



Request for Applications (RFA) No. 25-10026

California Kids' Plates Program Childhood Unintentional Injury Prevention

December 9, 2024

Injury and Violence Prevention Branch

MS Code 7214
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LIST OF ATTACHMENTS AND APPENDICES

Below is a list only. Please visit the [Kids' Plates Request for Application \(RFA\)](#) webpage to download the files.

ATTACHMENTS

- ATTACHMENT A: Application Checklist (Word)
- ATTACHMENT B: Grantee Information Form (Word)
- ATTACHMENT C: Organizational Capacity (Word)
- ATTACHMENT D: Project Narrative (Word)
- ATTACHMENT E: Project Activities (Word)
- ATTACHMENT F: Work Plan (Word)
- ATTACHMENT G: Budget Detail (Excel)
- ATTACHMENT H: Budget Narrative (Word)
- ATTACHMENT I: Darfur Contracting Act Certification (Word)
- ATTACHMENT J: Government Agency Taxpayer ID (PDF)
- ATTACHMENT K: Payee Data Record (PDF)
- ATTACHMENT L: Contractor Certification Clause (PDF)
- ATTACHMENT M: Proof of 501(c)(3) status, if applicable
(Applicant to Provide)
- ATTACHMENT N: Letters of Recommendation/Commitment
(Applicant to Provide)

APPENDICES

- APPENDIX 1: Kids' Plates RFA Regions (PDF)
- APPENDIX 2: CDPH County Indirect Rates FY 24/25 (PDF)
- APPENDIX 3: SAMPLE Contract Package

PART 1. FUNDING OPPORTUNITY DESCRIPTION

A. INTRODUCTION

The California Department of Public Health (CDPH), Injury and Violence Prevention Branch (IVPB), is seeking applications from local public entities and non-profit organizations to implement activities that address childhood unintentional injury prevention in California.

Unintentional injuries are the leading cause of death for children and youth aged 1–19 years and the third leading cause of death for infants aged < 1 year¹. In 2019, 7,444 children and youth aged 0–19 years died from unintentional injuries¹. Primary causes of child injury include motor vehicle crashes, suffocation, drowning, poisoning, fires, and falls with a growing number of sports-related incidents.

Drowning is the leading cause of death for children 1-4 years old and second leading cause of unintentional injury death for children 5-14 years old². Black children ages 10-14 drown in swimming pools at rates 7.6 times higher than White children³. Black children are more likely to drown in public pools and White children are more likely to drown in residential pools³.

Child injury is predictable and preventable and continues to be one of the most underrecognized public health problems in the United States.

B. PURPOSE AND FOCUS

The overall purpose of this Kids' Plates Program RFA is to award grants that support local efforts to reduce the number of childhood unintentional injuries and deaths in California through implementation of evidence and data-informed interventions. CDPH intends to fund local health departments and other community-based organizations throughout the state who will focus on program objectives that align with at least three of the following objectives (two (2) that are required, and one to two (1-2) chosen by the applicant):

1. Implement Unintentional Injury Prevention Program Interventions (required)
2. Implement Promotion of the Kids' Plates License Plates Program (required)
3. Conduct Unintentional Injury Prevention Trainings
4. Develop and Promote Local Unintentional Injury Prevention Policies and Procedures
5. Promote Collaboration
6. Promote Public Education and Awareness
7. Provide Unintentional Injury Prevention Safety Equipment and Targeted Education

C. BACKGROUND

In accordance with CDPH's mission to protect the health of all Californians and pursuant to Health and Safety Code Sections [104325-104330](#), IVPB maintains programs to prevent unintentional and intentional injuries. The California legislature passed a bill in 1992 for the sale of Kids' Plates specialized vehicle license plates and the creation of the Child Health and Safety Fund (Chapter 1316, Statutes of 1992). Revenue from the sale of these license plates, which contain an embossed heart, hand, star, or plus sign in addition to alphanumeric characters, are deposited into this fund to support three significant child health and safety issues in California: a) unintentional childhood injuries; b) child abuse; and c) childcare licensing and inspection. Since 1998, IVPB has administered the portion of these funds dedicated to reducing the number of childhood unintentional injuries and deaths in California. IVPB's [Kids' Plates Program](#) focuses on population-based prevention efforts and has provided funding to local entities to support the implementation of evidence-based programs, build the capacity of local coalitions, and facilitate distribution of safety equipment.

By statute, Kids' Plates Program funding can be used to address the following childhood unintentional injury prevention areas:

- Vehicular safety, including restraint, warnings, and education programs;
- Drowning prevention;
- Playground safety standards;
- Pedestrian safety;
- Bicycle safety;
- Gun safety;
- Fire safety;
- Poison control and safety;
- In-home safety;
- Sleep suffocation and sudden infant death syndrome;
- Children left in parked cars and children run over by cars moving forward or backward; and
- Sports-related concussions, heat stroke, and spinal injury safety.

Health Equity

CDPH is guided by the principle of health equity, which is defined as “efforts to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives.” The “determinants of equity” means social, economic, geographic, political, and physical environmental conditions that lead to the creation of a fair and just society.

We encourage incorporating vulnerable populations into Kids' Plates local programs (e.g., swimming lessons and/or car-seat safety programs) that include, but are not limited to, women, racial or ethnic groups, low-income individuals and

families, individuals who are incarcerated and those who have been incarcerated, individuals with disabilities, individuals with mental health conditions, children, youth and young adults, older adults, immigrants and refugees, individuals who are limited-English proficient (LEP), and lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) communities, or combinations of these populations. Within the project narrative the applicant should outline current health equity initiatives that address health inequities among vulnerable populations.

D. ELIGIBILITY CRITERIA

Applications must be from public and/or private nonprofit organizations in California, including local government agencies, such as health departments, community-based agencies and clinics, and tribal organizations, classified as 501(c)(3) tax exempt under the Internal Revenue Services (IRS) Code. Proof of 501(c)(3) status is required. To provide proof of 501(c)(3) status, please submit an IRS Determination Letter with your application.

Due to the high demand and the limited amount of funding available, entities that previously received Kids' Plates funding in 2023-2024 will not be eligible to apply for funding under this current RFA (but will be allowed to apply in the subsequent cycle).

Applicants must demonstrate:

- a. Partnerships with local agencies addressing childhood unintentional injury prevention issues;
- b. Ability to reach the target populations, such as parents/caregivers, children, partnering organizations, and the general public;
- c. Ability to address health equity in their areas of focus including economic inequality and racial inequity
- d. Ability to track and utilize data in problem identification and program planning;
- e. Ability to use funding to leverage additional support for outcomes;
- f. Administrative capacity to implement the contract and project, including fiscal responsibility, invoicing, staffing, and reporting; and,
- g. History of implementing childhood injury prevention programs.

If an applicant is proposing to distribute safety equipment as part of the application, they must have access to properly trained individuals to educate the target audience and distribute the equipment. For example, to distribute and install car safety seats, the applicant must have access to at least one certified Child Passenger Safety Technician, or to distribute bike helmets, the applicant must have access to at least one person who can demonstrate proper safety helmet fit and provide education on safety helmet use to recipients and/or their guardians

Awardees must have the financial capability to support a reimbursable contract

with CDPH. Invoices must be billed quarterly, in arrears of activities, staffing, equipment, and program tracking measures.

E. FUNDING GUIDELINES

Funding Amount and Funding Term

IVPB expects to award a total of \$526,000 for this RFA, contingent upon the amount available from the Children's Health and Safety Fund. The term of the grant is expected to be 24 months, from July 1, 2025 to June 30, 2027. The grant term may change if CDPH is unable to execute the grant on this timeline due to unforeseen delays. CDPH does not have the authority to disburse funds until the grant agreement between CDPH and an applicant is fully executed. If full funding is not available to CDPH, or the total available funding is reduced, CDPH will either cancel the resulting agreement or amend it to reflect reduced funding and reduced activities.

Table 1. Proposed RFA Grant Budget Periods

Budget Periods	
Year One (1)	July 1, 2025 to June 30, 2026
Year Two (2)	July 1, 2026 to June 30, 2027

Funding Tiers

Eligible applicants are required to select one of the following two funding tiers. Each funding tier includes **two (2) required core objectives**, plus the applicant's choice of **elective objectives** (see Table 2):

Table 2. Funding Tiers with Objective Requirements and Funding Amounts

Tier	Core Objectives	Elective Objective(s)	Funding
1	Two (2) Required	One (1)	\$50,000
2	Two (2) Required	Two (2)	\$75,000

The funding award amounts are contingent upon a) the number of objectives chosen by the applicant, and b) the applicant's ability to demonstrate their capacity to implement all activities within the selected tier, as determined by CDPH's assessment.

The number of awards will be based on the total funding available to CDPH, the number of organizations that apply, the funding tier levels chosen, and application scores. CDPH will seek a balance between providing funding to as

many local organizations as possible statewide and providing a sufficient level of funding to each organization to implement effective programming.

CDPH reserves the right to extend the term and increase the funding amount of the resulting agreement via an amendment as necessary to complete or continue the services. Grant agreement extensions are subject to satisfactory performance and funding availability. CDPH does not have rollover authority to carry funds from one year to the next.

This grant will reimburse expenses incurred by grantees once services are provided/rendered.

F. TENTATIVE RFA TIME SCHEDULE

Key dates for this RFA are presented in the Table 3 below. CDPH reserves the right to adjust any date and/or time as necessary.

Table 3. Tentative RFA Timeline and Award Schedule

Event	Date	Time (PST)
RFA Release Date	December 9, 2024	--
RFA Informational Webinar	December 20, 2024	10:00 a.m.
Letter of Intent (Mandatory)	January 3, 2025	5:00 p.m.
Application Due Date	January 20, 2025	11:59 p.m.
Intent to Award Notification	February 14, 2025	--
Appeal Deadline	February 28, 2025	5:00 p.m.
Final Grant Award Announcement	March 7, 2025	--
Proposed Grant Start Date	July 1, 2025	--
Proposed Grant End Date	June 30, 2027	--

PART 2. REQUIRED APPLICATION COMPONENTS

Applicants must complete the applicable narrative questions and attachments as outlined in Table 4 below. Follow all requirements below carefully, including designated page limits. **Attachments are not included in the page limits for the sections.**

CDPH provides templates and/or forms for **Attachments A – L**. No templates are provided for the **Other** required attachments (see Table 4 for details).

Table 4. List of Required Application Documents

Attachment	Required Document	Document Type	Page Limit
A	Application Checklist	Word	--
B	Grantee Information Form	Word	--
C	Organizational Capacity	Word	1 page
D	Project Narrative	Word	5 pages
E	Project Activities	Word	--
F	Work Plan	Word	5-10 pages
G	Budget Detail	Excel	--
H	Budget Narrative	Word	--
I	DARFUR Contracting Act	Word	--
J	Government Agency Tax ID Form	PDF	--
K	Payee Data Record	PDF	--
L	Contract Certification Clause	PDF	
Other	Proof of 501(c)(3) Status	PDF	
Other	Letters of Recommendation/ Commitment	PDF	
Other	Franchise Tax Board and Secretary of State (Good Standing)	PDF	

APPLICATION CHECKLIST

Complete the Application Checklist to ensure all required application attachments are included with the application. The Application Checklist should serve as a cover page to your application. Submit the Application Checklist with the application.

A. GRANTEE INFORMATION FORM

Complete all sections of the *Grantee Information Form, Attachment B*. A person authorized to legally bind the applicant must sign this form. If the applicant is a corporation, a person authorized by the Board of Directors must sign on behalf of the Board.

B. ORGANIZATIONAL CAPACITY

The description of the organization's capacity must demonstrate the applicant's ability to implement the activities as proposed in the application. This section of

the application should not exceed one (1) page (Century Gothic 12 font, single spaced). See *Attachment C*.

Applicants must demonstrate/describe their organization's:

- 1) Previous accomplishments working to reduce childhood unintentional injuries and deaths.
- 2) Ability to track and utilize injury data to identify local needs and develop evidence-based, data-informed interventions (i.e., activities).
- 3) Ability to engage with multiple partners (e.g., non-profits, government and state agencies, law enforcement, public health, medical, and the public).
- 4) Organizational readiness and staffing to implement grant activities with minimal planning and start-up time, and with minimal training and technical assistance required.
- 5) Administrative capacity to address fiscal responsibility, including invoicing, staffing and reporting, and the ability to execute a government contract or grant.

Staff

In order to meet the expectations for this RFA, applicants must demonstrate sufficient staff are available or will be hired who have the knowledge, skills, and background necessary to complete all project activities, including:

- A basic understanding of childhood unintentional injury prevention risk areas and strategies;
- Experience with culturally responsive and inclusive project methods;
- Ability to effectively work with multidisciplinary teams and complex issues;
- Experience with fiscal and administrative implementation; and
- Self-directed staff, adaptability, creativity, and initiative.

C. PROJECT NARRATIVE

The project narrative description must demonstrate the applicant's knowledge, experience and ability to successfully design, implement, and evaluate the proposed objectives. The narrative should include enough detail to demonstrate how the activities will build upon existing strengths and resources. The narrative section of this application should not exceed five (5) pages (Century Gothic 12-point font, single spaced). Please respond to items a-h (below) by citing local data and describing organization and/or coalition experience with these issues. See *Attachment D*.

- a. Describe the extent of childhood unintentional injury prevention activities within the applicant's county/target area. Provide data on childhood unintentional injuries and deaths, emergency department visits, economic

- or racial inequities, and other information that illustrates the issue(s) you will address within your county/target area.
- b. Explain how you have been previously engaged in childhood unintentional injury prevention community interventions, strategies, or activities.
 - c. Provide a comprehensive description of the proposed project, including how the project objectives and activities address outcomes and targeted populations. This description should align with your selected objectives and project activities in your Work Plan. Describe how the core and selected elective project objectives will contribute to a comprehensive approach that your organization will address to advance the childhood unintentional injury prevention activities in your county/target area.
 - d. If a vulnerable population objective was selected on your project activities, describe the applicant's capability and experience reaching the identified population(s).
 - e. Describe any equity-promoting activities the applicant has engaged in OR plans to engage in. Most equity-promoting activities are likely to be population based, but not required. Be specific.
 - f. Describe how community participation or engagement will be included in the implementation of the project. Are the people affected involved in decision-making or planning activities?
 - g. Describe the roles and responsibilities of key personnel, partners, and subcontractors in planning, implementing, and evaluating objectives and activities.
 - h. If the organization is receiving other funding to address childhood unintentional injury prevention, list the funding sources, term, and the amounts, and provide a brief summary of activities funded.
 - i. Describe how the organization plans to sustain grant activities beyond the funding period, if possible.

D. PROJECT ACTIVITIES

Applicants are required to complete and submit project activities with the grant application package. The project activities template includes the two (2) required objectives and one (1) or two (2) additional elective objectives, depending on the funding tier you apply for. Do not choose more than two (2) elective objectives. Complete the template by adding an "X" in the box next to the elective objective(s) that the applicant will be completing during the term of this grant. See *Attachment E*.

OBJECTIVES

The Objectives listed below are derived from the strategies as noted in Part I, Section B, Purpose and Focus. The two (2) core objectives are required to be included in each tier. Additionally, each applicant must choose either one (1) or two (2) elective objectives, depending on the funding tier chosen. Do not

choose more than two (2) elective objectives. There are sample activities listed under each objective; these are suggestions only and other activities that align with the objectives are encouraged.

Core Objectives (Required):

Objective 1: Implement Unintentional Injury Prevention Program Intervention(s) (required)

Conduct local interventions to promote unintentional childhood injury prevention programs with parents, care providers, professionals and/or children that are consistent with the childhood injury areas noted in the section Part 1, C. Background.

Suggested sample activities:

- a. Partner with local fire departments to offer fire and home safety education to boys and girls clubs.
- b. Offer swim lessons to high-risk communities in association/collaboration with your Parks and Recreation department.

Objective 2: Implement Promotion of the Kids' Plates License Plates Program (required)

Market the promotion of the Kids' Plates license plates program as an option when purchasing specialized license plates for vehicles. Electronic versions of educational/social media messages will be provided by CDPH.

Suggested sample activities:

- a. Disseminate marketing materials to local Department of Motor Vehicles (DMV) offices and car dealerships.
- b. Social marketing of Kids' Plates license plates program with own organizations' website, and/or partners websites/Twitter/Instagram/Facebook/blog posts.

Elective Objectives (Choose one (1) or two (2) depending on funding level):

Objective 3: Conduct Unintentional Injury Prevention Trainings

Provide trainings to professionals, advocates, organizations, or community groups to improve childhood unintentional injury prevention outcomes consistent with the childhood injury areas noted in the section Part 1, C. Background.

Examples:

- a. Provide training on how to conduct Safe Routes to School (SRTS) walk to school audits.
- b. Provide training on how to conduct bike rodeos.
- c. Provide Child Passenger Safety (CPS) Technician trainings.
- d. Provide training to social services staff on conducting CPS education to foster families.

Objective 4: Develop and Promote Local Unintentional Injury Prevention Policies and Procedures

Promote evidence-based practices through implementation of local unintentional injury prevention policies and procedures in various organizations that reach children consistent with the childhood injury areas noted in the section Part 1, C. Background.

Suggested sample activities:

- a. SRTS activities institutionalized in a school setting.
- b. Ensure all families with newborns upon release of the hospital have a CPS Technician install their car seat.
- c. Ensure all children in 2nd grade receive education on booster seat use.

Objective 5: Promote Collaboration

Work with unintentional childhood injury prevention coalitions and/or other organizations to increase collaboration for interventions consistent with the childhood injury areas noted in the section Part 1, C. Background.

Suggested sample activities:

- a. Build a new local childhood unintentional injury prevention coalition.
- b. Expand an existing injury prevention coalition by bringing on additional or non-traditional partners in conducting outreach or intervention activities.

Objective 6: Promote Public Education and Awareness

Implement national childhood unintentional injury prevention campaigns (i.e., (SRTS), American Academy of Pediatrics, National Highway Traffic Safety Administration, Safe Kids, Centers for Disease Control and Prevention) that are consistent with the childhood injury areas noted in the section Part 1, C. Background.

Suggested sample activities:

- a. Implement existing campaigns.
- b. Develop and disseminate educational materials and messaging, including the creation of materials/messaging in alternate languages, as appropriate for the populations served."

Objective 7: Provide Unintentional Injury Prevention Safety Equipment and Targeted Education

Purchase and distribute unintentional injury prevention equipment to low-income families with children under the age of 18 years with appropriate educational outreach.

Suggested sample activities:

- a. Purchase multi-sport helmets for biking related activities and have a trained helmet fitter distribute them at a local school in

- conjunction with walk/bike to school day activities.
- b. Purchase home-safety equipment such as cabinet latches and electrical outlet covers to provide to hospitals for new parents along with relevant education.

E. WORK PLAN

Applicants are required to submit a detailed *Work Plan* (WP) (Attachment F) that matches and expands upon your selected objectives in the project activities (*Attachment E*). Applicants must describe how the organization will accomplish each of the selected objectives, detail the activities to be implemented, and identify the responsible staff, completion timelines, and required tracking measures for all activities. The WP should include an evaluation component and applicants should concisely describe how they plan to measure program outcomes and successes through quantitative and/or qualitative methods (e.g., provide baseline and final data). The proposed WP will be reviewed and finalized in conjunction with CDPH program staff within one month of the grant execution date and must be approved by CDPH program staff prior to implementation. **All proposed grant activities must be reviewed and approved by CDPH before grantees can begin work.**

F. BUDGET DETAIL

The project budget request must be submitted using the budget form provided. See *Attachment G*. Round all dollar amounts and percentage figures to whole numbers.

The *Budget Detail* includes categorical and line-item descriptions (the costs identified in the template are examples only). Complete all sections of the budget according to *Attachment G*, estimating costs and personnel/positions according to the applicant's operating needs.

G. BUDGET NARRATIVE

Provide a *Budget Narrative* with a brief explanation of each line item on the *Budget Detail*. Complete the *Budget Narrative* using *Attachment H*.

BUDGET COMPONENTS and GUIDELINES:

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 annual salary or salary range for full time equivalents (FTEs). 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 on 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 annual 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.

Operating Expenses

Operating Expenses include all costs except personnel costs. Only list 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 with a unit cost over \$5,000 with a life expectancy of one (1) or more years.

Examples of common operating expense line items are provided in the template. 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 (unit cost under \$5,000). These expenses must be itemized identifying the cost for each.

Example: Supplies:

FTE x amount per month x number of months 2

FTE x \$250 per month x 8 months = \$4,000

- b. **Other Expenses** – Includes utilities, telephone, space, insurance, equipment rental, postage, and duplication. These expenses must be itemized identifying the cost for each.

Example: Rent Expense

FTE x sq.ft. x amount per square foot x number of months

2 FTE x 150 sq.ft. x \$2 per sq.ft. x 8 months = \$4,800

- c. **Travel** – Travel is reimbursed at current California Department of Human Resources rates. Mileage should indicate the number of miles for ground transportation and rate per mile (not to exceed 67 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. Grantees are required to pay for travel and lodging for all budgeted staff to attend training activities sponsored by CDPH and should budget according to the project requirements in the Travel line item. No in-person meetings are scheduled at this time for this grant by CDPH. See [CDPH Travel Reimbursement Rates](#), for allowable reimbursements. These amounts are subject to change based on the California Department of Human Resources rates. No out-of-state travel is allowed without prior written approval of CDPH. CDPH will review and verify travel is not planned to non-travel states prohibited by CDPH.

Note: Local travel is allowable but must be within the parameters of local agency and authority requirements.

Examples:

1. Round trip Sacramento to San Francisco

\$201 mileage (300 miles @.67 per mile) + \$26 per diem (dinner) + \$32 parking/tolls = \$259.00

- d. **Consultant Services/Subcontractors** – Amounts paid to consultants/subcontractors cannot exceed more than 25 percent of the awardee's total budget per year. CDPH will approve consultants/subcontractors on a case-by- case basis. **This grant is not intended to be a pass-through of services.** The bulk of the objective activities should be performed within the organization. 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; and describe the responsibilities to be assigned to each consultant/subcontractor and how the services are related to the objective and project activities. 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 more than the hourly salary rate established for state employees 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). Next to the subcontractor's name, list the objective and project activities of each subcontractor's responsibilities. Subcontractors who are doing work for the contractor must be a 501(c)(3) or government entity. Note, all applicants must provide proof of 501(c)(3) status (*Attachment M*) and letters of recommendation (*Attachment N*).

- e. **Minor Safety Equipment** – May be purchased by grantees and must be approved by IVPB. No more than 25 percent of the total budget may be allocated for equipment, and each item must be purchased for under \$5,000. Any minor safety equipment purchased with this funding must meet regulated safety standards, which defines the objects as safety equipment and meets existing Federal and when applicable State standards and regulations. Any other equipment not listed here, may be requested for pre-approval of purchase from IVPB with supporting documentation demonstrating state and federal regulations.
- Bike helmet specifications at a minimum must meet American Society for Testing and Materials (ASTM) 1492 Skateboarding and Skating Standard and Consumer Product Safety Commission (CPSC) Bicycle Helmet Standards; shock absorbing expanded polystyrene (EPS) liner; acrylonitrile butadiene styrene (ABS) impact dispersing outer shell; quick release buckle; sponge foam customized adjustment fit pad set; and turn ring for instant fit adjustment.
 - Car seats specifications at a minimum must meet United States Federal Motor Vehicle Safety Standards; for the rear-facing position, lower weight limit is five (5) pounds or less (i.e., four (4) pounds) and upper weight limit is at least 40 pounds; for the forward-facing position, maximum harness limit is at least 65 pounds.
 - Life vests specifications at a minimum must meet United States Coast Guard approved Type II Life Vest.
 - Smoke alarm specifications at a minimum must contain a non-removable battery that is rated to last ten years; and is listed with the California State Fire Marshal.
- f. **Staff Training and Technical Assistance** – Costs and fees for meetings, trainings and conferences and technical assistance attended by project staff are reimbursable. No more than \$5,000 can be allocated to this category.

Prior approval of non-CDPH sponsored training seminars, workshops, conferences, and technical assistance is required. Grantee shall obtain prior

CDPH approval of the location, costs, dates, agenda, instructors, instructional materials, and attendees at any reimbursable training seminar, workshop, conference, or technical assisted conducted pursuant to this Agreement and of any reimbursable publicity or educational materials to be made available for distribution. This provision does not apply to necessary staff meetings or training sessions held for the staff of the grantee in order to conduct routine business matters.

- g. **Indirect Costs** – Express as a percentage rate and total 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. Indirect expenses must not exceed a maximum of 25 percent of Total Personnel Services (Personnel Costs plus Fringe Benefits). Local Health Jurisdictions may not exceed the county's CDPH approved Indirect County Rates (see Appendix 2 for 2024-25 cost rate).
- h. **Non-Reimbursable Items** – Project funds cannot be used for meals or refreshments served at meetings, workshops, training sessions, etc. conducted by grantees or subcontractors. Promotional items ("gifts" or "giveaway items" used to promote projects such as mugs, cups, lapel or stickpins, pens or pencils, clothing and key chains) are also not allowed.

Funding Restrictions

Funds received through this RFA may **not** be used for:

1. Research.
2. Funding for-profit agencies or entities.
3. Major equipment purchases (over \$5,000) of any kind.
4. Food/meals/refreshments at any meetings, convenings/conferences, or other related sponsored events.
5. Funds may only be used for reasonable program purposes, including personnel, travel, supplies, and services.
6. Funds may not be used to purchase furniture or major equipment over \$5,000/item.
7. Infant-only car seats.
8. Incentives, promotional items, or prizes (e.g., t-shirts, key chains, water bottles, iPods).
9. Reimbursement of pre-award costs is not allowed.
10. Lobbying or election-related activities.
11. Support religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing.
12. Purchase or improvement of land, or building alterations, renovations, or construction.
13. Fundraising activities.
14. Gift Cards.

Invoicing

Each invoice should reflect the amount of expenses incurred during the previous quarter. The invoice is not the budgeted amount divided by the total months of the grant, rather it is documented expenses that were incurred during the previous quarter by the coalition/grantee. It is the grantee's responsibility to keep documentation for each expense listed on the invoice. CDPH may ask for backup documentation at any time to confirm invoiced expenses. This documentation will be required in the event of an audit.

Documentation: The grantee is required to maintain backup documentation for all expenditures and provide the backup documentation for an invoice if requested by CDPH staff. The grantee shall maintain for review and audit purposes, adequate documentation of all expenses claimed. All invoice detail, fiscal records, or backup documentation shall be prepared in accordance with generally accepted accounting principles. CDPH has the right to request documentation at any time to determine an organization's allowable expenses.

Submission of Invoices: The grantee must be able to fund up to 90 days of payroll, indirect expenses, and operating costs, as well as expenditures incurred by a subcontractor or consultant prior to reimbursement by the State. The grantee incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH in accordance with the proposed schedule below, in arrears.

Invoice templates will be provided.

Proposed Invoice Dates

Invoices are due on a quarterly basis following this schedule:

- For the period of July 1 – September 30, 2025: Due October 31, 2025
- For the period of October 1 – December 31, 2025: Due January 31, 2026
- For the period of January 1 – March 31, 2026: Due April 30, 2026
- For the period of April 1 – June 30, 2026: Due July 31, 2026
- For the period of July 1 – September 30, 2026: Due October 31, 2026
- For the period of October 1 – December 31, 2026: Due January 31, 2027
- For the period of January 1 – March 31, 2027: Due April 30, 2027
- For the period of April 1 – June 30, 2027: Due July 31, 2027

Budget Revisions

Budget revisions may be requested by the grantee to CDPH. Any budget revisions must be submitted to CDPH within the first nine months of each grant budget year. **No revisions will be made after the ninth month of the grant budget year.**

If the budget revision is approved by CDPH, the grantee may be asked to revise the project activities.

H. OTHER REQUIRED DOCUMENTS

Proof of 501(c)(3) Status

All applicants, including subcontractors, must certify eligibility to claim non-profit status by including appropriate documentation as an Attachment.

Letters of Recommendation/Commitment

A minimum of one *Letter of Recommendation* is required. Letters can be from local health departments, local health care agencies, law enforcement, community-based organizations, tribal organizations, or other partners. This letter should specifically address the ability of the applicant to implement the activities as proposed in the application.

Letters of Commitment are required from significant partners to demonstrate commitment to collaborate with the applicant around selected objectives and activities.

PART 3. APPLICATION REQUIREMENTS AND SUBMISSION

A. GENERAL APPLICATION INSTRUCTIONS

Each applicant is to follow the instructions provided herein, using the attached forms. All sections on all required documents must be completed and submitted in the order requested. **Any application that does not comply with this requirement will be considered non-responsive and will not be reviewed.**

- 1) Develop applications by following all RFA instructions and clarifications issued by CDPH in the form of webinars, question, and answer notices, clarification notices, Administrative Bulletins or RFA addenda.
- 2) Before applying, seek timely clarification through participation in the informational webinar for any requirements or instructions that are unclear or not fully understood.
- 3) Read all instructions carefully. Be sure the application includes all the information required in the RFA, including all attachments. Re-check the application to ensure completeness.
- 4) Do not provide additional materials that are not requested, such as brochures or samples of materials. These will be discarded and not reviewed.
- 5) In preparing an application response, all narrative portions should be straightforward, detailed, and concise. Answer all questions in the order presented with clear titles for each section. CDPH will

determine the responsiveness of an application by its quality, not its volume, packaging or graphic displays.

- 6) **Electronic applications are required.** Submit one (1) original application complete with all required attachments and documentation on time via email to: KidsPlates@cdph.ca.gov. This requirement is in part to comply with COVID restrictions and ensure the safety of both applicants and CDPH staff.
- 7) Once your application is received by CDPH, you will be sent a return email of verification of receipt. You must receive a return email of verification of receipt to have your application considered for review.

Incomplete or late applications will not be reviewed nor considered for funding.

B. FORMAT REQUIREMENTS

Format the organization capacity and the narrative portion of the application as follows:

- Single-spaced with one-inch margins at the top, bottom, and both sides.
- Use "Century Gothic" 12-point font.
- Number pages sequentially in the Organizational Capacity, Narrative, and the Work Plan in the lower right corner.

C. MANDATORY LETTER OF INTENT

A mandatory Letter of Intent (LOI) needs to be sent to IVPB by 5:00 pm on January 3, 2024, at kidsplates@cdph.ca.gov. The letter should be on agency letterhead, include the name of the coalition, and designate the county or target area to be covered under the application. Also, check the regional map, to identify and state region you represent. (Your activities do not need to cover the entire region.) This letter is required and applicants that do not submit the LOI will not be considered for funding. However, the LOI is non-binding if the applicant chooses not to apply.

D. INFORMATIONAL WEBINAR

An optional informational webinar is scheduled to provide guidance and answer questions related to the RFA requirements:

Date: December 20, 2024
Time: 10:00 – 11:00 a.m. PST
Webinar Link: TBD

CDPH encourages all prospective applicants that intend to apply to participate in the informational webinar. Applicants may email questions to kidsplates@cdph.ca.gov up until 12:00 p.m. PST December 13, 2024, to ensure CDPH can provide answers during the webinar. If there is time at the end of the webinar, applicants may be able to ask additional or clarifying questions.

Each prospective applicant is responsible for joining the webinar on time. CDPH reserves the right not to repeat information for participants that join the webinar after it has begun. The webinar is a public event and anyone can join.

After the webinar, on December 20, 2024, CDPH will post a summary of all questions and responses on the [RFA webpage](#). Verbal remarks provided in response to questions are unofficial and are not binding unless later confirmed in writing by CDPH.

E. SUBMISSION OF APPLICATION

Electronic applications are required. All applications are **due by 11:59 p.m. on January 20, 2025**. Applications **must be submitted electronically** to KidsPlates@cdph.ca.gov. The electronic date and time stamp will be used to verify on-time submission. Applications received after the due date/time **will not be reviewed**.

It is the sole responsibility of the applicant to ensure that CDPH receives the application by the stated deadline. Each application received by the due date will be reviewed for completeness and compliance with the instructions provided in this document.

Incomplete, late, or non-compliant applications will not be reviewed or considered for funding.

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 applying are solely the responsibility of the applicant organization and will not be reimbursed by CDPH.

PART 4. APPLICATION REVIEW AND AWARD ADMINISTRATION

A. REVIEW PROCESS

Each application will be evaluated and scored based on the quality and appropriateness of the responses and elements requested in this RFA. Scores will be based on the application's adequacy, thoroughness, and the degree to which it complies with the RFA requirements, meets CDPH's program needs, and demonstrates commitment to preventing childhood unintentional injuries and deaths.

By applying, the applicant agrees that CDPH is authorized to verify any information and any references named in the application. Applications received by CDPH are subject to the provisions of the "California Public Records

Act" (Government Code, Section 6250 et seq.) and are not considered confidential upon completion of the selection process.

Administrative and Completeness Screening

CDPH will review applications for on-time submission and compliance with administrative requirements and completeness. A late or incomplete application will be considered non-responsive and will be disqualified and eliminated from further evaluation. Applications submitted from non-eligible entities will not be reviewed.

Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement will lead to rejection of the application prior to review.

Application Scoring (100 Points)

Each application passing the Administrative and Completeness Screening will be evaluated and scored according to the selection criteria by CDPH staff on a scale of 0 to 100 points. Each application will be scored for technical merit and demonstrated ability to complete objectives, using the scoring system below. To ensure population and geographic representation distribution within the state, a minimum of two applications will be funded from each of three regions, as indicated in Appendix 1. The applications with the highest scores (in each region) will be considered for funding.

The maximum point value for each RFA section is described below in Table 5. Point scoring responsiveness is in Table 6.

Table 5. Application Component		Maximum Points
Organizational Capacity		20
Project Narrative		30
Work Plan		30
Budget/Narrative		15
Letters of Recommendation/ Commitment		05
Total		100

Table 6. Scoring Responsiveness				
4 POINT SCORING	5 POINT SCORING	10 OR 25 POINT SCORING	INTERPRETATION	GENERAL BASIS FOR POINT ASSIGNMENT
0	0	0	Inadequate	Application response (i.e., content and/or explanation offered) is inadequate or

				does not meet CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
1	1 - 2	1 - 3 or 1 - 10	Barely Adequate	Application response (i.e., content and/or explanation offered) is barely adequate or barely meets CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), are noticeable but manageable.
2 - 3	3 - 4	4 - 7 or 11-19	Fully Adequate	Application response (i.e., content and/or explanation offered) is fully adequate or fully meets CDPH's needs/requirements or expectations. The flaw(s), or defect(s), if any, are minor and acceptable.
4	5	8 - 10 or 20 - 25	Excellent or Outstanding	Application response (i.e., content and/or explanation offered) is above average or exceeds CDPH's needs/requirements or expectations. Minimal weaknesses, if any, are negligible. Applicant offers one or more enhancing feature, method or approach that will enable performance to exceed CDPH's basic expectations.

Application Selection Criteria

Table 7 below provides the selection criteria and the associated point value that will be used to evaluate and score applications.

Table 7. Scoring Criteria and Rating Points

Organizational Capacity		
Section Component	Scoring Criterion	Point Value
Record of Accomplishments	The applicant demonstrates a record of accomplishment working to reduce childhood unintentional injury prevention injuries and deaths and provides at least one example illustrating their local impact.	5
Data-Informed Interventions	The applicant tracks and utilizes data in assessing local needs and developing of tailored evidence-based, data informed interventions (activities).	5
Organizational Readiness	The applicant demonstrates the ability to successfully implement strategies and activities proposed in the application and identifies strategies and resources that will be utilized to ensure the implementation of the proposed activities can begin with minimal planning and start-up time.	5
Staff Competencies	The applicant demonstrates administrative capacity to address fiscal responsibility, including invoicing, staffing and reporting, and the ability to execute a government agreement. The applicant has sufficient staff available who have the knowledge, skills, and background necessary to complete all project activities, or plans to hire staff that meet these competencies.	5
	Subtotal	20

Project Narrative		
Section Component	Scoring Criterion	Point Value
County/Target Area Data Profile	The applicant describes the extent of the problem within the applicant's county/target area and provides data on childhood unintentional injury prevention injuries and deaths, emergency department visits, or other information that illustrates the issue within their county/target area.	4
Experience Addressing the childhood unintentional injury prevention	The applicant explains how their organization has previously responded to the childhood unintentional injury prevention interventions and activities, including examples of efforts.	4
Justification of the Proposed Project	The applicant provides a comprehensive description of the proposed project, including the project objectives and activities to address outcomes and targeted populations. The applicant describes how the core and selected elective project objectives will contribute to a comprehensive approach to address the target area.	10
Populations of Focus	The applicant identifies and describes high-risk and/or targeted populations (e.g., those with economic or racial disparities) in their county and describes their capability and experience reaching the identified populations.	4
Equity	The applicant identifies specific strategies to impact the communities/populations of focus (e.g., Black children) that may be disproportionately affected by inequities.	4
Roles and Responsibilities	The applicant describes the roles and responsibilities of key personnel, partners, and subcontractors in planning, implementing, and evaluating objectives and activities.	4
	Subtotal	30

Work Plan		
Section Component	Scoring Criterion	Point Value
Priority Area Objectives Identified (SMART)	The applicant includes two (2) core required objectives and the number of elective objectives based on the selected tier funding level. The proposed objectives are SMART (i.e., Specific, Measurable, Achievable, Realistic, Time-bound).	5
Activities	The applicant describes in detail the activities to be implemented and identifies responsible staff, completion timelines for each activity.	20
Tracking and Evaluation Measures	The applicant describes in detail the tracking and specific evaluation measures for each activity.	5
	Subtotal	30

Budget/Narrative		
Section Component	Scoring Criterion	Point Value
Budget Narrative and Budget Detail	The applicant provides a <i>Budget Narrative</i> with a brief explanation of each line item on the <i>Budget Detail</i> .	5
Personnel Costs and Calculations	The applicant identifies personnel costs and lists all personnel by job category or classification, indicating total annual salary or salary range for FTEs and the percentage of time the position will be utilized on this project.	5
Operating Costs and Calculations	The applicant identifies reasonable operating expenses and includes appropriate formulas to justify costs. The descriptions are clear, and the calculations are complete and accurate.	5
	Subtotal	15

Letter of Recommendation		
Section Component	Scoring Criterion	Point Value
Letter of Recommendation/ Commitment	The applicant includes one (1) Letter of Recommendation, which meet all requirements listed in the Letter of Recommendation instructions of this RFA. If applicable, the applicant includes Letters of Commitment from significant partners.	5
	Subtotal	5
	Total	100

B. GRANT AWARD ADMINISTRATION

Proposed Award Distribution and Funding Amounts

CDPH expects to award \$526,000 annually for this RFA, contingent upon the availability of the funds. The award of the grant is based upon a competitive application review and selection process. Each applicant will be notified directly of their tentative application status by February 14, 2025, and the final award status on March 7, 2025. The award given to each applicant chosen for funding will be either \$50,000 or \$75,000 per year. The funding award amounts are contingent upon the following: a) the number of objectives chosen by the applicant, and b) the applicant's demonstrated ability to implement the tier selected, as determined by CDPH's assessment.

Non-Responsiveness

An application is considered non-responsive if an applicant:

- a. Does not meet RFA format, content, or submission requirements.
- b. Submits false, inaccurate, or misleading information.
- c. Is unwilling or unable to comply with the agreement terms, conditions and/or exhibits cited in this RFA and/or the resulting agreement.
- d. Includes other irregularities not specifically addressed herein or if the applicant places any conditions on performance of the work plan, submits a counteroffer, etc. Any deviation from the specifications may be cause for rejection of the application.

The State reserves the right to negotiate the agreement and not to award a grant if negotiations are unsuccessful. If an applicant fails to finalize the grant agreement, the State reserves the right to fund another application. Once an application is selected for funding, the applicant will receive a grant agreement with CDPH. The grant agreement will incorporate the proposed project activities (*Attachments E, F, G, H*). During the grant, if unanticipated changes occur that impact the project activities (budget, etc.), changes to project activities must be approved prior to being implemented, and the revised project activities must be submitted via email to CDPH. A formal grant amendment may be required based on the requested changes.

C. GRANT TERM

The term of the resulting grant is expected to be 24 months and is anticipated to be effective from **July 1, 2025, through June 30, 2027**. Refer to Table 1 to review the proposed annual budget periods. The grant term may change if CDPH cannot execute the grant agreement in a timely manner due to unforeseen delays. CDPH reserves the right to extend the term and increase the funding amount of the resulting agreement via an amendment as necessary to complete or continue the services. Grant extensions are subject to satisfactory performance, funding availability, and possibly review and approval by the

Department of General Services (DGS).

Following the award notification, grant negotiations will occur with the grantee in a timely manner. Following grant negotiations, the grantee is required to submit a final Budget and Budget Justification in accordance with CDPH requirements. Depending on which tier the grantee applied for, the Exhibit E will be included in the formal grant agreement. The Work Plan will be negotiated with IVPB and the grantee after the agreement is executed, but before work will begin. Upon completion and approval of these documents, the grant agreement will be fully executed. Work may commence once the grant agreement is executed, and the Work Plan is agreed upon by IVPB and the grantee. The resulting grant agreement will be of no force or effect until it is signed by both parties and approved by CDPH. The grantee 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 without State reimbursement.

The grantee is to expend funds in accordance with the negotiated line-item budget. If changes in line items, salary ranges, or staffing patterns require modifications, the grantee must request a budget revision within the first nine months of each grant period, no revisions will be considered after the ninth month of the grant period. It is up to the discretion of CDPH whether to approve the revision.

D. GRANT AWARD APPEAL PROCESS

An applicant who has applied and was not funded may file an appeal with CDPH. Appeals must state the reason, law, rule, regulation, or practice that the applicant believes has been improperly applied regarding the evaluation or selection process.

There is no appeal process for applications that are submitted late or are incomplete. Appeals shall be limited to the following grounds:

- a. CDPH failed to correctly apply the application review process, the format requirements, or to evaluate the applications as specified in the RFA.
- b. CDPH failed to follow the methods for evaluating and scoring the applications as specified in the RFA.
- c. Appeals must be sent by email to KidsPlates@cdph.ca.gov and received on February 28, 2025, by 5:00 p.m. PST. The Chief of IVPB, or designee, will decide the outcome of the appeal based on the written appeal letter. The decision of the Chief of IVPB, or designee, shall be the final remedy. Appellants will be notified by email within 15 days of the consideration of the written appeal letter. CDPH reserves the right to

withdraw, or respond, to the satisfaction of CDPH.

E. GRANT REPORTING, MONITORING, MATERIAL DEVELOPMENT REQUIREMENTS, AND TECHNICAL ASSISTANT

Grantees are required to comply with administrative reporting, monitoring, and material development requirements outlined in this section. CDPH staff will provide technical assistance throughout the grant cycle through the mechanisms of reviewing the progress reports, quarterly check-ins and webinars, email announcements and individual meetings.

Webinars/Virtual Convening

One virtual convening will occur most likely during the second year of the grant cycle, which all grantees will be required to attend and participate. No in-person meetings are planned at this time (subject to change).

Progress/Final Reports

The Progress Reports collect information and data for evaluation, analysis, and monitoring of project performance and project objectives outlined in the grantee's Work Plan. Components include but are not limited to project activities; staffing; training; and outcome data. All activities where baseline data is available should include updated data since the last reporting period, and a brief description of the change. Two reports will be required, one at the end of each state fiscal year, due on July 31, 2026, and a final report on July 31, 2027. The grantee is required to complete and submit the Progress/Final Report using the CDPH Progress Report Template on or before the due date.

Check-Ins with CDPH Staff

CDPH staff will be conducting check-ins with funded grantees as needed. Grantees will be required to identify progress, challenges, and successes, and will have an opportunity to request technical assistance from CDPH. Additionally, grantees are encouraged to participate in any convenings by CDPH.

Material Development Requirements

Under this grant agreement, grantees will submit to CDPH for review and approval, and before dissemination, all materials created by the grantee to be publicly distributed. Grantees are required to include CDPH disclaimer language on all published media materials, which will be provided.

Additionally, grantees will agree to use and disseminate CDPH media materials at the request of CDPH. KP attribution on the materials will be provided.

PART 5. GLOSSARY OF ACRONYMS AND TERMS

Acronym/Term	Definition
ABS	acrylonitrile butadiene styrene
ASTMS	American Society for Testing and Materials
CDPH	California Department of Public Health
COB	Close of Business
County/Counties	one or multiple county/counties
CPS	Child Passenger Safety
CPSC	Consumer Product Safety Commission
DGS	Department of General Services
DMV	Department of Motor Vehicles
EDs	Emergency Departments
EPS	expanded polystyrene
FTEs	Full Time Equivalents
IVPB	Injury and Violence Prevention Branch
IRS	Internal Revenue Service
LEP	limited-English proficient
LGBTQQ	lesbian, gay, bisexual, transgender, queer, and questioning
LOI	Letter of Intent
NOFO	Notice of Funding Opportunity
PST	Pacific Standard Time
RFA	Request for Application
SMART	Specific, Measurable, Achievable, Realistic, Time-bound
SRTS	Safe Routes To School
Target Area	within a county
WP	Work Plan

PART 6. REFERENCES

- 1- [Unintentional injury deaths in children and youth, 2010–2019](#)
- 2- [Drowning Prevention | Drowning Prevention | CDC](#)
- 3- [Health Disparities in Drowning | Drowning Prevention | CDC](#)