

Request for Proposals

Lead in Mexican-style Candies - Outreach and Education for Consumers, Retailers and Others

I. Background

The Public Health Trust (PHT) is a project of the Public Health Institute, located in Oakland, California. PHT manages funds generated in litigation about public health issues, and uses the funds for public health programs in accordance with a litigation settlement agreement.

The funding for this request for proposals (RFP) is provided through settlements reached in the following cases: 1) *People of State of California v PepsiCo, Inc.*, 2) *People of State of California v. Dr. Pepper/Seven Up*, and (3) *People of the State of California et al v. Alpro Alimento Proteinico, S.A. de C.V. et al.* In the soda bottle cases, the Attorney General found that the paint used to decorate certain refillable soda bottles contained lead and/or cadmium which could get inside the bottles and contaminate the soda. In the candy cases, chili peppers and tamarind used to flavor certain candies were found to be contaminated with lead during drying or processing.

The settlements include money to fund, through a competitive process, organized outreach and education activities. These activities include: 1) educating consumers and others in California about lead poisoning generally and 2) raising awareness about lead contamination in certain Mexican-style candies in order to reduce their consumption.

This is the third Request for Proposals issued under these settlements. The first requested projects to monitor the sale of these candies and sodas. The second funded the development of education materials to be used for the outreach and education projects regarding lead poisoning, specifically in Mexican-style candies, projects which will be funded through this request for proposals.

II. Request for Proposals

PHT, the administrator of this grant program, is seeking proposals for projects to educate consumers, retailers, educators, school administrators and health professionals about the dangers of consuming food products containing lead and specifically about lead contamination in certain candies imported from Mexico. Three grants of up to \$75,000, inclusive of indirect costs of up to 10%, will be funded, for a grant period not to exceed 12 months.

Applicants may be nonprofit organization(s) with Sec. 501(c)(3) status or with a fiscal agent, or governmental agencies. Non-profits applying for funds must be based in California or have

a significant California presence. Experience in educating the general public about lead poisoning in consumer products is required of the Applicant itself or through its partner organization or a member of the Applicant's working group. Applicants must demonstrate cultural competence to serve communities most at risk and demonstrate an ability to communicate fluently with non-English speaking communities in which the candy products are sold.

In addition to new projects, PHT will consider proposals for funding the enhancement and/or expansion of existing projects.

PHT acknowledges that not all applicants will have the capacity to carry out a statewide project. Regionally and locally focused projects will be considered provided the proposals demonstrate that communities most at risk will be reached.

Proposals will be scored according to their responsiveness to this RFP. Bonus points will be given to proposals that present a model program that can be replicated by other organizations at low cost.

III. Program Goals

The goal of this grant program is to reduce the risk of lead poisoning from Mexican-style candies by educating California consumers and retailers about the dangers of consuming food products containing lead. The education and outreach project will use materials developed by the California Poison Control System/University of California, San Francisco with funding from the above mentioned settlements. [See **Appendix A** for a tentative list of education and outreach materials being developed. Updates to this appendix will be posted on the Public Health Trust website.]

The consumer education component should focus on giving consumers access to information about lead poisoning, and specifically about lead in Mexican-style candies, and about ways to make healthy choices for themselves and their families. Educators, school administrators and health professionals could be targeted as well, with a view toward involving them in education and outreach to children and parents on this issue. At the project's end, applicants should be able to show an increase in consumer awareness as a result of the education and outreach project.

The retailer education component should raise retailers' awareness about lead contamination and about the health risks to consumers, and specifically to children, in consuming certain candies imported from Mexico. At the end of the project, grantees should be able to show an increase in retailer awareness about the health hazards posed by lead in food products and specifically in certain imported candies.

IV. Required Elements

1. Cover Letter

- Briefly explain the purpose of the request, the dollar amount requested and how the funds will be spent.
- Provide the contact person's name, title, daytime telephone number, e-mail address, and fax number.
- The cover letter must be on the organization's letterhead and signed by the executive director or another responsible party.

2. The Proposal

Background and context (2 pages *maximum*):

Describe the applicant organization's understanding of the issues related to lead poisoning and human health, specifically due to consumption of products containing lead, such as Mexican-style candies, and the history of lead poisoning prevention activities in the target community.

Project goals, objectives and methods (4 pages *maximum*):

- Describe the method of consumer and retailer education proposed and how it will be carried out and how the materials listed in Appendix A to this RFP will be utilized.
- Provide a work plan, indicating the specific tasks to be undertaken in developing, implementing and evaluating the education project.
- Describe the demographic and geographic scope of the project and the target population, how and why it was selected, and how many consumers and retailers the project expects to reach.

Anticipated barriers/solutions (2 pages *maximum*):

Please describe anticipated barriers or challenges (e.g., linguistic, cultural, political, etc.), and plans to address these barriers.

Evaluation (1 page *maximum*):

Describe the evaluation method to be used to measure the success of the proposed project. Both process and outcome measures should be included.

Timeline (1 page *maximum*):

List each task specified in the work plan and display the projected timeline. The timeline should not exceed 12 months. [Note: Timelines may be negotiated prior to awarding of grants.]

Budget and justification (3 pages *maximum*):

Provide a detailed budget for all activities. The budget should include:

- Line items for all personnel, fringe benefits, operating expenses, consultants and subcontractors, travel, equipment over \$500, and materials/supplies.
- A budget narrative explaining each line item in reasonable detail.

- Any in-kind services from collaborating organizations or others should be indicated in the budget.
 - Indirect costs will be provided at a maximum of ten percent of the direct costs for the project. The indirect costs are included in the total amount of the grant.
- [Note: Final budget amounts may be negotiated prior to awarding of grants.]

Organizational capacity (2 pages maximum):

Describe the organization’s ability to implement the request. Include the following information:

- Explanation of the ways in which this proposal relates to the organization’s existing mission, goals and experience and those of any partner organizations, consultants or sub-contractors that will work on the project.
- Description of the organization’s experience in outreach and education programs, especially with regard to consumers and retailers, or similar activities.
- Description of the organization’s cultural competency relevant to the proposed project.
- Brief summary of the organization’s current projects and activities, related projects, organizational accomplishments or other strengths.
- Brief description of the organizational structure and staff responsibilities. List the names and qualifications for key staff and/or volunteers who would work on the proposed project.
- Description of the organization’s relationship with stakeholders, such as community residents, business leaders or other constituents.
- Description of the organization’s working relationships, if any, with relevant environmental or public health agencies and non-profits groups.

3. Attachments

- Letters of collaboration from key consultants, sub-contractors, and partners involved in the proposed project
- Names and contact information for three references who are familiar with the applicant’s work (e.g., colleagues, clients, public agency representatives, representatives of peer organizations or collaborative partners), but who are not directly affiliated with the applicant.
- Other information directly relevant to the proposal may be included (e.g. press clippings, fact sheets). Please limit this information to three pages.
- For Section 501(c)(3) organizations only please provide:
 - 1) a copy of the organization’s IRS 501(c)(3) tax determination letter (or that of its fiscal agent);
 - 2) the organization’s current annual budget, including revenues and expenses, summarized on one page;
 - 3) a list of grants and other sources of revenue received over the last two years, indicating each source’s name and the amount of revenue received;

- 4) audited financial statements for the last fiscal year; and
- 5) a list (one page) of the members of the organization's board of directors, with primary affiliation and city of residence, indicating officers of the board.

V. Format

Submit an original and three copies of the proposal according to the following instructions:

- The proposal should be typed with one-inch margins on all sides.
- Please title each section of your proposal according to the section titles in this RFP.
- The header of each page must include the name of the applicant organization. The footer of each page must include the page number. Both header and footer should be justified to the right of the page.
- To conserve resources, PHT prefers that proposals be double-sided and/or printed on recycled or tree-free paper.
- Please do not use plastic folders or unnecessary presentation materials.

VI. Project Reporting

Advance funding will be provided in six-month increments. Quarterly progress reports and a semi-annual budget analysis must be submitted and approved by the director of the Public Health Trust prior to the receipt of additional funds. Ten percent of the grant award will be withheld from the last 6-month increment until a final project report is submitted by the grantee organization and approved by the director of the Public Health Trust.

VII. Scoring of Proposals

The following points will be awarded for various sections of the application.

Content Area	Points
Background and context	10
Goals, objectives, methods	30
Barriers/solutions	10
Evaluation	10
Timeline	5
Budget and justification	10
Organizational capacity	20
References	5
TOTAL	100
Bonus*	15

*Bonus points will be awarded for projects that demonstrate that they can be a model, meaning they are low cost and can be replicated.

VIII. Deadline:

Your proposal must be received no later than **5pm (Pacific Time) Friday April 18, 2008.**

Applicants will receive acknowledgement of receipt of proposals within two weeks and notice of a decision within eight weeks.

IX. Address all correspondence and submit completed proposals to:

Lead in Candy Grant Program - Outreach and Education
Public Health Trust
2201 Broadway, Suite 502
Oakland, CA 94612

Questions about the RFP process may be submitted via email to Brenda Drake (bdrake@phi.org).

PHT will hold an optional **informational teleconference for potential applicants on March 20th at 10:30am (Pacific Time)**. All questions submitted (via email or on the teleconference) and answers will be posted on the Public Health Trust website by **March 28th**. Contact Mary Dalsin (mdalsin@phi.org or 510-302-3331) for information on accessing the teleconference.