

February 18, 2022

Adolescent Sexual Health Education (ASH Ed) Program

Request For Application (RFA) #22-10101
Informational Webinar

Adolescent Sexual Health Education (ASH Ed) Program
Maternal, Child, and Adolescent Health Division

Lupe Herrera-Lopez
Consuelo Bautista
Emily Zadeh



Maternal, Child & Adolescent Health
mcah

Welcome

- ▶ **Documents:** All information discussed during this webinar can be found on the ASH Ed RFA webpage.
- ▶ **Questions:** All questions related to the RFA had to follow the instructions on the RFA. Responses to questions received, following the instructions in the RFA, will be posted on the ASH Ed RFA webpage by 4:00 P.M. **on February 23, 2022.**
- ▶ **Page numbers:** The page numbers in the headers refer to the page numbers in the RFA.



The lightbulb icon highlights important information applicants should be aware of when reviewing the RFA.

General Reminders



- ▶ The RFA written instructions take precedence over anything said during this webinar.
- ▶ This is a competitive process. We are unable to provide advice, opinions, or personalized answers. Updates, corrections, or modifications to the RFA will be posted as an addendum to the ASH Ed webpage.
- ▶ Check the ASH Ed webpage frequently for corrections, modifications and any addenda that may be posted to the RFA.

Agenda

- I. Funding Opportunity Description
- II. Program Requirements
- III. Application Submission Process
- IV. Program Narrative and Corresponding Attachments
- V. Evaluation and Selection
- VI. Award Administration Information
- VII. Administrative Requirements
- VIII. Next Steps

I. Funding Opportunity Description

Funding Purpose (Page 6)



- ▶ MCAH is soliciting applications from eligible organizations to administer the Adolescent Sexual Health Education (ASH Ed) Programs, which include:
 - California Personal Responsibility and Education Program (CA PREP); and
 - Information and Education (I&E) Program.
- ▶ CDPH/MCAH expects to award eligible and qualified Applicants that demonstrate the greatest need and capacity to achieve program requirements and goals outlined in the RFA and Scope of Work (SOW) (Exhibit A).

Public Health Significance (Pages 8-10)

- ▶ Over the past three years California has seen an increase in sexually transmitted infection (STI) rates among young people in all regions of the state.
- ▶ Data suggests that some populations face greater inequities in sexual health outcomes. These populations include, but are not limited to:
 - expectant and parenting youth,
 - youth in foster care and the juvenile justice system,
 - youth experiencing homelessness,
 - male youth who identify as gay or bisexual and/or have same-sex sexual partners, and
 - female youth who identify as lesbian or bisexual and/or have same and other-sex sexual partners.

Public Health Significance (Pages 8-10) (continued)

- ▶ Despite declining adolescent birth rates (ABR) in California, inequities persist, particularly by race and Hispanic/Latino ethnicity, as well as geography [1].
- ▶ In communities where ABRs are high, there are also high levels of poverty and limited economic and educational opportunities.
- ▶ Data reveal that repeat births are not declining as quickly as ABRs. Higher proportions of adolescents aged 19 and below experience preterm births, and those with a subsequent birth have higher proportions of suboptimal interpregnancy intervals than adults aged 20-44.

1. California Department of Public Health, Maternal, Child and Adolescent Division, Adolescent Births in California, 2000-2018. 2020.

ASH Ed Program Goals and Description (Pages 10-11)

- ▶ The main goals of the CDPH/MCAH ASH Ed Program are to support youth experiencing the greatest inequities in health and social outcomes, and to:
 - equip them with the knowledge, understanding, and skills necessary to make responsible and healthy decisions regarding their sexual and reproductive health;
 - reduce rates of adolescent birth and STIs; and
 - promote positive development and healthy relationships.

Key Components of CA PREP (Pages 11-12)

Evidence-Based Program Model (EBPM)/Evidence-Informed Program Model Implementation (EIPM)

Adulthood Preparation Subjects (APS)

Community Outreach and Engagement Activities

Clinical Linkages: Family Planning, Access, Care, and Treatment (PACT) and Other Youth Services

Evaluation and Monitoring Activities

Key Components of I&E (Page 12)

Enhanced youth
engagement to
strengthen
program
activities

Enhanced
parent/caring
adult education
and
engagement

Train-the-
educator to
build capacity
of adults in the
lives of youth to
support their
sexual health

Authorizing Legislation (Page 13)

- ▶ CA PREP was originally authorized in 2010 as part of the Patient Protection and Affordable Care Act Section 2953 (Pub. L. No. 111-148) and was recently extended by Section 3822 of the CARES Act, 2020 (Pub. L. No. 116-136).
- ▶ The I&E Program was appropriated in the 1973 California Budget Act and is authorized by California Welfare and Institution Code (WIC) Section 14504.3.

Funding Availability – CA PREP

(Page 7)

- ▶ Cooperative Agreements will be for a three-year period from July 1, 2022 - June 30, 2025.
- ▶ Up to \$5,202,561 per SFY for each of the three (3) years within the contract period.
- ▶ The minimum award given to all applicants funded through this RFA will be \$125,000 per fiscal year.
- ▶ Anticipated funding per applicant will be based on:
 - tier level (informed by CASHNI scores),
 - availability of funding,
 - applicant's proposed budget, and
 - funding priorities.

Anticipated Funding Levels CA PREP (Pages 16-17)



Tier	Eligible Counties	Minimum to Maximum Per SFY
Tier 1	Los Angeles, San Bernardino, Fresno, Kern, Tulare, Riverside, San Diego, Orange, Monterey, Imperial, Merced	\$125,000 to \$425,000
Tier 2	Sacramento, Madera, San Joaquin, Stanislaus, Santa Barbara, Ventura, Alameda, Santa Clara, Kings, Contra Costa, Butte	\$125,000 to \$275,000
Tier 3	Tehama, Shasta, Lake, Yuba, Solano, Sutter, San Luis Obispo, Mendocino, Santa Cruz, San Mateo, Del Norte, San Benito	\$125,000 to \$175,000

Funding Availability - I&E (Pages 7 and 17)

- ▶ Up to \$1,122,393 per SFY for each of the three (3) years within the contract period.
- ▶ The maximum award given to each applicant funded through this RFA will be \$200,000 per SFY. There is no minimum funding level.
- ▶ **Only I&E Program applications of applicants awarded CA PREP funds will be scored and awarded.**

RFA Key Action Dates (Page 17-18)



Event	Date and applicable times
RFA Release	January 24, 2022
Deadline to Submit RFA Questions	February 11, 2022, 4:00 PM
Voluntary Letter of Intent	February 15, 2022, 4:00 PM
Informational Webinar	February 18, 2022
Q&A Responses Published	February 23, 2022
Application Due	March 17, 2022, 4:00 PM
Public Notice of Intent to Award	May 3, 2022
Dispute Filing	May 9, 2022, 4:00 PM
Cooperative Agreements Commence	July 1, 2022

II. RFA Eligibility Criteria



Eligibility Criteria – Organizational Type

Units of local government including, but not limited to, cities, counties, and other government bodies or special districts

State and/or public colleges or universities, also referred to as institutions of higher education

Public and/or private nonprofit organizations classified as 501(c)(3) tax exempt under the Internal Revenue Code

Eligibility Criteria – Required Experience

(Page 14)



Five (5) years of experience providing sexual health prevention services to adolescents who face the greatest inequities

Five (5) years of experience engaging youth, parents/caring adults and/or communities

Five (5) years of experience in program monitoring, including data collection and reporting of performance measures

Five (5) years of experience developing community linkages and/or participating in and maintaining stakeholder groups

Organizational capacity to fulfill program and administrative cooperative agreement requirements

Eligibility Criteria – California Adolescent Sexual Health Needs Index (CASHNI) (Page 13-16)

- ▶ Eligible counties for this RFA are those in which either
 - 1) the sum of the CASHNI scores of all MSSAs is 250 and above, or
 - 2) there is at least one MSSA with a CASHNI score of 120 or above.
- ▶ For more information, see Appendix 1 and the [CA Adolescent Sexual Health Needs Index](#).

Eligibility Criteria – Eligible Counties based on CASHNI (Page 15-16)

Alameda	Merced	Santa Clara
Butte	Monterey	Santa Cruz
Contra Costa	Orange	Shasta
*Del Norte	Riverside	Solano
Fresno	Sacramento	Stanislaus
Imperial	*San Benito	Sutter
Kern	San Bernardino	Tehama
Kings	San Diego	Tulare
Lake	San Joaquin	Ventura
Los Angeles	San Luis Obispo	Yuba
Madera	San Mateo	
Mendocino	Santa Barbara	

*Del Norte and San Benito counties are eligible since they have at least one MSSA with a CASHNI score of 120 or above.

III. Program Requirements

Program Requirements (CA PREP)

- ▶ Service Population (Pages 18-19)
 - Serve the intended population of youth ages 10-19, and up to age 21 if youth is expectant or parenting.
 - CA PREP Applicant must propose and meet an annual target reach, which is the estimated number of youth expected to complete the EBPM/EIPM implementation for CA PREP during each state fiscal year.
- ▶ Annual Target Reach and Cost Per Youth (Page 19)
 - Cost per youth will vary by agency depending on EBPM/EIPM, program setting, implementation setting, service population and county population size.

Program Requirements (CA PREP) – Evidence-Based/Evidence-Informed Program Models (Pages 20-22)

- ▶ Applicants must choose at least one of the CDPH/MCAH-selected EBPM/EIPMs listed below (Part II., C, 1. Table 4) based on their service population need:
 - Making Proud Choices! California 5th Edition, 2021;
 - Power Through Choices;
 - Teen Talk; and/or
 - Rights, Respect, Responsibility CA Edition.
- ▶ Applicants may request use of other EBPM/EIPMs or propose adaptations in addition to their chosen EBPM/EIPM if the applicant plans to serve a population for which there is no appropriate EBPM/EIPM listed, or if substantial adaptations would be required.

Parent/Caring Adult Engagement Activities (CA PREP) (Pages 25)

- ▶ Applicants must plan engagement activities for parents and caring adults to strengthen their capacity to:
 - support sexual health education for youth in their lives,
 - promote accurate information and resources, and
 - initiate safe and open conversations.

Adulthood Preparation Subjects (APS) (Pages 25-26)

- ▶ Applicants must integrate adulthood preparation subjects (APS) into EBPM/EIPM implementation.
- ▶ Three of the six topics below (in bold) must be integrated into EBPM/EIPM implementation as a federal requirement of PREP funding.
- ▶ The APS include:
 - **Adolescent development,**
 - **Healthy life skills, and**
 - **Healthy relationships.**
- ▶ The additional three topics below are highly encouraged:
 - Educational and career success,
 - Financial literacy, and
 - Parent-child communication.

Local Stakeholder Coalition (Pages 26-28)

- ▶ Applicants must:
 - maintain and/or participate in a Local Stakeholder Coalition (LSC) to raise awareness around and improve adolescent sexual and reproductive health in the community,
 - facilitate and/or participate in quarterly meetings with an LSC to collaborate with community representatives that work to support the local youth, and
 - develop and present on CA PREP progress and successes at least once annually (Annual Community Presentation) to the LSC in person or virtually.

Clinical Linkages (Page 28)



- ▶ Applicants are required to:
 - establish partnerships with Family PACT providers; and
 - promote awareness of, and provide information about, the availability, confidentiality, and cost of services to all CA PREP youth.
- ▶ Applicants are encouraged to propose additional activities.

Monitoring, Evaluation, and Continuous Quality Improvement (Pages 28-29)

Implementation
Monitoring

Attendance and
Fidelity
Monitoring

Facilitator
Competencies

Youth
Experiences
and Outcomes

Other
Evaluation
Activities

CA PREP Minimum Staffing Requirements (Pages 29-30)



**Project
Director/Coordinator**

• 25% FTE



Note: The Health Educator FTE may be split between up to two individual employees at .50 FTE each.

Health Educator

• 100% FTE

I&E Program (optional) (Page 33)

- ▶ In addition to CA PREP, Applicants interested in applying for an I&E Program Option must choose only one of the following options:
 - enhanced youth engagement,
 - parent/caring adult education, or
 - training-of-educator.

I&E Program Option 1: Enhanced Youth Engagement (Page 33)

- ▶ Goal is to strengthen program activities for Applicants by hiring Youth Advisors to train and engage in a variety of innovative educational and support activities to promote healthy behaviors and skills to improve sexual and reproductive health outcomes.
- ▶ Youth advisors are encouraged to participate in:
 - local stakeholder coalitions,
 - program quality improvement and decision-making opportunities, and
 - parent/caring adult engagement activities.

I&E Program Option 2: Parent/Caring Adult Education (Page 34)

- ▶ Strengthen parent/caring adult program activities to build their knowledge through specific training, outreach, education and engagement activities.
- ▶ Applicants must select and implement one of the three programs cited by the Centers for Disease Control and Prevention (CDC) as having evaluation results showing improved parent/caring adult and adolescent communication about sex. The three programs are:
 - Parents Matter
 - Families Talking Together
 - Talking Parents, Healthy Teens

I&E Program Option 3: Train-the-Educator (Pages 34)

- ▶ Equip adults and educators in the community with the skills needed to:
 - support the sexual health of young people, and
 - expand program reach and surround youth with multiple support systems as they navigate sexual identity, relationships and health.

I&E Program Option 3: Train-the-Educator (continued) (Pages 34)

- ▶ This option will allow Applicants to:
 - increase reach of comprehensive sexual health education by having more trained educators in communities across the state
 - receive additional funds for enhanced activities, such as:
 - participating in a training-of-trainer (TOT) for EBPM/EIPMs and subsequently train educators;
 - providing other foundational training for educators; and
 - linking educators to resources.
- ▶ Applicants must use program models listed under CA PREP requirements or from the [Health and Human Services Teen Pregnancy Prevention Evidence Review](#).

I&E Service Population(s) (Page 35)

- ▶ The three new I&E Program Options allow applicants to engage youth and key youth allies to positively impact pregnancy and STI outcomes for adolescents.
- ▶ The service populations for each option include:
 - Youth Advisors,
 - Parents/Caring Adult, or
 - Formal and Informal Educators.

I&E Program Guidelines (Pages 35-36)

- ▶ Applicant must follow the general guidelines below for program implementation:
 - EBPM/EIPM Selection:
 - Applicant must choose one (1) EBPM to implement for I&E Program Option 2, Parent/Caring Adult Education as described in the RFA.
 - If engaging in a TOT to subsequently train educators for I&E Program Option 3, applicants must select an EBPM/EIPM from the CA PREP list or the Health and Human Services Teen Pregnancy Prevention Evidence Review and work closely with model developers.

I&E Program Guidelines (continued)

(Pages 35-36)

- ▶ Participant Engagement and Education Strategy
 - Applicant must detail how I&E Program participants will be recruited and retained throughout program implementation and must outline the education strategy including days, modules and other key training details.

- ▶ Centering Youth Experiencing the Greatest Inequities
 - Applicant must describe how the I&E program activities will reach and impact that population in their county and how the activities will enhance the CA PREP activities and increase program reach and quality of support to youth in their communities.

I&E Program Guidelines (Continued)

(Page 36)


- ▶ Integration with LSC
 - Applicant must describe proposed I&E Program activities that will integrate with and enhance CA PREP LSC efforts.

Monitoring, Evaluation and Continuous Quality Improvement (CQI) (Page 36)

- ▶ Applicants will participate in the I&E Program monitoring, evaluation activities and continuous quality improvement (CQI) as described in the following three (3) categories:
 - Implementation monitoring
 - EBPM/EIPM, as applicable
 - Results-based accountability (RBA)

I&E Minimum Staffing Requirements (Page 36)

- ▶ A designated Project Director whose responsibility is ensuring the viability and success of I&E Program activities as well as overall responsibility for supervising, coordinating, and documenting project activities; and
- ▶ One (1) or more educator/trainer/facilitator(s) to conduct and implement I&E Program activities.

 **Note:** Applicants applying for I&E Program Option 1: enhanced youth engagement, must have one (1) staff member designated as the local agency representative in the RBA Framework learning collaborative, one (1) staff member to supervise the Youth Advisors, and at least one (1) Youth Advisor.

IV. Application Submission Process

Instructions (Pages 38-39)



Applicants are to develop applications by following all the RFA instructions. *Part III. E, Application Submission Process* includes:

- ▶ General Instructions
- ▶ Format Requirements
- ▶ Application Submission Content:
 - Submit one electronic submission containing all application documents to the ASH Ed email address ASH_ED_RFA@cdph.ca.gov.
- ▶ Submission Process:
 - Email your application materials as attachments to the ASH Ed email ASH_ED_RFA@cdph.ca.gov no later than 4:00p.m. on **March 17, 2022**.
- ▶ Application Costs

V. Program Narrative and Corresponding Attachments



Instructions (Pages 38-43)

- ▶ **Part IV. Program Narrative and Corresponding Attachments** specifies the organization and content of narrative responses.
- ▶ Each section is assigned a scoring value.
- ▶ Responses should not exceed 500 words per question.
- ▶ CA PREP Applicants must describe:
 - Background, Agency Experience and Organizational Capacity
 - Implementation Plan
 - Community Engagement
 - Clinical Linkages
 - Budget Detail and Justification



Instructions (Continued)

- ▶ I&E Applicants (if applicable) must describe:
 - Community Need
 - Alignment with Program Guidelines
 - Key Partners
 - Program Capacity
 - Annual Budget and Staffing

Required Application Content (Pages 38-39)

- ▶ Application Cover Sheet (**Attachment 1**)
- ▶ Application Checklist (**Attachment 2**)
- ▶ CA PREP Program Narrative Template (**Attachment 3**), including components A-E as described in Part IV
- ▶ I&E Program Narrative Template, if applicable (**Attachment 4**)
- ▶ Local Stakeholder Coalition or Collaborative Roster (**Attachment 5**)



Required Application Content (Continued)

- ▶ Budget Template (**Attachment 6**)
- ▶ Local Stakeholder Coalition Member Letter of Support (**Attachment 7**)
- ▶ Attestation of Compliance with the Sexual Health Education Accountability Act of 2007 (**Attachment 8**)
- ▶ Certification of Indirect Cost Rate Methodology (**Attachment 9**)
- ▶ Organizational Chart

VI. Evaluation and Selection

First Stage (Pages 45-46)

- ▶ The application checklist and application package will be reviewed to ensure that Applicants:
 - meet the RFA eligibility criteria, and
 - submit all required content.

Second Stage (Pages 46-52)

- ▶ Scoring System – Two possible steps:
 - Score CA PREP applications. The highest scoring will be awarded funds.
 - Score and award I&E Program applications of applicants awarded CA PREP funds.
- ▶ Scoring is based on the quality and appropriateness of the responses and elements in ***Part IV, Program Narrative and Corresponding Attachments.***

Second Stage (slide 2 of 3)

CA PREP Application Component	Maximum Point Value
Background, Agency Experience, and Organizational Capacity	28
Implementation Plan	36
Community Engagement	12
Clinical Linkages	8
Budget Detail and Justification	4
Total	88

Second Stage (slide 3 of 3)

I&E Program Application Component (optional)	Maximum Point Value
Proposed Option	8
Community Need	8
Alignment with Program Guidelines	8
Key Partners	8
Program Capacity	8
Annual Budget and Staffing	8
Total	48



Note: Only I&E Program applications of applicants awarded CA PREP funds will be scored and awarded.

VII. Award Administration Information



Notice of Awards (Page 53)

- ▶ Upon successful completion of the review process, CDPH/MCAH will post a notice of intent to award funds on the ASH Ed RFA webpage.
- ▶ See RFA for more details about the process.

Dispute Process (Pages 53-54)



- ▶ Only those Applicants who were not selected may file a dispute. Applicants may not dispute solely on the basis of the funding amount.
- ▶ Disputes are limited to the grounds that CDPH/MCAH failed to correctly apply the standards for reviewing applications in accordance with this RFA. Disagreements with the content of the review committee's evaluation are not grounds for dispute.
- ▶ Only timely and complete disputes that comply with the dispute process stated herein will be considered.

VIII. Administrative Requirements



Use of Funds (Pages 57-58)

Allowable use of funds:	This RFA will not fund:
Salaries and benefits of CA PREP and I&E Program Staff	Purchase or improvement of land, or building alterations
Meeting expenses	Fundraising activities
Travel for program and training purposes	Political education or lobbying
Incentives for CA PREP and I&E Program participants (with limitations)	Supplanting or replacing current public or private funding
Purchase of curricula	

IX. Next Steps

Questions (Pages 36-37)

- ▶ **All Applicants, including current ASH Ed Awardees, must follow the process to submit a question or report an error in the RFA.**
- ▶ Questions should have been submitted via email to ASH_ED_RFA@cdph.ca.gov no later than 4 pm Friday, February 11.

Voluntary Non-Binding Letter of Intent (Pages 39-40)

- ▶ Prospective Applicants are **highly encouraged** to voluntarily indicate either their intention to apply or to indicate the reason(s) for not applying.
- ▶ Failure to submit the Letter of Intent will not affect the acceptance of any application.
- ▶ The Letter of Intent is not binding, and prospective Applicants are not required to submit an application merely because a Letter of Intent is submitted.

Internet Access for RFA Documents (Page 37)



- ▶ All documents related to this RFA can be downloaded from the ASH Ed RFA webpage.
- ▶ It is the Applicant's responsibility to visit the webpage on a frequent basis for current postings and any addenda that may occur.

MCAH ASH Ed Program Team

▸ Program

- Fátima Castañeda, Adolescent Programs and Special Health Needs Section Manager
- Lupe Herrera-Lopez, Adolescent Sexual Health Education Manager
- Consuelo Bautista, ASH Ed Program Consultant
- Emily Zadeh, ASH Ed Program Consultant
- Merril Lavezzo, Adolescent Health Project Coordinator

MCAH ASH Ed Evaluation Team

▶ Program Evaluation and Data Systems

- Mary Campa, Chief, Adolescent and Perinatal Evaluation Section
- Celeste Doerr, Chief, Adolescent Program Evaluation and Data Unit
- Alondra Vega-Arroyo, Research Scientist
- Angela Zamora, Research Scientist
- Tara Atyam, Research Scientist
- Bruce Arao, Research Data Analyst

MCAH ASH Ed Team

Contract Management and Allocation Process Section

- Angelica Jimenez-Bean, Chief
- Diane Clements, Chief, Allocation and Matched Funding Unit
- Susan Henry, Manager, Contracts and Administrative Oversight

Epidemiology

- Marina Chabot, Research Scientist

Communications Staff

- Stefanie Boltz, Chief, Outreach and Communications Unit
- Stefanie Lee, Web and Media Analyst
- Todd Kerrin, Communications Specialist
- Dey Nava, Communications Specialist

Thank You!