



Cohort Two: Smokefree at Home Mini-grants 2019 Request for Proposals

About Smokefree at Home

The American Lung Association, with support from the Robert Wood Johnson Foundation, is conducting the *Smokefree at Home* project to facilitate the successful implementation of the U.S. Department of Housing and Urban Development (HUD)'s smokefree housing rule and improve health outcomes for all residents, including those living with mental illness and substance use disorders. HUD's smokefree housing rule will protect over two million people from secondhand smoke and the *Smokefree at Home* project will help all residents comply with the rule and avoid possible problems.

As part of this project, the Lung Association has partnered with Mental Health America (MHA) to create and disseminate educational resources and awareness messages specifically directed and culturally relevant to the behavioral health community. Our organizations are working together to provide learning and networking opportunities for Public Housing Agencies (PHA)'s, other housing providers, behavioral health advocates and public housing residents.

Purpose of mini-grant program

The American Lung Association will award up to 5 \$5,000 mini-grants to MHA affiliates to provide education and peer support to PHA staff and residents in support of the smokefree rule implementation. As the project moves forward, mini-grant recipients will serve as knowledge leaders and mentors, identifying promising practices that the Lung Association and MHA can disseminate across the country to PHA staff and other stakeholders.

Eligibility

MHA affiliate organizations that are awarded mini-grants are expected to meet the following criteria:

- Familiarity with the needs of the behavioral health community
- Knowledge of and support for the HUD smokefree housing rule
- Capacity to provide support through the transition to smokefree housing for residents living with mental illness and substance use disorders in public housing
- Experience collaborating with housing providers
- Nonprofit tax-exempt status under Section 501(c)(3) of the Internal Revenue Code

Grant activities and expectations

- Participate in a web-based project launch training within a month of mini-grant start date
- Establish partnership or collaboration with at least one PHA in order to provide education and support to staff, residents and visitors.
- Deliver at least two presentations at each property served to educate PHA staff and residents about the smokefree rule, the health effects of tobacco use and secondhand



smoke, how to address compliance issues, and the availability of community resources for resident support including tobacco cessation programs

- Educate constituents of your organization and surrounding community about the impact of tobacco use including the behavioral health population, the health effects of exposure to secondhand smoke, and the availability of community resources for constituent support, including tobacco cessation resources.
- Serve as a resource to support staff and residents of partnering PHAs on an as-needed basis, and a local community resource on the issue of smokefree housing.
- Participate in at least one *Smokefree at Home* peer support network (see FAQ for details)
- Serve as a knowledge leader and potential mentor to other MHA affiliates and housing providers (See FAQ for details)
- Track and report on the reach and impact of mini-grant activities as established by the *Smokefree at Home* evaluation team, including the submission of two brief progress reports and a final report

Proposal specifications

Proposals should be no in more size 12 font and address the following sections:

1. Community need (10 points)

Describe your target community, and provide evidence of the need for your proposed activities. Include information about HUD-owned (Section 9) housing properties, their progress towards implementation and enforcement of the smokefree housing rule, and the impact of the rule change on behavioral health consumers and providers.

2. Project goal and objectives (10 points)

What do you expect to accomplish? How many people do you expect to reach? Use SMART objectives (specific, measurable, achievable, relevant and time-bound).

3. Planned activities and timeline (25 points)

What do you plan to do to achieve your project goal and objectives? Be sure to address the required grant activities and expectations outlined in the section above. Include a realistic timeline. Project activities must be completed by June 30, 2019.

4. Partnerships (20 points)

Describe your existing relationships with PHAs and other organizations with which you plan to partner. Explain how each partner organization will contribute to the project, and how you expect to work together.

5. Organizational capacity (30 points)

Describe your experience with programs that provide direct support to individuals living with behavioral health conditions, and any experience in working with the housing community, as



related to this project. What experience does your organization have managing grants? How will the project be staffed, and what are the staff qualifications?

6. Budget and budget justification (5 points)

Please provide a detailed budget with a description of each expense. Please note that purchase of equipment is not allowed, and indirect charges cannot exceed 10 percent of total direct expenses.

Selection criteria

Successful proposals will include:

- Evidence that the proposed activities respond to community needs and priorities
- A clearly defined plan for achieving the proposed targets
- Rationale for how the work outlined will advance the goals
- Capacity of the grantee organization to implement the proposed project and manage grant funds

Geographic and urban/rural distribution of proposals will also be a factor in selection.

Proposal submission

Please submit a signed cover letter of support from the Executive Officer of your MHA affiliate, along with the proposal and budget as described in the Proposal Submission section no later than November 5th through this user-friendly survey monkey format:

<https://www.surveymonkey.com/r/cohorttwosmokefreeathomegrantportal>.

Please contact Shambreia McBrayer at Shambreia.McBrayer@Lung.org or 312-940-8006 if you have any questions.

When submitting proposals, the best way to use the portal is to work from a Word document and copy and paste into the portal. If you need assistance with troubleshooting the submission of the proposal, please contact Valerie Sterns at Vsterns@mentalhealthamerica.net.

Informational Conference Call for Potential RFP Applicants

There will be an informational conference call on Monday, October 22nd at 1:00 PM Central Standard Time (CST) for potential applicants to learn more and ask questions about this request for proposals. Attendance is not required to apply.

Call-in information for this call is below:

(855)784-5864

Access Code: 523450#

Key dates

10/15/18 Release of request for proposals (RFP)

10/22/18 Informational conference call at 1 PM CST for potential applicants (*optional*)



11/05/18	Applications Due
11/30/18	Applicants Notified
12/17/18	Memorandum of Understandings (MOUs) issued
01/02/19	Grant Cycle Begins
01/09/19	Project Launch Webinar
03/15/19	First progress report due
05/15/19	Second progress report due
06/30/19	Grant period ends
07/10/19	Final report due