

Building Capacity to Reduce Tobacco Inequities in the South and Midwest

FAQs

Question: Which states does this CFP focus on?

Answer: Alabama, Arkansas, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Missouri, Ohio, Oklahoma, South Carolina, Tennessee, and West Virginia.

We recognize, however, that it may not always make sense to focus resources on just these 13 states. For example, strategies that are successful in Michigan, Ohio, and West Virginia may be more applicable to Pennsylvania and Wisconsin than to Alabama and Mississippi. **We will, therefore consider proposals that plan to focus on states within and adjacent to Tobacco Nation as long as the application provides a compelling justification for working outside of Tobacco Nation.**

Question: Can a proposal focus work within a county with the anticipation that the work/lessons are replicable across the state and region?

Answer: We are more likely to fund projects that have broader reach and that are operating at the state or multi-state level and using some of their funds to support local efforts.

Question: Should proposals cover a two-year period?

Answer: Yes

Question: Is the maximum budget of \$1.5 million for a two-year period?

Answer: Yes

Question: Would state governments, or departments of state governments (e.g., a health department) be eligible to apply for this funding opportunity?

Answer: Yes, state governments are considered public entities and are eligible to apply.

Question: Can an organization submit as a primary applicant as well as participate as a secondary/partner applicant?

Answer: Yes, but if both projects were invited to submit a full proposal, we would need to make sure that there is no duplication of activities between the two grants.

Question: Does tobacco include e-cig use?

Answer: Yes, we would consider activities that are aimed at advancing health equity by focusing on e-cigarette use as falling within the scope of this project. The proposal should, however, make clear how addressing e-cigarette use will advance health equity among the populations of focus.

Question: Why is Tobacco 21 not listed among the examples of policies and practices that RWJF believes are likely to advance health equity among the populations of focus (page 3 of CFP Brochure)?

Answer: The examples are not intended to be exhaustive. An applicant can propose to focus on Tobacco 21 policies but should make clear how Tobacco 21 policies will advance health equity among the populations of focus.

Question: Would you consider supporting activities that are focused on tobacco cessation through this CFP?

Answer: Yes, as noted in the CFP, we believe developing and/or implementing cessation support services that are tailored to support, and promoted to reach, the populations of focus are likely to advance health equity.

Question: Can a smaller organization focused in one particular geographic area partner with a larger organization with a broader reach?

Answer: Yes. The CFP encourages partnerships and collaborations, but one organization must be named as the project lead and that organization will be responsible for the administration of the grant and the reporting requirements to RWJF.

Question: Are individuals who are not affiliated with a legal organization eligible to apply?

Answer: No. Moreover, applicant organizations must be either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations or nonfunctionally integrated Type III supporting organizations.

Question: How will the grantees be expected to work together?

Answer: It will depend on how many grantees are selected and what they are focused on, but RWJF does plan to engage a consultant to provide grantees with technical assistance and to coordinate how they work together and with other tobacco-control organizations.

Question: Is this CFP just for advocacy efforts or also for research?

Answer: This CFP is focused on advocacy and, in particular, on increasing the ability of African Americans, persons of lower socioeconomic status, and rural residents in the South and Midwest to advocate for stronger, locally or regionally driven tobacco-control and prevention policies and practices. There may be instances in which research can help achieve this goal, but the research would also have to build advocacy capacity among the populations of focus.

Question: Does the application require letters of support?

Answer: No

Question: Is there a maximum number of partners a primary applicant can have?

Answer: No, but the budget for any single project should not exceed \$1.5 million over two years.

Question: Is regranting allowed?

Answer: Yes, we are interested in and encourage applications that include regranting to support community-based organizations or efforts. We anticipate that applications that do not include regrants to support community-based organizations would have lower budgets.

Question: Within the \$1.5 million budget, should the majority be spent on capacity building versus direct campaign activities?

Answer: Strong proposals will focus on capacity building. Funding through this CFP could be used to support some campaign activities, but that support should not come at the expense of capacity building. Furthermore, funding cannot support lobbying activities.

Question: What is RWJF's indirect rate cap?

Answer: The Foundation's approved rate is 12 percent of all RWJF costs (Personnel, Other Direct Costs, and Purchased Services) associated with the project. However, if the Purchased Services category equals more than 33 percent of the total of Personnel, Other Direct Costs and Purchased Services, RWJF allows 12 percent indirect on Personnel and Other Direct Costs, and 4 percent on Purchased Services.

Question: Is expertise in lobbying and political activity a requirement or just desired?

Answer: The eligibility criteria state, "The successful applicant organization should have... [s]trong previous or current relationships with legal counsel with expertise in the lobbying and political activity restrictions that apply to public charities and private foundations." This criterion does not refer to expertise in lobbying but access to legal counsel who can assist the organization in navigating the lobbying and political activity restrictions that apply to public charities and private foundations.

Question: What is your definition of rural?

Answer: We recognize that there are many federal, state and other definitions of "rural" that use different methods of classifying a rural area, usually framed around geography or population density. These methods often don't capture important cultural or other characteristics of a place in defining whether or not it is "rural." For the purposes of this CFP, we are taking a broad view of rural, inclusive of any place that defines itself as rural and/or meets any of the federal definitions of rural.

Question: Are you looking for applications that already include partners like the Campaign for Tobacco-Free Kids and American Nonsmokers Rights Foundation, or can that coordination happen later?

Answer: That coordination can happen later: RWJF plans to engage a consultant to provide grantees with technical assistance and to coordinate how they work together and with other tobacco-control organizations, such as the Campaign for Tobacco-Free Kids and American Nonsmokers Rights Foundation.

Question: Can program services cover youth participants as well as adults?

Answer: Proposals should describe how a project will build capacity to advocate for stronger commercial tobacco-control and prevention policies and practices. We are open to proposals that build capacity among youth as well as those that build capacity among adults—if you do focus on a particular age group, it will be helpful if you explain why you are focusing on that age group. As we note, the proposals don't have to describe the specific policies and practices the project will focus on, but for proposals that do focus on particular policies or practices, it is fine for them to focus on policies/practices that cover or are oriented toward kids as long as there is a clear explanation as to how focusing on a particular age group will advance equity.

Question: Do the bulleted questions outlined in the sample proposal narrative have to be outlined in the structure or can they just be addressed in the narrative? And if they have to be outlined in the structure, do they need to be in the same order as presented in the sample proposal narrative?

Answer: Proposals do not have to follow that structure, but reviewers will be rating proposals based on the selection criteria, and it can be helpful for reviewers if the proposal clearly indicates where to find the information that responds to each criterion.

Question: Is there a preferred citation style?

Answer: No.

Question: Can applicants partner with national tobacco-control groups?

Answer: Yes, but, because they will be providing technical assistance and training to the projects that are funded through this CFP, and because they also provided substantial input into the development of the CFP, * we have asked the five following national tobacco-control groups **not** to participate as partners on any of proposals submitted under this CFP: American Nonsmokers Rights Foundation (ANRF), Campaign for Tobacco-Free Kids (CTFK), Public Health Law Center (PHLC), Smoking Cessation Leadership Centre, and Truth Initiative. If you have particular ideas for how you might partner with one of these five national tobacco-control groups, you can briefly indicate that in your proposal, and if your organization is selected to participate in the interview process, we can further discuss what that role would be and whether it might be permitted. *We have learned that one person with whom we shared a draft of the CFP may be named as a subcontractor on a proposal to be submitted under this CFP. This person is not affiliated with one of the five national tobacco-control groups noted above, and the role they played in reviewing the draft CFP will not provide them with an advantage in the application process. While we work hard to avoid these situations, they do happen – especially when we solicit input from a broad range of external practitioners and advisors in shaping our funding opportunities. We assess these situations on a case-by-case basis and in this case, we have concluded that there is no unfair advantage and the applicant and their sub-contractor will not be prohibited from applying.

Question: Are there anticipated travel expenses that should be included in proposal budgets?

Answer: No. We have budgeted separately for all the funded projects to participate in two regional meetings and one national meeting with some of our national partners. Travel for those meetings will be coordinated by a consultant.