



PS19-1904: Capacity Building Assistance (CBA) for High Impact HIV Prevention Program Integration

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Pre-Application Technical Assistance (TA) Session

Component 4: Marketing and Administrative Support for the CBA Provider Network

Fall 2018

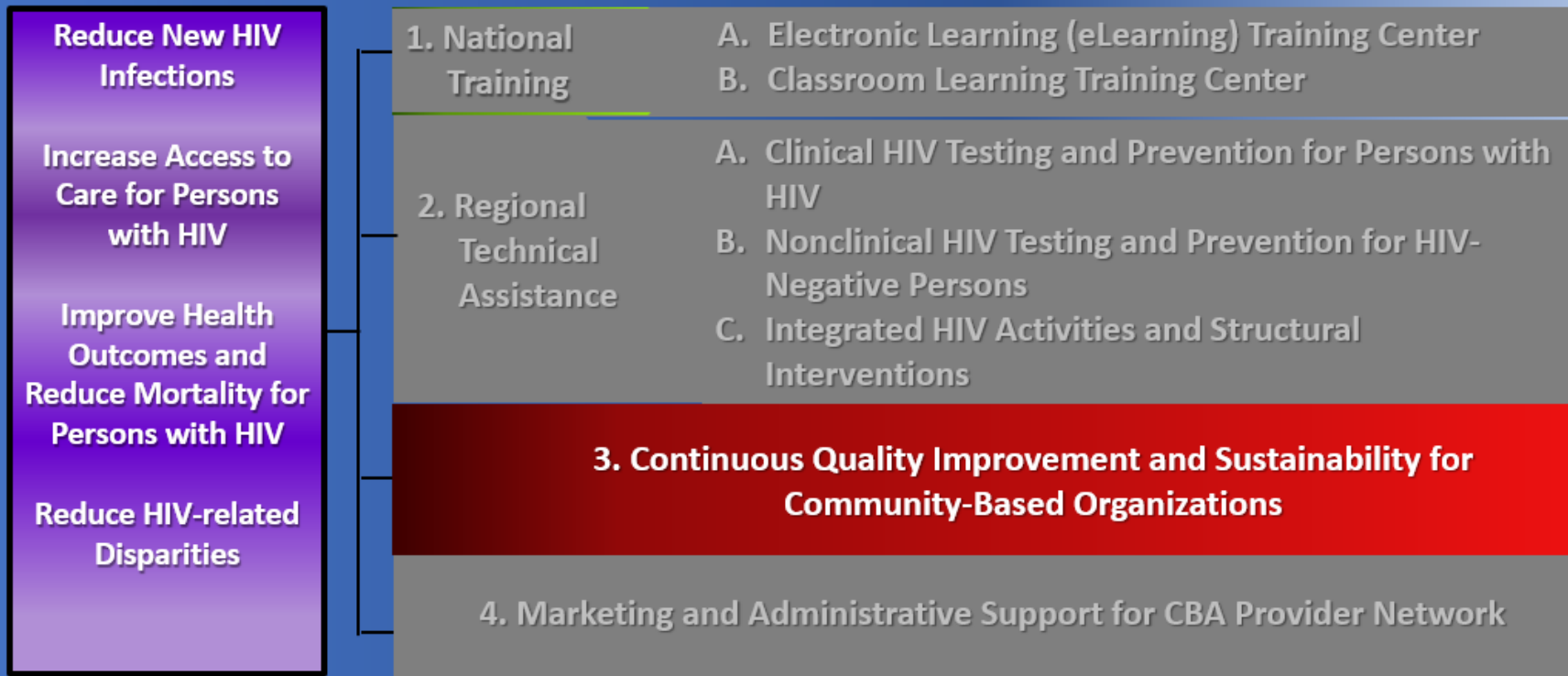
Purpose

- **Supports a CBA Provider Network (CPN)**
- **Strengthens the capacity and improves the performance of the HIV prevention workforce to optimally plan, integrate, implement, and sustain comprehensive HIV prevention programs and services**
- **Promotes and supports national prevention goals, the HIV care continuum, and CDC's High-Impact HIV Prevention (HIP) approach**

<https://www.cdc.gov/hiv/funding/announcements/ps19-1904/index.html>

PS19-1904: Capacity Building Assistance (CBA) for High Impact HIV Prevention Program Integration

To strengthen the capacity and improve the performance of the national HIV prevention



Health Disparities, Social Determinants of Health, Cultural Competence

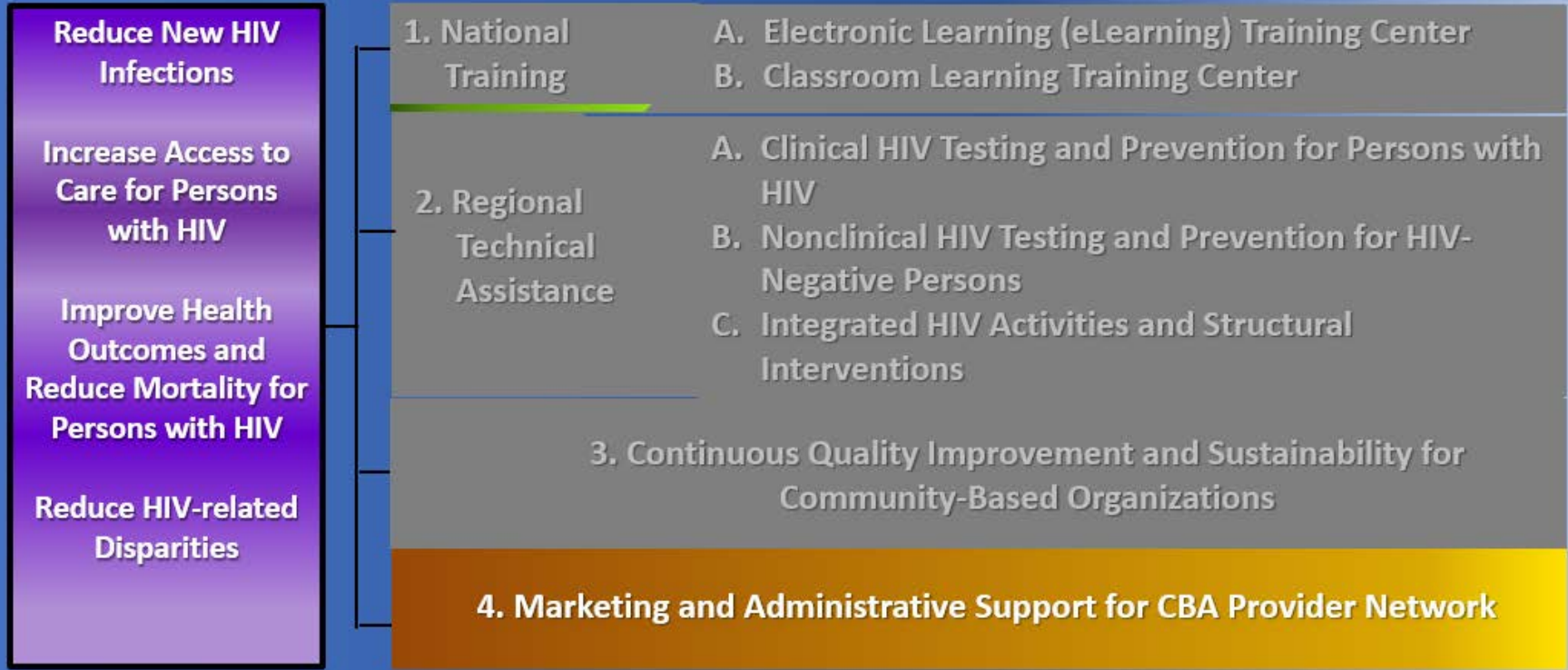
Presentation Outline

- **Required Activities**
- **Measured Outcomes**
- **Award Information**
- **Eligibility Information**
- **Application Submission**
- **Application Review**
- **Pre-Application Technical Assistance**

Required Activities

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Health Disparities, Social Determinants of Health, Cultural Competence

Component Overview

- **Design and conduct a marketing campaign for CBA program**
 - Increase visibility, accessibility, and utilization of CBA services
 - culturally, linguistically, and educationally appropriate for HIV prevention workforce
- **Administrative support for CPN membership**
 - Facilitate communication, coordination, and collaboration among CPN
- **May use staff, subcontractors, consultants, etc.**
 - Applicant must perform substantial role in carrying out project outcomes
- **Collaboration with CPN membership**

Required activities

- **Develop and implement national and regional marketing plans to increase visibility and utilization of CBA services**
 - Identification of, inclusion of, and outreach to intended audiences;
 - Use of the most advanced best practices for marketing and branding;
 - Use of innovative, state-of-the-art technologies to develop and deliver an effective marketing campaign for a CBA program; and
 - Considerations should be given to tailored marketing approaches for each program component and track, different regions, interdisciplinary intended audiences, etc.

Marketing and Administrative Support for CBA Provider Network (CPN)

Required activities:

- **Facilitate the planning and implementation of face-to-face, teleconference, and webinar meetings for CPN**
 - Planning, logistics management, and support for 3 in-person CPN meetings
 - Year 1 orientation, Year 2 or 3 mid-project, and Year 4 end of project
 - Plan, coordinate, and support regular meetings for 10 – 12 standing and adhoc workgroups of CPN members

Measured Short-Term Outcomes

- **Increased HIV prevention workforce knowledge of CBA services and resources**
- **Increased HIV prevention workforce use of CBA services and resources**

Award Information

Component 4: Marketing and Administrative Support for the CBA Provider Network (CPN)

Funding

- **Cooperative Agreement**
 - Project Period: April 1, 2019 – March 31, 2024
- **Total Fiscal Year (Annual) Funding - \$500,000**
 - 1 national award
 - Funding range: \$500,000 - \$550,000

Eligibility Information

Unrestricted Eligibility

- American Indian/Alaska Native tribal governments (federally recognized or state-recognized)
- American Indian/Alaska native tribally designated organizations
- Alaska Native health corporations
- Colleges
- Community-based organizations
- Faith-based organizations
- For-profit organizations (other than small business)
- Healthcare corporations
- Healthcare organizations
- Hospitals
- Nonprofit with 501C3 IRS status (other than institution of higher education)
- Nonprofit without 501C3 IRS status (other than institution of higher education)
- Political subdivisions of States (in consultation with States)
- Professional associations
- Research institutions (that will perform activities deemed as non-research)
- Small, minority, and women-owned businesses
- State and local governments or their Bona Fide Agents
- Tribal epidemiology centers
- Universities
- Urban Indian health organizations

Additional Information on Eligibility

If any of the following required documentation is missing, the application will be deemed nonresponsive and not considered for further review.

- Applicants may submit only one application for one component
- For Component 1, applicants must clearly select one track
- For Component 2, applicants must select one geographic region with documentation of an established operating unit/office
- For Component 2, applicants must clearly select one track
- Applicants are limited to an indirect cost rate of 8% (unless an exempted organization)
- Applicants must submit a complete application

Application Submission

Required Registrations

- **Data Universal Numbering System (DUNS)**

- [DUNS website](#) or (866) 705-5711
- 1-2 business days

- **System for Award Management (SAM)**

- [SAM website](#) (must have DUNS number)
- 3-5 business days but up to 2 weeks, requires annual renewal

- **Grants.gov**

- [grants.gov website](#) (must have DUNS number and SAM account)
- Same day but can take up to 8 weeks
- **Register early!!!**

Application

- **Table of Contents**
- **Project Abstract Summary**
- **Project Narrative (19 pages)**
 - Background, Approach, Evaluation and Performance Measurement Plan, Organizational Capacity to Implement Approach, Work Plan
- **Budget Narrative (no page limit)**
- **CDC Assurances and Certifications**

Application Update

■ Work Plan

- Name and submit as an attachment to the application under “Other Attachments”; no page limit
- Reference named attachment in “Work Plan” section of the Project Narrative

■ Evaluation and Performance Measurement Plan

- Name and submit as an attachment to the application under “Other Attachments”; no page limit
- Reference named attachment in “Evaluation and Performance Measurement Plan” section of the Project Narrative

Application Attachments

- **Indirect Cost Rate Agreement, if applicable**
- **Non-Profit Organization IRS status forms, if applicable**
- **Demonstration of organizational capacity**
 - List of acceptable attachments outlined in “Additional Information on Eligibility” section
 - No page limit
 - Materials will be considered during application review

Important Reminders

- **Follow all instructions related to the content, form, and submission of the application**
 - requirements, font, line spacing, page limitations, file formats, and file naming conventions
- **Letters of Intent are due October 12, 2018**
 - CBANOFO@cdc.gov
- **Applications are due November 12, 2018 by 11:59pm ET**
 - [grants.gov](https://www.grants.gov) website
- **Leave sufficient time to ensure successful application submission before published deadline**

Application Review

Phase I Review

- **Eligibility, completeness, and responsiveness as detailed in PS19-1904**
- **Ineligible, incomplete, and non-responsive applications will not be considered for further review**
- **Notification if application does not meet eligibility criteria and/or application requirements**

Phase II Review

- **Objective review and evaluation (100 points)**
 - Approach (35 points)
 - Evaluation and Performance Measurement (25 points)
 - Organizational Capacity to Implement Approach (40 points)
 - Budget (Reviewed but not scored)
- **Ranked scores by component and track**
- **Notification of application status within 30 days following completion of Phase II Review**

Phase III Review

■ CDC Funding Preferences

- Preference to avoid unnecessary duplication of services;
- Preference for balance of funded applicants based on burden of HIV infection within jurisdictions and disproportionately affected geographic regions, as measured by CDC;
- Preference for applicants that propose cost-effective programs that fully maximize the impact of CDC's fiscal resources; and
- Preference for applicants with extensive experience (at least 2 years) building the capacity of the HIV prevention workforce.

Phase III Review

- **Pre-decisional site visit (75 points)**

- CDC staff meets with applicants
- CDC technical review of applications
- CDC assessment of applicant's demonstrated capacity for proposed program
- Identification of any needed support from CDC

- **Minimum PDSV score of 50 points**



Funding Determinations

- **Based on ranked scores from application review and consideration for CDC funding preferences**
- **Announcement and anticipated award date will be no later than April 1, 2019**

Pre-Application Technical Assistance

Important Resources

- **PS19-1904 Application Package**

- www.grants.gov

- **PS19-1904 Website**

- <https://www.cdc.gov/hiv/funding/announcements/ps19-1904/index.html>
- Attachments, FAQs, application checklist, etc.

- **Live Web Conference Calls**

- CDC review and Q&A sessions for each component
- Schedule and information on PS19-1904 website

Agency Contacts

- **For programmatic technical assistance, contact:**

DaDera Moore, Project Officer

Email: cbanofocdc@cdc.gov

Phone: (404) 718-3180

- **For financial, awards management, and budget assistance, contact:**

Thelma Jackson, Grants Management Specialist

Email: koy8@cdc.gov

Phone: (770) 488-2823

Agency Contacts

- **For assistance with submission difficulties related to [grants.gov website](https://www.grants.gov), contact:**

Contact Center

Phone: (800) 518-4726

Hours of Operation: 24 hours a day, 7 days a week, except on federal holidays

- **For all other submission questions, contact:**

Technical Information Management Section

Email: ogstims@cdc.gov

Phone: (770) 488-2700

Thank You!!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

