



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

## **Community Engagement Activity (CEA) Application 2021**

### **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, or military personnel/veterans, serving Santa Clara County residents

Eligible applicants that meet all requirements and apply on time will receive funding on a first come, first served basis. \*

**Application Deadline: Wednesday, July 14, 2021 by 5:00 PM**

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

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

*\*Contingent on Board of Supervisors' Approval*

## Key Dates Schedule

|                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Application Released                                                                 | 5/24/2021                                                                                                                                                                                                                                                                                                                                                                         |
| Technical Assistance Office Hours (Optional)                                         | <p style="text-align: center;">Fridays, 10:00-11:00 AM, May 28 through July 9, 2021<br/>(Except Friday, June 18, 2021)</p> <p style="text-align: center;">Registration Link for Office Hours: <a href="https://sccgov-org.zoom.us/meeting/register/tJEqdemtqjloE9O-gnpRIOG77PMVE76AzNWs">https://sccgov-org.zoom.us/meeting/register/tJEqdemtqjloE9O-gnpRIOG77PMVE76AzNWs</a></p> |
| Deadline for Electronic Submission of Application                                    | 7/14/2021, 5:00 PM                                                                                                                                                                                                                                                                                                                                                                |
| Applications submitted prior to the deadline will be processed as they are received. |                                                                                                                                                                                                                                                                                                                                                                                   |
| Funding Award Notices                                                                | 7/19/2021 – 7/23/2021                                                                                                                                                                                                                                                                                                                                                             |
| Project Period                                                                       | August 1, 2021 – November 30, 2021                                                                                                                                                                                                                                                                                                                                                |

## 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 2021**.

**Have questions?** Technical assistance is available. You may attend one of our weekly optional technical assistance office hours, or you may 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”.
- Send all attachments in one e-mail. If your submission e-mail bounces back to you, contact us at [tobaccoprevention@phd.sccgov.org](mailto:tobaccoprevention@phd.sccgov.org).
- Submit application materials only once - be sure your materials are complete and accurate before submitting. Incomplete applications will need to be revised and resubmitted, which may delay project start date.
- Do not put the application content in the body of your e-mail message.

- 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 and Budget Explanation (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 suffer disproportionately 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 Program's vision is a tobacco-free Santa Clara County. 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.

TFC collaborates with residents, community-based organizations, and local, state, and federal health agencies to promote a healthy lifestyle and create a tobacco-free Santa Clara County. The goal of TFC is to increase community awareness of the detrimental impact of tobacco use by engaging 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.

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.

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

This funding opportunity is open to nonprofit organizations or projects with a tax-exempt nonprofit organization status under Section 501(c)(3) of the Internal Revenue Code and are designated a 509(a)(1) or 509(a)(2) organization.

The application must include addressing tobacco use or tobacco-related diseases; or electronic smoking device use (which includes vape or JUUL devices); and/or the related health disparities as a result of the use of these products.

## Populations of Focus

Applicant organizations must be currently based in at least one city within Santa Clara County and primarily 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, and/or military personnel/veterans.

An eligible organization is defined as one that:

- Has an explicit mission to serve and advocate for at least one of the populations of focus for this application.

Santa Clara County includes the following jurisdictions: Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San José, Santa Clara, Saratoga, and Sunnyvale.

Organizations who receive tobacco, vape, cannabis industry or other new emerging tobacco/smoking related industry funding are ineligible for this funding opportunity.

## **Funding Information**

The funding available for the Community Engagement Activities comes from the California Department of Public Health, Tobacco Control Program Proposition 99 (Tobacco Tax and Health Protection Act of 1988) and Proposition 56 (California Healthcare, Research and Prevention Tobacco Tax Act of 2016) funds.

- The maximum award amount per organization: up to \$5,000
- The project must end by November 30, 2021
- Only one proposal per organization will be considered
- Those receiving awards will be required to submit a project brief progress report, due December 10, 2021

Eligible applicants that meet all requirements and apply on time will receive funding on a first come, first served basis (pending approval of grant agreements by the Board of Supervisors) as funding allows. 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.)*

## **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

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
- Identify, order, and distribute tobacco education/cessation materials through a family resource center
- Develop, translate, and print new culturally relevant tobacco prevention materials
- Hold a community forum or roundtable discussion on a relevant tobacco-related topic

- Host a training or learning session on enhancing advocacy skills, or improving knowledge on policy making process, and relevant tobacco-related policy opportunities
- Provide refresher training to staff on tobacco use screening, counseling, or referral to quitting services workflow, or implement a tobacco use screening and referral workflow within your organization
- Conduct a Quality Improvement project/Plan-Do-Study-Act (PDSA) cycle to evaluate tobacco screening and referral workflow, and design and implement improvement project(s);
- Order and install updated tobacco-free signage at your organizational setting to educate staff and clients, and promote a tobacco-free workplace with your workforce and clients
- Develop a tobacco-free workplace policy for your organization
- Develop and deliver a tobacco prevention/education workshop series for a youth group
- Get your organization signed up and trained to use the free [California Tobacco Quitline e-referral or web-referral system](#) to refer clients to the Quitline
- Incorporate and share tobacco prevention materials via existing distribution channels, such as through food distribution events, COVID-19 testing or vaccination clinics, and/or community events
- Develop and implement a social media campaign featuring culturally appropriate tobacco prevention and educational messages