

**St. Mary's County Health Department
Request for Proposals–
Tobacco Use and Prevention Program – Youth Education on the Health Risks
of E-Cigarettes Sought**

The St. Mary's County Health Department (SMCHD) is seeking contractors to educate local youth on the health risks of electronic cigarettes.

\$4,500 each will be awarded to three (3) community organizations, and may include student groups, faith-based organizations, and civic organizations, to educate youth between 10–16 years in St. Mary's County on the health risks of electronic cigarettes between September 1, 2017 and May 31, 2018. The Cigarette Restitution Fund, administered through the Prevention and Health Promotion Administration within the Maryland Department of Health and Mental Hygiene, is funding this award.

Use of tobacco and exposure to second hand smoke are the leading preventable causes of death in the United States. Statistics show that 9 out of 10 adult smokers begin smoking before the age of 18, so early intervention is critical. Community-based action combined with communication and education strategies focused on educating youth on the danger of nicotine addiction are vital to limiting youth tobacco use in St. Mary's County. The Centers for Disease Control and Prevention (CDC) indicates that the number of middle and high school age students who have never smoked a cigarette but who have used an e-cigarette increased three fold from 2011 to 2013. These youth are also nearly twice as likely to have an intention to smoke conventional cigarettes over those who have never used an e-cigarette. Enhanced prevention efforts for youth are extremely important for all forms of tobacco, including electronic cigarettes.

Each contractor selected for this award will:

- Educate 700 youth between 10-16 years of age on the health risks of electronic cigarettes.
- Provide three progress reports by:
 - December 1, 2017
 - March 31, 2018
 - June 9, 2018 (final report)
 - June 30, 2018 (Annual Form 440)

Interested organizations shall submit a proposal [maximum of three (3) pages] which shall include the following:

- Acknowledgement of commitment to participate if selected
- Brief action plan (see attachment A)
- A general narrative on how the work will be conducted
- A budget narrative (see attachment B)

The deadline for receipt of proposals is 12:00 pm September 19, 2017.

Proposals may be emailed to Caitlin.Kirkpatrick@maryland.gov or hand delivered to the St. Mary’s County Health Department, 21580 Peabody Street, PO Box 316, Leonardtown, MD 20650. Attention: Caitlin Kirkpatrick.

Questions regarding the project and proposal can be directed to Caitlin Kirkpatrick, RN Tobacco Prevention and Control Coordinator at 301-475-4330.

ACTION PLAN/SAMPLE (Attachment A)

Organization Name:

Coordinator:

Action Steps/Tasks <i>(What will be done?)</i>	Responsibility <i>(Who will do it?)</i>	Timeline <i>(When will the task begin and when will it be completed?)</i>	Potential Locations and Resources <i>(What additional resources do you need?)</i>	Potential Partners <i>(Who will need to be involved to carry out this task?)</i>	Accomplishment <i>(What will this task accomplish?)</i>
Ex. Host 2 e-cig prevention events for youth in St. Mary’s County	Ex. Victory Middle School PTA, Janet Smith, President	Ex. Begin Jan. 12 2016; Complete by April 30, 2016	Ex. 1) VMS Auditorium Ex. 2) Victory Recreation Center	Ex. 1) VMS PTA Ex. 2) VMS Faculty and Staff Ex. 3) Victory Parks and Recreation Dept.	Ex. 1) Increase awareness of e-cigarette risk among target audience Ex. 2) Decrease number of students who try e-cigarettes and/or traditional cigarettes

Budget Narrative/Sample (Attachment B)

A. Personnel – List each position that pertains to the proposal. The cost calculation should show the employee’s annual salary rate and the percentage of time devoted to the project.

Compensation paid for employees engaged in grant activities should be consistent with that paid for similar types of work within the organization.

B. Fringe – Fringe benefits are based on the applicant’s established formula and are only for the percentage of time devoted to the project. It is important to explain what is included in the benefit package and at what percentage.

C. Staff Development – These may include required or desired trainings, workshops, or classes for staff. The project-related purpose should be noted and explained.

D. Travel – Explain the reason for travel expenses for project personnel (e.g., staff to training, field interviews, advisory group meeting, etc.) and show the number of trainees and unit costs involved. Identify the location of travel.

E. Equipment - List non-expendable items to be purchased. Explain how the equipment is necessary for the success of the project and, if requested, the procurement method to be used. The organization’s own capitalization policy for equipment can be used unless the funder provides one of its own to follow.

F. Supplies - List expendable items by type and show the basis for computation.

G. Consultants - Provide a description of the product or services to be provided by the consultant and an estimate of or detailing of exact cost. Indicate the applicant’s formal, written procurement policy unless asked to follow a different policy. Include: a) Consultant Fees (for each consultant enter the name, service, hourly or daily fee, and estimated time on the project) and b) Consultant Expenses (list all expenses to be paid from the grant to the individual consultant in addition to their fees, such as travel, meals, lodging, etc.).

H. Other Costs – List items, such as rent, reproduction, telephone, Internet, janitorial or security services, by major type and show the basis of the computation. For example, provide the square footage and the cost per square foot for rent, and provide a monthly rental cost and the number of month’s rent will be needed.

I. Administrative or Indirect Costs – Some funders allow for indirect costs, which represent the expenses of doing business that are not directly tied to a particular project function or activity. Indirect cost rates distribute those costs among all the work that the nonprofit engages in. Typically a funder will specify the percentage of the request, which may be allocated toward indirect or administrative costs, usually somewhere around 10 percent.