



MARK B HORTON, MD, MSPH  
*Director*

State of California—Health and Human Services Agency  
California Department of Public Health



ARNOLD SCHWARZENEGGER  
*Governor*

DATE: September 30, 2008

TO: **Prospective Applicants**

SUBJECT: Request for Application (RFA) EPIC 08-001  
Sexual Violence Primary Prevention Technical Assistance and Training  
(TAT) Project

The California Department of Public Health (CDPH), Epidemiology and Prevention for Injury Control (EPIC) Branch, Violence Prevention Unit, is soliciting applications to implement statewide technical assistance and training activities in support of EPIC's Rape Prevention and Education (RPE) Program and local grantees (rape crisis centers). Prospective applicants are invited to review and respond to the attached Request for Applications (RFA) Number 08-001 entitled "Sexual Violence Primary Prevention Technical Assistance and Training (TAT) Project."

To submit an application, please follow the instructions carefully. Submitting information accurately and completely will result in timely processing of the application. **All completed applications must be received by 5:00 p.m. on November 25, 2008.** Refer to the attached RFA for detailed submission requirements.

**A Bidder's Teleconference has been scheduled on October 7, 2008 at 2:00 p.m. to answer questions related to the RFA requirements (see page 10 of the RFA for more information).**

Thank you for your interest in our Department's service needs.

Sincerely,

Jacquolyn Duerr, M.P.H.  
Acting Chief  
Epidemiology and Prevention for Injury Control Branch

Attachments



**Request for Application EPIC 08-001**

**Sexual Violence Primary Prevention  
Technical Assistance and Training (TAT) Project**

September 30, 2008

California Department of Public Health  
Epidemiology and Prevention for Injury Control (EPIC) Branch  
MS Code 7214  
1616 Capitol Avenue, Suite 74.660  
P. O. Box 997377  
Sacramento, CA 95899-7377

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## GENERAL INFORMATION

### A. BACKGROUND

#### **The EPIC Branch**

Since 1988, the Epidemiology and Prevention for Injury Control (EPIC) Branch has served as the lead injury and violence prevention program within the California Department of Public Health (CDPH), conducting statewide planning, research, surveillance, prevention, and control activities at the state level, and supporting local jurisdictions to conduct prevention programs in unintentional (accidental) and intentional (violent) injury control. EPIC works in coordination with other CDPH programs such as the Battered Women Shelter Program of the Maternal, Child, and Adolescent Health (MCAH) Branch, and the Office of Women's Health, as well as with state agencies, and state and local organizations and programs.

EPIC's Violence Prevention Unit (VPU) was established as part of the California 1994 Women's Health Initiative. The mission of the VPU is to "provide leadership in the application of public health principles and practices to prevent violent (intentional) injuries." The goal of the VPU is "to conduct epidemiological investigations and develop, implement, and evaluate violence prevention projects and policies." The VPU seeks to address sexual violence through shifting cultural norms, policies, and practices to create a climate free from violence. Rather than focusing on individuals and victims, the VPU's strength and imperative is in community and population-based primary prevention focusing on preventing violence before it is initiated, as opposed to an approach which concentrates on service provision after victimization has occurred. VPU staff has a wealth of expertise in violence against women issues, and are responsible for the federally funded Rape Prevention and Education (RPE) Program, the Violence Against Women Statewide Prevention Project, and the Domestic Violence Training and Education Program.

#### **The RPE Program**

EPIC's VPU administers the RPE Program with funding from the federal Centers for Disease Control and Prevention (CDC), National Center for Injury Prevention and Control. The goal of the program is to prevent first time victimization and perpetration of sexual violence, approaching sexual violence from a public health perspective in which norms and community play a role beyond the traditional role played by police and the courts. Like California's tobacco campaign that has made smoking unacceptable, it aims to change the norms that make sexual violence tolerable.

The EPIC/RPE Program funds 65 rape crisis centers through a Request for Application (RFA) process to implement comprehensive primary prevention education and training strategies consistent with CDC guidelines (please see Appendix A). It also sponsors a statewide social marketing campaign called the *MyStrength* Campaign, launched in 2005, that focuses on young men ages 14 to 18. Although the media component (“My Strength is Not for Hurting”) is no longer funded, it used posters, billboards, movie stills, radio ads, and a website ([www.mystrength.org](http://www.mystrength.org)) in English and Spanish, to promote the message. Complementary to the media campaign, five *MyStrength* Clubs were initiated in California high schools and other community settings. Currently, there are 21 Clubs, spanning 15 counties that continue to promote bystander involvement, individual attitude and behavior change, and social climate change. These Clubs are facilitated by local rape crisis center staff and move through a 16-session curriculum that culminates in a community action project. Early evaluation efforts show that *MyStrength* Clubs help create social environments that promote positive male behaviors that contribute to preventing sexual violence. There is strong momentum to take *MyStrength* Clubs statewide.

This RFA builds on TAT activities funded by CDPH/EPIC since 2005, and reflects local needs expressed in grantee annual reports, as well as in the 2007 California RPE Program survey, an on-line assessment administered to all rape crisis centers to identify strengths that can be enhanced and areas for further skill development. (To review a copy of the needs assessment results go to: <http://www.cdph.ca.gov/HealthInfo/injviosaf/Documents/RPENeedsResourcesAssessSummary.pdf>. In addition, the RPE Program is undertaking a planning process required by CDC which will result in a statewide strategic plan by July 2009. A technical assistance and training component of the plan will be developed and used to guide these efforts in the future.

For the purposes of this RFA, the following definitions apply:

Sexual Violence: Sexual violence (SV) refers to sexual activity where consent is not obtained or freely given. Anyone can experience SV, but most victims are female. The person responsible (the perpetrator) is typically male and is usually someone known to the victim. There are many types of SV. Unwanted touching and rape include physical contact. But not all forms of SV include physical contact between the victim and perpetrator. Examples include sexual harassment, threats, intimidation, peeping, and taking nude photos.

Sexual Violence Primary Prevention: Population-based and environmental and system-level strategies, policies, and actions that prevent SV from initially occurring. Such prevention efforts work to modify or entirely eliminate the events, conditions, situations, or exposure to influences (risk factors) that result in the initiation of SV and associated injuries, disabilities, and deaths. Additionally, SV prevention efforts address perpetration, victimization, and bystander attitudes and behaviors, and seek to identify and enhance protective factors that impede the initiation of sexual violence in at risk populations and in the community.

## B. PURPOSE

EPIC's VPU is soliciting applications from firms that are able to develop, implement, and evaluate technical assistance and training (TAT) activities that are focused on building the capacity of RPE Program-funded rape crisis centers to conduct comprehensive sexual violence primary prevention programs.

At a minimum, the 20-month scope of work (SOW) must include:

- A review and analysis of prior assessment results and other sources of information about the TAT needs of local rape crisis centers.
- Convening a 10-15 member TAT Advisory Group in-person in Sacramento 2-3 times to help identify and prioritize training and technical assistance needs.
- Participating in two one-day (six to eight-hour) RPE Program strategic planning meetings in-person in Sacramento to further identify TAT needs and assist in the development of a TAT component of the CDPH/RPE Program statewide strategic plan.
- Planning, conducting, and evaluating a one to two-day statewide conference in Sacramento on primary prevention of sexual violence for a minimum of 100 staff from RPE Program-funded rape crisis centers.
- Planning, conducting, and evaluating one to two-day in-person training in Sacramento on the implementation of *MyStrength* Clubs for a minimum of 25 rape crisis center staff each training.
- Conducting monthly technical assistance teleconferences with rape crisis center staff that are implementing *MyStrength* Clubs.
- Planning, conducting, and evaluating one-day (six to eight-hour) in-person training for RPE Program-funded rape crisis center staff on primary prevention topics identified by CDPH/RPE Program staff, the TAT Advisory Group, and/or included in the TAT portion of the strategic plan.
- Planning, conducting, and evaluating web conferences for RPE Program-funded rape crisis centers on topics identified by CDPH/RPE Program staff, the TAT Advisory Group and included in the TAT portion of the strategic plan.
- Providing technical assistance by telephone to RPE Program-funded rape crisis center staff on the implementation and evaluation of sexual violence primary prevention activities.

**Applicants must quantify all activities in the scope of work (for example, specify the number of trainings or web conferences) and are invited to propose additional activities above and beyond the minimum required.** Applicant must budget for all costs associated with proposed SOW activities including such expenses as participant travel, meeting facilities, etc.

Any original materials produced all or in part as result of this contract must be submitted to CDPH/RPE Program staff for review and approval at least two weeks in advance of publication and will contain the following statement:

“A project of the California Department of Public Health (CDPH), Epidemiology and Prevention for Injury Control (EPIC) Branch, Rape Prevention and Education (RPE) Program, funded by the federal Rape Set-Aside portion of the Preventive Health and Health Services Block Grant.”

CDPH will own rights of and reserves a royalty-free, nonexclusive, and irrevocable license to reproduce, publish, and use, in whole or in part, materials produced by this contract award.

### **C. ELIGIBILITY CRITERIA**

CDPH/EPIC intends to make a single contract award to the most responsive and qualified firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses, non-profit organizations, state or public universities (including auxiliary organizations) and other entities.

In submitting an application, each applicant must possess the following qualification requirements:

1. Applicants must demonstrate an ongoing organizational commitment to the primary prevention of sexual violence.
2. Applicants must have at least two consecutive years (within the past five years) of experience in:
  - Provision of statewide training and technical assistance on sexual violence primary prevention to diverse audiences in California;
  - Developing, implementing, and evaluating training curricula and collateral materials;
  - Designing, planning, and coordinating statewide meetings and conferences; and,
  - Conducting web conferences.
3. Applicants must be willing to comply with all proposed terms and conditions addressed in the RFA.
4. Corporations must certify they are in good standing and qualified to conduct business in California.

5. Non-profit organizations must certify their eligibility to claim non-profit status.
6. Applicants must have a past record of sound business integrity and a history of being responsive to past contractual obligations.
7. Applicants must be financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from the State.

**D. FUNDING**

The contract awarded as a result of this RFA will be funded by the federal Preventive Health and Health Services (PHHS) Block Grant Rape Set-Aside from CDC, administered by CDPH/EPIC. Approximately \$833,333 is available for the 20 month contract term. CDPH/EPIC does not have the authority to disburse funds until the contract award is fully executed. Funding for each budget period is subject to an annual appropriation by the State Legislature or Congress. If full funding is not available, CDPH/EPIC will either cancel the resulting agreement or amend it to reflect reduced funding and reduced activities. Continuation of services beyond the first budget period is also subject to the contractor's successful performance. The contractor may not carry over unexpended funds from one budget period into a subsequent budget period.

**E. CONTRACT TERMS**

The term of the resulting contract is expected to be 20 months and is anticipated to be effective from February 1, 2009 through September 30, 2010. The budget periods are:

- \$ 333,334 for the period 02/01/09 to 9/30/09 (8 months)
- \$ 500,000 for the period 10/01/09 to 9/30/10 (12 months)

The contract term may change if CDPH/EPIC makes an award earlier than expected or if CDPH/EPIC cannot execute the agreement in a timely manner due to unforeseen delays. CDPH/EPIC reserves the right to extend the term of the resulting agreement for an additional year via an amendment as necessary to complete or continue the services. Contract extensions are subject to satisfactory performance and funding availability.

Following the award notification, contract negotiations will occur with the potential contractor in a timely manner. CDPH/EPIC reserves the right to reject any proposed project(s) or project component(s). Following contract negotiations, the contractor is required to submit a detailed SOW, Budget, and Budget Justification in accordance with CDPH/EPIC requirements, which will become part of the formal contract. Upon completion and approval of these documents, the contract will be fully executed and work will commence. The resulting contract will be of no force or effect until it is signed by both parties and approved by CDPH. The contractor is hereby advised not to commence performance until all approvals have been obtained. Should performance commence before all approvals are

obtained, said services may be considered to have been volunteered if all approvals have not been obtained.

The contractor is to expend funds in accordance with the negotiated line item budget. If changes in line items, salary ranges, or staffing patterns need to be made, the contractor must request a budget revision or a contract amendment depending on what in the budget needs to be changed. It is up to the discretion of CDPH/EPIC whether or not to approve the requested budget revision or contract amendment.

The contractor will be reimbursed in arrears for actual expenses, which means the agency or individual incurs expenses and is then reimbursed by CDPH/EPIC. The contractor submits a monthly invoice for expenses incurred in the previous 30 days and then the State has up to 30 days to pay certified small businesses and up to 45 days to pay others. This means that the contractor must be able to cover at least 45 to 60 days worth of project payroll, indirect, operating expenses, and any expenses incurred by a subcontractor or consultant prior to reimbursement by the State. Additionally, the contractor is to submit invoices to CDPH/EPIC in a timely manner to ensure prompt payment of expenses and cash flow maintenance.

The contractor is expected to contact CDPH/EPIC if they are having difficulties implementing the SOW or need to make changes in the approved activities. The agency must be aware that it is legally bound to deliver the services as stated in the SOW. If changes need to be made in the SOW, the contractor must contact CDPH/EPIC to discuss the issue and request a SOW revision or contract amendment. It is up to the discretion of CDPH/EPIC whether or not to approve the request. If contract deliverables, including Progress Reports, are not completed satisfactorily, CDPH/EPIC has the authority to withhold and/or recover payment of funds.

## **F. REPORTING REQUIREMENTS**

### Progress/Annual Reports

The contractor will be required to complete progress reports for each contract period which will include: a narrative on the status of achieving objectives, special accomplishments and challenges, process evaluation information, and preliminary outcome evaluation results; and, a Financial Status Report that shows actual and projected expenditures. In addition, the contractor must submit an annual report at the conclusion of each contract period which will include: a narrative on the status of achieving objectives, special accomplishments and challenges, process evaluation information, and outcome evaluation results.

Progress Reports are due on: June 30, 2009 and April 30, 2010  
Annual Reports are due on: November 30, 2009 and November 30, 2010

## Meetings with CDPH/EPIC

The contractor will meet with CDPH/EPIC staff at least once a month. Meetings may take place by phone or in-person. It is expected that in the beginning of the project, and at the start of new project activities, meetings may occur more frequently, and be in-person. The contractor will be expected to travel to CDPH Offices in Sacramento for a minimum of five (5) in-person, one day meetings during the 20-month contract period. The purpose of these meetings is to:

1. Ensure CDPH/EPIC input on all project development, and consistency with intended project objectives;
2. Obtain guidance and other assistance;
3. Obtain required approval on project activities and deliverables; and
4. Update CDPH/EPIC on project activities and deliverables.

### **G. TENTATIVE RFA TIMELINE**

Release of Request for Application	September 30, 2008
Bidder's Teleconference	October 7, 2008
Deadline for Letter of Intent	October 10, 2008
<b>Deadline for Receipt of Applications</b>	<b>5:00 p.m. November 25, 2008</b>
Notice of Intent to Award	December 5, 2008
Appeal Deadline	December 12, 2008
Contract Start Date	February 1, 2009
Contract End Date	September 30, 2010

### **H. BIDDER'S TELECONFERENCE/CONTACT INFORMATION**

A Bidder's Teleconference has been scheduled to provide guidance and answer questions related to the RFA requirements. Technical assistance regarding programmatic content will not be available.

Date: Tuesday October 7, 2008  
Time: 2:00 p.m.  
Telephone Number: 888-810-3138  
Pass Code: 59897

You are encouraged to email your questions to [jeannie.galarpe@cdph.ca.gov](mailto:jeannie.galarpe@cdph.ca.gov) by 10:00 a.m. the day of the teleconference so they may be answered during the teleconference. You can ask questions during the teleconference as well. Programmatic technical assistance in preparing the application will not be provided after the Bidder's Teleconference.

### **I. SUBMISSION OF APPLICATION**

#### Letter of Intent

For the purpose of planning the RFA review process, all prospective applicants must submit a letter notifying CDPH/EPIC of its intent to submit an application.

This letter is not binding and those submitting a letter may elect not to submit an application. **One (1) signed letter of intent is due in the CDPH/EPIC office no later than 5 p.m. on October 10, 2008.** The letter of intent must be submitted on the applicant's letterhead and signed by an officer of the board or their agent. Clearly indicate on the outside of the mailing envelope or FAX transmittal sheet "Sexual Violence Primary Prevention Technical Assistance and Training (TAT) Project, RFA EPIC 08-001".

E-Mail documents will not be accepted. Fax the letter of intent to:

Attention: Jeannie Galarpe  
California Department of Public Health  
EPIC Branch  
FAX (916) 552-9821

Letters of intent can also be mailed to the addresses listed in the "application" section below.

Application

All applicants are required to submit one (1) signed original application (clearly marked "original") and three (3) copies to:

**Regular U.S. Mailing Address:**

Jeannie Galarpe  
Department of Public Health  
EPIC Branch  
MS 7214  
P.O. Box 997377  
Sacramento, CA 95899-7377

**Express Mail or Hand Delivery:**

Jeannie Galarpe  
Department of Public Health  
EPIC Branch  
MS 7214  
1616 Capitol Ave., Suite Suite74.660  
Sacramento, CA 95814-5052

**Applications must be *received* (not postmarked) on November 25, 2008, no later than 5:00 p.m.** It is the sole responsibility of the applicant to ensure that the CDPH/EPIC receives the application by the stated deadline.

Applications will be date and time stamped upon receipt. Each application received by 5:00 p.m. on November 25, 2008 will be reviewed for completeness and compliance with the instructions provided in this document. Incomplete, late, or non-compliant applications will not be reviewed.

It is important to note that there is no guarantee that submission of an application will result in funding, or that funding will be allocated at the level requested. Expenses associated with preparing and submitting an application is solely the responsibility of the applicant agency and will not be reimbursed by CDPH/EPIC.

## J. REVIEW PROCESS

The application review process will be conducted by CDPH/EPIC staff. Each application will be scored for technical merit and potential for success. The following criteria will be used to arrive at the technical score, which may range from 0 to 100 points, based upon how clearly the following components are completed. Up to ten additional points may be awarded by reviewers based on professional judgment.

<u>Component</u>	<u>Maximum Points</u>
Agency Capability	20
Scope of Work Description	30
Scope of Work	30
Budget/Budget Justification	<u>20</u>
	100
Professional Judgment	<u>+10</u>
Total	<b>110</b>

## K. CONTRACT AWARD PROCESS

The award of the contract is based upon an application review and selection process. The State reserves the right to negotiate the budget and scope of work and not to award a contract if negotiations are unsuccessful. If an applicant fails to finalize the contract, the State reserves the right to fund another application. Once an application is selected for funding, the applicant will receive a contract with CDPH. The contract will incorporate the proposed scope of work and Budget forms. Changes in the scope of work and budget must be submitted in writing and approved by CDPH/EPIC.

## L. APPEALS PROCESS

Only those agencies that submit an application within the required guidelines and are not funded may appeal. There is no appeal process for incomplete applications or those submitted late. Letters appealing the final application selection must be received no later than **5:00 p.m. on December 12, 2008**. Faxed copies of appeals are acceptable (FAX 916-552-9821). Or send appeals to:

### **Regular U.S. Mailing Address:**

Jacquolyn Duerr, M.P.H.  
Acting Branch Chief  
Epidemiology and Prevention for  
Injury Control Branch  
California Department of Public Health  
P.O. Box 997377, MS 7214  
Sacramento, CA 95899-7377

### **Express Mail or Hand Delivery:**

Jacquolyn Duerr, M.P.H.  
Acting Branch Chief  
Epidemiology and Prevention for  
Injury Control Branch  
California Department of Public Health  
1616 Capitol Ave, Suite 74.660, MS 7214  
Sacramento, CA 95814-5052

Appeals shall be limited to the grounds that CDPH/EPIC Branch staff failed to correctly apply the standards for review or evaluating the application as specified in this RFA. The applicant must file a full and complete written appeal, including the issue(s) in dispute, the legal authority, or other basis for the applicant's position, and the remedy sought. Applicants will be notified of decisions in writing within ten (10) days of receipt of their appeal.

**M. APPLICATION CHECK LIST**

- Application Cover Sheet (Attachment A)
- Application Narrative (Attachment B)
- Scope of Work: February 1, 2009 – September 30, 2009 (Attachment C)
- Scope of Work: October 1, 2009 – September 30, 2010 (Attachment C)
- Budget Narrative: February 1, 2009 – September 30, 2009 (Attachment D)
- Budget Narrative: October 1, 2009 – September 30, 2010 (Attachment D)
- Proposed Budget Detail: February 1, 2009 – September 30, 2009 (Attachment E)
- Proposed Budget Detail: October 1, 2009 – September 30, 2010 (Attachment E)

# APPLICATION INSTRUCTIONS

## A. GENERAL INSTRUCTIONS

1. Read all instructions carefully. Be sure to include all of the information required in the RFA, including all attachments. Re-check the application to ensure completeness.
2. Do not provide any materials that are not requested, such as brochures or samples of materials. These will be discarded and not reviewed.
3. Number each page of the application consecutively in the lower right corner.
4. Do not use binders. Securely staple the application in the upper left corner.
5. The type font is to be Arial, no less than 12 characters per inch, lines are single-spaced, with one inch margins.
6. The cover sheet, Attachment A, requires a signature on the copy marked "original" by a person authorized to obligate the applicant administrative agency.

All applicants are to follow the instructions provided herein, using the attached forms. All sections, including attachments, must be completed. Any application that does not comply with this requirement will be considered non-responsive and will not be reviewed. A checklist is provided (page 12) to assist applicants in compiling what must be submitted.

## B. APPLICATION COVER SHEET

A person authorized to bind the applicant must sign the Application Cover Sheet. If the applicant is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Application Cover Sheet.

## C. APPLICATION NARRATIVE

### 1. Agency Capability

Include a brief description of the proposing firm, including:

- a. the proposing firm's goals that are relevant, closely related, or will complement this project;
- b. a demonstrated organizational commitment to sexual violence primary prevention issues;
- c. experience that qualifies the proposing firm to undertake this project. At a minimum, demonstrate the proposing firm possesses

- two consecutive years of experience of the types listed in the eligibility section. Please also include any experience as it relates to *primary prevention* strategies, projects, or programs;
- d. describe work projects begun and/or completed in the past two years that involved services similar in nature or closely related to those required in this RFA; and,
  - e. attach an organization chart as an appendix to the application showing the distinct lines of authority between and among the divisions that will perform the project work and the primary reporting relationships within the applicant's organization. Show the relationships between management, key decision makers, supervisory personnel and subcontractors and/or independent consultants, if any.

## 2. Scope of Work Description

Provide an in-depth discussion and description of the core activities, methods, and approaches that will be carried out to fulfill all scope of work requirements. Provide details to demonstrate that your overall approaches and methods are comprehensive and technically sound. For each activity listed in your scope of work, include the following:

- a. provide a rational basis for choosing particular approaches and methods (i.e., proven success or past effectiveness). If applicable, explain what is unique, creative, or innovative about your proposed approaches or methods;
- b. if you envision any major complications or delays at any stage of performance, describe those complications or delays and include a proposed strategy for overcoming those issues. Likewise, indicate if you do not anticipate any major complications or delays;
- c. indicate the assumptions you made in developing the scope of work. For each assumption listed, explain the reasoning or rationale that led you to that assumption. Likewise, indicate if no assumptions were made;
- d. if the nature of a task or function hinders specific delineation of in-depth methods and procedures (e.g., a task is dependent upon a future action or multiple approaches may be used), explain the probable methods, approaches, or procedures that you will use to accomplish the task or function. Also, describe, in this instance, how you will propose the ultimate strategies and detailed plans to CDPH for full consideration and approval before you proceed to carry out the project;
- e. if applicable, identify any additional contractor or State responsibilities that you included in your scope of work that you believe are necessary to ensure successful performance, but you

believe were omitted from CDPH's scope of work requirements. Likewise, indicate if no additional contractor or State responsibilities, outside of those identified in CDPH's scope of work, were included in your scope of work; and,

f. describe the methods you will use to evaluate the outcome of the overall project (e.g., measure changes in the capacity of rape crisis centers).

#### **D. SCOPE OF WORK (SOW)**

The SOW must include all activities listed in the General Information/ Purpose Section of the RFA. Complete the scope of work pages, including objectives for each contract period. Objectives should:

- include who will be targeted and what will be accomplished;
- be specific enough to be able to measure achievement;
- realistic given the agency's resources and constraints;
- propose reasonable steps; and,
- provide a timeline for being met.

Describe the major activities that will be completed to achieve each objective and provide timelines for completion. Indicate the approximate beginning and ending month and year. If a task/activity or function will only occur in one fiscal period or year, indicate the beginning and ending month and year. Describe methods for measuring progress toward completing each objective (process evaluation). Use as many scope of work pages as you need to describe your activities.

#### **E. BUDGET/BUDGET NARRATIVE**

The project budget request is to be submitted on the budget forms provided. Round all dollar amounts and percentage figures to whole numbers. The budget for each year must not exceed the amount allocated.

In addition to the budget, provide a brief narrative explanation of each line item. For personnel line items, explain the time allocation by objective for each position in the budget. For operating expenses, explain the expenditures for each line item and justify their inclusion.

##### **1. Personnel**

Personnel includes all personnel costs to operate the project.

- a. List personnel by job category or classification rather than by name to allow for staff turnover.
- b. Indicate total monthly salary range for full time equivalents. The salary range stated should include any anticipated increases (i.e., cost-of-living adjustments and merit salary adjustments).

- c. Indicate percentage of time the position will be utilized in this project (e.g., 20 hours of work within a 40-hour week is 50 percent). All percentages should be in whole numbers. If biweekly pay periods cause the monthly salary amount to vary, indicate the variance in a footnote at the bottom of the page.
- d. Indicate the amount requested per position based upon the monthly salary ranges and total amounts. If the percentage rate for benefits differs for various positions, indicate the specific amount for each position on a separate detail sheet.
- e. Subtotal all personnel costs.

## 2. Operating Expenses

Operating Expenses include all costs except personnel costs. List only those items of operating expenses that apply to this project.

Project funds cannot be used for purchase or renovation of buildings, facilities, or land, or the purchase of major equipment. Major equipment is defined as property costing over \$5,000 with a life expectancy of four or more years.

Examples of common operating expense line items are provided in the sample format. The following is a list of operating expense items most commonly recognized by the State:

- a. General Expenses – Includes office supplies, books, manuals, publications, and minor equipment (under \$5,000).
- b. Other Expenses – Includes utilities, telephone, space, insurance, equipment rental, postage, and duplication. These expenses need to be itemized showing the cost for each.
- c. Travel – Travel is reimbursed at current State Board of Control rates. Mileage should indicate the number of miles for ground transportation and rate per mile (not to exceed 58.5 cents per mile). For airfare, indicate the number and destination of trips and expected cost per trip. Per diem should specify the number of days and rate per day. Travel must be in accordance with the needs of the program and the scope of work. No out-of-state travel is allowed without prior written approval of CDPH/EPIC.
- d. Consultant Services/Subcontractors – Applicants planning to use consultants or subcontractors in the performance of the work must identify each proposed consultant/subcontractor, if known, at the time of application submission; each known consultant's/subcontractor's expertise; describe the responsibilities to be assigned to each consultant/subcontractor. Include a description of plans for overseeing the performance of consultants/subcontractors. Notwithstanding the use of any consultant/subcontractor, the applicant will ultimately be responsible

for performance of all terms and conditions of the resulting contract. The State reserves the right to approve changes in consultant/subcontractor selection. *Generally, consultants are not to be paid over \$350 per eight-hour day. Special consultants may be paid at a higher rate per day based on prevailing rates and other special considerations addressed in the blanket justification. In no event is the consultant to be paid more than the hourly salary rate payable in similar classifications.* Include in the application the consultant's title, hourly rate, and number of hours to be worked (e.g., per week, per month).

- e. Staff Training – Costs and fees for meetings and conferences attended by project staff are reimbursable.
- f. Indirect Costs – Express either as a percentage rate and total, or as a total cost only, and specify how total costs were calculated. These are overhead costs that are not directly identifiable to the applicant or to the applicant's project and are generally expressed as a percentage of total personnel costs.
- g. Non-Reimbursable Items – Project funds cannot be used for meals or refreshments served at meetings, workshops, training sessions, etc. conducted by contractors or subcontractors.

**APPLICATION COVER SHEET**

AGENCY NAME			
STREET ADDRESS			
CITY	COUNTY	STATE	ZIP CODE
TELEPHONE NUMBER		FAX NUMBER	
FEDERAL TAX ID NUMBER			

AMOUNT REQUESTED     \$	FUNDING PERIOD February 1, 2009 to September 30, 2010
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Person having day-to-day responsibility for the Project:	
Name:	
Title:	
Address:	
Telephone:	Fax:
Email:	

The undersigned hereby affirms that the statements contained in the application package are true and complete to the best of the applicant's knowledge and accepts as a condition of a contract the obligation to comply with applicable state and federal requirements, policies, standards, and regulations. The undersigned recognizes that this is a public document and open to public inspection.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Type Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Application Narrative

**Exhibit A**  
**Scope of Work**  
**February 1, 2009 – September 30, 2009**

MEASURABLE OBJECTIVES	MAJOR ACTIVITIES	TIME LINE	PERFORMANCE MEASURE AND/OR DELIVERABLES
1.	1.1	1.1	1.1

**Exhibit A**  
**Scope of Work**  
**October 1, 2009 – September 30, 2010**

MEASURABLE OBJECTIVES	MAJOR ACTIVITIES	TIME LINE	PERFORMANCE MEASURE AND/OR DELIVERABLES
1.	1.1	1.1	1.1

**Budget Narrative**  
**February 1, 2009 – September 30, 2009**

**Budget Narrative**  
**October 1, 2009 – September 30, 2010**

**PROPOSED BUDGET DETAIL**  
**February 1 , 2009 – September 30, 2009**

**PERSONNEL EXPENSES:**

Positions	Salary Range	Percent Time	Total Budget Amount
		%	\$0
		%	\$0
		%	\$0
		%	\$0
		%	\$0
		%	\$0
Total Salaries and Wages			\$0
Fringe Benefits @ ___%			\$0
Total Personnel Expenses			\$0
<b>OPERATING EXPENSES</b>			
General Expenses*			\$0
Communications*			\$0
Duplicating Costs*			\$0
Printing*			\$0
Staff Training*			\$0
Equipment			\$0
Travel			\$0
Consultant Services/Subcontracts			\$0
Other Costs (Specify)			\$0
<b>Total Operating Expenses</b>			<b>\$0</b>
<b>Total Direct Costs</b>			<b>\$0</b>
<b>Total Indirect Costs @</b> ___% (of Total Personnel Expenses)			<b>\$0</b>
<b>TOTAL COSTS</b>			<b>\$0</b>

\* These line item categories will be combined under Operating Expenses during the contracting process.

**PROPOSED BUDGET DETAIL**  
**October 1, 2009 -- September 30, 2010**

**PERSONNEL EXPENSES:**

Positions	Salary Range	Percent Time	Total Budget Amount
		%	\$0
		%	\$0
		%	\$0
		%	\$0
		%	\$0
		%	\$0
Total Salaries and Wages			\$0
Fringe Benefits @ ___%			\$0
Total Personnel Expenses			\$0
<b>OPERATING EXPENSES</b>			
General Expenses*			\$0
Communications*			\$0
Duplicating Costs*			\$0
Printing*			\$0
Staff Training*			\$0
Equipment			\$0
Travel			\$0
Consultant Services/Subcontracts			\$0
Other Costs (Specify)			\$0
<b>Total Operating Expenses</b>			<b>\$0</b>
<b>Total Direct Costs</b>			<b>\$0</b>
<b>Total Indirect Costs @</b> ___% (of Total Personnel Expenses)			<b>\$0</b>
<b>TOTAL COSTS</b>			<b>\$0</b>

\* These line item categories will be combined under Operating Expenses during the contracting process.

**California Department of Public Health (CDPH)  
Epidemiology and Prevention for Injury Control Branch (EPIC)  
Rape Prevention Education (RPE) Program**

**RPE Program Guidance for Developing Comprehensive  
and Effective Primary Prevention Programs**

The National Rape Prevention and Education (RPE) Program is administered by the Centers for Disease Control and Prevention (CDC). CDC funds all 50 states and 8 territories according to a population-based formula. Federal legislation specifies the major areas of activities for preventing sexual violence, and the CDC has established program priorities for all states and territories for implementing the RPE Program. These RPE Program Guidelines were developed by the California Department of Public Health's (CDPH) RPE Program to share the guidance and expectations of CDC, and to help local RPE funded rape crisis centers (RCCs) develop their program strategies, goals, and objectives for the next contract period.

CDC and CDPH want to build on the impressive work of advocates and service providers that have made a positive difference in the lives of individuals and communities throughout California, and move forward with more comprehensive primary prevention efforts. CDPH recognizes that for some RPE-funded RCCs this may result in a significant redirection that may have an impact on agency resources, time, and community partnerships. CDPH is committed to providing the necessary training, technical assistance, and tools to support RCCs through this shift.

The next RPE Program contract period will serve as a transition period, one with many assessment and planning activities conducted first by CDPH and then local programs. As part of this transition period, local RPE contractors will be expected to begin incorporating principles of effective prevention programs (see page 3) into the educational and training sessions they provide. RCC staff are not expected to demonstrate mastery in every aspect of the concepts described in this guidance document (e.g., primary prevention, public health approach, ecological model, evaluation, etc.) in order to continue to receive funding. However, they are required to demonstrate a commitment to the direction of the program, as described in this guidance document.

**Purpose of CDC's National RPE Program<sup>1</sup>**

The purpose of CDC's National RPE Program is to effectively address sexual violence in communities by:

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<sup>1</sup> Excerpted from the April, 2006 draft version of "Sexual Violence Prevention and Education Program Announcement" by the Department of Health and Human Services, Public Service and the Centers for Disease Control (CDC), National Center for Injury Prevention and Control's (NCIPC), Division of Violence Prevention (DVP).

1. using a public health approach;
2. supporting comprehensive primary prevention strategies at multiple levels using a social ecological model (and/or Spectrum of Prevention);
3. building individual, organizational and community capacity for prevention;
4. applying the principles of effective prevention strategies; and,
5. evaluating sexual violence primary prevention strategies and activities.

CDC's working definition of sexual violence prevention for the National RPE Program is: population-based and/or environmental and system-level strategies, policies, and actions that prevent sexual violence from initially occurring. Such prevention efforts work to modify and/or reduce the events, conditions, situations, or exposures to influences (risk factors) that are associated with the initiation of sexual violence and related injuries, disabilities, and deaths. Additionally, sexual violence prevention efforts should address perpetration, victimization, and bystander attitudes and behaviors, and seek to identify and enhance protective factors to impede the initiation of sexual violence.<sup>2</sup>

State and local prevention programs should incorporate:

- Primary Prevention: any action, strategy or policy that prevents sexual violence from *initially occurring*;
- Ecological Framework: strategies that work at various levels, including individual, relationship, community, institutional and societal;
- Partnerships and Collaboration: that help achieve intended outcomes and sustain efforts;
- Cultural Relevance and Specificity: prevention strategies should be appropriate for the populations for whom the strategy is intended and take into account the community's culture;
- Surveillance: population based data to assess and track changes in sexual violence behaviors over time; and
- Outcome and Process Evaluation: indicators and measures to document a change in attitudes, behaviors, and norms related to sexual violence (outcomes) and help to assess actions taken to realize goals (processes).

***A review of the CDC publication Sexual Violence Prevention: Beginning the Dialogue (<http://www.cdc.gov/ncipc/dvp/SVPrevention.htm>) is strongly recommended. It provides additional information about CDC's vision for the National RPE Program and primary prevention of sexual violence.***

## **Models for Developing Comprehensive Programs**

A "strategy" is how you are going to get things done. Examples of primary prevention strategies include, but are not limited to: educational sessions; professional trainings; community mobilization; social norms change and social

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<sup>2</sup> Sexual Violence Prevention: Beginning the Dialogue, Centers for Disease Control and Prevention, 2004.

marketing; media advocacy; and changing public or organizational policies. To be more effective, strategies should integrate, link, and reinforce each other, and should align with the overall vision of the prevention program.

***The article *Sexual Violence Prevention*, published in the *Prevention Researcher*, provides an excellent discussion and examples of comprehensive program strategies. It can be downloaded for free at <http://www.preventconnect.org/display/displayTextItems.cfm?itemID=121&sectionID=24>.***

### Ecological Model

The four-level Ecological Model can be used to better understand the root causes of sexual violence and to recognize and develop potential points of prevention. The Ecological Model is a way to describe violence in terms of the complex interaction of four levels of influence, including individuals, interpersonal relationships, the community, and the society levels. For a clear description of each level of the ecological model and examples of sexual violence prevention strategies targeting each level, see *Beginning the Dialogue* (pages 4 and 5). An example showing how the Ecological Model is applied to develop school-based primary prevention strategies is included at the end of this document.

### Spectrum of Prevention

The Spectrum of Prevention provides another framework, complementary to the Ecological Model, which can help organizations develop more comprehensive strategies based on existing efforts. To download a free copy of the publication *Sexual Violence and the Spectrum of Prevention*, click on <http://www.nsvrc.org/publications/booklets/spectrum.pdf>.

To hear a pod cast on the *Spectrum*, go to **CALCASA's Prevention Connection** website at:

<http://www.preventconnect.org/display/displayDocumentItems.cfm?itemID=75> or

watch an eight minute summary on-line at:

<http://www.preventconnect.org/display/displayTextItems.cfm?itemID=86&sectionID=254>

## 10 Principles of Effective Prevention Programs/Strategies<sup>3</sup>

CDC is utilizing the following principles to design and implement RPE programs and strategies. Many RCCs are already using some of these principles, but may identify others that can strengthen program efforts.

1. Comprehensive: strategies address risk and protective factors for sexual violence at multiple levels of the Ecological Model or Spectrum of Prevention.
2. Varied teaching methods: multiple strategies that increase awareness and understanding as well as enhance and build new skills.
3. Sufficient dosage: exposure to enough of the intervention to produce the desired effect (i.e. multiple sessions). Research shows that 7-9 “doses” are needed to affect changes in attitudes and behaviors.
4. Theory driven: strategies that have a scientific justification or logical rationale for why they should work.
5. Positive relationships: strategies that promote strong positive relationships between children/youth and adults, youth to youth, and adult to adult.
6. Appropriately timed: strategies are initiated early enough and at the appropriate developmental time to have an impact on the development of positive and negative behaviors.
7. Socioculturally relevant: tailored to the community and cultural norms, beliefs and practices; inclusion of community representatives in planning and implementation phases.
8. Outcome evaluation: systematic measurements that can document how well the intervention works.
9. Well-trained staff: programs are implemented by staff that are sensitive, competent, and sufficiently trained, supported, and supervised.
10. Evidence-based: efforts that are informed by the best available research or expertise.

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<sup>3</sup> Nation M; Crusto C; Wandersman A; Kumpfer KL; Seybolt D; Morrissey-Kane E; Davino K. What Works in Prevention: Principles of Effective Prevention Programs. *American Psychologist*. 58(6-7); Jun-Jul 2003:449-456.

## **Developing Local RPE Program Strategies, Goals, and Objectives**

Local RCCs have accomplished tremendous goals with their RPE Program funds over the years. While integrating these guidelines into an existing program, it is important to be realistic and strategic about what can be accomplished in a given period considering the limitations of funding, time, and organizational and community support.

Reaching a large number of individuals and making a large number of presentations traditionally drives many contract-funded programs. However, the National RPE Program is not pursuing this goal. Instead of “sprinkling” prevention efforts far and wide, the National Program is now emphasizing “saturation” of efforts with comprehensive, in-depth, multi-component, multi-session strategies that reach fewer individuals, but have a higher likelihood of creating lasting change in order to eliminate sexual violence.

Therefore, RCCs are encouraged to focus their strategies as much as possible on a few specific groups of participants (e.g., do not focus on reaching every school, youth or community center, etc. in an entire county, but rather focus on a specific group such as one school, or one community or cultural group). Additionally, programs should consider each step that needs to occur for one activity to take place and account for the time and resources each step will require. Programs are encouraged to focus more on quality rather than quantity.

The following are questions to consider when developing local RPE Program strategies, goals, and objectives:

1. What does your sexual violence surveillance or other sources of data indicate about sexual violence trends, priority populations and where to focus efforts?
2. What is your current capacity (personnel, funding, and partners) to implement program strategies? Are there other resources in the community that can contribute to these efforts?
3. Based on data, resources available, and your experience with past RPE efforts, what priorities should be established for future RPE strategies?
4. Are your proposed strategies (content) primary prevention focused?
5. Do your strategies incorporate the 10 Prevention Principles outlined above?
6. Are your proposed strategies supported by work at different levels of the Ecological Model or Spectrum of Prevention, and do each of these strategies link together in a comprehensive way?

7. What do you hope to achieve by implementing your strategies? How will you know when you have been successful?
8. How will you measure changes (in knowledge, attitudes, and behaviors) that occur as a result of your strategy?

## **Additional Considerations for RPE-Funded Strategies**

### Educational Sessions

CDC recommends educational sessions that select the appropriate audience and will result in changes in a participant's knowledge, attitudes, behaviors, or norms. Sessions that focus exclusively on prevalence, dynamics of sexual violence, laws and statutes, intervention-based information (e.g., how to help a victim, recognizing warning signs, community resources; what to do if you have been raped; etc.) are not sufficient to change behavior and prevent sexual violence from occurring. Educational sessions can include general sexual violence and intervention-based topics or information, as long as they are part of a broader primary prevention session. Educational topics may include (but are not limited to): bullying; consent; dating violence; drug-facilitated rape; gender roles; healthy relationships; masculinity and sexual violence; consent and coercion, media advocacy; oppression; role of bystanders; and sexual harassment.

### Training for Professionals

CDC recommends selection of professional audiences who have the capacity and opportunity to impact primary prevention of sexual violence. Training topics may include (but not limited to) those similar to educational sessions above, and those that impact policy, organizational practices, etc. Professional training that has a goal to educate or improve the response to victims (e.g., SART training, training for judges on statutes, training for health professionals and law enforcement on appropriate response, investigation and prosecution) is not an appropriate use of RPE funds.

### Informational Materials

These may include (but are not limited to) billboards, newspaper ads, radio ads, brochures, posters, promotional items, website, and curricula that supports education and training sessions or other prevention strategies.

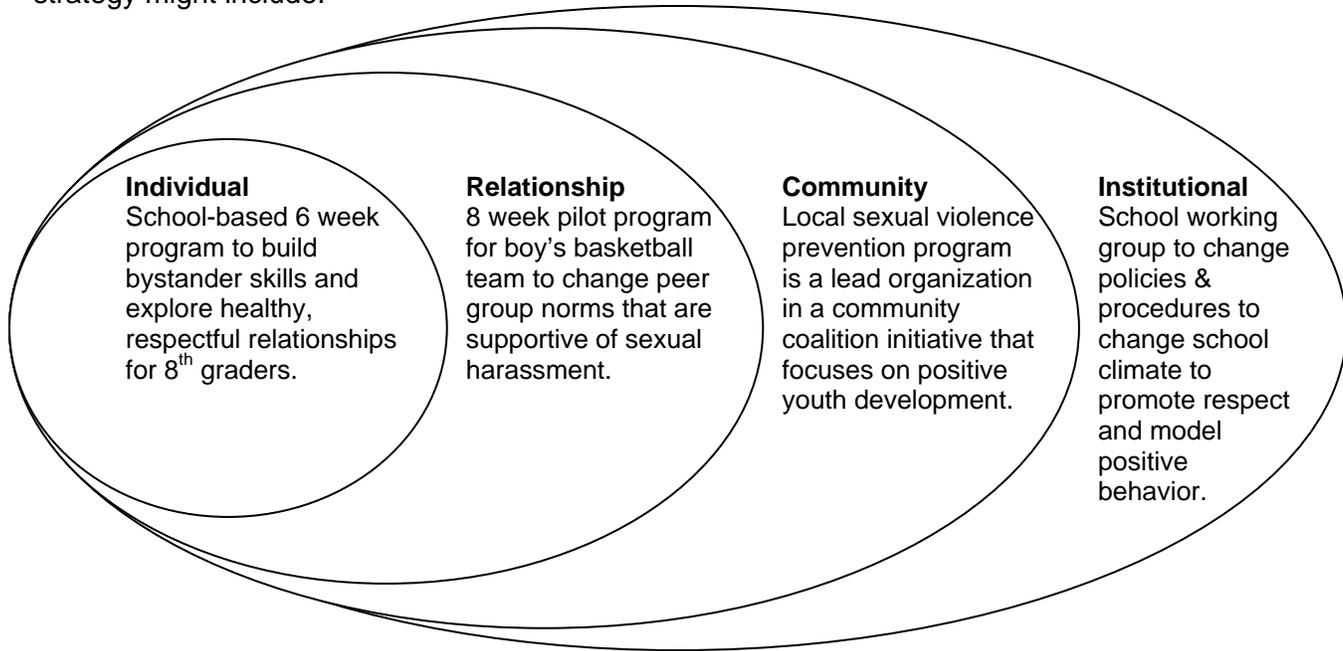
## **Ineligible Expenses**

State and local programs cannot use RPE funds to support the following activities:

- **Victim Services/Response:** RPE funds may not be used for direct victim service activities. This includes crisis intervention, case management, advocacy, counseling, support groups, and community outreach efforts in support of direct client services.
- **Offender Treatment:** These funds may not support offender treatment programs. The focus of RPE will be on preventing *first-time* perpetration, NOT on offender treatment for the purpose of preventing repeat perpetration.
- **Victim Response Training:** These funds may not be used for training that focuses on how service providers should respond to victims of sexual violence (e.g., advocates, Sexual Assault Nurse Examiner (SANE) programs, law enforcement or judicial response, etc.).

## Using the Ecological Model to Develop School-Based Comprehensive Primary Prevention<sup>4</sup>

To increase effectiveness, sexual violence prevention strategies should address several levels of the social ecological model. For example, a school-based comprehensive primary prevention strategy might include:



### **Individual**

A school-based curriculum focused on shifting gender roles and defining healthy relationships for a group of 8<sup>th</sup> graders works to influence the student (individual level change) to change individual knowledge, attitudes and behaviors. Although it is set in a school, the change doesn't occur school-wide as the culture of the school has not been addressed. This change is being pursued one student at a time through the curriculum. To make this effort comprehensive, additional activities are necessary.

### **Relationship**

A pilot program focused on young boys works to influence peer group norms (relationship level change) that support sexual harassment and sexual violence.

### **Institutional**

A school working group might be formed to change the policies and procedures of the school (institutional level change) thereby changing the climate and environment from acceptance of violence as a norm to honoring and modeling respect and positive interactions.

### **Community**

Ideally, individual, relationship, and institutional changes would be pursued within this school and supported by a community-wide sexual violence prevention initiative (community level change) that includes a focus on positive youth development.

<sup>4</sup> Excerpted from the April, 2006 draft version of "Sexual Violence Prevention and Education Program Announcement" by the Centers for Disease Control (CDC), National Center for Injury Prevention and Control's (NCIPC), Division of Violence Prevention (DVP).