders in implementing a variety of evidence-based policy and systems change strategies. The program's efforts are focused on reducing tobacco use and secondhand smoke exposure with populations disproportionately impacted and thus experience a greater burden of tobacco-related diseases.

As highlighted in the [California Tobacco Education and Oversight Committee's Master Plan for Tobacco Control](#), in some communities, social norms support tobacco use, making it difficult for youth to avoid initiating tobacco use and for adults to quit using it. The Tobacco Industry has a long history of using aggressive tactics to market these deadly products in lower income neighborhoods, communities of color, youth, and Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) communities, including advertising in community-specific media and promotional materials, and at lower costs. [Communities targeted by the Tobacco Industry](#) suffer disproportionately from higher rates of tobacco use and tobacco-related diseases. Underlying these disparities are deeper structural inequities, including institutionalized racism, discrimination, biases, homophobia, and transphobia, and systemic issues such as poverty, homelessness, and unemployment.

## Eligibility Criteria

Each applicant **must** meet the following criteria to be eligible for this funding opportunity:

1. Must be a nonprofit organization or project with a tax-exempt non-profit organization status under Section 501(c)(3) of the Internal Revenue Code and are designated a 509(a)(1) or 509(a)(2) organization.
2. Each applicant can propose a creative project; however, it must be aimed at reducing secondhand smoke in areas such as outdoor public areas and multi-unit housing in Gilroy, Morgan Hill, or San Martin. Smoke includes cannabis products, vape products, and other tobacco products.
3. Applicant Organizations must be currently based in or primarily serve Gilroy, Morgan Hill, and San Martin residents and has an explicit mission to serve one or more populations disproportionately impacted by tobacco use and tobacco-related diseases, including: African American/African-Ancestry/Black, Latinx, Asian-American and Pacific Islander, LGBTQ+, people with behavioral health conditions, uninsured/Medi-Cal populations, homeless or unhoused individuals, military personnel/veterans, and/or youth.
4. Organizations who receive tobacco, vape, cannabis industry or other new emerging tobacco/smoking related industry funding are ineligible for this funding opportunity.

5. Applicant Organizations must submit all of the required documents listed under the Application Materials Checklist by the application deadline.

## **Funding Information**

The funding available for the Community Engagement Activities comes from the County General Fund and California Department of Public Health Future of Public Health Funding.

- The maximum award amount per organization: up to \$10,000
- The project must be complete by June 30, 2023
- Only one proposal per organization will be considered
- Award recipients will be required to submit a brief progress report, due June 30, 2023

Eligible applicants that meet all requirements and submit all the required documents on time may be considered for funding (pending approval of grant agreements by the Board of Supervisors) as funding allows. The Evaluation Criteria below will be used to evaluate the responsiveness and quality of each of the eligible applications. Funds may be disbursed in two increments: upon execution of agreement and upon successful completion and approval of final brief progress report submission. Funds will not be disbursed until all documents are on file and agreement is executed.

*(Note: TFC will provide awardees with a template to submit the final progress report. If the final progress report is not submitted, submitted late, or submitted without completion of activities, it is the discretion of TFC to hold disbursement of funds until receipt of the required documents.)*

## Evaluation Criteria

PROPOSAL SCORING CRITERIA	COMMENTS (include strengths and opportunities)	POINTS AWARDED
<b>Proposed Project (up to 15 points)</b>		
Project is presented in a clear and concise manner. Project activities are in alignment with strategies focused on reducing secondhand smoke exposure in Gilroy, Morgan Hill, or San Martin.		
<b>Project Approach – Priority Population (up to 15 points)</b>		
Applicant Organization has an explicit mission to serve one or more populations disproportionately impacted by tobacco use and tobacco-related diseases. Project is focused on reaching and engaging populations disproportionately impacted by tobacco.		
<b>Budget (up to 5 points)</b>		
Rates are reasonable, meets budget guidelines, and justification is included and clearly explains expenses. Budget is in alignment with proposed program description.		
<b>Required Documents (up to 5 points)</b>		
All the required documents were submitted.		
<b>TOTAL POINTS AWARDED</b>		

## Budget Guidelines

Project funds may be used for (not limited to):

- Educational materials
- Signage
- Operating Expenses (examples: supplies, printing costs)
- Awards more than \$3500 may include staffing, consultants, stipends
- Food and other incentives (no more than \$50 per person) and must follow County Nutrition Standards
- Incentives may be used to encourage or motivate participants to participate in project activities, but must adhere to the following requirements:
  - An individual may only receive a maximum of \$50 worth of non-consumable incentives and \$50 worth of consumable incentives for the project (e.g., if a participant receives a T-shirt worth \$10, any additional non-consumable incentives cannot exceed \$40. If they received food worth \$20, any additional consumable incentives cannot exceed \$30).
  - Recipients must do something to receive an incentive—volunteer, create materials, participate in an event/class, etc. If providing incentives, a log must be kept that includes each recipient's name, incentive item, date, and value.
  - Allowable incentive examples (not limited to): T-shirts, merchandise cards for purchase of books, music, movies, food, arts and crafts, etc.
  - Prohibited incentives: cash or gift cards that could be used to purchase tobacco, nicotine products, alcohol, and/or cannabis.

Project funds may not be used for:

- Debt retirement
- Operational deficits
- Computer equipment
- Furniture
- Free Giveaways/Gift Items, such as key chains, water bottles, pens, etc. that are given to anyone without requiring an action by the recipient (Incentives that require an action by the recipient are allowable, with above noted restrictions)
- Partisan activities
- Nicotine Replacement Therapy (NRT) products (ex. nicotine patches, gums, etc.)
- 509(a)(3) supporting organizations
- 501(c)(4) organizations or lobbying activities

## Project Examples

Below are examples of projects applicants may propose. Projects are not limited to these examples. Applicant organizations may apply for funds to:

- Incorporate tobacco prevention content into existing family education classes or workshops
- Provide tobacco prevention presentations to community groups or organizations
- Provide education and information to elected officials and key community stakeholders through meetings, letters/emails, or speaking at public meetings
- Write and submit letter to the editor or opinion editorials to local papers
- Create and post social media content
- Distribute and collect statement of concern cards
- Canvass/distribute educational materials to residents
- Hold a community forum or roundtable discussion on a relevant tobacco-related topic
- Develop and deliver a tobacco prevention/education workshop series for a youth group
- Host an event at a local community center, park, school
- Develop creative projects (ex. short film, artwork, music, poetry, short story) and host an event to showcase the project
- Host a podcast discussion on a relevant tobacco-related topic