

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

The Association for Prevention Teaching and Research (APTR) is pleased to announce the following Notice of Funding Opportunity available through a cooperative agreement between APTR and the Centers for Disease Control and Prevention (CDC).

Part 1. Overview Information

Federal Agency Name:

Centers for Disease Control and Prevention

Agency Notice of Funding Opportunity Number:

CDC-RFA-OE17-17010203SUPP18

Catalog of Federal Domestic Assistance Number:

93.967

Key Dates:**Due Date for Application:**

08/09/2018

Application must be successfully submitted to APTR by 11:59 pm Eastern Standard Time on the deadline date.

Executive Summary:

This Notice of Funding Opportunity (NOFO) provides opportunities to CDC programs to fund specific Workforce Improvement Projects. These projects will contribute to overall workforce development through the engagement of students and/or faculty, while focused on improving the health of populations and impacting broader educational practice and approaches.

Workforce Improvement Projects (WIPs) are non-research domestic or international projects that provide workforce development opportunities in academic or public health practice settings. These public health practice projects are developed and funded by programs in CDC Centers, Institutes, and Offices and conducted by CDC's academic association partners or their members (e.g., colleges, universities) through the administration of extramural subawards. These academic association partners are currently funded under NOFO CDC-RFA- OE17-1701 as follows: Association for Schools and Programs of Public Health, Association for Prevention Teaching and Research, Association of American Medical Colleges, and the American Association of Colleges of Nursing.

Part 2. Full Text

Section I. Funding Opportunity Description**Purpose**

An increasingly integrated health system requires health professionals who are prepared to practice, deliver, and integrate clinical and/or public health services across boundaries for the betterment of the public's health. Workforce Improvement Projects provide a way for CDC to partner with academia on non-research, applied public health activities that better prepare health

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

professionals and strengthen public health workforce capacity.

The project described below addresses the following National Public Health Workforce Strategy priority areas:

- Enhance the education system
- Strengthen systems and capacity to support the workforce
- Increase the capability of the existing workforce

This project will be managed by the Population Health Workforce Branch (PHWB), Division of Scientific Education and Professional Development (DSEPD), Center for Surveillance, Epidemiology and Laboratory Services (CSELS), CDC in collaboration with APTR.

Program Description

Project #1: Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

Problem Statement:

Readily and widely available training content with a major interprofessional emphasis that builds the skills of the current and future workforce to work on transdisciplinary issues is scarce. Many programs share common population health training needs, but they lack the training materials to meet those needs and end up using separate training products. As a result, resources are inefficiently allocated, quality of training is hindered by failure to provide relevant common, consistent content across public health programs, and opportunities are missed to foster crucial, cross-disciplinary interactions.

Need for the Project:

There is a need for workforce programs in state and local public health departments and academe to have access to readily available population health training and educational content and products. PHWB fellowship programs also have a need for such training materials.

Target Population:

The materials developed will be used in training by other federal, state, and local population health entities. Learners entering PHWB fellowship programs will also benefit from developed training materials.

Key Outcomes:

- Short-term outcomes: The training content that will be developed will consist of three high-quality sets of case study materials in communications, leadership, and problem solving as they relate to population health. The case studies will build skills in multi-disciplinary collaboration and integration, effective communication, leadership, and problem-solving in the emerging population health context.
- Long-term outcomes: 1) Greater numbers of students, fellows, and other public health professionals with knowledge and skills important to population health. 2) Greater understanding of population health for current professionals working in federal, state, and local

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

organizations.

Contribution to the Public Health Workforce:

The project aims to provide learning content to the public health workforce in communication, leadership, and problem solving related to population health. Understanding multi-disciplinary collaboration and integration, effective communication, leadership, and problem-solving in the emerging population health context is important today for effective public health and population health practice.

Awardee Strategies and Approaches:

To develop the preparatory materials and case studies, the awardee will:

1. Identify learning objectives and specific competencies to be achieved
2. Estimate expected time and effort requirements for learners to use the preparatory materials
3. Propose multimedia learning approaches and applied learning activities as appropriate
4. Develop learning assessment methods
5. Devise and implement approaches for interdisciplinary peer-learning
6. Develop evaluations for preparatory materials and case studies, and

The awardee must also be able to test the preparatory materials and case studies with appropriate stakeholders and incorporate the feedback for improvement, prior to public release. Training materials will be made available to CDC and disseminated through channels identified by the awardee. These channels should include partner organizations that represent and support health departments, such as ASTHO and NACCHO, to ensure the greatest reach.

Applicant Special Eligibility Requirements:

Applicants should:

1. have expertise in the development of case studies that integrate multiple disciplines and supporting materials
2. have demonstrable knowledge of how communication, leadership, and problem solving are necessary competencies in population health practice
3. meet quality training standards
(http://www.phf.org/resourcestools/Pages/CDC_Quality_Training_Standards.aspx), and
4. understand adult learning principles.

Approximate total project period funding: \$120,000

CDC Activities:

In a cooperative agreement, CDC staff is substantially involved in the program activities, above and beyond routine grant monitoring. CDC has substantial involvement in its NOFO work with recipients. For Part B. Workforce Improvement Projects (WIPs), sponsoring CDC programs will propose and fund WIPs and work closely with awardees to provide technical assistance in their execution. For all WIPs, staff in CSELS will provide the following:

1. guidance on identifying appropriate content, scope, learning level, and topics to be covered, and
2. technical monitoring and assistance via regular project meetings with awardees.

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

Other Information:

- Information about PHWB fellowships can be found at: <https://www.cdc.gov/ophss/csels/dsepd/fellowships.html> (Prevention Effectiveness, Presidential Management, Preventive Medicine, Public Health Informatics)
- <https://www.cdc.gov/ophss/csels/dsepd/academic-partnerships/index.html> (Academic Partnerships to Improve Health)

Section II. Award Information

Type of Award:	Subaward
Fiscal Year Funds:	2018
Approximate Total Funding:	\$120,000
This amount is subject to availability of funds. Includes direct costs. There is no cost-sharing/matching requirement. Floor of Individual Award Range: \$50,000 Ceiling of Individual Award Range: \$120,000	
Approximate Number of Awards:	1
Anticipated Notification Date:	09/04/2018
Budget Period Length:	9 months

Section III. Eligibility Information

Eligible Applicants

Eligibility Category: Institutions of higher education

The primary applicant must be an institutional member of APTR at the time of the award and throughout the grant period. Experience with instructional design and/or case study development is required. Applications including more than one health profession (interprofessional team of faculty) are encouraged, but only one faculty member can act as the point of contact, subawardee, and fiduciary agent.

Section IV. Application and Submission Information

Content and Form of Application Submission

Project Abstract

Must contain a summary of the proposed activity suitable for dissemination to the public. It should be a self-contained description of the project and should contain a statement of objectives and methods to be employed. It should be informative to other persons working in the same or related fields and insofar as possible understandable to a technically literate lay reader. This abstract must not include any proprietary/confidential information.

Project Narrative

must be uploaded in a PDF file format. The narrative must be submitted in the following format:

- Maximum number of pages: 20 (not including budget documents).

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

If your narrative exceeds the page limit, only the first pages which are within the page limit will be reviewed.

- Font size: 12 point unreduced, Times New Roman
- Double spaced
- Page margin size: One inch
- Number all narrative pages; not to exceed the maximum number of pages.

Applicants should use the federal plain language guidelines and Clear Communication Index to respond to this Notice of Funding Opportunity (NOFO).

The narrative should address activities to be conducted over the entire Period of Performance and must include the following items in the order listed.

- I. Strategies and Activities to implement the project
- II. Work Plan (use same template provided)
- III. Outcomes and Performance Measures

Additional information may be included in the application appendices. The appendices must be uploaded to the "Other Attachments Form" Note: appendices will not be counted toward the narrative page limit. This additional information includes:

Organizational Chart

An organizational chart should be titled "Org Chart."

CDC Assurances and Certifications:

All applicants are required to sign and submit "Assurances and Certifications" documents indicated at [http://wwwn.cdc.gov/grantassurances/\(S\(mj444mxct51lnrv1hljjjmaa\)\)/Homepage.aspx](http://wwwn.cdc.gov/grantassurances/(S(mj444mxct51lnrv1hljjjmaa))/Homepage.aspx).

Budget and Budget Justification

Budget submission must include a budget table and line item narrative justification for the total amount requested. Budget Guidance can be found at: <https://www.cdc.gov/grants/documents/Budget-Preparation-Guidance.pdf>

[Application for Federal Assistance \(SF-424\)](#)

Submission Dates and Times

Application Deadline Date

Due Date for Applications: **08/09/2018**

Explanation of Deadlines: Application must be successfully submitted to APTR by 11:59 pm Eastern Standard Time on the deadline date.

Funding Restrictions

Restrictions, which must be taken into account while writing the budget, are as follows:
In accordance with the United States Protecting Life in Global Health Assistance policy, all non-

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

governmental organization (NGO) applicants acknowledge that foreign NGOs that receive funds provided through this award, either as a prime recipient or subrecipient, are strictly prohibited, regardless of the source of funds, from performing abortions as a method of family planning or engaging in any activity that promotes abortion as a method of family planning, or to provide financial support to any other foreign non-governmental organization that conducts such activities. See Additional Requirement (AR) 35 for applicability:

<https://www.cdc.gov/grants/additionalrequirements/ar-35.html>

- Recipients may not use funds for research.
- Recipients may not use funds for clinical care.
- Recipients may only expend funds for reasonable program purposes, including personnel, travel, supplies, and services, such as contractual.
- Recipients may not generally use HHS/CDC/ATSDR funding for the purchase of furniture or equipment. Any such proposed spending must be identified in the budget.
- The direct and primary recipient in a cooperative agreement program must perform a substantial role in carrying out project objectives and not merely serve as a conduit for an award to another party or provider who is ineligible.

Other than for normal and recognized executive-legislative relationships, no funds may be used for: publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body the salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body.

See [Additional Requirement \(AR\) 12](#) for detailed guidance on this prohibition and [additional guidance on lobbying for CDC recipients](#).

The recipient can obtain guidance for completing a detailed justified budget on the CDC website, at the following Internet address: www.cdc.gov/grants/interestedinapplying/applicationprocess.html

Other Submission Requirements

Electronic Submission of Application:

Applications must be submitted electronically at www.aptrweb.org/page/CDCCA_WIP. Applicants must submit all application attachments using a PDF file format when submitting. Applications submitted are electronically time/date stamped and assigned a tracking number.

Section V. Application Review Information

Eligible recipients are required to provide measures of effectiveness that must relate to the performance goals stated in the "Purpose" section of this announcement. Measures of effectiveness must be objective, quantitative and measure the intended outcome of the proposed program. The measures of effectiveness must be included in the application and will be an element of the evaluation of the submitted application.

Criteria

i. Approach: Strategies and Activities

Maximum Points: 30

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

Eligible recipients will be evaluated against the following criteria:

- Applicant's proposed goals, strategies, and activities are consistent with those listed in the CDC project description
- Applicant shows that the proposed use of funds is an efficient and effective way to implement the strategies and activities and attain the project period outcomes
- Applicant presents a work plan and project narrative that is aligned with the strategies, activities, outcomes, and performance measures in the approach and is consistent with the content and format proposed by CDC

ii. Evaluation: Outcome and Performance Measurement Maximum Points: 30

- Applicant describes clear monitoring and evaluation procedures and how these will be incorporated into planning, implementation, and reporting of project activities
- Applicant describes performance measurements

iii. Applicant's Organizational Capacity to Implement the Approach Maximum Points: 40

- Applicant provides evidence of relevant experience and capacity (management, administrative, and technical) to implement the Workforce Improvement Project activities and achieve the project outcomes.
- Applicant demonstrates experience and capacity to implement the evaluation plan
- Applicant provides a staffing plan and project management structure that will be sufficient to achieve the project outcomes, and which clearly defines staff roles.
- Applicant provides an organizational chart and evidence of having affiliations with other institutions important in achieving the described work.

Budget Maximum Points: 0

CDC programs must assess whether the budget aligns with the proposed work plan.

Budget submission must include a budget table and budget narrative.

Review and Selection Process

Eligible applications will be jointly reviewed for responsiveness by CSELS and the CDC Procurement and Grants Office (PGO). Incomplete applications and applications that are non-responsive will not advance through the review process. Recipients will be notified in writing of the results.

An objective review panel will evaluate complete and responsive applications according to the criteria listed in Section V. Application Review Information, subsection entitled "Criteria".

Selection

Applications will be funded in order by score and rank determined by the review panel.

Section VI. Contacts

For **application submission** questions and **general inquiries**, contact:

Michelle Navarro, MPH

Association for Prevention Teaching and Research

NOTICE OF FUNDING OPPORTUNITY



Case Studies and Supporting Content in Communication, Leadership, and Problem-solving for Population Health

Telephone: (202) 463-0550 x135

Email: MNavarro@aptrweb.org

For **programmatic technical assistance**, contact:

Susan McCarthy, Project Officer
Centers for Disease Control and Prevention

Telephone: (404) 498-0518

Email: zcu0@cdc.gov