

DNPAO CDC-RFA-DP-23-0013 High Obesity Program (HOP)

Informational Call Script

February 16, 2023, 3PM EST

SLIDE 1

Welcome to the Division of Nutrition Physical Activity and Obesity (DNPAO) Informational Call for the CDC Notice of Funding Opportunity CDC-RFA-DP-23-0013, “High Obesity Program,” also known as HOP.

My name is Terry O’Toole. I am the Chief of the Program Development and Evaluation Branch in the Division of Nutrition, Physical Activity and Obesity in the CDC National Center for Chronic Disease Prevention and Health Promotion. Thank you for joining today’s call.

The purpose of this call is to present an overview the Notice of Funding Opportunity otherwise known as a NOFO and gather questions. The NOFO is available on www.grants.gov , announcement # DP23-0013. It is important for you to register on Grants.GOV to receive updates notifications if amendments occur.

Please put any questions you have in the chat throughout this presentation. If you are joining by phone only, please email your questions to HOP2313@cdc.gov. We will be gathering questions and posting responses on the DNPAO HOP NOFO website as soon as possible following this call. If you have already sent in questions, please do **not** post them in the chat. We are responding to and posting responses as soon as possible.

This call in **not** being recorded. The slides and script for the call will be posted on the DNPAO HOP NOFO website.

SLIDE 2

During our call, I will take us through the application components, strategies, project narrative and work plan, evaluation requirements, review process, and the award information. This includes the eligibility criteria, funding levels, and application submission procedures. With that, let’s get started and again, please put any questions in the chat at any time.

SLIDE 3

The HOP strategies support chronic disease and obesity prevention. All proposed activities will use policy, system and environmental (PSE) approaches at the community, county, and regional level that support community level nutrition, physical activity, and child healthy weight through family-centered programs.

Proposed activities should reflect health equity approaches which aim to reduce health disparities and address factors that influence health.

The applicant will describe areas of emphasis for each strategy, including specific settings, levels of influence (e.g., community, county, state), and levers of action (e.g., policy, partners) across community entities and local agencies. It is recommended that county extension staff work with established coalitions with representation that includes relevant local level agencies to leverage and maximize impact.

Applicants are required to use a community-based participatory approach that builds on existing community assets and existing coalitions, allowing for the flexibility necessary to tailor interventions to meet the unique needs of their populations of focus.

Recipients may provide funds to local partners or governmental entities as sub-recipients. It is expected that the recipient will have in place or will adopt community actions necessary to support local level implementation of the strategies in eligible counties. Once the strategies are implemented in the initial local areas identified by the applicant, additional local areas or counties with obesity prevalence greater than 40% may be addressed in subsequent years.

SLIDE 4

The purpose of the HOP NOFO is to fund land grant universities' extension services to implement evidence-based strategies that improve food and nutrition security and safe, accessible physical activity as well as to implement family healthy weight programs and early care and education programs in states with counties with adult obesity greater than 40% based on 2020 Behavioral Risk Factor Surveillance System (BRFSS) data.

This is a Cooperative Agreement. The Period of Performance is 5 years. And we anticipate 16 awards.

The Award Ceiling is \$1.2M per year or budget period. States proposing work in 1 to 4 counties will be funded up to \$500K, states proposing work in 5 to 9 counties will be funded up to \$750K, and states proposing work in 10 to 15 counties will be funded up to \$1.2M per project period.

SLIDE 5

I will now share the required strategies for the HOP program.

The first required strategy is the **Nutrition** Strategy. The Nutrition Strategy will implement local level policies and activities that:

- a. promote food service and nutrition guidelines and associated healthy food procurement systems in facilities, programs, or organizations where food is sold, provided, or distributed and
- b. coordinate the uptake and expansion of existing fruit and vegetable voucher incentive and produce prescription programs.

Its short-term outcome is increased access to healthy foods.

The second required Strategy is **Physical Activity** strategy. The Physical Activity strategy will implement local level policies and activities to connect pedestrian, bicycle, or transit transportation networks (e.g., activity-friendly routes) to everyday destinations.

Its short-term outcome is increased policies, plans, or community design changes that increase access to physical activity.

SLIDE 6

The next HOP strategies are optional strategies. The first optional strategy is **Early Care and Education or ECE**. The ECE strategy will implement local level policies and activities that improve nutrition, physical activity, and breastfeeding standards and advance Farm to ECE.

Its short-term outcome is increased local level ECE policies and activities that improve nutrition, physical activity, and breastfeeding standards AND Farm to ECE programs

The second optional strategy is **Family Healthy Weight Programs**. The Family Healthy Weight Programs strategy will collaborate with partners to implement family healthy weight programs.

Its short-term outcome is increased supports to implement family healthy weight programs.

SLIDE 7

For The HOP NOFO Target Population and Health Disparities requirement the applicant should note that HOP is limited to counties with an adult obesity prevalence of over 40%.

It is required that recipients conduct a health needs assessment at the beginning of the cooperative agreement or provide evidence of previous (<5 years) assessments for the selected population.

All applicants must describe how the strategies they implement will address disparities in the selected population related to obesity, poor diet, or physical inactivity.

Applicants will describe how they will implement strategies to decrease health disparities in the selected population(s) using data to identify priority populations.

It is also encouraged that recipient's selected communities consider conducting an equity assessment at the beginning of their work to best understand their selected population.

CDC also highly recommends health equity training for recipient staff and hiring staff, consultants, and contractors with health equity expertise, including those that represent the selected population(s).

SLIDE 8

Now let's go over the Project Narrative. The Project Narrative must include **all** the following headings (including subheadings):

1. Background
2. Approach

- a. Purpose
 - b. Outcome objectives
 - c. Strategies and Activities
 - i. Collaborations
 - d. Priority Population & Health Disparities
3. Applicant Evaluation and Performance Measurement Plan
 4. Organizational Capacity of Applicants to Implement the Approach and
 5. Work Plan

The Project Narrative must be succinct, self-explanatory, and in the order outlined in this section. It must address short-term outcomes and activities to be conducted over the entire period of performance as identified in the CDC Project Description section.

Applicants must also prepare a work plan consistent with the CDC Project Description Work Plan section.

Please note that the Project Narrative and Work Plan combined is limited to **20** pages and submitted as two separate files.

SLIDE 9

The work plan integrates and delineates more specifically how the recipient plans to carry out achieving the period of performance short-term outcomes, strategies and activities, evaluation, and performance measurement.

Applicants must submit a detailed work plan for Year 1 of the award in tabular format and provide a general summary of work plan activities for Years 2-5 in narrative form.

The work plan should describe how the applicant plans to implement all the required activities to achieve NOFO short-term outcomes. For Year 1, applicants are required to include all the elements listed within the work plan template. CDC will provide feedback and technical assistance to recipients to finalize the work plan activities post-award.

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

SLIDE 10

At a minimum, 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 for each applicable strategy and achievement of short-term outcomes that align with the NOFO logic model.
- ❖ Measures for the relevant short-term outcomes. These should align with the performance measures listed in the evaluation and performance measurement section
- ❖ Milestones for accomplishing tasks encompassed by each strategy's key activities related to each short-term outcome and
- ❖ Staff, partners, contractors and administrative roles and functions as responsible party to support implementation of the award

SLIDE 11

Applicants must provide an evaluation and performance measurement plan that demonstrates how the recipient will fulfill the requirements described in the CDC Evaluation and Performance Measurement and Project Description sections of this NOFO.

At a minimum, the plan must describe how the applicant will:

- ❖ Collect the performance measures,
- ❖ Respond to the evaluation questions
- ❖ Use evaluation findings for continuous program quality improvement.
- ❖ Have key program partners participate in the evaluation and performance measurement planning process

Recipients will be required to submit a more detailed Evaluation and Performance Measurement plan (including DMP elements if appropriate) within the first 6 months of award, in collaboration with CDC as described in the Reporting Section of this NOFO.

SLIDE 12

I will now go over what is needed in your application as documentation for Organization Capacity. For Project Management Structure and Staffing, the applicant must provide evidence of:

- A management and leadership structure for planning and oversight of the proposed program across the state and ensures subject matter expertise is provided directly in counties; and
- Adequate staff with the appropriate expertise and capacity. 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.

For Partners' Support, the applicant must provide evidence of established public/private partnerships that includes:

- Documentation of coordination with established key partnerships and coalitions from multiple sectors within the state and counties to minimize duplication of efforts, leverage resources and maximize reach and impact; and
- Memorandum of Understanding or Agreement OR minimally two letters of support that clearly describe the partner's level of participation and their anticipated contribution to overall program strategies and activities.

SLIDE 13

I will now present information on:

1. Eligibility
2. Key Application Requirements
3. HOP Program Routine Monitoring Expectations
4. Application Review and Selection
5. Application and Submission Information

SLIDE 14

Eligible Applicants for the HOP NOFO are:

- ❖ Land Grant Universities located in states with eligible counties are eligible to apply for funding
- ❖ Please Note - No more than one land grant university per state will receive funding.
- ❖ A detailed table listing each eligible county can be found on the HOP NOFO Landing Page in the blue call-out box. A table of states and the number of eligible counties, defined as "counties with over 40% adult obesity prevalence ", are based on 2020 Behavioral Risk Factor Surveillance Systems Data. States are not listed in the table do not have one or more counties with adult obesity prevalence over 40%.

SLIDE 15

I'd like to highlight a few application requirements:

First select counties with adult obesity over 40%

Recipients may provide funds to local partners or governmental entities as sub-recipients. It is expected that the recipient will have in place or will adopt community actions necessary to support local level implementation of the strategies in eligible counties.

Once the strategies are implemented in the initial local areas identified by the applicant, additional local areas or counties with obesity prevalence > 40% may be addressed in subsequent years.

Next select Strategies and Activities for your proposed work.

- ✓ Nutrition
- ✓ Physical Activity
- ✓ Early Care and Education (optional)
- ✓ Family Healthy Weight Programs (optional)

Finally, identify a leadership team

Note, an extension staff member is required in each county proposed. It is recommended that county extension staff work with established coalitions with representation that includes relevant local level agencies to leverage and maximize impact.

SLIDE 16

As a Cooperative Agreement, the applicant agrees to program evaluation and monitoring activities which include routine and ongoing communication between CDC and recipients, site visits, and recipient reporting.

Consistent with CDC grants regulations and policies, DNPAO expects the following to be included in post-award monitoring:

- ❖ Tracking recipient progress in achieving the desired short-term outcomes.
- ❖ Ensuring the adequacy of recipient systems that underlie and generate data reports.
- ❖ Creating an environment that fosters integrity in program performance and results.

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
- ❖ Recipients will participate in peer sharing opportunities, evaluation specific technical assistance calls and webinars, site and/or reverse site visits.

SLIDE 17

I will now go over the three phases of the NOFO Review and Selection process.

The first Phase is Eligibility and Completeness. All applications will be initially reviewed for eligibility and completeness by CDC Office of Grants Services. Non-responsive applications will not advance to Phase II review. Applicants will be notified that their applications did not meet eligibility and/or published submission requirements.

For HOP, applications not including collaborative work with extension services will be considered non-responsive.

The second Phase is the Merit review process during which a review panel will evaluate complete, eligible applications in accordance with the scoring criteria found on pages 33 to 35.

Phase III review may be applied to ensure maximum US coverage and account for disease burden. Description of phase III can be found on page 36.

- To ensure maximum U.S. coverage, no more than one land grant university per state will be funded. If multiple land grant university applicants from the same state apply under this NOFO, only the highest scoring applicant from that state will be selected for funding.
- An additional 10 points will be added to final score for applications that have at least 10% of counties in the state with an obesity prevalence of over 40%.

SLIDE 18

Next, I will go over the **Application & Submission Information**

A Letter of intent is not requested or required.

The Last day to submit questions is Friday, March 10, 2023, at 5:00 PM Eastern Time

The HOP Application Due date or Closing date is Tuesday, March 21, 2023, at 11:59 PM Eastern Time

The Notification of award date is Wednesday, August 30, 2023

The Project Start Date is September 30, 2023

SLIDE 19

Before I review a few final reminders, please take this opportunity to type any questions you have into the chat, and we will post responses as soon as possible following today's call.

Once again, the HOP NOFO Application Closing Date is **Friday, March 21, 2023**

All questions and responses from this call and those received at our email inbox: **HOP2313@cdc.gov** will be posted to our NOFO website.

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.

SLIDE 20

I want to thank each of you for your time and interest in DNPAO's HOP program. Posted in the chat are a few important links to the NOFO opportunity announcement, the DNPAO NOFO website and the link to submit any questions you have.

Thank you and have a great rest of your day!

HOP on Grants.gov: <https://www.grants.gov/web/grants/view-opportunity.html?oppld=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