

Community Action Model

Creating Change by Building Community Capacity



Community Action Model

SFDPH – Community Health Equity Promotion Tobacco Free Project

March 16, 2017

www.sftobaccofree.org



CAM Request for Proposal Info Session Agenda

1. Overview of the CAM Funding

- What are the Goals and Program Structure of CAM
- What is the difference between CAM Planning and CAM Implementation

2. CAM RFP Sections

- Workplan Requirements
- Budget Requirements

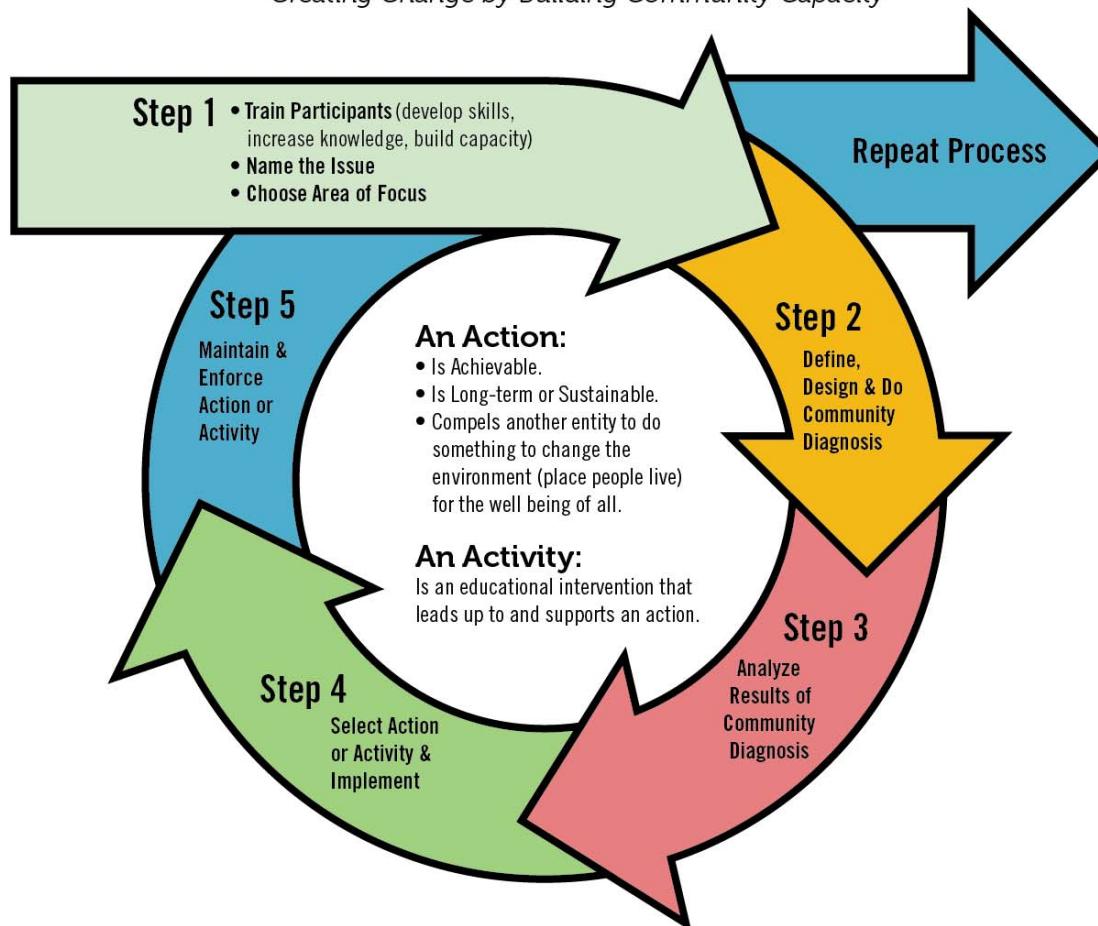
3. Questions and Answers

Why we use the CAM

Goal: Train and build capacity of emerging community leaders to change policy-system-environments (PSE) to improve health

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Emerging Community Leaders:

Youth and adults who are committed to engage and receive training and support from a community organization to implement the CAM to address a health issue

CAM Program Structure & Roles

The Roles of Community Action Model Partners



**Tobacco-Free
Project**



**Community-Based
Partner
Organizations**



**Emerging
Community
Leaders**

1. Funder
2. Trainer
3. Convener

1. Recruit & Maintain Emerging Community Leaders
2. Train & support CAM team
3. Ensure that team completes 5 steps & deliverables
4. Attend monthly meetings, Tobacco Free Coalition Mtgs, and regular check-ins

1. Attend regular training and meetings
2. Implement all 5 steps

CAM Funding '17-18

- At least five (5) projects funded if sufficient qualified applications received
- Two (2) levels of funding:

	Estimated Amount
Planning Grant	\$50,000
Implementation Grant	\$100,000

- One (1) implementation grant for **Limiting Menthol and Flavored Tobacco Products**
- **At least 4** on other issue areas at either a Planning or Implementation level

CAM Menu of Issues

1. Limiting Menthol and Flavored Tobacco Products
2. Healthy Retail/ Corner Stores in Food Deserts
3. Smoke-Free Faith Community Campuses
4. Smoke-Free Multi-Unit Housing, Voluntary Policies by Landlords
5. Minimum Retail Sale Price or Limiting Promotions
6. Minimum Pack Size
7. Reducing Tobacco Litter
8. Other Tobacco-Related Community Issues

Issues Prioritized by the San Francisco Tobacco Free Coalition

CAM Planning vs Implementation

		Planning	Implementation
	Project Coordinator	0.5 FTE	0.8 FTE
	Emerging Community Leaders	3-4 Leaders	6-8 Leaders
FY 17-18	Step 1: Training	Same Deliverables	Same Deliverables
	Step 2: Community Diagnosis	1 Type of Primary Research	3 Types of Primary Research
	Step 3: Analyze and Share Diagnosis	Final Report	1 st Year Report/ Diagnosis Report
		Eligible to apply for FY18-19 Funding	Negotiate a new contract, workplan and budget for FY 18-19
FY 18-19	Step 4: Choose and Implement Action	NA	Action Phase Deliverables
	Step 5: Enforce & Maintain Action	NA	Final Report

CAM Planning vs Implementation

Planning	Implementation
Smaller project with fewer/smaller deliverables and fewer Emerging Community Leaders, ideal for a project coordinator working on other projects	Larger project requiring dedicated staff to manage a larger team of emerging community leaders
Focus on the community-based research phase of an issue that could lead to recommendations for next steps	Implement all steps with the final goal of Policy-System-Environmental change in mind
Great for organizations that have less policy-system-environmental change experience, but interested in the work	Great for organizations that have experience supporting community leaders in engaging and informing stakeholders and decision-makers to create change

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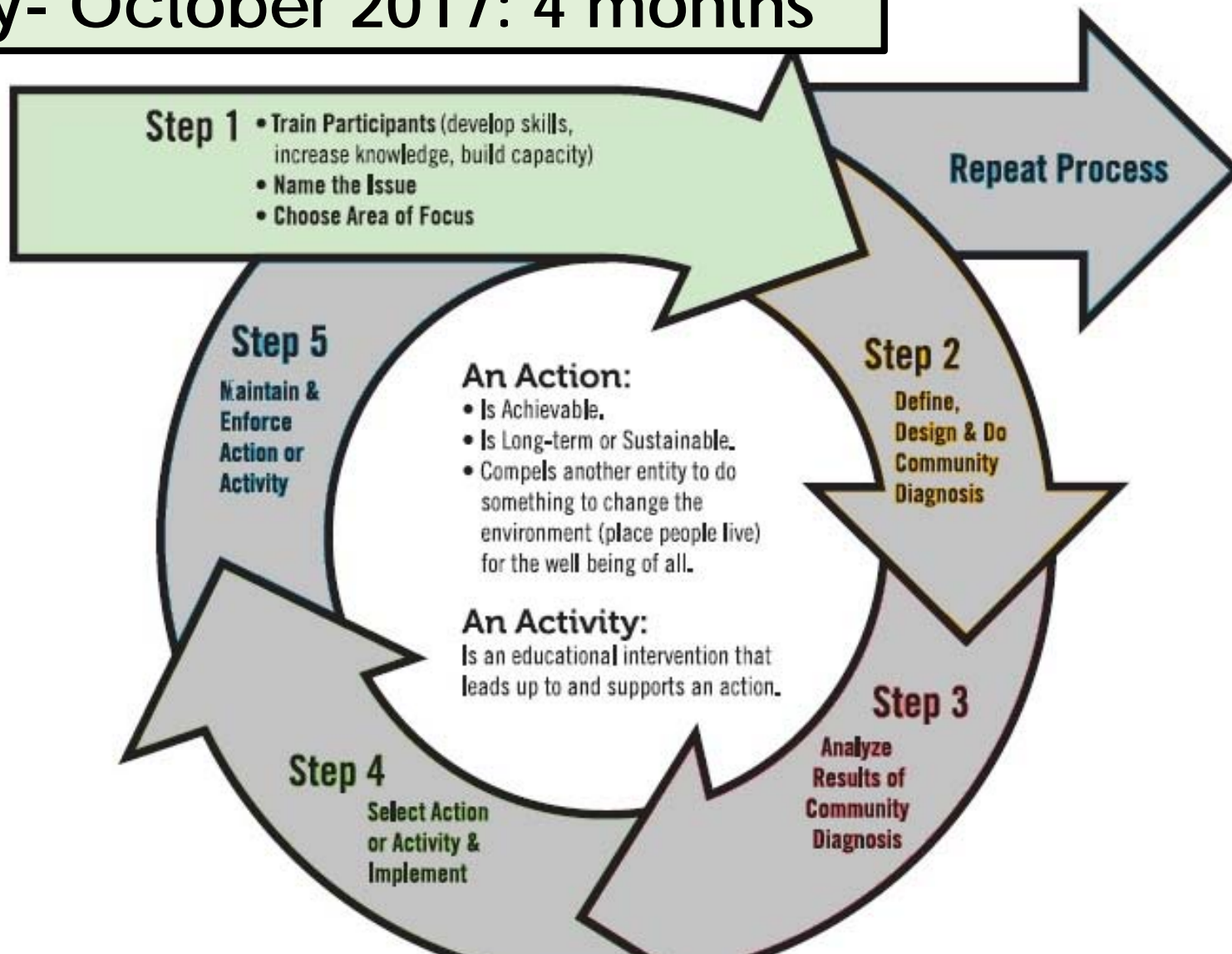
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A Five Step Process & Workplan Requirements

July- October 2017: 4 months



Planning

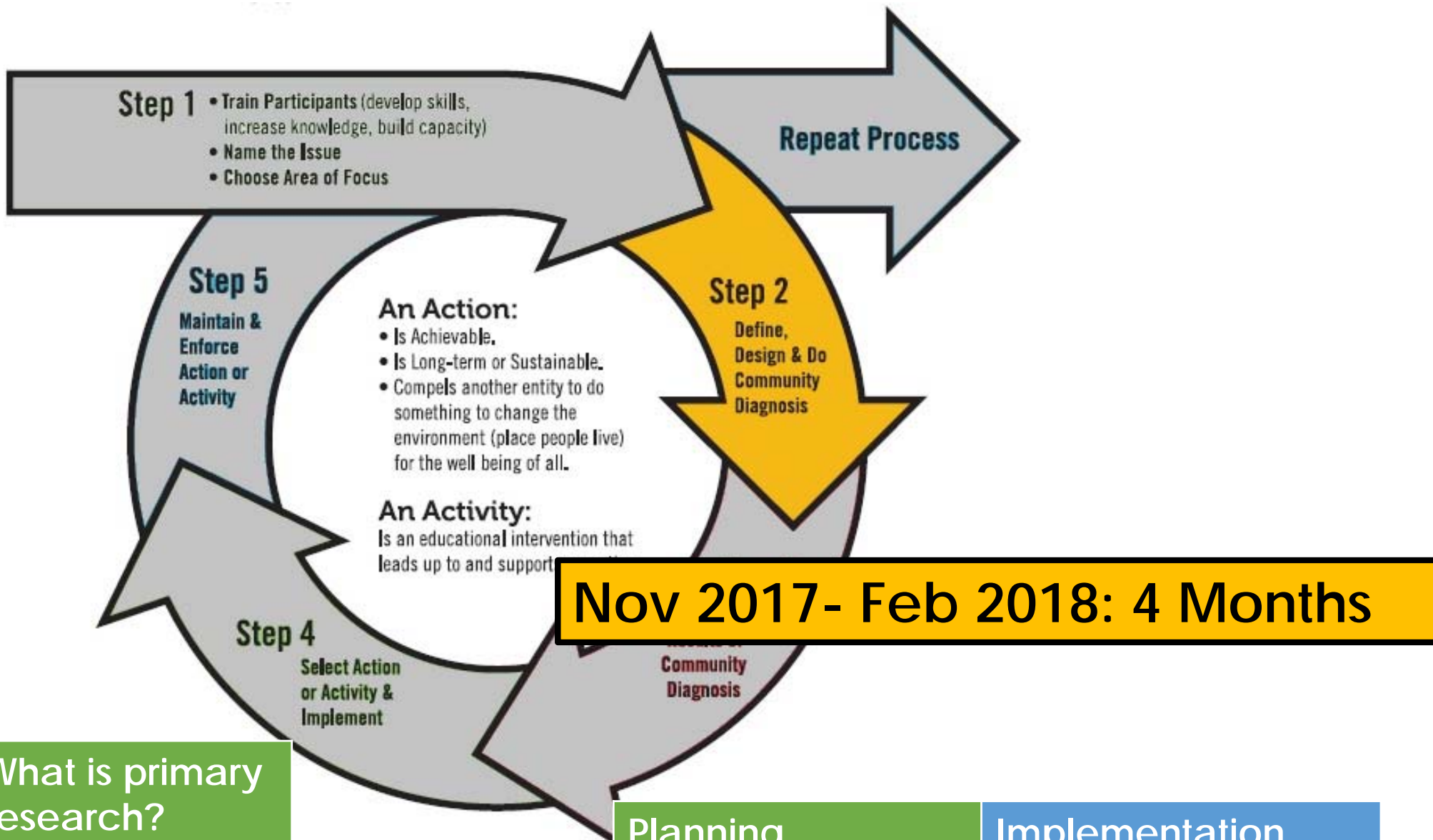
Hire and Train 0.4 FTE PC

Recruit and Train 3-4 Leaders

Implementation

Hire and Train 0.8 FTE PC

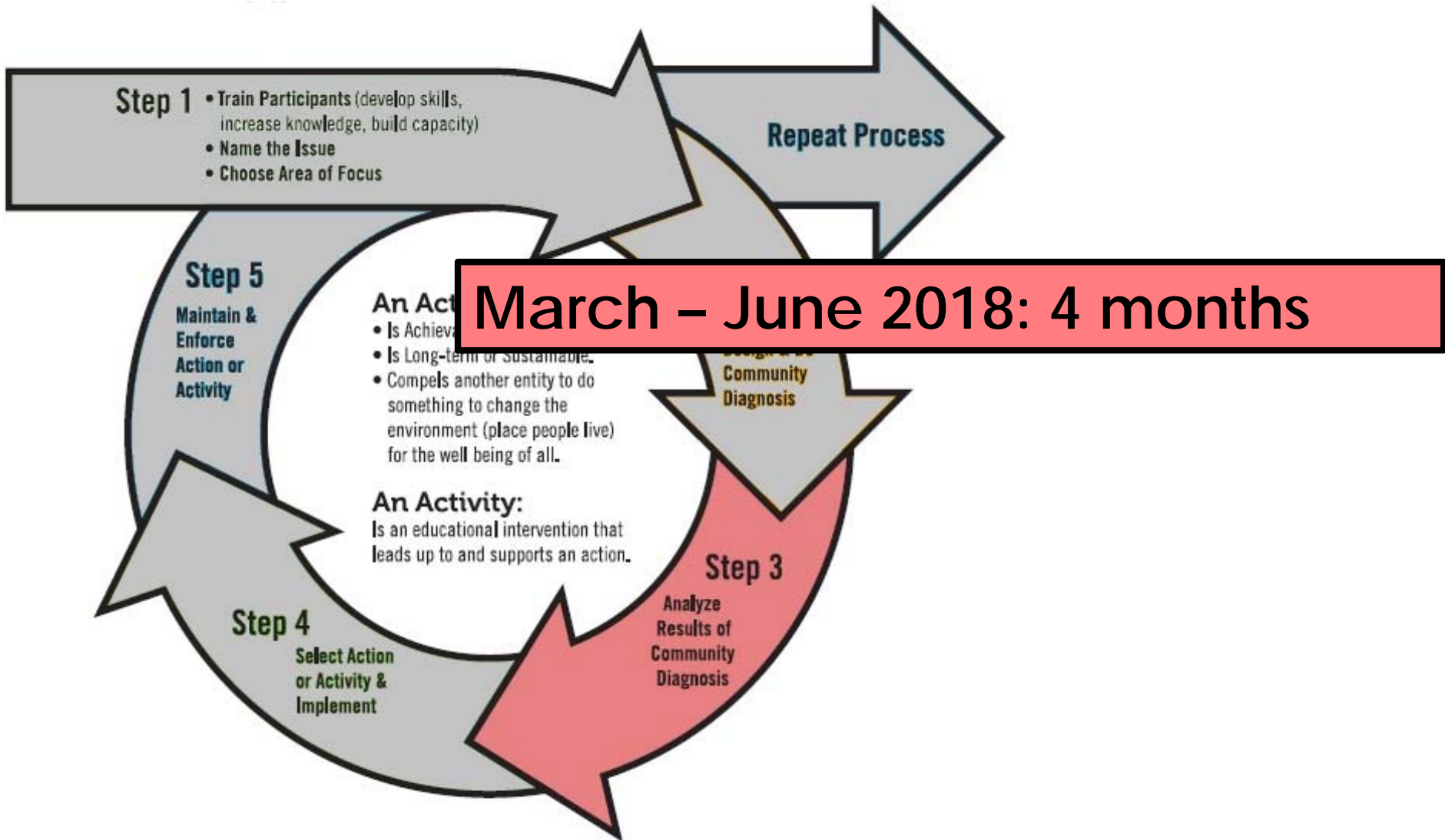
Recruit and Train 6-8 Leaders



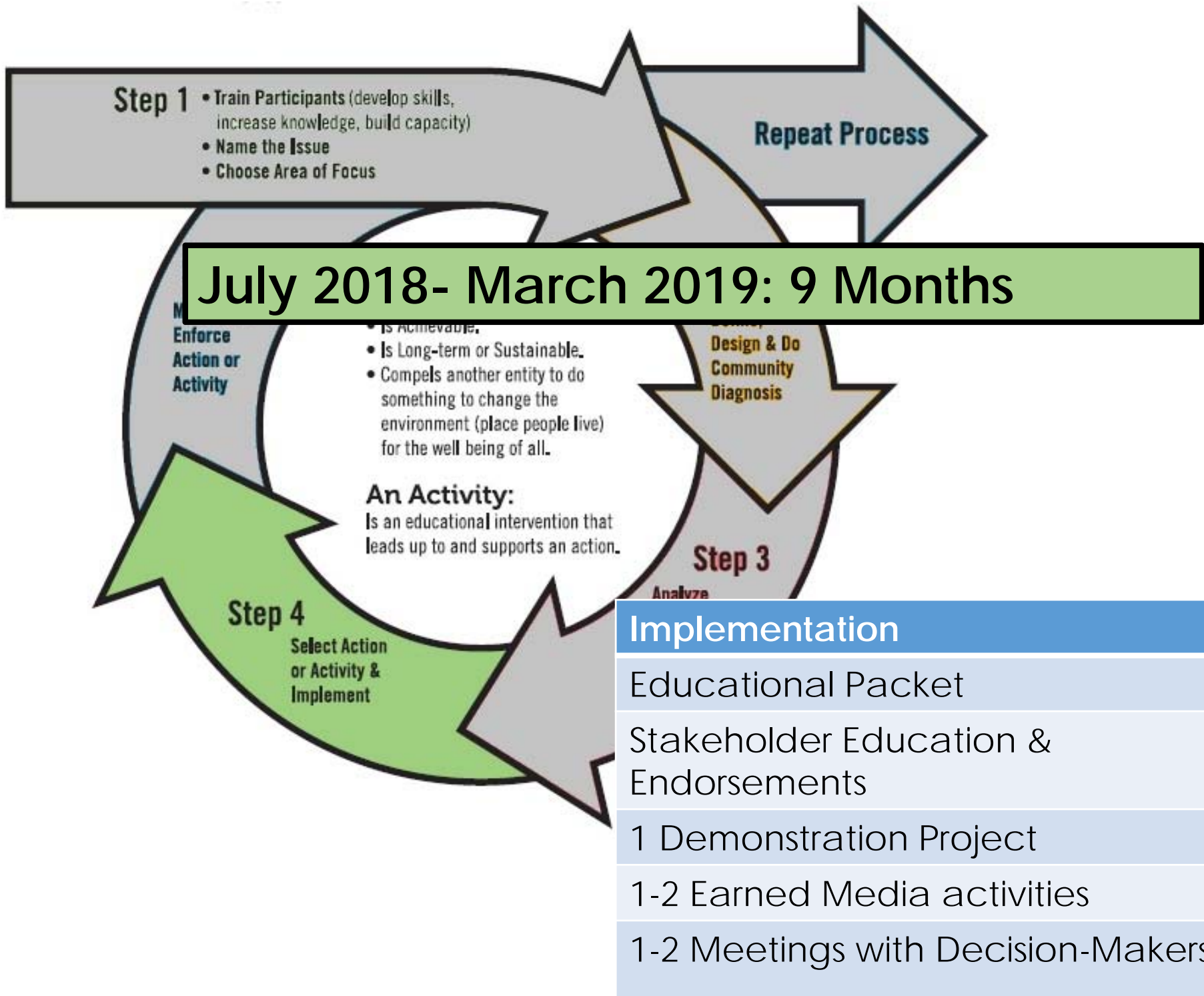
What is primary research?

Original data collection- you formulate your own questions and do a survey, interviews, focus group, observations, etc.

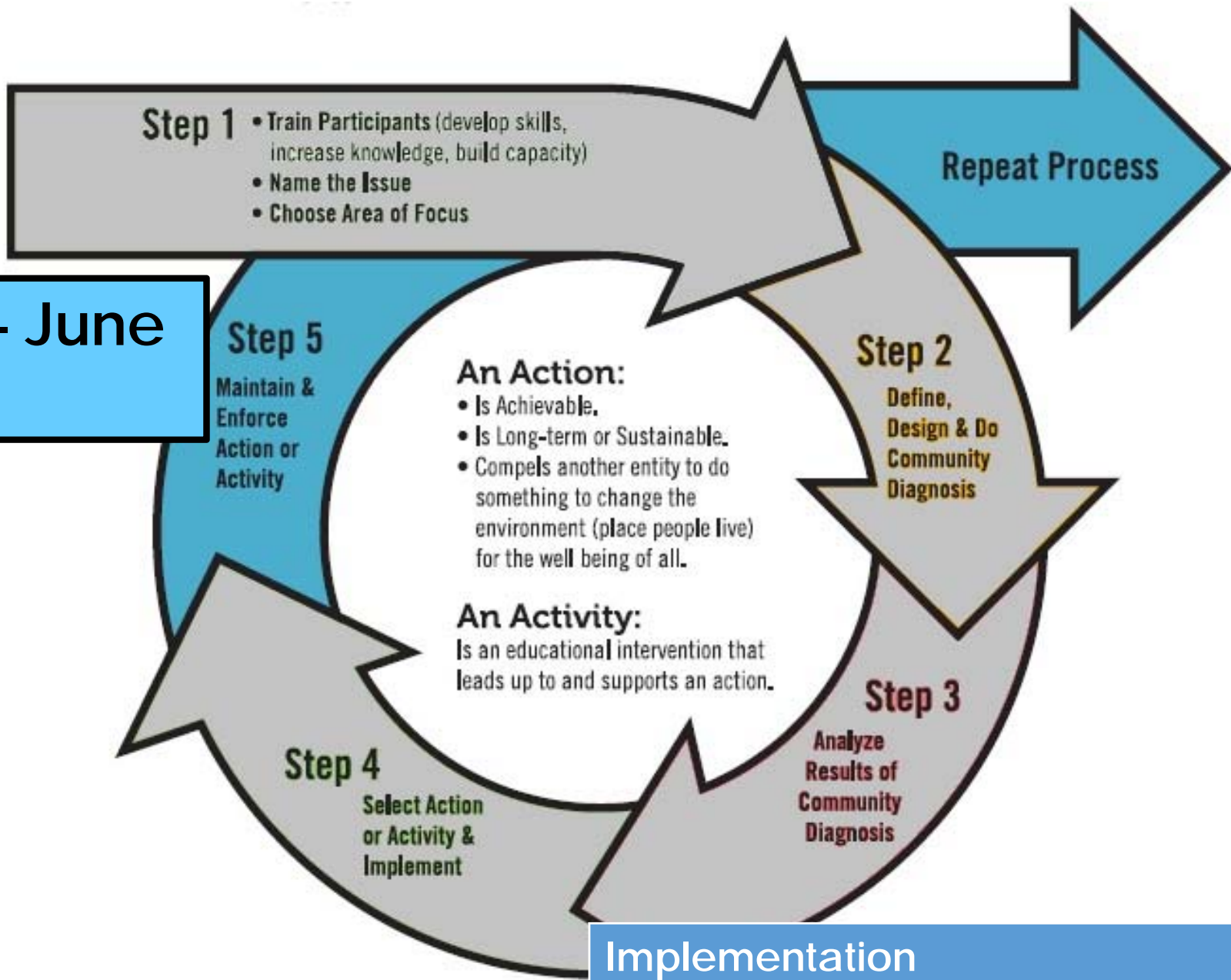
Planning	Implementation
1 Type of Primary Research	3 Types of Primary Research
Research review	Research review
ID Stakeholders	ID Stakeholders



Planning	Implementation
2 Community Presentations	2 Community Presentation
Midwest Academy Strategy Chart	Midwest Academy Strategy Chart
Final Report	Diagnosis Report/ Year 1 Report



April – June
2019



Implementation

Final Report

CAM RFP Application

Complete Request for Proposal, with the following attachments:

- A: CAM Application
- B: Workplan
- C: Budget and Budget Justification
- D: Certification of Non Acceptance of Tobacco Funds

Submit Completed Application by **March 31st, 2017 at 12PM Noon** to the Tobacco Free Project at
25 Van Ness Ave, Suite 500, San Francisco, CA 94102.

No late and no electronic applications can be accepted. Each applicant must submit one original and 4 copies of their application in order to be eligible for review.

Organizations can...

Submit multiple applications for different topic areas or CAM grant type:

- *Example 1: Organization Z can apply for a Planning AND an Implementation grant for smoke-free housing; 2 separate applications*
- *Example 2: Organization Y can apply for a Planning grant for smoke-free housing AND smoke-free faith campuses; 2 separate applications*

Organization must submit a separate application for each type of funding and for each topic.

Attachment B: Workplan

General Activity: Activity that Emerging Community Leaders aim to complete as part of their deliverable
For example: Conduct a survey of 100 Tenderloin residents

Specific Activity: Steps that help accomplish the general activity
For example: Conduct a training on survey development

Attachment C: Budget

	Estimated Amount
Planning Grant	\$50,000
Implementation Grant	\$100,000

- **ONLY** submit Budget and Budget Justification for **FY 17-18**
- Must include 0.5 FTE (Planning) or 0.8 FTE (Implementation) for one individual to serve as Project Coordinator
- Stipends for Advocate team encouraged!
- Other operation expenses (i.e. rent, printing, trainings, transportation, etc.)

Q 4. Community and Geographic Indicators

- Want to make sure that funding goes to communities that need it the most, and are impacted by tobacco
- Select low, medium, high or very high on each social determinant of health or health status question for your CAM focus community

What's Next

- All Answers to Questions submitted online or during this info session will be published online:
<http://sftobaccofree.org/actions/cam-rfp/>

RFP Applications Due	March 31, 2017 at 12PM Noon
Independent Review Panel Process	Week of April 10 th
Notification of Award	Anticipated: Mid-April 2017
Sub-Contract Negotiation Period	Anticipated: May-June 2017
Sub-Contract Commences	Anticipated: July 1 st , 2017

Questions?