

CDC-RFA-DP-23-0013 NOFO

High Obesity Program - HOP

Informational Call February 16, 2023

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity, and Obesity



Cooperative Agreement Information Call Agenda

- NOFO Overview
- Required and Optional Strategies and Outcomes
- Project Narrative and Work Plan
- Evaluation and Performance Measurement Plan
- Expectations for Organizational Capacity
- Eligibility
- Application Submission

HOP Strategies

DNPAO is uniquely positioned to drive progress in chronic disease and obesity prevention by implementing the following strategies:



Nutrition



Physical Activity



Early Care and Education



Family Healthy Weight Programs

Overview

Purpose: Fund land grant universities' extension services to implement evidence-based strategies and interventions in states with counties with adult obesity greater than 40%.

● **Funding Mechanism:**
Cooperative Agreement

● **Period of Performance:**
5 years

● **Anticipated Number of Awards:**
16

● **Award Ceiling:**

- \$1.2M per year or budget period

- Funding based on number of counties proposed: \$500,000 for 1 to 4 counties; up to \$750,000 for 5 to 9 counties, and up to \$1,200,000 for 10 to 15 counties.

Required Strategies

1

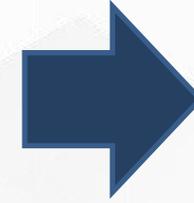
Nutrition -

- a. Promote food service and nutrition guidelines
- b. Coordinate the uptake & expansion of existing fruit & vegetable voucher incentive & produce Rx programs.

2

Physical Activity –

Implement local level policies & activities to connect pedestrian, bicycle, or transit transportation networks to everyday destinations.



Increased access to healthy foods



Increased policies, plans, or community design changes that increase access to physical activity

Outcomes

Optional Strategies

1

Early Care and Education –

Implement local level policies and activities that improve nutrition, physical activity, and breastfeeding and advance Farm to ECE



Increased local ECE policies & activities that improve nutrition, physical activity, & breastfeeding standards & Farm to ECE programs

2

Family Healthy Weight Programs –

Collaborate with partners to implement family healthy weight programs



Increased supports to implement family healthy weight programs

Target Population and Health Disparities

- ❖ The HOP NOFO is limited to counties with an adult obesity prevalence of over 40%.
- ❖ A health needs assessment is required.
- ❖ Applicants must describe how the strategies will address disparities.
- ❖ Applicants will describe how they will implement strategies to decrease health disparities in the selected population(s) using data to identify that population.
- ❖ It is encouraged that recipient's selected communities conduct an equity assessment at the beginning of their work to best understand their selected population.

Project Narrative including Work Plan

Required Narrative Components

- Background
- Approach
 - Purpose
 - Outcome objectives
 - Strategies and Activities
 - Collaborations
 - Priority Population & Health Disparities
- Evaluation & Performance Plan
- Organizational Capacity
- Work Plan

Important Note: Project Narrative and Work Plan is limited to **20** pages combined and submitted as two separate files

Work Plan Template

<u>Short Term Outcome:</u>		<u>Intermediate Outcome:</u>		
<u>Strategy</u>	<u>Measures</u>	<u>Milestone(s) for Completion of Activity</u>	<u>Responsible Position /Party</u>	<u>Completion Date</u>
<u>Activity and timeline</u>				

Applicants are not required to use the template but are required to include all the elements listed in the template.

Work Plan Requirements

The Work Plan must include:

- ❖ The number of counties in which the proposed activities and strategies will be performed and the percentage of counties in the state with adult obesity prevalence over 40%.
- ❖ Activities and timelines that support achievement of strategy-specific outcomes that align with the NOFO logic model for all strategies.
- ❖ Measures for the relevant outcomes.
- ❖ Milestones for accomplishing tasks for each strategy's key activities related to each outcome
- ❖ Staff, partners, contractors and administrative roles and functions as responsible party to support implementation of the award

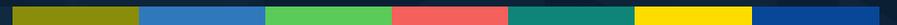
Evaluation and Performance Measurement Plan

- The Evaluation and Performance Measurement Plan must describe how applicant will:
 - Collect the performance measures
 - Respond to the evaluation questions
 - Use evaluation findings for continuous program quality improvement
 - Have key partners participate in the evaluation and performance measurement process
- Recipients will submit a final Data Management Plan (DMP) within the first six months of the award. A DMP is not required for the application.

Organizational Capacity

- A management and leadership structure for planning and oversight and ensures subject matter expertise is provided directly in counties.
- At a minimum, the proposed staff must include a principal investigator, a full-time program manager, and at least one lead cooperative extension staff within each county.
- Documentation of coordination with established key partnerships and coalitions.
 - MOA/MOU or minimally two letters of support

Application Information



Eligibility

- ❖ Land Grant Universities located in states with eligible counties
- ❖ No more than one land grant university per state will receive funding
- ❖ Counties with over 40% adult obesity prevalence based on 2020 BRFSS data

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/hop.html>

Thirty states have counties where adult obesity prevalence is over 40%. [Access this spreadsheet](#) [XLS-74KB] and click on your state for county data. Please note:

- Counties that are not in the spreadsheet have adult obesity prevalence at 40% or less.
- States that are not included have no county where adult obesity prevalence is over 40%.

Key Application Requirements

1

Select counties with adult obesity over 40%

- ✓ Fund local partners and gov entities to support local implementation

2

Select Strategies & Activities

- ✓ Nutrition
- ✓ Physical Activity
- ✓ ECE (optional)
- ✓ FHWP (optional)

3

Identify a leadership team

- ✓ Include extension staff in each county proposed

HOP Program Routine Monitoring Expectations

In addition to routine monitoring activities and ongoing communication between CDC and recipients:

- ❖ Recipients will participate in monthly conference calls
- ❖ A required implementation and evaluation training during the first budget year
- ❖ Participate in peer sharing opportunities, evaluation specific technical assistance calls and webinars, site or reverse site visits

Application Review and Selection

Phase I: Eligibility and Completeness

Applications not including collaborative work with extension services will be considered non-responsive

Phase II: Merit review process

Criteria	Point Value
Approach	40 points
Evaluation and Performance Measurement	25 points
Applicant's Organizational Capacity to Implement Approach	35 points
<ul style="list-style-type: none">• Project Management Structure and staffing• Partners' Support	

Phase III: Scoring and Ranking

- To ensure maximum U.S. coverage, no more than one land grant university per state will be funded.
- An additional 10 points will be added to final score for applications that have at least 10% of counties in the state with an adult obesity prevalence of over 40%.

Application & Submission Information

- Letter of intent is not requested nor required
- Last day to submit questions: March 10, 2023, at 5:00 PM Eastern Time
- Application Due date: March 21, 2023, at 11:59 PM Eastern Time
- Notification of Award: August 30, 2023
- Project Start Date: September 30, 2023

Thank you!

Federal Government Funding (www.Grants.gov):

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=342939>

DNPAO NOFO website:

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/hop.html>

HOP FAQs:

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/hop-1809/faqs.html>

Email: HOP2313@cdc.gov

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Final Reminders

- NOFO Application Due: **March 21, 2023**
- Notification of Award: **August 30, 2023**
- Send questions to the HOP email inbox: **HOP2313@cdc.gov**
- Responses to questions will be posted weekly to the DNPAO HOP NOFO website here: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/hop-1809/faqs.html>
- For assistance with **submission** difficulties on www.grants.gov, call the Contact Center at 1-800-518-4726. Hours of Operation: 24 hours a day, 7 days a week, except federal holidays.