FY2021 NOFO Technical Assistance Webinar: Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19

MP-CPI-21-006

Wednesday, March 17, 2021



OASH | Office of the Assistant Secretary for Health

Webinar Agenda

- Overview of the Notice of Funding Opportunity (NOFO)
- Grants and Acquisitions Management
  - Competitive Application Requirements
- Question and Answer Session

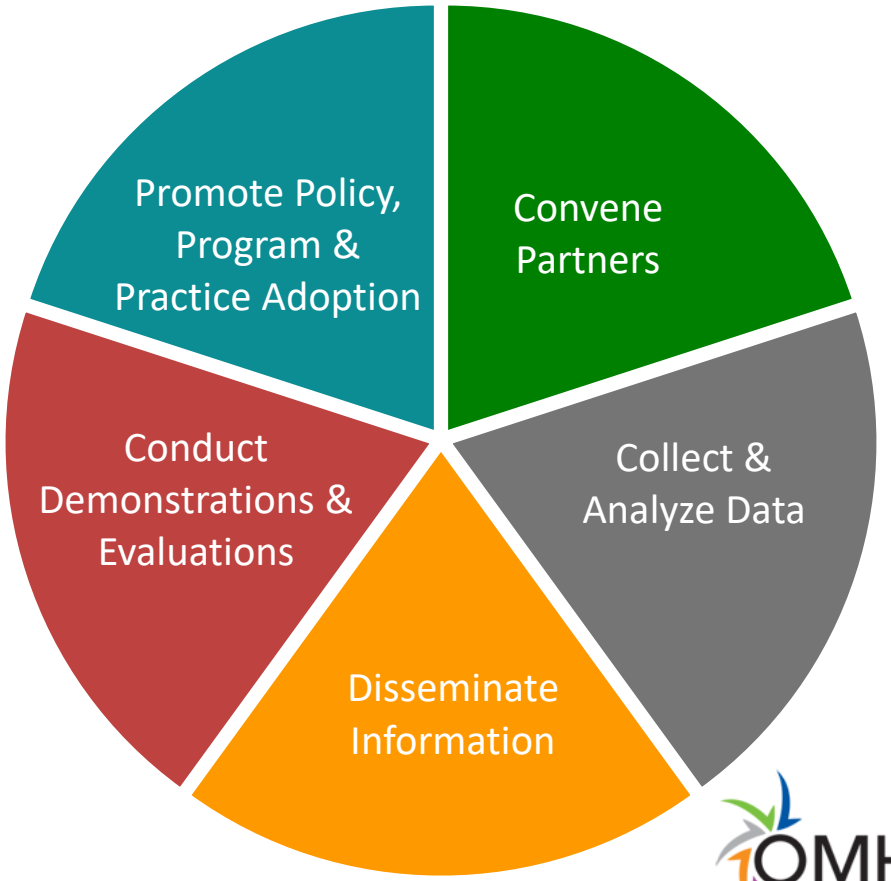
The Office of Minority Health (OMH)

OMH Mission

To improve the health of racial and ethnic minority populations through the development of health policies and programs that will help eliminate health disparities.

Statutory Authority:
Public Health Service Act §1707
(42 U.S.C. § 300u-6)

OMH Functions



OMH U.S. Department of Health and Human Services Office of Minority Health

Executive Summary (pages 2 - 3)

This notice solicits applications for projects to demonstrate the effectiveness of local government implementation of evidence-based health literacy strategies that are culturally appropriate to enhance COVID-19 testing, contact tracing, and/or other mitigation measures (e.g., public health prevention practices and vaccination) in racial and ethnic minority populations and other socially vulnerable populations, including racial and ethnic minority rural communities.

Target Population

Racial and ethnic minority populations and others considered vulnerable for not receiving and using COVID-19 public health information

Award Information

- Estimated Federal Funds Available: $250,000,000
- Anticipated Number of Awards: At least 73
  - Urban communities: 30 awards; Rural communities: 43 awards
- Award Amount (Federal Funds including indirect costs):
  - Up to $4,000,000 per budget period for urban communities
  - Up to $3,000,000 per budget period for rural communities
- Anticipated Start Date: July 1, 2021
- Estimated Period of Performance: Up to 2 years
- Anticipated Initial Budget Period Length: 24 months
- Type of Award: Grant

Urban-Rural Classification (pages 9 - 10)

- **Urban**: Urbanized Areas (UAs) of 50,000 or more people and Urban Clusters (UCs) of at least 2,500 and less than 50,000 people.

- **Rural**: Rural refers to HRSA-designated rural areas, as defined by the Rural Health Grants Eligibility Analyzer (https://data.hrsa.gov/tools/rural-health). This webpage allows individuals to search by county or street address and determine rural eligibility.

Program Description (pages 5 - 8)

1) Disparity impact and health equity promotion

2) Health literacy plan implementation and sustainability

3) Community-based partnerships

4) Quality improvement and evaluation

Disparity Impact and Health Equity Promotion Expectations (page 7)

OMH expects recipients to develop a disparity impact statement that:

- Uses local data (e.g., the CDC Social Vulnerability Index) to identify racial and ethnic minority populations at highest risk for health disparities and not being engaged or reached through existing public health messages and approaches for promoting COVID-19 public health recommendations

- Provides the framework for ongoing monitoring and determining the impact of the health literacy interventions on adherence to COVID-19 public health recommendations

Health Literacy Plan Implementation and Sustainability Expectations (pages 7 - 8)

OMH expects recipients to develop and implement a health literacy plan:

- that incorporates the National CLAS Standards
- to increase the availability, acceptability and use of COVID-19 health information and services
- that includes health literacy interventions that advance Healthy People objectives HC/HIT-01, HC/HIT-02 and HC/HIT-03
- that will provide guidance for new and/or revised policies for improving and sustaining adherence to public health practices for COVID-19

Health Literacy Definition

Health literacy addresses both personal health literacy and organizational health literacy.

- Personal health literacy is the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- Organizational health literacy is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

Community-based Partnerships Expectations (page 8)

OMH expects recipients to partner with local community-based organizations to develop and implement:

- the health literacy plan
- a plan for sustaining adherence to COVID-19 and other future public health recommendations

Quality Improvement and Evaluation Expectations (page 8)

OMH expects recipients to:

- Partner with a Minority Serving Institution when possible to establish and implement an ongoing quality improvement process and project evaluation.
- The project evaluation should determine whether:
  - the health literacy intervention was implemented as planned
  - it reached the target population described in the Disparity Impact Statement
  - there were any changes in the access, use and outcomes of COVID-19 vaccination, testing, and related activities (e.g., contact tracing, preventive behaviors)

Application Project Narrative Content (pages 14 - 16)

1) Statement of Need
2) Proposed Approach
3) Organizational Capacity

You must identify an urban (as defined by the U.S. Census Bureau) or rural (as defined by HRSA) area of focus in the first sentence of your Project Narrative.

Application Disqualification Criteria (pages 11 - 12)

Your Federal funds including indirect costs **does not exceed the maximum** indicated in Award Ceiling.	$4,000,000 per budget period for urban communities $3,000,000 per budget period for rural communities
Project narrative **does not exceed**	5 pages
Total Application, including Project Narrative plus appendices **does not exceed**	15 pages

Application Appendices (pages 24 - 25)

- Project Partners
- Documentation of Commitment from Partners, Subrecipients Organizations, and Agencies
- Organizational Chart
- Summary Bios for Key Project Personnel
- Project Target Population

Application Review Criteria (pages 32 – 34)

1) Statement of Need
2) Proposed Approach
3) Organizational Capacity

Refer to the NOFO for the full list of review criteria.

NOFO Appendices

A. References
B. Glossary
C. Healthy People 2030: Health Literacy Definitions and Objectives
D. Health Literacy Resources
E. Disparity Impact Statement
F. Considerations in Plans for Oversight of Federal Funds
G. Minority Serving Institutions

Funding Decisions (pages 34 - 35)

- In providing recommendations to the Grants Management Officer, the Deputy Assistant Secretary for Minority Health will take into consideration:
  - Applicants serving localities with the highest social vulnerability. This may be determined by being in the top 4th as defined by the CDC's Social Vulnerability Index (SVI) county maps at https://svi.cdc.gov/prepared-county-maps.html, or alternate similar data source if SVI is not available.
  - Applicants with identified Minority Serving Institution partners.
  - Equitable geographic distribution.

Evaluation Planning Resources

- Strategic Framework
  https://minorityhealth.hhs.gov/omh/content.aspx?lvl=1&lvlid=5&id=8842
- Evaluation Planning Guidance
  https://minorityhealth.hhs.gov/Assets/pdf/Checked/1/Evaluation_Planning_Guidelines.pdf
  http://www.eblcprograms.org/docs/pdfs/CDC_EvaluationWorkbook_2011.pdf
- Evaluation Protocol
  https://minorityhealth.hhs.gov/Assets/pdf/Checked/1/Evaluation_Protocol.pdf
- Community Tool Box's Evaluating Community Programs and Initiatives
  http://ctb.ku.edu/en/evaluating-community-programs-and-initiatives
- CDC's Evaluation Guidance
  https://www.cdc.gov/eval/index.htm
- Evaluation Design
  https://courses.lumenlearning.com/atd-herkimer-researchmethodsforsocialscience/
  http://www.baylorhealth.edu/Documents/Research/BIIR/Biostatistics/01_Study%20Design-Levels%20of%20Measurement-Sampling%20Methods.pdf
- Sample Size and Power Calculation
  https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=19&cad=rja&uact=8&ved=0ahUKEwirquqq3I3SAhWoxlQKHbmQCuk4ChAWCEgwCA&url=http%3A%2F%2Fweb.stanford.edu%2F~kcobb%2Fhrp259%2Flecture11.ppt&usg=AFQjCNEoDHbm-nP8OeGiWjk7wLbaaju9Pg&sig2=75YaDzOIDZvWZNiNJoUstg&bvm=bv.146786187,d.cGw
  https://www.bu.edu/researchsupport/compliance/animal-care/working-with-animals/research/sample-size-calculations-iacuc/
- Data Sources for Community Data
  https://www.cdc.gov/stltpublichealth/cha/data.html

Advancing Health Literacy to Enhance Equitable Community Responses to COVID-19 Opportunity No: MP-CPI-21-006

Competitive Application Deadline

Due Date: Tuesday, April 20, 2021

Cutoff Time: 6:00 p.m. ET



OASH | Office of the Assistant Secretary for Health

Submission Dates and Times

Application is due by 6:00 p.m. Eastern Time, Tuesday, April 20, 2021.

- **Your submission time will be determined by the date and time stamp provided by Grants.gov when you complete your submission.**
- **Strongly encouraged to submit your application a minimum of 3-5 days prior to the application closing date.**
- **Grants.gov may take up to 48 hours to notify you of a successful submission.**
- **If you fail to submit your application by the due date and time, we will not review it, and it will receive no further consideration.**

Eligible Applicants (NOFO, Section E.1, page 10)

Applicant eligibility for this NOFO is limited to local municipalities. Examples include:

- **County or Parish Governments**
- **City or Township governments**

This is part of coordinated a multi-prong approach for distributing COVID-19 relief funds.

- **funds for States and U.S. Territories will be distributed through the CDC**
  - ✓ States and U.S. Territories can apply for these separate COVID-19 relief funds on Grants.gov. Assistance Listing (CFDA) number 93.391; Opportunity Number CDC-RFA-OT21-2103

- **funds for tribes, tribal organizations, and non-profit urban Indian health organizations will be distributed through the Indian Health Service (IHS)**
  - ✓ IHS will use existing methodologies, including distribution through funding mechanisms authorized by the Indian Self-Determination and Education Assistance Act and the Indian Health Care Improvement Act.

Cost Sharing or Matching (Section E.2, pages 10-11)

- **You are not required to provide cost sharing or matching in your proposed budget**.

- If you voluntarily include cost sharing in your application, you must include in your budget narrative a non-federal sources justification. During the merit review of an application, cost sharing will only be considered in the overall review of the adequacy of the total proposed budget (Federal and non-Federal share) to support the project proposed.

- Applications including voluntary cost sharing or matching that result in an award will include the cost sharing or matching commitment on the notice of award at the level proposed in the application. Any change in that commitment will require prior approval of the Grants Management Officer.

Application Responsiveness Criteria (Section E.3, Page 11)

- We will review your application to determine whether it meets the responsiveness criterion in Section E.3.
- If your application does not meet the responsiveness criterion, we will disqualify it from the competition; we will not review it beyond the initial screening.
- The responsiveness criterion is as follows:
  - **Applicant has identified an urban (as defined by the U.S. Census Bureau) or rural (as defined by HRSA) area of focus in the first sentence of the Project Narrative.**

Notice of Funding Opportunity (NOFO) Announcement

- The Notice of Funding Opportunity (NOFO) provides information and guidance related to applications.
- Read the entire funding announcement.
- Follow the NOFO carefully!
- **The information provided in the NOFO takes precedence over any conflicting information in other documents.**

Address to Request Application Package

- Obtain an application package electronically by accessing Grants.gov at http://www.grants.gov/. Find it by searching the Assistance Listing (formerly CFDA) Number found on page 2 of the NOFO.

- The Assistance Listing (CFDA) Number is 93.137.

- **Be sure to subscribe to the announcement in Grants.gov so you receive notification of any updates to the NOFO or supporting documents.**

Application Submission

- OASH requires that all applications be submitted electronically via Grants.gov unless an exemption has been granted by the grants management officer (Section F.5, page 27).
    - **If you submit an application via any other electronic communication, it will not be accepted for review.**

- Grants.gov is a website portal. All funding opportunities and grant application packages are made available on www.Grants.gov .
- An application will not be considered valid until all application components are entered in Grants.gov and received by HHS Office of Grants and Acquisitions Management according to the deadlines specified in the “DATES” section of the NOFO (Section A.1, page 2)).
- Contact Grants.gov with any questions or concerns regarding the electronic application process 1-800-518-4726.

Application Submission

Applications must be submitted as three (3) files:

File 1: The ENTIRE project narrative (Section F.3.a, page 14)

File 2: The ENTIRE budget narrative, including supporting documentation described in the Budget Narrative content section (Section F.3.b, page 16)

File 3: All documents in the appendices uploaded in the Attachments section of your Grants.gov application (Section F.3.c, page 24)

Note: required standard forms do not apply toward your page count limitations in the submission requirements as stated in Disqualification Criteria (Section E.4, pages 11-12).

Application Submission

Any files uploaded or attached to the Grants.gov application must be of the following file formats –

- **Microsoft Word, PowerPoint, Adobe PDF, or image formats (JPG, GIF, TIFF, or BMP only).**

- **Microsoft Excel files will NOT be accepted.**

HHS/OASH strongly recommends that electronic applications be uploaded as Adobe PDF.

- **If you convert to PDF prior to submission, you may prevent any unintentional formatting that might occur with submission of an editable document.**

- **Check your page count of the PDF and/or print your file to ensure that the document does not exceed the page limit.**

Application Submission

- Be complete and do not leave blanks on forms unless the information is clearly not applicable.

- The individual submitting the application forms must have the legal authority to act on behalf of the organization.

Application Submission

- To ensure successful submission of your application, carefully follow the step-by-step instructions provided at

  http://www.grants.gov/web/grants/applicants/apply-for-grants.html

- These instructions are kept up-to-date and also provide links to Frequently Asked Questions and other troubleshooting information

Application Elements

Forms

- ❑ Application for Federal Assistance (SF-424)
- ❑ Budget Information for Non-construction Programs (SF-424A)
- ❑ Assurances for Non-construction Programs (SF-424B)
- ❑ Disclosure of Lobbying Activities (SF-LLL)
- ❑ Project Abstract Summary

Files

- ❑ Project Narrative – Submit all Project Narrative content as a single acceptable file.
- ❑ Budget Narrative – Submit all Budget Narrative content as a single acceptable file.
- ❑ Appendices – Submit all appendix content as a single acceptable file, in the Attachments section of your Grants.gov application.

Application Format

- Be sure to follow Project Narrative format instructions in the NOFO. Your application will be disqualified if it does not conform to the format requirements.
- You must double-space the Project Narrative pages.
- You must use 12-point font.
- You should use an easily readable typeface, such as Times New Roman or Arial.
- You may single-space tables or use alternate fonts but you must ensure the tables are easy to read.
- For Appendices and Budget Narrative, you should use the same formatting specified for the Project Narrative.
- Appendix documents such as résumés may use alternate formats common to such documents.

DUNS Number and the System for Award Management (SAM) (Section F.4, pages 25-27)

Grants.gov under normal circumstances will reject submissions from applicants with nonexistent or expired SAM Registrations.

- **Because of possible difficulties in registering/renewing in SAM prior to the application due date, applicants only need a DUNS number or temporary DUNS from grants.gov to submit an application.**

- **Applicants are advised to begin the SAM registration process immediately. If you are selected for an award, an active SAM registration may be required prior to receiving an award.**

System for Award Management (SAM)

- If you are registering a new entity in SAM.gov, you need to create a login.gov account, if you don't already have one.
  - **Please note that the complete process for registering a new entity involves submission of a notarized letter by mail.**
- If you are renewing you registration, your old SAM.gov username and password will not work anymore. You will need to create a login.gov account if you do not already have one.
- Minimum timeframe to complete an initial SAM registration online is 30 min.
- Timeframe for applicant's registration to become active is up to 10 days and may take longer depending on volume.
- SAM registration **must** be renewed each year.
- Average timeframe for updates in SAM.gov to appear in Grants.gov is up to 72hrs.

SAM (continued)

- We strongly recommend applicants check for an active registration in SAM well before application deadline.

- If you are successful and receive an award, you must maintain an active SAM registration with current information **at all times** during the active award.

- If you have not complied with the SAM registration requirements, HHS/OASH
  - **May determine you are not qualified to receive an award; and**
  - **May use that determination as a basis for making an award to another applicant.**

- Should you successfully compete and receive an award, **all first-tier sub-award recipients must have a DUNS number at the time you, the recipient, make a sub-award.**

Funding Restrictions

- If you are successful and receive an award, by accepting the award, you agree that the award and any activities thereunder are subject to all provisions of 45 CFR part 75, currently in effect or implemented during the period of the award, other Department regulations and policies in effect at the time of the award, and applicable statutory provisions.

- Costs must be allowable, allocable, reasonable, and necessary direct expenses or indirect costs in accordance with regulations and current policy.
  - **Indirect costs may be included per 45 CFR 75.414. Applicants should indicate which method or rate is used for this application. (Section F.3.b.1.o, page 20)**
  - **Pre-award costs are not allowed. (Section F.7.a, page 29)**
  - **Current Salary Limitation: $199,300 effective January 2021 (Section F.7.b, page 29)**

Budget Narrative and Forms

The Project Budget Information:

SF 424A Budget Forms

Budget Narrative

Detailed Budget Justification

- ❑ **Must be consistent with the requirements of the NOFO**
- ❑ **Budgeted costs must reflect proposed activities**
- ❑ **Budget line item descriptions and justification requirements are explained in the NOFO**
- ❑ **Suggested table formats in the NOFO**
- ❑ **Plan for Oversight of Federal Award Funds (Section F.3.b.2, page 23)**

Forms, narrative and detailed justification do not count toward page limit.

Application Disqualification Criteria

If you application does not meet the following requirements it will be disqualified and receive no further consideration:

- **Submitted electronically via www.grants.gov by due date and time (unless an exemption was granted 2 business days prior to the deadline).**
- **If you successfully submit multiple applications for the same project, we will only review the last application received by the deadline.**
- **HHS/OASH/GAM deems your application eligible.**
- **Project Narrative must be double-spaced, on the equivalent of 8.5” X 11” page size with 1” margins on all sides and font size not less than 12 points.**
- **Project Narrative *must not exceed 5 pages*.**
- **The Total Application, including Project Narrative *must not exceed 15 pages*.**

Application Disqualification Criteria (continued)

If you application does not meet the following requirements it will be disqualified and receive no further consideration:

- **Your Federal funds request including indirect costs does not exceed the maximum indicated in Award Ceiling.**
  - $4,000,000 for an urban communities focus
  - $3,000,000 for rural communities focus
- **If you have included voluntary cost sharing or matching, you must include in your budget narrative a non-federal sources justification.**
- **Application meets the Application Responsiveness Criteria (section E.3).**

Application Responsiveness Criterion (Section E.3)

- ❑ Applicant has identified an urban (as defined by the U.S. Census Bureau) or rural (as defined by HRSA) area of focus in the first sentence of the Project Narrative.

Application Disqualification Criteria (continued)

- Applications that lack the required supporting documentation or submit additional appendix files will not be disqualified from competitive review;
  - **However, this may impact your application's scoring under the evaluation criteria.**

- **Be sure to follow submission instructions carefully.**

Application Review Criteria (Section G.1)

Three equally-weighted criteria

- **Factor 1** **Statement of need**
- **Factor 2** **Proposed approach**
- **Factor 3** **Organizational capacity**

Application Merit Review

- Eligible applications will be reviewed and scored by a panel of independent reviewers with technical expertise in applicable fields according to the criteria listed in the NOFO.
- Objective Review Committee process is formal and confidential. Federal staff are available for questions and to ensure the process is consistent and fair, but do not participate in discussion and scoring.
- Applications are then also reviewed:
  - **By GAM staff for administrative & business compliance.**
  - **By OMH Program Office staff for programmatic compliance.**

Funding Decisions (Section G.4, page 36)

- The Director of the Office of Minority Health will make final award selections to be recommended to the Grants Management Officer for risk analysis.
- Upon completion of risk analysis and concurrence of the Grants Management Officer, HHS/OASH will then issue Notices of Award.
  - **No award decision is final until a Notice of Award is issued.**
  - **All award decisions, including level of funding, if an award is made, are final and you may not appeal.**

Funding Process

- **We are not obligated to make any Federal award as a result of this announcement.**

- **Only the grants officer can bind the Federal government to the expenditure of funds.**

- If you receive communications to negotiate an award or request additional or clarifying information, this does not mean you will receive an award; it only means that your application is still under consideration.

- **All award decisions, including level of funding if an award is made, are final and you may not appeal.**

Funding Process – Review of Risk Posed by Applicant

- HHS/OASH will evaluate each application in the fundable range for risks posed by the applicant before issuing an award in accordance with 45 CFR 75.205
- OASH will use a risk-based approach and may consider any items such as the following as stated in the NOFO:
  - **Applicant's financial stability;**
  - **Quality of management systems and ability to meet the management standards prescribed in 45 CFR part 75;**
  - **History of performance – Applicant's record in managing Federal awards including timeliness of compliance with applicable reporting requirement, and conformance to the terms and conditions of previous Federal awards;**
  - **Reports and findings from audits performed; and**
  - **The applicant's ability to effectively implement statutory, regulatory, or other requirements imposed on non-Federal entities.**

Plan for Oversight of Federal Award Funds (Section F.3.b.2, page 23)

- If your internal controls are available online, you may provide the link as part of your plan in the budget narrative.
- We have also included Appendix F, which contains questions applicants may find useful in considering their Plan for Oversight of Federal Funds.

Non-Funded Applications as a Result of Risk Review

- If we determine your organization does not meet either or both of the minimum qualification standards as described in 45 CFR §75.205(a)(2) and we do not make an award to you as a result, we must report that determination to FAPIIS, if certain conditions apply.
- The standards include at a minimum, if you are a prior Federal award recipient the information in FAPIIS must “demonstrate a satisfactory record of executing programs or activities under Federal grants, cooperative agreements, or procurement awards; and integrity and business ethics.” 45 CFR § 75.205(a)(2)
- Information reported in FAPIIS is available for other organizations to review when considering you for an award.

Notice of Award (NOA)

The Notice of Award:

- Notifies the successful applicant of the selection; award amount; project and budget periods.

- Includes any conditions on the award (i.e., requirements that must be met as a condition of receiving the grant funds).

- Includes standard terms, reporting requirements and contact information for OASH/GAM and the Program Office.

Funding Process – Points of Contact

- GAM is the official contact for awardees throughout the award life cycle.
- All official communication related to the award is between GAM and the successful applicant.

- Unsuccessful applicants will be notified by OMH Program Office via letter.

Summary and Tips

Project Narrative Description:

- ❑ Be clear, complete and concise in the project description; follow and address exactly what is requested in the NOFO.
- ❑ Don’t make the reviewer search for the required information. Generally, the easier the application is to review, the better the score.
  - ❑ **Reviewers are not allowed to do external research, follow embedded links, etc.**
- ❑ Clearly identify the sections of the application and indicate which component is being addressed.
- ❑ The project narrative must include all required information within the page limit. Do not use appendices to expand the page limit.

Summary and Tips

Project Narrative Description:

- ❑ Make the goals and objectives “SMART;” Specific; Measurable; Achievable; Realistic; and Time-framed.
- ❑ Activities presented in the work plan should relate directly to the proposed goals and objectives.
- ❑ The program work plan, evaluation plan and budget should provide a complete picture of how the applicant will address the needs as well as address the purpose and expectations in the NOFO.

Summary and Tips

Staffing:

- The staffing should be appropriate and reasonable for the goals, objectives and activities of the proposed project.
- Be complete in describing what staff will do, the expertise required and the percent time they will be assigned to the project.

Summary and Tips

Budget:

- The budget should include adequate funds to carry out the proposed work plan, evaluation plan and administrative responsibilities of the project.
- The budget should be reasonable and relate directly to the goals and objectives.
- Do not request more funds than are available, as listed in the NOFO. This amount is *inclusive* of indirect costs.
- The operating budget should be complete and include Federal and non-Federal funds, projected program income from fees and third party payers and other contributing funds.

Summary and Tips

Overall:

- Electronic submission **IS** required.

- Do not wait until the last minute to begin SAM registration or update registration.

- Do not wait until the last minute to begin the electronic submission—problems could arise.

NOFO Inquiries

Program Questions

Program Office Attn: Office of Minority Health

Paul Rodriguez

Email: Paul.Rodriguez@hhs.gov

Telephone:240-453-8208

Administrative or Financial Questions

Senior Grants Management Specialist

Roscoe Brunson Jr.

Email: Roscoe.Brunson@hhs.gov

Telephone: 240-453-8822

Electronic Submission Requirements

Grants.gov Applicant Support

www.grants.gov

Email: support@grants.gov

Telephone: 800-518-4726

Please do not contact OASH Program or Grants office staff for Grants.gov issues.

Question and Answer Session

FAQs will be posted to Grants.gov



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These slides will be posted on grants.gov following the presentation.

The webinar recording will be posted to OMH's YouTube channel -- https://www.youtube.com/user/OfficeMinorityHealth