



Louisiana Public Health Institute (LPHI)
Community Partnerships to Address Systemic Inequities and Reduce Tobacco Use
2022 Request for Applications

Overview & Background

Louisiana's Black rural communities are heavily impacted by chronic disease caused by smoking and tobacco use. Policy changes at the local, community, and state levels can positively impact health outcomes and decrease the use of tobacco. Community-based organizations can bring a deeper understanding of community needs, priorities, and assets to projects like this one. To reduce tobacco-use, LPHI aims to support communities in their individual efforts to improve the quality of life of their residents, acknowledging that interventions must address immediate community needs and priorities first. This is an opportunity for community-based organizations to learn grassroots advocacy skills and tobacco control and prevention strategies that can be used to achieve other community goals and priorities.

In order to address tobacco health-related disparities in Louisiana, Louisiana Public Health Institute (LPHI), in partnership with the [Louisiana Campaign for Tobacco Free Living \(TFL\)](#), and [Southern University Agricultural Research & Extension Center's Communities of Color Network \(CoC\)](#), proposes to partner with ten (10) rural communities to implement Project ASIRT (Addressing Systemic Inequities to Reduce Tobacco-use). Through these partnerships, LPHI will plan and implement a 12-month learning collaborative of Community-Based Organizations (CBO's) to build the capacity of Louisiana's rural communities to address systemic inequities that drive high rates of tobacco use in Black rural communities in Louisiana through policy change at the local and state level.

Project ASIRT is funded through a grant from the [Robert Wood Johnson Foundation](#).

Louisiana Public Health Institute Overview

LPHI is a state-wide community focused non-profit organization committed to ensuring all Louisianans have just and fair opportunities to be healthy and well. We do this by creating authentic partnerships and through community engagement, using data and research for action, project design and implementation, policy and advocacy, technology solutions, and providing fiscal and administrative support to community-based organizations. We are headquartered in New Orleans and have staff throughout Louisiana who work on everything from tobacco prevention and control, to building healthier communities, to supporting the whole health needs of individuals and families from early childhood to older adults.

Focus of Project

Project ASIRT seeks to mobilize local community leaders, organizations, and residents in rural communities to build the capacity for grassroots policy change. Project efforts will collectively address systemic inequities, increase the use of traditional and non-traditional tobacco cessation programs for tobacco users who want to quit smoking, and design and promote prevention strategies for those who are not tobacco users.

Priority Populations

- African Americans in rural Louisiana
- The ten (10) communities of Ferriday, Jonesville, Lake Providence, Tallulah, Bastrop, Delhi, Opelousas, Kentwood, St. Joseph, Newellton

Eligible organizations and/or entities include Community Based Organizations (CBO's) w/ 501c3 status

Benefits to Participating Community-Based Organizations

Community-Based Organizations who participate in Project ASIRT will have the opportunity to:

- Strengthen organizational and community capacity and skills to work on any issue to benefit the community
- Increase collaboration through partnerships and community coalitions
- Increase profile as catalysts for change
- Increase understanding of how grassroots, community led campaigns can amplify positive change among communities and improve health outcomes
- Reduce tobacco use and tobacco-related health inequities in communities

Project Approach and Activities

ASIRT Learning Collaborative

A learning collaborative is an educational approach where a group of identified stakeholders meet to share ideas, information and build innovative solutions to address common barriers. Learning collaboratives differ from convenings in that there are a series of sessions that occur in sequence according to the goals and objectives of the project or program. LPHI will host a learning collaborative through which selected community-based organizations will participate in educational sessions and trainings to build their current knowledge and skills on tobacco cessation and prevention, the social determinants of health that drive health disparities, community mobilization and policy change efforts. LPHI will provide/offer training opportunities and a forum for peer-to-peer exchange to build the capacity of CBO's to create healthier communities through policy change.

Grassroots Policy Change/Community Engagement & Mobilization

Community-Based Organizations will identify a community issue as a priority focus for policy change during the project. The policy focus can either be tobacco-related or focused on a systemic inequity that drives high rates of tobacco use in their communities. CBO's will create a proposed policy change initiative based on their area of focus and present the policy to a local, state, or specialized coalition to be considered for priority focus. Throughout the duration of the project, CBO's will host engagement and education activities with stakeholders to mobilize the community around the community issue and proposed policy initiative.

Technical Assistance

Community-Based Organizations will participate in monthly technical assistance sessions, provided by regional and subject matter experts to support CBO's in identification of community priority policies, appropriate coalition selection, strategy mapping, and community education and engagement activities. Technical Assistance will be tailored to the unique needs of each CBO and will be a space to create and follow up on project action plans, identify key staff and partners for project implementation, and to identify solutions to potential project barriers and challenges.

Media Campaign

Community-Based Organizations will help to develop and utilize existing media resources in the ASIRT digital media toolkit to educate the community on tobacco use and other identified community health priorities via social media, print ads, palm cards, posters, or other approved marketing channels.

The 15-month grant cycle is February 1, 2023 to April 30, 2024

Application and Selection Criteria

LPHI seeks submissions via [CBO online application form](#). (See *Appendix for application questions*.)

Applications will be evaluated based on:

- Eligibility in accordance with organizational type and population of focus: African Americans in rural Louisiana
- Alignment with the goal of the program: to address health-related disparities and their impact on tobacco use in Louisiana's rural communities
- Ability to display the organization's capacity for the successful completion of this grant project and associated activities
- Clear history of working with the community within targeted rural geography
- Demonstrated ability and commitment to positively elevate the voice of the community, especially African Americans in the area
- Ability to participate in virtual meetings and training sessions with organization's technology and equipment

If selected for this project, community-based organizations will commit to a 15-month partnership with LPHI to accomplish the following activities/deliverables:

- Complete organizational and community capacity assessment
- Participate in educational sessions and trainings via the ASIRT learning collaborative
- Participate in monthly technical assistance calls with LPHI and project staff to advance project implementation
- Identify community priority for policy change initiative, create policy change, introduce policy change for priority consideration in coalition
- Join a local community, state, or specialized coalition to advance policy priorities
- Host community education and engagement events around the identified priority and its impact on tobacco use and community health
- Connect other community members and leaders/key decision-makers to this project
- Utilize the existing and developing media resources, including the digital media toolkit, to educate the community on tobacco use and other identified community health priorities
- Develop a referral relationship with local Rural Health Clinics or Federally Qualified Health Centers to support clients in quitting tobacco
- Develop a sustainability plan to continue to address systemic barriers and tobacco use in community
- Maintain reporting and budgeting processes

Other Required Documents

The below required documents must be submitted with application:

- Organization's latest IRS letter showing 501c3 tax exempt status
- Organization's audited* financial statements for most recently ended fiscal year. *If audited not available, then submit annual financial statement/report

Monitoring and Evaluation

LPHI has identified clear outcomes for the proposed project, as well as a plan to measure effectiveness and evaluate impacts. If selected, organizations will be provided with guidance on spending allowances and required to submit the following:

- Standardized quarterly progress report detailing project activities and accomplishments, to include community lessons learned and stories
- Comprehensive final project and finance report

LPHI will provide reporting templates for the required Progress and Finance Reports

Grant Funds

Grants will be made for up to \$20,000.00 US Dollars. The funds will be distributed based on the list of deliverables below.

Payments will be made in four (4) installments for community-based organization grantees. Payments will be paid upon completion of project deliverable.

Payment	Amount	Deliverable <i>(dates provided after selected)</i>
1 st	Up to \$5,000	Attend Kick off Meeting Complete Organizational Assessment Identify at least 3 Key Staff to Participate in Project Activities
2 nd	Up to \$5,000	Identify Community Priority/Policy Focus Identify 2-4 Community Assets (i.e., people, places, things) that can/will support the policy focus Complete Progress Report
3 rd	Up to \$5,000	Join Coalition & Attend 90% of Scheduled Meetings Participate in or Host at least 5 Community Engagement & Education Activities Complete Progress Report
4 th	Up to \$5,000	Introduce One Proposed Policy to Coalition Complete at least 90% of all Learning Collaborative/TA Sessions Final Report on Progress of Project Goals

Terms of Payment

Payments will be paid by LPHI within thirty (30) working days after receipt of reports and upon review of services performed. LPHI reserves the right to hold payments or only make a partial payment if funds are not being utilized appropriately.

Use of Grant Award Funds

Grant funds are to be used solely and only for grantee’s specific purposes as described in the grant application. Grant funds may not be used for any other purposes without LPHI’s prior written approval. No funds under this agreement shall be used for the purpose of lobbying or for any political campaign.

Organization Funding Restrictions

- LPHI will **NOT** fund political parties, candidates or partisan political organizations, or **fundraising events**.
- Applicants must **NOT** accept funds from any **tobacco company** or any business that includes the name of tobacco or vaping products or whose primary operations includes sales of tobacco products during the grant cycle. Grantees

- must sign a statement acknowledging this restriction.
- Funds **cannot** be used for expenses incurred prior to signing of the agreement.

Request for Application Timeline and Process

Important Dates	Important Benchmarks
November 10, 2022	RFA Release Date - The RFA will be made available on the LPHI website
December 6, 2022	LPHI Informational Session – a conference call will be held with all interested applicants to discuss this grant opportunity
December 21, 2022	Submission Deadline - Grant applications must be received, via online submission process by 12 noon (noon CST).
January 25, 2023	Award Notification - Applicants will be notified of funding decisions via email.
February 15, 2023	Contract Signing Deadline - Grant contracts must be signed and returned to LPHI by this date TBA
March 1, 2023	Required Meetings: Grant Kick-Off Meeting

Application Submission Information

Use the enclosed application template in Appendix A to gather information for the [CBO online application form](#).

For questions about the project or application, please contact Stephanie Kennedy at skennedy@lphi.org.

Appendix A

Application Form Template

Applications will only be accepted through the [CBO online application form](#)

ORGANIZATION PROFILE

Name of Organization: _____

Physical Address: _____

Mailing Address: _____

Tax ID Number: _____

Contact person for this application

Name: _____

Title: _____

Email address: _____

Phone number: _____

Authorization Information

Person Authorized to Sign Grant Agreement/Contract.

Name: _____

Title: _____

Email address: _____

Phone number: _____

Please confirm that your organization is a 501c3 Registered Public Charity by uploading the organization's latest IRS letter showing 501c3 tax exempt status.

POPULATION SERVED

- Select the parishes that your organization currently serves:
 - Concordia
 - Catahoula
 - East Carroll
 - Madison
 - Morehouse
 - Richland
 - St. Landry
 - Tangipahoa

- Tensas
- Select the community that your organization would implement this project in: (See drop-down checklist)
 - Bastrop (Morehouse Parish)
 - Ferriday (Concordia Parish)
 - Delhi (Richland Parish)
 - Jonesville (Catahoula Parish)
 - Kentwood (Tangipahoa Parish)
 - Lake Providence (East Carroll Parish)
 - Newellton (Tensas Parish)
 - Opelousas (St. Landry Parish)
 - St. Joseph (Tensas Parish)
 - Tallulah (Madison Parish)
- Select the populations served by organization:
 - Caucasian
 - Black or African American
 - Latino or Hispanic
 - Asian
 - Native American
 - Native Hawaiian or Pacific Islander
 - Other

PROJECT QUESTIONS

(Each answer should be less than 500 words.)

1. Organizational Capacity. Please provide the following.
 - History and mission of organization.
 - Organization's programs and services provided. Also, specify any community health/health care programs.
 - Number of community members served in 2021.
 - What percentage of your clients/customers identify as Black or African American (priority population for this grant)?

- What is the organization's technology capacity regarding access to the internet and ability to participate in virtual meetings and virtual trainings (via Zoom and/or Microsoft Teams platform)?
- Key accomplishments of organization.
- Organizational Goals – please list at least 3 goals that you have for your organization in the next 12 to 18 months.

2. Community Engagement and Activities

- What are some priority social issues that your community is dealing with now?
- Describe your interest in this project.
- How would your organization incorporate this project with its other community programs and activities?
- Describe any other community mobilization or advocacy efforts that your organization is currently involved in.
- Are you currently involved in a local or statewide coalition? *(See Appendix B for contact information of LPHI staff that can provide coalition information.)*

3. Capacity Building

- What skills do you hope to enhance related to grassroots advocacy, Tobacco Control and Healthy Communities within your organization? (See drop down checklist)
 - Understanding systemic inequities
 - Engaging and mobilizing communities to create policy change
 - Understanding equity and social determinants of health
 - Increasing the use of traditional and non-traditional tobacco cessation programs for tobacco users who want to quit smoking
 - Supporting local smoke-free policy

- Designing and promoting prevention strategies to build Healthy Communities
- Others:

- What skills or topics are you “considered an expert” in and can provide trainings to others? (For example: communicating to elected officials, project development, meeting facilitation, developing presentations)

4. Financial Information and Budget

- Please upload a budget (project expenses) for the proposed project based on budget template provided in the Request for Applications document Appendix B. Please note that indirect costs should be at or below 12% of the total proposed direct costs.
- Describe any other existing sources of funding that can support this project.

5. Monitoring and Evaluation

Organizations will be required to submit monthly reports and a final report that describes program activities and impact including a financial report.

- Describe your organization’s ability to submit required reports.
- Please describe your organization’s current capacity for project monitoring and evaluation (ex: tracking progress & measuring outcomes)
- Please list the top three impacts that your organization would like to have on your community with this grant project.

Appendix B

Budget Form Template

The budget is to be developed to cover the time period of **February 15, 2023, to May 15, 2024**. Budgets should be based on the best available estimates of time and expense, and itemized expenses should include all estimated expenses for the year. A budget narrative is also needed to provide details that explain the proposed expenses and justify their use for the project.

Expense Categories	Proposed Budget Amount	Justification
Staff Salaries		
Related Fringe Benefits		
In-state Travel		
Conferences, Meetings and/or Staff Training		
Office Supplies and Materials		
Office Space Rent		
Other:		
Direct Cost Total		
Indirect Cost (<i>max of 12% of direct costs</i>)		
Grand Total		

Appendix C

Regional Manager Contact Information

For more information on pre-existing coalitions or other resources in your community, please contact the following LPHI staff members:

Region - Parish	Community	Staff Contact Info – Regional Managers
4 - St. Landry	Opelousas	Mitzi Lasalle (318) 794-1861 mlasalle@lphi.org
6 - Concordia	Ferriday	Mitzi LaSalle (318) 794-1861 mlasalle@lphi.org
6 - Catahoula	Jonesville	Mitzi LaSalle (318) 794-1861 mlasalle@lphi.org
8 - Morehouse	Bastrop	Jennifer Haneline (318) 537-5023 - Cell jhaneline@lphi.org
8 - Richland	Delhi	Jennifer Haneline (318) 537-5023 – Cell jhaneline@lphi.org
8 - East Carroll	Lake Providence	Jennifer Haneline (318) 537-5023 – Cell jhaneline@lphi.org
8 - Tensas	Newellton	Jennifer Haneline (318) 537-5023 - Cell jhaneline@lphi.org
8 - Tensas	St. Joseph	Jennifer Haneline (318) 537-5023 - Cell jhaneline@lphi.org
8 - Madison	Tallulah	Jennifer Haneline (318) 537-5023 - Cell jhaneline@lphi.org
9 - Tangipahoa	Kentwood	Jaime Bruins Cyprian, MPH (985) 974-7247 - Cell jcypryan@lphi.org