



Request for Proposal Updates

Tobacco and Health Trust Fund Meeting
January 22, 2025

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Recap of Best Practice Components

Overview of Best Practice Components

1. **State and Community Interventions** - Supports and implements programs/policies to influence societal organizations, systems, and networks that support individuals to make behavior choices consistent with tobacco-free norms.
2. **Mass Reach Health Communications** - Delivers strategic and culturally appropriate messages through sustained campaigns integrated into comprehensive tobacco control programs.
3. **Cessation Interventions** - Focuses on three broad goals: (1) promoting health systems change; (2) expanding insurance coverage of proven cessation treatments; and (3) supporting state quitline capacity
4. **Surveillance and Evaluation** - Monitors attitudes, behaviors, and health outcomes over time while evaluation assesses the implementation and outcomes of a program, increases efficiency and impact over time, and demonstrates accountability.
5. **Infrastructure, Administration, and Management** – Ensures a fully functioning infrastructure to achieve effective interventions and sufficient capacity for program sustainability, efficacy, and efficiency, and to plan strategic efforts, provide strong leadership, and foster collaboration among state and local communities.

FY23 RFP Status

FY23 Fund Allocation Chart

2023 Funding Distribution as Approved by the legislature on March 14, 2024					
CDC Recommended Funding Category as Adopted in CT Via Public Act 23-93, Section 4(a)	% of Funding Allocation CDC Recommends	Approved FY 2023 Allocation Amounts Total State Authorization = \$12.0 Million	Total Amount of Proposals Received by Category	Total Amount Awarded via RFP Process - concluded 1/2/25	Unallocated Balance
State and Community Interventions	35%	\$4,275,000	\$15,238,552	\$4,275,000	\$0
Mass-Reach Health Communication Intervention	12%	\$1,387,500	\$2,775,000	\$1,387,500	\$0
Cessation Interventions	40%	\$4,762,500	\$14,176,730	\$4,762,500 via RFP \$500,000 designated to maintain <u>QuitLine</u>	\$0
Surveillance and Evaluation	9%	\$1,050,000	\$2,038,542	\$1,050,000	\$0
Infrastructure, Administration, and Management	4%	\$525,000	NA	\$525,000 Allocated to DPH	\$0
Total	100%	\$12,000,000	\$34,228,824	\$12,000,000	\$0

FY23 RFP Awards

# of Proposals Received	Component	Intervention	Available Funding	# of Proposals Funded	Selected Proposers	Funding Allocated for 3-yr contracts
7	1	State and Community-Only	\$4,275,000	3	CATCH Global Foundation City of Bridgeport Southern CT State University	\$750,000 \$773,367 \$368,589
2	3	Cessation-Only	\$4,262,500	0		
6	1 & 3	State and Community & Cessation-Combined		3	American Lung Association Farmington Valley Health District Wheeler Clinic, Inc.	\$4,945,999 Comp 1-\$1,451,853/Comp 3-\$3,494,146 \$600,000 Comp 1- \$313,025/Comp 3- \$286,974 \$1,099,545 Comp 1- \$618,165/Comp 3- \$481,380
2	4	Surveillance & Evaluation	\$1,050,000	1	Island Peer Review Organization, Inc. dba IPRO	\$1,050,000
<i>Total: 17</i>			<i>Total: \$9,587,500</i>	<i>Total: 7</i>		<i>Total: \$9,587,500</i>

Proposed Scopes of Work:

- CATCH Global Foundation *(awarded \$750,000 out of \$1,503,358 proposed)*
 - Build capacity of school districts to deliver sustainable youth vaping prevention education for students and parents in Naugatuck Valley and South Central CT Planning Regions (15 towns)
 - Develop and empower youth advocates to take action in support of community tobacco-free policies
 - Enhance district tobacco-free policy and referral pathways to ensure students and families receive information about and have access to prevention education and cessation support services
- City of Bridgeport *(awarded full funding proposed - \$773,367)*
 - Engage, mobilize, and train youth advocates to encourage implementation of policies restricting youth access to tobacco products
 - Prevent tobacco use initiation among youth and young adults
 - Promote the use of cessation services
 - Create smoke/vape-free areas across the City of 148,654 residents
 - Build community awareness about tobacco control programs
- Southern Connecticut State University *(awarded full funding proposed, \$368,589)*
 - Create environmental change in K-12 schools through education, peer-to-peer training, policy support, and restorative practices
 - Train community partners, schools, and health professionals in tobacco treatment services
 - Tobacco-free college technical assistance/initiatives and community outreach

FY23 RFP Status

- American Lung Association (awarded \$4,945,999 out of \$8,185,994 proposed)
 - Centralized statewide work in the following objectives:
 - Raise awareness about the importance of adopting tobacco-free environments
 - Reduce youth access to tobacco products in the retail environments
 - Communicate dangers of youth tobacco use and secondhand smoke (SHS)/aerosol exposure
 - Promote quitting and provide direct cessation services to priority populations
 - Promote health systems change to integrate tobacco cessation into routine care
 - Expand insurance coverage and awareness of cessation benefits
- Farmington Valley Health District (awarded full funding proposed - \$600,000)
 - Advance and maintain a comprehensive approach to anti-initiation and cessation of tobacco (combustible & non-combustible) and cannabis products among the youth population in ten district towns of 110,000 residents
- Wheeler Clinic (awarded full funding proposed - \$1,099,545)
 - Focus on tobacco prevention and cessation in the statewide LGBTQ+ and Black adult communities while addressing SHS/aerosol exposure through coalition building, conducting needs assessments and developing strategic plans
- Island Peer Review Organization, Inc. dba IPRO (awarded full funding proposed - \$1,050,000)
 - Access the effectiveness of CT's evidence-based tobacco control programs
 - Conduct comprehensive and impactful evaluation of state and local interventions targeting both combustible and noncombustible tobacco products

Mass Reach Health Communication (Component 2) Update

Component 2 Update:

5 DAS contracted media vendors contacted for Tobacco Control Program Media Advertising Buy RFP

- 2 proposals were received
 - Odonnell Company was selected to receive Component 2 award of \$1,387,500

Statement of Work includes:

- Formulative research to identify promising messages/concepts and pre-test campaign/marketing materials that meet program goals
- Develop and recommend a strategy for a media buy
- Purchase advertising space and boost social media messaging
- Assist in the creation of additional campaigns and/or materials
- Assist contractors with development and implementation of local media promotion, event sponsorship, and community collaborations to support statewide goals
- Gather metrics to evaluate effectiveness of campaigns

Infrastructure, Administration, and Management (Component 5) Update

Funds spent to date from the FY23 allocation of \$525,000:

- Graystone advertising cost to solicit RFP in three newspapers for 2 days- \$1458.00
- Catering for two, all day, in person RFP Review Panel meetings- \$469.00
- Salary, Fringe, and Indirect expenses will be charged starting 1/24/25 for the Health Program Associate (HPA) position

HPA position status

- 132 applicants, 10 selected for interviews
- Offer made and accepted on 12/31/24
- Amanda Fata to start date on 1/24/25
- Introduction to the Board at the upcoming April meeting

FY24 RFP Update

Board Recommended Disbursement of 2024 Funding

CDC Recommended Funding Category as Adopted in CT Via Public Act 23-93, Section4(a)	% of Total Funding Allocation	Board Recommended Allocation Amounts Based on State Authorization = \$14,394,776*^
State and Community Interventions	30%	\$4,338,172
Mass-Reach Health Communication Intervention	10%	\$1,487,373
Cessation Interventions	48%	\$6,957,910
Surveillance and Evaluation	8%	\$1,115,530
Infrastructure, Administration, and Management	3%	\$495,791
Total	100%	\$14,394,776

Draft FY24 RFP in queue for Legal Review

Component	Intervention	RFP Funding	Extended Contract Pending Evaluation	Vendor
1	State and Community	\$4,338,172		TBD-multiple expected
2	Mass Reach Health Communication		\$1,487,373	O'Donnell Company
3	Cessation	\$4,957,910		TBD-multiple expected
3	Cessation		\$2,000,000	National Jewish Health
4	Surveillance & Evaluation		\$1,115,530	IPRO
		Total: \$9,296,082	Total: \$4,602,903	

** FY24 allocations for Components 3 and 4 are contingent on performance and evaluation of services.*

Revisions to [FY23 RFP version](#) include:

- Proposals to be either focused on Component 1 or Component 3 (not both) with multiple proposals not allowed
- Letters of Intent no longer a requirement
- Clarification of sections identified in the [published Q & A](#)
- BRFSS and YRBS data updated to current 2023 statistics
- Recommends projects to fill gaps in service areas not included in FY23 selected projects

Revisions to RFP Review Process include:

- All review panelists to review and score every eligible proposal
- All review panelist to attend all scheduled review meetings (in-person preferred but virtual option offered)

Questions for the Board:

- Is there anything else the Board would like to see in this next RFP?
- If any Board member would like to volunteer for the next RFP round, please contact:

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