



# Heluna Health

Public Health Foundation Enterprises, Inc. dba  
Heluna Health, Inc. (Heluna Health)  
On behalf of



*Saving Our Legacy, African Americans for Smoke Free Safe Places*

The SOL Project advocates for healthy, smoke-free communities for African Americans and other populations who suffer disproportionately as a result of social conditions & tobacco use

[www.thesolproject.com](http://www.thesolproject.com)

## **Community Engagement Activity (CEA) Application 2019 - 2020**

**Area of focus: African American Youth Organizations in the cities of:  
Modesto  
Turlock**

Proposal Deadline: **EXTENDED** August **20**, 2019

THE SOL PROJECT  
1555 River Park Drive, #107  
Sacramento, California 95815  
[www.thesolproject.com](http://www.thesolproject.com)

**READ ALL INSTRUCTIONS AND CRITERIA CAREFULLY**

## KEY DATES SCHEDULE

REQUEST FOR PROPOSALS ANNOUNCED	July 5, 2019
DEADLINE FOR ELETRONIC QUESTION SUBMISSION	August 13, 2019
ELETRONIC PROPOSAL SUBMITTAL DEADLINE <b>EXTENDED</b>	August 20, 2019
AWARD RECOMMENDATION NOTIFICATION	August 23, 2019
SCOPE OF WORK/CONTRACT NEGOTIATIONS	September 3 - 6, 2019
EXECUTION OF AGREEMENT	September 9 - 13, 2019
ISSUANCE OF FUNDING	September 9 – 13, 2019

### APPLICATIONS WILL ONLY BE ACCEPTED BY ELETRONIC SUBMISSION

Applications mailed or hand delivered will not be accepted. Submit your completed application according to the check list (below) to The SOL Project via email: [info@theSOLproject.com](mailto:info@theSOLproject.com)

In the subject line, please reference [SOL Project CEA 2019-2020](#)

ANTICIPATED TERM OF CONTRACT: [OCTOBER 1, 2019 to APRIL 30, 2020](#)

NOTICE: ALL QUESTIONS RELATED TO THIS APPLICATION ARE TO BE DIRECTED TO [Twlia Laster](#) via E-MAIL at [Twlia@thesolproject.com](mailto:Twlia@thesolproject.com).

Once the organization application has been reviewed and approved, HELUNA HEALTH, administrative agency for The SOL Project, will draft and send an agreement encompassing required activities and approved funding. Issuance of funding will be upon execution of signed agreement.

NOTE: Additional documents may be required to establish the contractual agreement.

## READ ALL INSTRUCTIONS AND CRITERIA CAREFULLY

Heluna Health on behalf of Saving Our Legacy, African American for Smoke Free Safe Places – The SOL Project will award up to three organizations who want to advance policy or system change and increase awareness on the issue of tobacco-related disparities or address social determinants of health in the African American community in the Gold Country Region (GCR) Counties of Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, Sutter, Tuolumne and Yolo). This round of funding is open to African American youth-focused organizations based in the cities of Elk Grove Rocklin, Roseville, Tracy, Modesto, Turlock, Sonora or Yuba.

### Introduction and Background:

The SOL Project was established in 2007 to adopt tobacco control policies and to address social determinants of health that impact African American (AA) communities. Staff of the SOL Project has worked in the Gold Country Region (GCR) for 20 years under the auspices of the African American Tobacco Education Network/Partnership, the Gold Country Tobacco Control Coalition and the County of Sacramento Tobacco Education Program. SOL Project staff are experts in working with the AA population in the areas of tobacco control, prevention and advocacy.

The GCR consists of 14 counties with urban and rural communities in northern/sierra, Sacramento Area and San Joaquin Valley, including 48 incorporated cities. The total population is 3.83 million people, with just under 1,200 people in Alpine County, to over 1.4 million people in Sacramento County. The GCR is ethnically diverse with 51.1% White, 27.2% Latino, 10.9% Asian, 5.4% Black/African American and 4.1% are two or more races. There are 297,000 youth ages 12-17 and approximately 9.1 % are African American.<sup>i</sup>

Ninety percent of adult smokers begin while in their teens, or earlier; and two-thirds become regular, daily smokers before they reach the age of 19.<sup>ii</sup> Therefore, youth have an important role in advocating for policy and systems change in tobacco control and social determinants that impact the health of their communities and future. Youth have credibility with peers and community members. This allows them to help educate the community to reduce pro-tobacco influences and increase healthier norms and behaviors. Youth can provide important insight about their generation. Involving youth in tobacco control efforts ensures the design of effective, population-specific policies. Youth can mobilize their peers for activities and facilitate access to many arenas. These actions add strength to tobacco control policy efforts while also broadening the type and number of venues involved in message delivery.<sup>iii</sup>

Smoking is a major contributing factor leading to premature death of African Americans (AA). AA experience the highest lung cancer incidence and mortality rates of all other racial and ethnic groups in California. [ii] The higher rates may result, in part, from AA smokers being much more likely to smoke menthol cigarettes than Whites.<sup>iv</sup> Overall, more than 88 percent of AA smokers (ages 12+) smoke menthol cigarettes, compared to 26 percent of White smokers. Rates of menthol use are highest among AA smokers ages 12-17 (95%) and 18-25 (94%). The popularity of menthol is also evident in the cigarette brand preferences of AA youth who smoke. More than 73 percent of AA youth ages 12-17 prefer Newport.[iv] Menthol is a candy flavoring that masks the harshness of tobacco smoke and serves as starter products for kids (*It helps the poison go down easier*)—Phillip Gardiner, Dr. P. H., Policy and Regulatory Sciences, Program Officer, Tobacco Related Disease Research Program.

Legalization of marijuana poses a new threat for secondhand smoke exposure. Secondhand marijuana smoke contains many of the same chemicals and carcinogens as secondhand tobacco smoke. Secondhand marijuana smoke contains more than twice as much tar and ammonia as tobacco smoke, and more than eight times as much hydrogen cyanide.<sup>v</sup>

Marijuana use among African Americans (AA) adults increased in the U.S. from 4.7% in 2001-2002 to 12% in 2012-2013.<sup>vi</sup> Prevalence of current marijuana use among high school students who were current cigarette or cigar users increased from 51.2% in 1997 to 62.4% in 2013, while the prevalence dramatically increased among AA (66.4% to 82.0%) students from 2009-2013.<sup>vii</sup>

With the legalization of marijuana and dual use with tobacco, there is need to update voluntary and legislative tobacco control policies to include this and other “smoked” products that emit air pollutants.

The goal of this funding opportunity is to strengthen the capacity of youth serving nonprofit organizations serving African American communities and engage youth in the fight against tobacco industry targeting in the Gold Country Region.

## **Organization**

The SOL Project operates under the fiscal sponsorship of Heluna Health. Heluna Health is a leading provider of program and support services across the population health spectrum, empowering academic researchers, public-private consortia, public health agencies, and nonprofits to achieve positive health outcomes.

This funding opportunity is open to African American- youth led nonprofit organizations or projects 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.

An African American-led organization is defined as one:

- that has an explicit mission to serve African American populations; and
- key executive staff with policy and decision-making authority, and at least half of its board of directors, represent the African American population.

Additional eligibility criteria for the 2019 funding round:

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



## Geography

Applicant organizations must serve residents living in at least one of the Gold Country Region (GCR) cities of the SOL Project's funded area. These cities are Rocklin, Roseville, Tracy, Modesto, Turlock, Sonora or Yuba.

## Selection Criteria

The most competitive applications will:

- Make the case of how your organization will engage African American youth in tobacco control efforts such as advancing policy or systems change (E.g., changing the definition of smoking to include other plant and synthetic products in a current policy); or increase awareness about tobacco or tobacco related products (E.g. educating community about how the tobacco industry targets this population with products like flavored little cigars, blunt wrappers and electronic smoking devices); or increase awareness about social determinants of health as it related to tobacco, vape and/or JUUL products (E.g., educating the community on where a person lives impacts their health like living in food deserts, living near toxic waste, etc.);
- Indicate that the applicant organization has been established for at least one year;
- Include a reasonable scope and budget, based on this funding opportunity's parameters.

## Funding Information

- **The maximum award amount per organization: up to \$4,900**
- The term must end by [April 30, 2020](#).
- Only one proposal per organization will be considered.
- Those receiving awards will be expected to participate in trainings, monthly conference calls or webinars.
- Travel costs to attend the training and any other activities in the scope of work is the responsibility of the funded organization and may be included in the proposed budget (up to \$500).
- Those receiving awards will be required to submit a final progress report due [April 30, 2020](#).

Funds may be disbursed in two increments: upon execution of agreement and upon successful completion and approval of final report submission due [April 30, 2020](#). Funds will not be disbursed until all documents are on file and agreement is executed.

*(Note: SOL Project will provide successful applicants with a template to submit the final report. If the final report is not submitted, submitted late or submitted without completion of activities; it is the discretion of SOL Project/Heluna Health to deny final award disbursement of funds. Furthermore, the organization will not be eligible to apply for funding in the future).*

- Examples of what funds may be used for (proposals are not limited to these examples):
  - Operating expenses

- Social media campaigns
- Awards in excess of \$3500 may include staffing, consultants, stipends (not exceeding more than 50% of total award)
- Meeting space, food – not to exceed \$50 per person, per contract year.
- Travel - up to \$500

### **What We Do Not Fund**

- Funds may not be used for debt retirement or operational deficits.
- Organizations who receive tobacco, vape, cannabis industry or other new emerging tobacco/smoking related industry funding.
- Computer equipment, furniture
- Debt retirement
- Operational deficits
- Partisan activities
- 509(a)(3) supporting organizations
- 501(c)(4) organizations or lobbying activities

**Work must end by:** [April 20, 2020](#)

### **Application submission**

Proposals must be e-mailed to [info@thesolproject.com](mailto:info@thesolproject.com)

**Have questions?** Please email Twlia Laster, Project Director at [Twlia@thesolproject.com](mailto:Twlia@thesolproject.com).

### **Important Application Guidelines**

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

- Submit the application by e-mail, including all supporting documentation
- Submit all materials listed under “Application Materials Checklist”.
- 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 (IRS) classifying the applicant administrative agency as a private non-profit).
- Send all attachments in one e-mail. If the total size of attached files is greater than 8MB or your submission e-mail bounces back to you, contact Twlia Laster at [twlia@thesolproject.com](mailto:twlia@thesolproject.com).
- Submit application materials only once. Be sure your materials are complete and accurate before submitting them.
- Do not attach Zip files.
- Do not put the application content in the body of your e-mail message.
- Do not include any materials not requested, such as letters of support, MOUs or photos, etc.
- Printed applications will not be accepted.

**Submission email: [info@thesolproject.com](mailto:info@thesolproject.com)  
Subject line: SOL Project CEA 2019-2020**

### **Application Materials Checklist**

- Application Cover Sheet form

- Proposal Activity Summary (no more than one page)
- Scope of work (no more than two pages)
- Proposed Budget and Budget Explanation (no more than two pages)
- Proof of nonprofit status
- Certification of non-acceptance of \*tobacco funds
- Completed and signed W9 <https://www.irs.gov/pub/irs-prior/fw9--2018.pdf>
- Copy of General Liability Insurance Certificate (may be required upon award)

## APPLICATION COVER SHEET

### Community Engagement Activity Application

To complete this form, save it as a Microsoft Word document. Then type into each.

<hr/> Organization name	<hr/> Project Name	
<hr/> Primary Contact	<hr/> Contact Title	
<hr/> Contact Phone	<hr/> Contact Email address	
<hr/> Agency Street address	<hr/> City/State/Zip	<hr/> Agency Phone
<hr/> Tax ID #	<hr/> Organization Web Site	
<hr/> Authorized agency officer	<hr/> Authorized agency officer title	
<hr/> Amount Requested	<hr/> City/ies:	

**Proposed Activities Summary Information** (Provide a brief Description of Proposed Activities (no more than one page). Funding will be used to:

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Authorized agency officer signature

Date



## Scope of Work Template

**Objective:** *(What do you want to happen and by when?)*

Example: Ten youth ages 12-17 years old will each lose 10 pounds by June 30<sup>th</sup>. *(Note: This is just an example of a weight loss objective, so please do not use it in your submitted scope of work)*

**Activity:** *(What activities will you do to reach your objective?)*

Example: Ten youth will participate in monthly nutrition classes.

**Who:** *(Who will be responsible for completing the activity?)*

Example: Project specialist

**Timeline:** *(What is the timeline for completing the activity?)*

Example: August 2019 to April 2020

1)		
2)		
3)		
4)		
5)		

**Evaluation:** *(How will you measure your success? What changes do you hope to get from reaching your objective?)*

Example: Monthly weigh-ins will be conducted and youth will receive prizes regardless if they lose weight. At the end of each nutrition class, youth will take a survey to demonstrate new knowledge about nutrition and 80% will report they learned how to eat more nutritiously as a result of participating in nutrition classes.

1)
2)
3)

## Budget and Budget Justification

Category	Amount	In-Kind (if applicable) (If any in-kind time will be included. Note: This will not affect whether or not you receive the award)	Total Amount Requested
<b>A. Staff/Stipend Costs</b> (How much for each position and the calculation)			
1) Position title/percent time/responsibility description			
<b><u>Total (Staff/Stipend) Costs</u></b>			
<b>B. Operating Expenses</b> (How much for each item and the calculation)			
Supplies			
Postage			
Communication			
Travel (mileage)			
<b><u>Total Operating Expenses</u></b>			
<b>C. Other Costs</b> (How much for each item and the calculation)			
Educational materials			
Media			
Food			
<b><u>Total Other Costs</u></b>			
<b><u>Total Costs (A+B+C+D)</u></b>			

# CERTIFICATION OF NON-ACCEPTANCE OF TOBACCO\* FUNDS

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**Company/Organization Name**

The Primary Agency named above hereby certifies that it will not accept funding from nor have an affiliation or contractual relationship with a tobacco\* JUUL™, Suorin™, PHIX™ other vape or cannabis company, any of its subsidiaries, or parent companies during the term of the contract from the SOL Project, a program of Heluna Health.

Acceptance of such funds during the term of the contract is grounds for termination.

## CERTIFICATION

I, the official named below, hereby swear that I am duly authorized legally to bind the contractor or recipient to the above described 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 California.

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Director of Agency or Principal Investigator:

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Signature Date Print Name and Title

*\*Definition of "tobacco funds": any tobacco, vape, JUUL, or cannabis company any of its subsidiaries, or parent companies.*

## References

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<sup>i</sup> California Health Interview Survey 2015, accessed 10/23/2017

<sup>ii</sup> SAMHSA. 2016

<sup>iii</sup> CDC. Best Practices User Guide: Youth Engagement—State and Community Interventions, 2010

<sup>iv</sup> "Tobacco Use Among US Racial/Ethnic Minority Groups—African Americans, American Indians and Alaskan Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General," 1998

<sup>v</sup> Moir, D., et al., A Comparison of Mainstream and Sidestream Marijuana and Tobacco Cigarette Smoke Produced under Two Machine Smoking Conditions. American Chemical Society, 2008. 21: p. 494-502.

<sup>vi</sup> Prevalence of Marijuana Use Among U.S. Adults Doubles Over Past Decade. 2015, National Institutes of Health.

<sup>vii</sup> Patton, G., et al., Reverse Gateways? Frequent Cannabis Use as a Predictor of Tobacco Initiation and Nicotine Dependence. Addiction, 2005. 100(10): p. 1518-1525.