

DNPAO CDC-RFA-DP-23-0012 State Physical Activity and Nutrition Program (SPAN)

Informational Call Script

February 15, 2023, 3PM EST

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Welcome to the Division of Nutrition Physical Activity and Obesity (DNPAO) Informational Call for the CDC Notice of Funding Opportunity, or NOFO, CDC-RFA-DP-23-0012, “State Physical Activity and Nutrition Program,” also known as SPAN.

My name is Terry O’Toole. I serve as 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 SPAN NOFO and to gather questions you may have. The SPAN NOFO is available on www.grants.gov, announcement # DP23-0012. It is important for you to register on Grants.GOV to receive 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 SPAN2312@cdc.gov. We will be gathering questions and posting responses on the DNPAO SPAN NOFO website as soon as possible following this call.

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

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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.

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The SPAN strategies support chronic disease prevention and include nutrition, physical activity, breastfeeding, and strengthening obesity prevention standards in early care and education settings.

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

It is recommended that recipients work with relevant state-level agencies and coalitions and established community coalitions with appropriate community-specific representation to leverage and maximize impact that are specific to each strategy.

Additionally, recipients are expected to engage local public health government entities and organizations as sub-recipients (at least 25% of the total award).

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The purpose of the SPAN NOFO is to fund recipients, working with state level partners, organizations, and networks, to implement state level interventions related to nutrition; physical activity; breastfeeding continuity of care; and integrating nutrition, physical activity, and breastfeeding national standards and advancing Farm to ECE programs into statewide Early Care and Education (ECE) systems.

This is a Cooperative Agreement. The Period of Performance is 5 years. And we anticipate 17 awards, with an average award amount approximately \$888,000 per year.

The Award Ceiling \$1.3M per budget period or year.

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I will now review the required strategies for the SPAN program.

The first required strategy is the **Nutrition Strategy**. The Nutrition Strategy will implement state 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.

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

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

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

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SPAN's third required strategy is **Breastfeeding**. The Breastfeeding strategy will implement state level policies and activities that achieve continuity of care for breastfeeding families

The short-term outcome is increased access to programs that provide continuity of care for breastfeeding families

The fourth required strategy is **Early Care and Education or ECE**. The Early Care and Education strategy will implement state level policies and activities that improve nutrition, physical activity, and breastfeeding standards and advance Farm to ECE.

The short-term outcome is increased state level ECE policies and activities that improve nutrition, physical activity, and breastfeeding standards as well as Farm to ECE programs.

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For the SPAN NOFO Target Population and Health Disparities requirement the applicants must describe the specific population(s) in their jurisdiction and explain how this will achieve the goals of the award and alleviate health disparities. The applicants must also address how they will include specific populations that can benefit from the program that is described in the Approach section.

Applicants should describe how identified activities for each strategy will reduce or eliminate health disparities in selected populations.

Applicants should ensure that data, including burden data, are used to identify activities to reach the selected population. Recipients are expected to conduct a health needs assessment at the start of the cooperative agreement or using findings from a needs assessment conducted within the last 5 years.

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/or hiring staff, consultants, and contractors with health equity expertise, including hiring, or retaining diverse staff representing the selected population(s).

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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
5. Work Plan

The Project Narrative must be succinct, self-explanatory, and in the order outlined in this section. It must address 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 should be submitted as two separate files.

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The work plan integrates and delineates specifically how the recipient plans to carry out achieving the period of performance 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 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 work plan template example but are required to include all the elements listed in the template.

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The work plan must include:

- ❖ Activities and timelines for each applicable strategy and achievement of outcomes that align with the NOFO logic model.
- ❖ Measures for the relevant 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 outcome
- ❖ Staff, partners, contractors and administrative roles and functions as responsible party to support implementation of the award

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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

The applicant will identify available data sources, feasibility of collecting appropriate evaluation and performance data.

- NOTE: A Data Management Plan (DMP) is not required.

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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:

- ❖ Both an established 1 FTE nutrition coordinator and 1 FTE physical activity coordinator to implement statewide public health interventions that are part of the project team by including resumes indicating their employment or documentation that the positions are held by the institution.
- ❖ In addition, the applicant must provide a description of a clearly defined project management (at a minimum a principal investigator and program manager) structure, staff roles and responsibilities, and an organizational chart for staff members including contract support, if applicable, with adequate public health nutrition and physical activity leadership/management expertise to plan and supervise the work including training and technical assistance to implement strategies and interventions using evidence-based approaches.
- ❖ The applicant must also demonstrate organizational infrastructure and staffing to carry out the administrative/financial (at a minimum a fiscal manager), contract management for required procurement including ability to write, award and monitor contracts, data and information management/evaluation of impact, program improvement and sustainability as well as evaluation of programmatic quality, consistency and fidelity, performance monitoring, and communication activities required for the NOFO.

For Institutional Partnership and Collaboration, the applicant must provide:

- ❖ Documentation of demonstrated state level institutional partnership and collaboration in the development and implementation of the State Chronic Disease Prevention Plan, or State Improvement Plan which includes nutrition and physical activity, or other relevant plan oversight.

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The applicant must also describe their Implementation Readiness in fulfillment of their Organizational Capacity description. This includes:

- ❖ The ability to quickly implement proposed required strategies with evidence of recent, successful implementation of nutrition and physical activity efforts including addressing health equities and disparities at the state and local government levels including partnership development and coordination to leverage resources and maximize reach.

- ❖ How available and established capacities (e.g., program infrastructure, technical expertise, coalitions, and partnerships), build upon prior work directly related to each strategy and will quickly mobilize and organize to implement the proposed activities with minimal start up time.
- ❖ And evidence of involvement of key partners, including letters of support from partners that document specific contributions of the partner, including but not limited to, a description of the precise nature of past and proposed collaborations, products, services, and other resources that will be provided by the partner through the proposed collaboration.

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I will now present information on:

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

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SPAN is an open competition funding opportunity.

Some key points on SPAN eligibility:

Applicants must be physically located and operate within the state for which the work is proposed as demonstrated by their legal mailing address on the application.

And finally, applicants must identify the state in which they will do the proposed work along with the physical address in the project abstract. If this information is not identified in the project abstract the application will be deemed non-responsive and will not receive further review.

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Here are some key application requirements:

First, identify key partner & collaborators

It is recommended that recipients work with relevant state-level agencies and coalitions and established community coalitions with appropriate community-specific representation to leverage and maximize impact that are specific to each strategy.

The applicant must provide documentation that demonstrate state level institutional partnership and collaboration in the development and implementation of the State Chronic Disease Prevention Plan, or State Improvement Plan which includes nutrition and physical activity, or other relevant plan oversight.

In addition, recipients are expected to engage local public health government entities and organizations as sub-recipients with at least 25% of the total award.

Next, select Strategies and Activities for your proposed work

- ✓ Nutrition
- ✓ Physical Activity
- ✓ Breastfeeding
- ✓ Early Care and Education

Finally, identify a leadership team

Upon receipt of award recipients must be able to quickly implement this program in the state in which they operate and are located. The applicant must demonstrate the necessary skills and experience to successfully implement the strategies and activities outlined in the logic model including documentation such as organizational chart, staffing plan, resumes. Specifically, two FTE positions for a nutrition coordinator and a physical activity coordinator must be established and filled upon receipt of the award.

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As a Cooperative Agreement, the applicant agrees to Program evaluation and monitoring activities 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 for grants and cooperative agreements:

- ❖ Tracking recipient progress in achieving the desired 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 and possibly third budget year
- ❖ Recipients will participate in peer sharing opportunities, evaluation specific technical assistance calls and webinars, site and/or reverse site visits.

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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.

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 application per state will be funded. If multiple applicants from the same state apply under this NOFO, only the highest scoring applicant from that state will be selected for funding.
- Applications may also be funded out of rank order to ensure reaching populations who are experiencing the greatest burden of obesity.

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

A Letter of intent is not requested nor required

The last day to submit questions is Friday, March 17, 2023, at 5:00 PM Eastern Time

The Application Due or Closing Date is Tuesday, March 28, 2023, at 11:59 PM Eastern Time

The projected Notification of Award date is August 30, 2023

The Project Start Date is September 30, 2023

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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 SPAN NOFO Application Closing Date is **Tuesday, March 28, 2023**

All questions and responses from this call and those received at our email inbox: **SPAN2312@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.

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I want to thank each of you for your time and interest in DNPAO's SPAN program. Here a few important links to the SPAN funding opportunity on grants.gov, the DNPAO SPAN website, the FAQs link and the email address to submit any questions you have.

Thank you and have a great rest of your day!

SPAN on Grants.gov: <https://www.grants.gov/web/grants/view-opportunity.html?opId=342954>

DNPAO NOFO website: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/span.html>

SPAN FAQs: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/fundingopp/2023/span-1807/faq.html>

Email: SPAN2312@cdc.gov