



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

Community Engagement Activity Application (CEA) 2020

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

***Elk Grove, Rocklin, Roseville, Tracy, Modesto, Turlock, Sonora,
Winters, Woodland, Davis & Yuba***

Proposal Deadline: November 4, 2020

THE SOL PROJECT
1555 River Park Drive, #107
Sacramento, California 95815
www.thesolproject.com

READ ALL INSTRUCTIONS AND CRITERIA CAREFULLY

KEY DATES SCHEDULE

REQUEST FOR PROPOSALS ANNOUNCED	10/28/2020
DEADLINE FOR ELETRONIC QUESTION SUBMISSION	11/04/2020
ELETRONIC PROPOSAL SUBMITTAL DEADLINE	11/18/2020
AWARD RECOMMENDATION NOTIFICATION	11/25/2020
SCOPE OF WORK/CONTRACT NEGOTIATIONS	11/25/2020 – 12/02/2020
EXECUTION OF AGREEMENT	12/02/2020 – 12/16/2020
ISSUANCE OF FUNDING	01/01/2021 – 01/15/2021

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

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

ANTICIPATED TERM OF CONTRACT: [2/01/2021 – 06/30/2021](#)

NOTICE: ALL QUESTIONS RELATED TO THIS APPLICATION ARE TO BE DIRECTED TO [Twlia Laster](#) via E-MAIL at 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. 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](#), [Winters](#), [Woodland](#), [Davis](#) 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.ⁱ

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.ⁱⁱ 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.ⁱⁱⁱ

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.^{iv} 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.

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 [June 30, 2021](#).
- Only one proposal per organization will be considered.
- Those receiving awards will be expected to participate in trainings, monthly conference calls and/or webinars.
- Travel costs to attend trainings 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 progress report on [April 30, 2021](#) and a final progress report due [June 20, 2021](#).

Funds may be disbursed in two increments: upon execution of agreement and upon successful completion and approval of final report submission due [June 20, 2021](#). Funds will not be disbursed until all documents are on file and agreement is executed.

(Note: SOL Project will provide successful awardees 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

Scope of Work (SOW) activities under this application must end and be reported by: [June 20, 2021](#).

Application submission

Proposals must be e-mailed to info@thesolproject.com

Have questions? Please email Twlia Laster, Project Director at 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.
- 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

Subject line: SOL Project CEA 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.

Organization name	Project Name	
Primary Contact	Contact Title	
Contact Phone	Contact Email address	
Agency Street address	City/State/Zip	Agency Phone
Tax ID #	Organization Web Site	
Authorized agency officer	Authorized agency officer title	
Amount Requested	City/ies:	
Proposed Activities Summary Information (Provide a brief Description of Proposed Activities (no more than one page). Funding will be used to:		

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 30th. *(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: February 2021 to April 2021

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
A. Staff/Stipend Costs (How much for each position and the calculation)			
1) Position title/percent time/responsibility description			
<u>Total (Staff/Stipend) Costs</u>			
B. Operating Expenses (How much for each item and the calculation)			
Supplies			
Postage			
Communication			
Travel (mileage)			
<u>Total Operating Expenses</u>			
C. Other Costs (How much for each item and the calculation)			
Educational materials			
Media			
Food			
<u>Total Other Costs</u>			
<u>Total Costs (A+B+C+D)</u>			

CERTIFICATION OF NON-ACCEPTANCE OF TOBACCO* FUNDS

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.

Director of Agency or Principal Investigator:

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

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

ⁱⁱ SAMHSA. 2016

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

^{iv} "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

^v 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.

^{vi} Prevalence of Marijuana Use Among U.S. Adults Doubles Over Past Decade. 2015, National Institutes of Health.

^{vii} 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.