

COMMUNITY PARTNERS for CANCER EDUCATION (CPCE) Funded Projects Program

African American Initiative

Release Date: June 2005

Morehouse School of Medicine National Black Leadership Initiative on Cancer III: Community Networks Program

PURPOSE

The National Black Leadership Initiative on Cancer II: Networks Project (NBLIC II) established the Community Partners for Cancer Education (CPCE) Funded Projects Program to support community-driven cancer control initiatives specific to colorectal and prostate cancer early detection. The NBLIC III currently provides colorectal and prostate cancer awareness/education opportunities for African Americans through community coalitions. However, CPCE was designed to enhance community education and public awareness/cancer control objectives of community-based, non-profit organizations targeting their efforts to racial/ethnic minorities (e.g., African Americans, Asian Americans and Hispanics). The NBLIC III recognizes the need to expand community collaborations and cancer awareness/education opportunities in minority communities to help eliminate health disparities.

In response to these concerns, NBLIC III, through CPCE, offers administrative and technical support of community-based organizations (CBOs) providing formal educational programs to the community. This Request for Applications (RFA) has been endorsed by all coordinating partners of the CPCE and is designed to provide support for community awareness/education for minorities throughout the State of Georgia.

BACKGROUND

In 1986, the National Cancer Advisory Board (NCAB) of the National Cancer Institute (NCI), recognizing that cancer in the black community had a higher incidence and death rate than in whites, approved a special initiative to be undertaken to reach African Americans. The National Black Leadership Initiative on Cancer (NBLIC) was an outreach program of public education intended to make the black community more aware of cancer and cancer risks, improve health behavior, and improve access to cancer prevention, early detection and state-of-the-art treatment. In its' fifteen year history, the NBLIC has provided a broad range of cancer education, prevention, and control programs to the black community. The NBLIC, using principles of community-based programs, establishes, builds as well as maintains coalitions through capacity building and recognizes the importance of social networks in the African American community, is decreasing the racial/ethnic disparity in cancer occurrence and outcomes in this country.

The National Black Leadership Initiative on Cancer II: Networks Project (NBLIC II) established in 2000, is a Special Populations Network Initiative; a program of the NCI aimed at discovering why cancer disproportionately affects different ethnic and socioeconomic populations. Through a cooperative agreement, NBLIC III will

implement cancer control, prevention, research and training programs that will serve racial and ethnic minorities and other high-risk groups. Our primary mission is to encourage people from the community to work with scientists to help find ways of addressing important questions about the burden of cancer in the African American community.

NBLIC III is organized as a National Office, with three Regional Offices and 45 community coalitions. Both the national and regional offices are staffed with full time and part-time employees, as well as consultants. Regional Chairs, usually cancer researchers and/or health care professionals, are appointed by the Principal Investigator, to provide general oversight for each region. Regional chairs are unpaid volunteers and they also serve as members of the NBLIC III Steering Committee. Volunteers led by an elected Chair and Co-Chair, staff community coalitions, with Regional Offices serving as technical resources and providing oversight for project implementation.

Former U. S. Surgeon General, **David Satcher, MD, PhD**, Director, Interim President, Morehouse School of Medicine, currently serves as NBLIC III Principal Investigator.

The NBLIC III Southern Regional Office will be responsible for the CPCE African American Initiative. This office will provide technical assistance to CPCE partners and grantees in activities related to execution of colorectal and prostate cancer awareness efforts, including innovative community cancer education and establishing partnerships. Duties related to the CPCE African American Initiative, to be executed by the Southern Regional Office, include: 1) distribution of the CPCE Request for Applications (RFA); 2) collection and initial grant application review; 3) distribution of award notice to successful grantees and 4) supervision of data collection for CBOs participating in CPCE. They will also serve as a link between CBOs in the CPCE African American Initiative and NBLIC III's National Office.

ELIGIBILITY REQUIREMENTS

Non-profit, community-based organizations and agencies with the federal designation 501(c)3 are eligible to apply for CPCE. Applicants must also target the population group listed below. For the purposes of this effort, NBLIC III will work closely with organizations with a proven track record for coordinating the racial/ethnic group initiative:

African Americans- Southern Regional Office, NBLIC III

In all cases, at the time of a CPCE award, the applicant CBO must have a reasonable record of community-based education (usually two years or more), with special consideration given to health-related program experience. Specific eligibility requirements relative to each level of award are set forth in the description of the funded projects program opportunities (below).

FUNDED OPPORTUNITIES

For the purpose of this announcement, minority CBOs are defined as organizations or agencies targeting a particular ethnic or racial group that has been determined by the NBLIC III to have a colorectal/prostate cancer disparity in the State of Georgia. Awards will be limited to CBOs whose leadership are citizens or non-citizen nationals of the United States or to individuals who have been lawfully admitted for permanent residence (i.e., in possession of an Alien Registration Receipt Card) at the time of application. Before submitting an application for a CPCE, applicant CBOs are encouraged to call the NBLIC III National Office (1-800-724-1185) to discuss any aspects of this program that need clarification.

NBLIC III and its funding partner, the Georgia Department of Human Resources, Department of Public Health, and the Georgia Cancer Coalition anticipates that by providing colorectal and prostate cancer educational/awareness opportunities for underserved minorities, the number of minorities seeking early detection/screening for colorectal and prostate cancer will increase. Accordingly, CBOs are required to select CPCE awards under this RFA in the following categories:

**Colorectal and Prostate Cancer Early Detection/Prevention
Innovative Community Cancer Education Programs**

MECHANISM OF SUPPORT

In all cases, the proposed community cancer education/awareness experience must be an integral part of the CBO's overall goals and objectives. As part of the application, CBOs must describe a plan by which the targeted community will receive the proposed intervention (how it will be implemented), how it will be evaluated, and how results of intervention efforts will be forwarded to the CPCE Coordinating Contractor responsible for their CPCE award. Furthermore, the CBO must demonstrate a willingness and understanding that the purpose of the award is to enhance colorectal and prostate cancer awareness to targeted minority communities. CBOs must also demonstrate an acceptable evaluation plan, which includes survey instruments, or a willingness to receive technical assistance in this area. CPCE awards will be consistent with the goal of strengthening the existing community cancer control education program in the State of Georgia.

Typically, each CBO may submit only one CPCE funded project application. Awarding of more than one grant to a single CBO depends on the nature of the organization, the circumstances of the request, and the program balance of the CPCE Coordinating Contractor. Support under the CPCE is not available to community coalitions currently implementing NBLIC III interventions, nor is it transferable to another individual or transportable to another CBO. NBLIC III community coalitions, may however, select award categories in which they are not currently involved.

Applicants are encouraged to contact the NBLIC III National Office or the CPCE Coordinating Contractor listed under INQUIRIES prior to funded project application submission to obtain specific information about preparing and submitting an application. It is also recognized that individual circumstances vary, and for unusual situations, NBLIC III National Office staff should be consulted for a determination of eligibility.

FUNDING LEVEL

It is anticipated that a total of \$50,000 (African American) in CPCE funded projects will be awarded. The funding levels are described under APPLICATION PROCEDURES. The amounts listed by category are maximums. Requests exceeding these amounts will not be granted and may disqualify the CBO's application from further consideration. For more information related to funding levels, applicants should contact the NBLIC III National Office or the CPCE Coordinating Contractor.

APPLICATION PROCEDURES

A CPCE grant application must be submitted on or before **July 22, 2005**. In making funding requests, CBOs must submit applications to the CPCE Coordinating Contractor designated for their minority population (and not to the NBLIC III National Office). The CPCE funded project application must include the following:

- A. **Completed Cover Page (1 Page)**: Applicants should identify the population targeted by their CPCE funded project application and the CPCE Coordinating Contractor to which the application is being submitted. Include the title of the CBO, and signatures of appropriate organization officials. The line marked "CPCE Coordinating Contractor Representative" should be left blank to be completed after initial review of the application.
- B. **Community Assessment (2-3 Pages)**: A brief two to three page description, prepared by the CBO Official or CPCE Project Director, which includes:
 1. *Community Description* - A profile of general demographic characteristics, based on 2000 Census Tract data, of targeted communities is required in the CPCE funded projects application. This profile should include racial/ethnic make up, gender and adult age distribution.
 2. *Profile Current Community Cancer Control Efforts* - NBLIC III seeks to implement its cancer awareness/education efforts in a systematic, coordinated way. To this end, profiling similar efforts will prevent duplication in targeted communities by CBOs participating in the CPCE. Examining current educational efforts will also assist CBOs in identifying partners/collaborators for intervention implementation.
 3. *Community's Cancer Education Needs* - CPCE funded projects applications must identify the targeted community's unmet cancer education needs and describe the impact of the proposed intervention on the CBO's targeted community.
- C. **CPCE Focus (4-5 pages)**: Applicants must provide a detailed description of the colorectal and prostate cancer education/awareness activity to be implemented. This four to five page description should include how the activity will expand and foster the cancer control efforts of NBLIC III, DHR and/or the Southern Regional Office, and how the proposed activities relate to the specific goals and objectives of the applicant CBO.

The CPCE is designed to enhance community education and public awareness cancer control objectives of community-based, non-profit organizations targeted to

racial ethnic minorities (African American Initiative) through the following mechanisms:

1. **Colorectal and Prostate Cancer Early Detection/Prevention (\$5,000 Each):**

Applications may choose from the following menu of colorectal and prostate cancer awareness/education programs for implementation or replication in local communities:

- a) *Down Home Healthy Living (DHHL)*: is an educational intervention aimed at decreasing colorectal cancer risk through diet, physical activity, and awareness of cancer early detection. The program focuses on consumption of a low-fat, high-fiber diet (including 5-A-Day), and increasing weekly exercise. DHHL can be implemented in large groups, using a culturally appropriate video, or in small-interactive sessions, presented via slides. Facilitator training is a key component to DHHL implementation. Evaluation includes process, outcome and impact assessments.
- b) *For Men Only*: is an educational intervention aimed at increasing awareness of prostate cancer, providing early detection and enhancing clinical trials participation. Developed in the Nashville, TN area, FMO is a one-day retreat designed to help break the cycle of increased rates of disease and death for African Americans.
- c) *Partners in Prevention*: is a joint program of NBLIC III and the Coalition of 100 Black Men of America, Inc. It focuses on prostate cancer awareness and early detection.

2. **Innovative Community Cancer Education Programs (\$5,000 Each):** Community-based organizations currently implementing community colorectal and prostate cancer awareness initiatives may supplement their efforts through the Innovative Community Cancer Education Programs. Funds for this purpose will be targeted to formalizing efforts, developing/refining educational curriculums, enhancing educational materials, developing survey instruments and evaluation plans and/or instituting data management/analysis.

- D. **Evaluation (2-3 Pages):** Successful CPCE Small Grant awardees will be CBOs demonstrating an effective evaluation component consistent with NBLIC III current assessments. *Applicants should keep in mind that technical assistance is available from NBLIC III (SEE SECTION BELOW), however, should applicants fail to indicate a willingness to adhere to NBLIC III evaluation guidelines, their application will not be considered for funding.*

The CPCE evaluation must include assessments of both process and outcome of the cancer awareness/education activity. NBLIC III's current evaluation employs a before-after, quasi-experimental design using cross-sectional surveys to assess the existing state of knowledge, attitude and behavior of the populations in targeted areas prior to implementation of CPCE initiatives and change post-CPCE.

NBLIC III's existing evaluation protocols should be used to enhance evaluation efforts of the CBO's assessments. Staff support, resources and technical assistance will be used in guiding these efforts. To ensure comparability, instruments and surveys

currently in use by NBLIC III may be translated into appropriate language for use by community-based organizations receiving small grants from CPCE. Survey instruments (Felsch Kincaid Grade Level-6.0-9.0) may be self-administered or administered by trained volunteers.

1. *Process Evaluation* - The purpose of the process evaluation is to provide quantitative and qualitative data regarding the successful elements of the CPCE. This portion of the evaluation will include documentation of activities on a monthly basis to determine adherence to CPCE objectives and to the timeline. The process evaluation will characterize the successful elements and describe program participation and implementation.
 2. *Outcome Evaluation* - The outcome evaluation should provide qualitative data on the effectiveness of CPCE in impacting community cancer control efforts and individual cancer control knowledge, attitudes and behaviors. A baseline-, post- and impact-participant card will measure differences in knowledge, attitudes, practices and beliefs related to cancer early detection in the targeted population. CPCE implementation will be monitored through participant cards (baseline, post and impact), participant's reaction to educational session, event forms and partnership report forms.
- E. **Submission:** An original plus five (5) copies (**total number: 6 copies**) of completed grant application must be submitted on or before **July 22, 2005**. Submissions must be received (not mailed) on these dates. Applicant CBOs are advised to contact the Southern Regional Office for their target population prior to submission for more specific information.
- F. **Reporting:** Successful applicants are required to attend one technical assistance training, submit two (2) progress reports and participate in one conference call during the funding period. Reporting requirements are included in a checklist of items in the CPCE application package.
- G. **Resumes (1-2 Pages, Each):** Recent resumes or biographical sketches of the key personnel, staff and community volunteers that includes evidence of community involvement, health education or interest in cancer.
- H. **Non-Profit Status:** Applicant CBOs must include in applications proof of their Internal Revenue Service, non-profit status (501c3).

Budget & Budget Justification: A proposed budget entered on the attached budget pages, must be completed. The budget period requested must not exceed six months. Funding levels for each award assumes a full six months of cancer awareness/education activity. However, if the requested project will be implemented in less than six months year, the budget must be prorated accordingly. *Unallowable expenses* - Equipment, entertainment or miscellaneous items that cannot be justified for the sole intent of the grant are not allowed.

Overall, budgets must include:

- Realistic and detailed line-item budget requests

- Contributions from applicant CBO and/or other community groups
- Total dollar amounts not to exceed amounts designated for chosen category

Acceptable budgets will include the following components:

1. *Personnel*: Please give the name, role and effort on the project, and the total dollar amount requested to support individuals of the applicant CBO. Personnel costs should be limited and must be justified in the budget justification section.
2. *Consultants*: Applicants may seek assistance from consultants with demonstrated expertise in cancer control, evaluation or related areas; The dollar amount requested to support this effort. Include the resume/biographical sketch of the consultant(s) and describe their contributions in the budget justification.
3. *Services*: This category is for other services contracted out such as transportation of patients and other costs for the intent of programs. Patient screening costs are not allowed under this category; CPCE funded projects can be used to *supplement* colorectal and prostate cancer screening. Treatment costs are not covered under this funding mechanism.
4. *Supplies*: Itemize, by category, office supplies, computer software and other supplies needed for CPCE implementation. Standard office supplies may be included, as well as computer software. The CPCE funded project will not support equipment.
5. *Travel*: Provide the purpose and destination of each trip and the number of individuals for whom funds are requested. Expenses may include the Morehouse School of Medicine rate of \$.31 per mile for staff, volunteers and clients to travel to meetings.
6. *Other Expenses*: Costs associated with advertising CPCE events, such as postage, photocopying/distributing flyers, newspaper ads, etc., may be included in this category. Funds to purchase marketing materials for **Innovative Community Cancer Education Programs** may be requested.

REVIEW CRITERIA

Community Partners for Cancer Education small grant applications will undergo two (2) levels of review. Staff of the Southern Regional Office will complete the initial review. Results of this review, along with projects recommended for priority funding will be forwarded to the NBLIC III National Office. A special review team, which includes NBLIC III staff, volunteers or consumers, DHR and GCC representatives, will review requests for funding. They will carefully critique the information provided by the applicants in the context of community cancer awareness and funding priorities. Using fundamental evaluation criteria and areas of special interest, review teams will assess applications based on the following specific criteria:

1. Rating the application. Items in this category focus on the organization, writing, quality of attachments and materials as well as the flow of the application itself.

2. Relationship to NBLIC III overall objective. Does the small grant application align with the NBLIC III objectives?
3. Partnerships. Did the applicant establish partnerships or working relationships with entities that have the capacity and commitment to advance the goals and major objectives of the project?
4. Targeted audience appeal and relevance. Does the project seem relevant and appealing to the targeted racial/ethnic group? Does the proposal justify the need for the project in light of audience interests and concerns? Is the specified audience in alignment with NBLIC III requirements? Is community and/or audience interest in the project documented by letter(s) of support?
5. Qualifications of staff and consultants. Does the project staff appear qualified and in possession of the technical expertise required by the goals and objectives of the project? Are resumes of key project staff included?
6. Workplan and schedule of activities. Are the project timeline and responsibilities of individuals for accomplishing specific tasks clearly specified and realistic? Are all dates and locations of project events identified?
7. Budget. Do allocated costs conform to NBLIC III/DHR guidelines and requirements? Are budget allocations reasonable and appropriate? Is sufficient detail and justification provided?
8. Evaluation. Is an evaluation plan included? Is it realistic and realizable within the time frame and other limits of the project? Is an individual(s) identified who will ensure that the evaluation plan is implemented?

AWARD CRITERIA

The decision to fund a CPCE small grant will take approximately four weeks from receipt of a completed application. CPCE will not support indirect funding requests from applicant CBOs. The total dollar amount requested must be designated for program implementation.

TECHNICAL ASSISTANCE WORKSHOP

Applicants are required to attend a one-day workshop sponsored by CPCE Funded Projects Program collaborating partners. This five-hour event will include an overview of the CPCE funded projects program as well as the application and review process. Representatives from the African American community will serve as facilitators for the workshop to ensure culture and language specificity of the activities. Trained expert facilitators in community-based projects, data management and evaluation will also be on-hand to provide assistance. Concurrent morning and afternoon sessions will include proposal development, budget and application completion and review.

Community-based organizations seeking funded projects through the CPCE mechanism may bring their ideas to sessions either on paper or computer disc. In addition to general advice on how to go from an idea to a community project, which

can be implemented, evaluated and sustained, attendees will receive individual assistance for developing their specific proposal.

The budget session is designed to facilitate completion of the budget portion of the CPCE funded projects application. Budget sheets will be provided during the workshop and it is anticipated that these forms will be completed at that time. Emphasis will be placed on ensuring justification of each line item being requested as well as the applicant organization's matching resources.

The application portion of the TAW will concentrate on completing the 4-sectioned CPCE application: 1) Face Pace; 2) Community Assessment; 3) CPCE Focus and 4) Evaluation.

Applicants attending the TAW will have the opportunity to interface with the National Black Leadership Initiative on Cancer III: Community Networks Program (NBLIC III), NBLIC III Southern Regional Office, Georgia Department of Human Resources, Department of Public Health and the Georgia Cancer Coalition.

The Technical Assistance Workshop is free and open to community-based organizations seeking funding through the CPCE funded projects program. For more information, please contact: (Zanethia Eubanks, MPH, CPCE Program Coordinator or visit our website at www.nblic.org).

INQUIRIES

For general information about the Community Partners for Cancer Education (CPCE) Funded Projects Program, contact the NBLIC III National Office. Community-based organizations interested in participating in these programs are encouraged to contact the Southern Regional Office for more information.

NATIONAL BLACK LEADERSHIP INITIATIVE ON CANCER III: Community Networks Program

Zanethia Eubanks, MPH
CPCE Program Coordinator
Morehouse School of Medicine
720 Westview Drive, SW
Atlanta, GA 30310-1495
1-800-724-1185
(404) 756-5205 (telephone)
(404) 756-5295 (fax)
zanethia@nblic.org (email)
www.nblic.org (Website)

AFRICAN AMERICANS:

NBLIC III SOUTHERN REGIONAL OFFICE

Jennifer A. Hartfield, MPH, CHES

Regional Program Director

Morehouse School of Medicine

720 Westview Drive, SW

Atlanta, GA 30310-1495

1-800-950-2045

(404) 756-5782 (telephone)

(404) 756-5298 (fax)

hartfield@msm.edu (e-mail)

www.nblic.org (Website)