

<p style="text-align: center;">Important Request for Application Notice Countering Smokeless Influences RFA #17-2003</p>

Date: August 25, 2003
To: Prospective Bidders
From: Alma Avila
Tobacco Free Project

The Tobacco Free Project (TFP) is part of the Health Population and Prevention Branch of the San Francisco Department of Public Health. The TFP is responsible for developing and implementing the comprehensive tobacco control plan for San Francisco.

In 2001, a settlement was reached between smokeless tobacco maker and San Francisco to receive one-time smokeless tobacco settlement monies to conduct an anti-smokeless tobacco campaign. As part of this plan, the TFP is accepting applications to fund one community based organization for the period January 2004 through December 2004 in the amount of \$100,000 to implement a Community Capacity Building (CCB) process that focuses on an *action* selected from a menu of tobacco control actions.

Important Dates and times:

1. **September 15, 2003:** Request for Application – Countering Smokeless Influences: Community Capacity Building Project released.
2. **September 22, 2003 from 10:00 to 11:30am:** RFA information meeting at Tobacco Free Project, 30 Van Ness Ave. Ste.2300 @ Market St.. ***Please note: Attendance is Mandatory. Questions concerning the RFA application process can only be answered at this meeting.*** Full applications including attachments will be available this date. If you would like this information prior to the mandatory meeting, please call Alma Avila, MPH at 415-581-2444.
3. **October 31, 2003 by 12 NOON:** RFA due at Tobacco Free Office at 30 Van Ness Ave. Ste 2300, San Francisco, CA 94102.
4. **Week of December 1, 2003:** Technical Review Panel meets to score proposals
5. **Week of December 15, 2003:** Award notification letters sent out.
6. **January 1, 2004 – December 31, 2004:** Tentative funding period

Request for Application RFA 17-2003
Tobacco Free Neighborhoods: Community Capacity Building Project

I. Overview

The San Francisco Tobacco Free Project (TFP) is accepting applications to fund one (1) community-based organizations for the period January 2004 through December 2004 in the amount of \$100,000 to implement the Community Capacity Building (CCB) process around smokeless tobacco issue and specifically, through a policy development campaign.

II. Background

The tobacco industry heavily markets its products to young adults and especially people of color. Event sponsorship and tobacco-themed bar nights have become increasingly important to the tobacco industry as legal restrictions on other marketing strategies, such as advertising have been limited.

Smokeless tobacco is promoted by the tobacco industry in three primary ways:

- (1) Through product advertising in magazines and magazines with a youth readership greater than 15%. The United States Smokeless Tobacco Company (USST) spent \$9.4 million in advertising in such magazines in 2001, an increase of 161% from 1997. This was in spite of the Master Tobacco Settlement Agreement that stipulated that one way in which tobacco companies would no longer target youth under 18 was not to place ads in magazines with youth readership greater than 15%.
- (2) Through corporate sponsorship of racing (motocross and supercross) events, rodeo events and rodeo sanctioning organizations including providing prize money, staff support, publicity, and television agreements with major sports channels. Sponsorship of these types of events may include “adult-only” tents where free tobacco is distributed in enclosed areas where minors are prohibited, outdoor advertising at the event including on scoreboards, banners, on trucks, printed programs, flags, and banners. The advertising may extend outside the event to magazines, local newspapers, the event’s website, on radio stations, and on local cable channels.
- (3) Through bar nights in conjunction with local event competitions. The industry utilizes these events to generate mailing lists for direct mail promotions.
- (4) More recently, and through product advertising in magazines, Smokeless tobacco companies have begun targeting women more aggressively with new products such as “spitless” tobacco, tea-baglike pouches filled with smokeless tobacco powder and flavorings.

A 2003 government report by the Federal Trade Commission reported that advertising and other promotional expenditures for smokeless tobacco products had increased 39% between 1999 and 2001 for a total spending \$236.7 million. As public smoking bans get tougher, these smokeless tobacco companies are devising new strategies to lure tobacco users to their products with slick advertisings.

In addition, the use of smokeless tobacco by baseball players, particularly during televised games, has also played a role in smokeless tobacco use among youth who see the athletes as role models. The United States Smokeless Tobacco Company also sponsors car racing events and is listed as a sponsor for the February 7, 2004 Supercross event at Pac Bell Park.

Lastly, tobacco companies continue to contribute heavily to political campaigns that support their interest. UST, makers of Skoal, Copenhagen, Rooster, and Red Seal, was number 60 and in the top 100 political donors to federal candidates and political parties since 1989, primarily to the republican party.

Other marketing tactics the Smokeless tobacco companies have undertaken include contributing to charitable and donation programs. These types of efforts by the tobacco industry are manipulative and transparent and only serve as a promotional gimmick for the tobacco industry. US Smokeless Tobacco Company (USSTC) has joined *John Deere Trail Gator Donation Program* to donate an off-road utility vehicle to qualifying agencies. In return, the winning agency would be required, according to the agreements and certification of the application, “to participate in a press release, presentation event with USSTC representatives and appropriate local officials, and other informational activities that may include media interviews, still or video photography for use by newspapers, magazine ratio and television outlets.”

III. The Community Capacity Building Process

Through the Community Capacity Building (CCB) process, the funded community agency will recruit and train health advocates to develop and implement a policy development campaign to counter the advertising and promotion of smokeless tobacco.

The CCB process includes recruiting and training advocates to diagnose and research a tobacco control issue in their community and design an action that addresses the issue by changing the environment. The action must meet the following criteria: 1) is achievable, 2) is sustainable, and 3) compels another entity to change the environmental factors in their community that contribute to tobacco use. The TFP staff will provide extensive technical assistance and training to the CCB project. In addition the TFP media and evaluation contractors will provide technical assistance and training to the CCB project. Examples of actions the CCB projects have accomplished in the past include:

- a group of advocates successfully advocated for the SF School Board to adopt a ban on tobacco promotional items in schools;
- a group of advocates successfully advocated for the SF Recreation and Park Commission to prohibit smoking in outdoor playground areas;
- a group of advocates successfully advocated for the SF School Board to pass the Commercial Free Schools Act which included a ban on the purchase of tobacco subsidiary food products;
- a group of advocates filed a complaint with the Federal Trade Commission about the lack of warning labels on bidis, Indian cigarettes that have been popular among youth;

- a group of advocates filed a complaint with the US Customs Service to investigate the use of forced child labor in making bidi cigarettes in India;

The CCB process was influenced by “popular education” theory and practice in Latin America and around the world which itself builds upon the work of Paulo Freire, among others. Building on strengths, resources and assets of a community, the CCB process focuses on environmental change rather than individual change since the greatest number of forces that affect the public’s health can be found in the physical and socio-cultural environment (economics, education, employment, etc.). Thus the CCB process funds projects that mobilize community members and agencies to implement policies that support environmental change to counter pro-tobacco influences in the community such as sponsorship of events or organizations. This type of intervention focuses on changing policies at the institutional, community and government levels rather than on changing individual lifestyle and behavior (helping smokers quit or educating teens not to start). See Attachment B for more information on environmental strategies.

IV. The funded agency will be required to select the focus of their action from the list below:

Examples of potential policy development campaigns include:

- ✓ Working with San Francisco Bay Area Men’s Adult Baseball League to modify their existing alcohol policy that prohibits the consumption or possession of alcoholic beverages at any Park & Recreation location, high school or college field/campus to include tobacco and smokeless tobacco products.
- ✓ Working with San Francisco Municipal Adult Softball League to modify their policy prohibiting players from using tobacco (including smokeless) while coming off or going onto the field or while on the field of play to include smokeless tobacco products.
- ✓ Working with the San Francisco Giants baseball team to promote policies that prohibit the use of all tobacco products, including smokeless tobacco during games.
- ✓ Working with other identified San Francisco athletic or recreational organization where there is no current tobacco use policy and help to promote policies that prohibit the use of all tobacco products, including smokeless tobacco during game.
- ✓ Documenting violations of advertising and promotion restrictions with respect to the Master Settlement Agreement (MSA) and advocating for the California Attorney General to enforce the provisions of the MSA. This could be done through observations of an event such as Supercross at Pac Bell Park.
- ✓ Researching the extent and impact of smokeless tobacco on such countries as India and partnering with an international community organization to counter those influence on that country by way of a policy. Research what is the impact of that action on San Francisco’s Indian (from India) community.
- ✓ Research and work with John Deere to adopt policy not to accept Smokeless tobacco and tobacco industry money for any type of sponsorship or donation program. Help to educate on ethical funding.

- ✓ Work with the FTC (Federal Trade Commission) to ensure that the smokeless tobacco companies (USSTC) continue to enforce the “warning labels” laws requiring Warning Labels on all smokeless tobacco products including the new “spitless” tobacco products targeting women.

V. The funded agency will be required to complete the following:

1. Set up Administrative Functions and Recruit and Train advocates

- a. Agency administrator sets up budget to include funding for 1- FTE Project Coordinator (PC), funding for advocate stipends, funding for incentives and operational expenses and support. A sample budget is available from TFP.
- b. Agency hires a 1-FTE PC with community organizing, health education and/or advocacy experience.
- c. Agency administrator and PC set up a system of monthly meeting between themselves and TFP liaison to review progress on workplan and budget questions etc. PC and one advocate attend mandatory meetings to include Tobacco Free Coalition meetings.
- d. PC recruits five to eight core advocates in San Francisco. These advocates may be adults and/or youth. In collaboration with staff from TFP, the organization will assess the skills of advocates and agency staff. The advocates will be required to make a long-term commitment to see the CCB process through to its completion. Mandatory trainings will be provided by TFP staff and will include:
 - 🌐 Skills and mechanisms necessary to implement the CCB process (for PC only)
 - 🌐 Local and global tobacco control issues (for PC and advocates)

2. Community Diagnosis – define, design and conduct a community diagnosis. The diagnosis may include:

- Assessing existing records: advocates identify existing policies, laws, procedures that may already impact the selected issue or could be modified to impact their issue.
- Neighborhood/Community Mapping: advocates map out the institutions, businesses, agencies, organizations, associations and policy-making bodies for the selected action.
- Identify individual and community strengths: advocates do an “assets map” that identifies skills, knowledge, experiences, existing policies and potential allies/supporters in the community.
- Identify and collect new data: advocates collect information through opinion surveys, key leader interviews, and community opinions around potential policies, etc.

3. Analysis of findings: advocates/PC analyze the information they have gathered to identify an action for the issue they selected. The analysis must provide the rationale for the action and how it fits the criteria for an action: 1) is achievable, 2) is sustainable, and 3) compels another entity to change the environmental factors in their community that contribute to tobacco use.

4. Action:

a) **Develop an Action Plan**: advocates create an action plan that draws on the strengths and assets of advocates and community. The action plan includes steps for achieving the action such as:

- a. identifying target decision making body to approach,
- b. developing an educational packet and doing an awareness raising campaign,
- c. conducting media advocacy,
- d. identifying potential barriers, and
- e. designing an evaluation component.

b) **Implement the Action Plan**: advocates implement the action plan to include:

🌐 An awareness raising campaign (outreach, media advocacy, distribution of information packets, community presentations, etc). Media and PR consultation services will be available to each project to assist in the implementation of their awareness raising campaign.

🌐 Presentations to the appropriate decision making body for policy adoption.

5. Implement, maintain and enforce the action:

a. Advocates ensure the action is implemented, maintained and enforced. This may involve meeting with enforcement bodies, designing and implementing awareness raising campaigns.

VI. Application Process:

To apply for funding complete the attached application and submit by Oct 31, 2003 to the Tobacco Free Project at 30 Van Ness Ave. Ste. 2300, San Francisco, CA 94102. Applications will be read and scored by an independent review panel made up of culturally and ethnically diverse tobacco control and community advocacy professionals in the Bay Area. It is anticipated that the Review Panel will meet during the week of December 1 and award notifications will be sent out the week of December 15, 2003. The project start date is tentatively set for January 1, 2004.

All applications will be scored by the criteria outlined in Attachment B. The organization receiving the top score will be funded. The remaining applicant pool will be used if additional funds are made available.

There will be a **mandatory** informational meeting on Sept. 22, 2003 from 10:00am to 11:30am to answer any questions about the process. The meeting will be held at the Tobacco Free Project office at 30 Van Ness Ave. Ste. 2300 @ Market St.

Public transit and Parking for informational meeting:

Fifteen Muni lines (\$1.25) stop on the corner of Van Ness Ave and Market Street or within one block. They are: Bus Lines: 6,7,9,14,26,49,66,71. Muni Metro: J, K, L, M, N (Van Ness Street Station), Historic street car, F. Call 673-MUNI, weekdays 6AM-8PM for more information. Parking is available for \$2.00 per hour at a lot on the east side of Van Ness Avenue between Market and Mission Streets.

Application: RFA #17-2003

Tobacco Free Neighborhoods: Community Capacity Building Project

To apply, please answer all of the questions in this application and return by Oct. 31, 2003, 12 Noon to the Tobacco Free Project, Van Ness Ave, Ste 2300, SF, CA 94102. .

1. Name of Organization: _____
Address: _____
Telephone: _____ Fax: _____
Contact Person: _____
E-mail: _____
2. Briefly describe your program, the overall goal(s) of your organization and the community(ies) your organization serves.
3. Please describe how the Community Capacity Building (CCB) process fits into your existing organizational goals.
4. What tobacco issue might your organization choose to address from the following list:
 - Refer to Section IV.
5. Please describe the steps your organization would take to carry out 1) setting up administration functions and recruitment, 2) training staff and advocates, 3) facilitating advocates to conduct a diagnosis (action research) of the tobacco issues, 4) designing and implementing the action plan, 5) implementing, maintaining and enforcing the action.

Please provide the information in the format provided on Attachment B. List activities that will be conducted for each step in the process. Assume there are 24 months to complete the project. Identify who will be responsible for each activity.
6. Has your organization actively advocated for a specific policy before the Board of Supervisors or any other decision making body in the past three years?
 - 6a. If yes**, please describe your organization's role.
 - 6b. If no**, please describe the steps your organization might take to advocate for a specific policy.
7. Recognizing that recruitment and maintenance of youth/adult advocates for an advocacy project is different than recruiting and maintaining participants for direct services (i.e.:

sports, extracurricular activities, etc.), has your organization actively recruited and trained participants for an advocacy project?

7a. If yes, answer the following questions:

(We are interested in learning about your experience working with advocates in terms of advocacy training, facilitating groups, etc.)

1. Please describe the advocacy project.
2. How did you recruit and train the advocates (include skills that the trainings were designed to develop)?
3. How did you maintain the advocates' participation or involvement (include group process, facilitation methods used; provision of payment)?
4. Describe one obstacle to maintaining the advocates and how your organization addressed it.
5. What age groups would you target and where would you do outreach to recruit advocates for this project?

7b. If no, please answer the following questions:

1. Describe from where your organization would recruit advocates.
 2. How your organization would train advocates (including the skills you would develop).
 3. How your organization would maintain the advocates participation or involvement (include group process and facilitation methods you would use).
 4. Describe one potential obstacle to maintaining the advocates and how your organization would deal with it.
8. Describe any collaborative efforts between two or more grassroots or community agencies that your organization has participated in.
- a) What was the specific role that your agency played in the collaborative effort?
 - b) What was the outcome of the collaboration?
 - c) Please list references for two grassroots, community based organizations or associations you have collaborated within the past two years. Include a contact name, telephone number, and the nature of your collaboration.
9. Describe your organization's experience and ability to implement a community capacity building project. Please address your ability to supervise a group of advocates.
10. List any contracts or grants, including the CCB process, your organization had with the City, State, or private foundations in the past three years. Provide a short description of the contract/grant, amount and source of funding.
11. Please provide an organizational chart and indicate where the proposed project would be placed in the organization.

12. Describe the administrative support and process your organization would utilize to assure that the contract requirements and activities are met in a timely manner. What type of support would be provided to staff to ensure project and deliverables activities are accomplished?
13. Provide job descriptions of staff that would be assigned to the proposed project. If staff will be hired, include job descriptions including experience, skills and education required.
14. Attach a budget and budget justification using the attached forms. The proposed budget should reflect; at least.
 - a) a Full-time project coordinator to implement the project.
 - b) 5% of supervisors time to meet with project coordinator on monthly basis and reviews progress made on scope of work and budget.
 - c) Stipends for 5-8 advocates
 - d) Other supportive and operating budget items.

Objective: By December 2004, 5-8 advocates will implement the CCB process in order to propose the adoption, implementation and/or enforcement of tobacco free policies from the list on page 4.

Activity	Start / End Date	Who is Responsible
Set up administrative functions:		
Recruitment:		
Training:		