

Rural Health and Safety Education Competitive Grants Program

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FY 2014 Request for Applications

APPLICATION DEADLINE: June 6, 2014



**U.S. Department of Agriculture
National Institute of Food and Agriculture**

**NATIONAL INSTITUTE OF FOOD AND AGRICULTURE;
U.S. DEPARTMENT OF AGRICULTURE**

**RURAL HEALTH AND SAFETY EDUCATION (RHSE) COMPETITIVE GRANT
PROGRAM**

INITIAL ANNOUNCEMENT

CATALOG OF FEDERAL DOMESTIC ASSISTANCE: This program is listed in the Catalog of Federal Domestic Assistance under 10.500.

DATES: Applications must be received by **5:00 p.m.** Eastern time on **June 6, 2014**. Applications received after this deadline will normally not be considered for funding (See Part IV, C. of this RFA). Comments regarding this request for applications (RFA) are requested within 6 months from the issuance of this notice. Comments received after that date will be considered to the extent practicable.

STAKEHOLDER INPUT: The National Institute of Food and Agriculture (NIFA) seeks your comments about this RFA. We will consider the comments when we develop the next RFA for the program, if applicable, and we'll use them to meet the requirements of section 103(c)(2) of the Agricultural Research, Extension, and Education Reform Act of 1998 (7 U.S.C. 7613(c)(2)). Submit written stakeholder comments by the deadline set forth in the DATES portion of this Notice to: Policy and Oversight Division; Office of Grants and Financial Management; National Institute of Food and Agriculture; USDA; STOP 2299; 1400 Independence Avenue, SW; Washington, DC 20250-2299; or via e-mail to: Policy@nifa.usda.gov. (This e-mail address is intended only for receiving comments regarding this RFA and not requesting information or forms.) In your comments, please state that you are responding to the RHSE grant program RFA.

EXECUTIVE SUMMARY: NIFA requests applications for the Rural Health and Safety Education (RHSE) Competitive Grant Program for fiscal year (FY) 2014 to address the needs of rural Americans by providing health promotion activities. The amount available for support of this program in FY 2014 is approximately \$1.4 million.

This notice identifies the objectives for RHSE projects, the eligibility criteria for projects and applicants, and the application forms and associated instructions needed to apply for a RHSE grant.

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PART I—FUNDING OPPORTUNITY DESCRIPTION

A. Legislative Authority and Background

The authority for the RHSE Competitive Grant Program is under Section 502 (i) of Title V of the Rural Development Act of 1972, as amended (7 U.S.C. 2662).

B. Purpose and Priorities

As specified in 7 U.S.C. 2662, grants will be made to establish the RHSE competitive program carried out by the eligible organizations in rural areas. The assistance provided by these programs, to the extent practicable, shall be coordinated with and delivered in cooperation with similar services or assistance by other federal agencies or programs for rural residents.

This program addresses Objective 1.2 Create Thriving Communities, of the USDA Strategic Plan for FY 2010-2015. The program also addresses the following Goals of the 2013 USDA's Research, Education, and Economics (REE) Action Plan:

- Goal 4 – Nutrition and Childhood Obesity (Strategy 4: Develop and extend approaches to prevent obesity and related diseases, including translational activities to promote behavior change related to healthy eating and physical activity); and
- Goal 7- Rural-Urban Interdependence and Prosperity (Strategy 2: Support information and technology transfer and translational research, “transformational extension,” to inform citizens and enable and support vibrant and resilient communities; and Strategy 4: Build new partnerships with underserved and non-traditional populations.)

C. Program Area Description

Many individuals and families living in rural areas and communities experience disparities related to health and well-being. Negative health behaviors and familial, occupational, and environmental risk factors underlie such chronic health conditions as obesity, diabetes, heart disease, agricultural respiratory diseases, traumatic brain injury, and vision/hearing impairment. In addition, the opportunity to receive health information, or engage in health promotion activities is often limited and, when available, may not be appropriate for the diverse populations living in rural areas.

Effective programs and services in the human sciences are needed to promote rural health and vitality by providing timely and adequate health information and promotion opportunities to rural residents of all ages, with consideration for health and life stage, healthy living behaviors, health literacy, health access and social opportunities for individuals and families to engage in promotion of their own health and the health of others. Health promotion and education in areas such as nutrition and physical activity, healthy and safe homes (including indoor air quality), and overall human health and well-being are fundamental components of such programs and services. Human Science educators and other relevant partners, supported by information technology, can employ these programs and services to sustain health promotion activities, successfully protect and enhance rural vitality and quality of living in rural communities.

Program Area Priorities:

For FY 2014, the RHSE program proposals are expected to be community-based, outreach education programs, such as those conducted through Human Science extension outreach, that provides individuals and families with:

- Information as to the value of good health at any age;
- Information to increase individual or family's motivation to take more responsibility for their own health;
- Information regarding rural environmental health issues that directly impact on human health;
- Information about and access to health promotion and educational activities; and
- Training for volunteers and health services providers concerning health promotion and health care services for individuals and families in cooperation with state, local and community partners.

In order to achieve these program goals, RHSE Program will focus on supporting:

New Individual RHSE Projects and Projects Scaling-up Existing Extension Programs to State/Regional Levels

Program Area Code: LX

Application Deadline: June 6, 2014 (5:00 p.m., ET)

Proposed Budget Requests: Proposed budgets for new individual projects must not exceed \$150,000. Proposed budgets for **partnership** projects that would scale-up existing programs to a State or Regional levels must not exceed \$300,000. Requests exceeding the budgetary guidelines will not be reviewed.

Grant Period: 1 year

Requested Grant Type: Standard

Restriction: Only one application per land-grant institution will be accepted. If multiple applications from a single institution are submitted, only the earliest submitted application will be considered in either category. Thus, collaborations among faculty within institutions are encouraged.

Other Program Area Requirements for RHSE Projects:

- The proposed **Extension outreach education** project should include programs and activities that deliver science-based knowledge and informal educational programs to rural audiences, enabling them to make practical decisions related to health.
- Projects are expected to identify and lead to measurable changes in knowledge, actions, behaviors or practices in relation to rural health and safety.
- Projects must identify rural counties in which they will be implemented. For definitions of Rural (Non-metro) counties and county classifications by state, refer to the 2013 Rural-Urban Continuum Codes definitions at <http://www.ers.usda.gov/data-products/rural-urban-continuum-codes/documentation.aspx>; and to obtain the actual codes for your proposed project counties, see the 2013 Rural-Urban Continuum Code County table at

<http://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx>. For each county in which your project will be implemented, provide Rural-Urban Continuum Code as found in the table (Only counties with codes #4-9 are appropriate for inclusion).

- Program delivery may range from individual to group and community-based audiences and use communication methods from face-to-face to electronic, or combinations thereof. Extension projects may also include related matters such as certification programs, in-service training, client recruitment and services, curriculum development, instructional materials and equipment, and innovative instructional methodologies appropriate to informal educational programs.
- Institutions with existing rural health projects may choose to scale-up their project to the state or regional level by partnering with other organizations or institutions within their state, in another state, or with regional entities, e.g. Regional Rural Development Centers.

Projects may address, but are not limited to, the following key strategic actions related to the specific topic priority areas of the RHSE grant opportunity:

- Support Extension education to increase health literacy and/or health access of individuals living in rural communities;
- Promote science-based health and leadership development literacy by increasing understanding and use of science data, information, and programs. This includes efforts to identify common measures for specific areas of rural health education and to promote understanding and use of those measures across Extension;
- Build science-based knowledge and understanding in people to enable their informed decision-making on issues of rural health;
- Develop new applications for instructional tools and curriculum structures that increase technical competency and promote individual and community health in rural areas;
- Offer Extension projects that increase public access to new ideas and technologies related to rural health that have been tested and/or developed at the community-scale; and
- Develop projects that increase public health knowledge and engage the health sector, leading to actions that protect or enhance rural health and well-being.

Human Science outreach education projects should synthesize and incorporate a wide range of the latest relevant research results. Please note that research-related activities such as publication of papers or speaking at scientific meetings will not be considered for funding.

The RHSE Competitive Program supports, but does not require, projects to develop content and programs suitable for delivery through the Cooperative Extension System's eXtension Initiative. You may use funds to contribute to existing Communities of Practice (CoP). Projects must align with the eXtension vision, mission, and values. You must have a letter of acknowledgement from eXtension; you may also need a letter of support from one or more of the Communities of Practice. For detailed guidance on how to partner with eXtension, go to <http://create.extension.org/node/2057>.

PART II—AWARD INFORMATION

A. Available Funding

The amount available for NIFA support of this program in FY 2014 is approximately \$1.4M. There is no commitment by USDA to fund any particular application or to make a specific number of awards.

Awards issued as a result of this RFA will have designated the Automated Standard Applications for Payment System (ASAP), operated by the Department of Treasury's Financial Management Service, as the payment system for funds. For more information see http://www.nifa.usda.gov/business/method_of_payment.html.

Funds will be allocated as follows:

New Individual RHSE Projects and State/Regional RHSE Projects:

Proposed new individual project budgets must not exceed \$150,000 and state/rural project budgets must not exceed \$300,000, including indirect costs, for a project period of 1 year.

The focus of this grant opportunity is specifically on outreach education within the specified topic areas in the Human Sciences. Proposals with a focus on research, formal education, or clinical interventions will not be considered. **NOTE: Due to the limited amount of funding available, projects with a focus on topic areas covered by other NIFA grant programs, including AFRI, such as Food Safety, Childhood Obesity Prevention, Youth Farm Safety, or AgrAbility, should be submitted specifically to those grant programs, and will not be considered in the RHSE grant competition.

The percentage of direct budget costs dedicated to staff salaries or consultants should be kept to a minimum and be appropriate to the outreach program being proposed. Program outreach and implementation activities should be carried out primarily by Cooperative Extension specialists and educators/agents, rather than subcontractors or consultants.

B. Types of Applications

In FY 2014, applications may be submitted to the RHSE Competitive Program as one of the following types of requests:

(1) New Application. This is a project application that has not been previously submitted to the RHSE Competitive Program. We will review all new applications competitively using the selection process and evaluation criteria described in Part V—Application Review Requirements.

(2) Resubmitted Application. This is an application that has previously been submitted to the RHSE Competitive Program but was not funded. Project Directors (PD) must respond to the previous review panel summary (see Response to Previous Review, Part IV) Resubmitted

applications must be received by the relevant due dates, will be evaluated in competition with other pending applications, and will be reviewed according to the same evaluation criteria as new applications.

The following types of applications submitted to the RHSE Competitive Program in FY 2014 **will not** be considered for funding:

- Projects that have received funding through RHSE Competitive Grants Program for 2 or more years within the past 5 years;
- Proposals with a focus on research (other than evaluation related to project impacts), formal education (K-12, university), or clinical interventions.
- Proposals with a focus on topic areas specific to other NIFA grant programs, including AFRI, such as Food Safety, Childhood Obesity Prevention, Youth Farm Safety or AgrAbility.

C. Project Type

RHSE Program supports two project types – new individual RHSE projects and projects focused on scaling-up to State/Regional levels **existing** Extension education program in the area of rural health and safety.

Applications seeking funds to conduct pilot projects are allowable, but not required. Funds allocated to pilot projects are not intended to fund stand-alone projects but, rather, projects that will lead to further work applicable to rural health and safety education. Applications proposing to conduct pilot projects must indicate project steps beyond the pilot period and justify how the RHSE grant will allow the applicant to become competitive for future funding. Awards for pilot projects will also be limited to 1 year of funding and will not be renewable.

D. Responsible and Ethical Conduct of Research

The responsible and ethical conduct of research (RCR) is critical for excellence, as well as public trust, in science and engineering. Consequently, we consider education in RCR essential to the preparation of future scientists. In accordance with sections 2, 3, and 8 of 7 CFR Part 3022, institutions that conduct USDA-funded extramural research must foster an atmosphere conducive to research integrity, bear primary responsibility for prevention and detection of research misconduct, and maintain and effectively communicate and train their staff regarding policies and procedures. In the event an application to NIFA results in an award, the Authorized Representative (AR) assures, through acceptance of the award that the institution will comply with the above requirements. Per award terms and conditions, grant recipients shall, upon request, make available to NIFA the policies, procedures, and to support the conduct of the training.

Note that the training referred to herein shall be either on-campus or off-campus training. The general content of the ethics training will, at a minimum, emphasize three key areas of research ethics: authorship and plagiarism, data and research integration, and reporting misconduct. Each institution will be responsible for developing its own training system, as schools will need flexibility to develop training tailored to their specific student needs. Grantees should consider the Collaborative Institutional Training Initiative (CITI) program for RCR

<https://www.citiprogram.org/rcrpage.asp>). Typically this RCR education addresses the topics of: Data Acquisition and Management - collection, accuracy, security, access; Authorship and Publication; Peer Review; Mentor/Trainee Responsibilities; Collaboration; Conflict of Interest; Research Misconduct; Human Subject Research; and Use of Animals in Research.

PART III—ELIGIBILITY INFORMATION

A. Eligible Applicants

Applications may be submitted by Land-grant colleges and universities that are eligible to receive funds under the Act of July 2, 1862 (7 U.S.C. 301 et seq.), and the Act of August 30, 1890 (7 U.S.C. 321 et seq.), including Tuskegee University, West Virginia State University and the University of the District of Columbia.

Applications may be submitted by any of the Tribal colleges and universities designated as 1994 Land-Grant Institutions under the Educational Land-Grant Status Act of 1994, as amended.

Award recipients may subcontract to organizations not eligible to apply provided such organizations are necessary for the conduct of the project.

Failure to meet an eligibility criterion by the time of application deadline may result in the application being excluded from consideration or, even though an application may be reviewed, will preclude NIFA from making an award.

B. Cost Sharing or Matching

NIFA does not require matching or cost sharing support for this program and matching resources will not be factored into the review process as evaluation criteria.

PART IV—APPLICATION AND SUBMISSION INFORMATION

A. Electronic Application Package

Only electronic applications may be submitted via Grants.gov to NIFA in response to this RFA. **We urge you to submit early to the Grants.gov system.**

New Users of Grants.gov

Prior to preparing an application, we recommend that the PD/PI first contact an Authorized Representative (AR, also referred to as Authorized Organizational Representative or AOR) to determine if the organization is prepared to submit electronic applications through Grants.gov. If not (e.g., the institution/organization is new to the electronic grant application process through Grants.gov), then the one-time registration process must be completed **PRIOR** to submitting an application. It can take as long as 2 weeks to complete the registration process so it is critical to begin as soon as possible. In such situations, the AR should go to **“Register” in the top right corner of the Grants.gov web page (or go to <http://www.grants.gov/web/grants/register.html>) for information on registering the institution/organization with Grants.gov.** Item 2. below mentions the “NIFA Grants.gov Application Guide.” Part II.1. of the NIFA Grants.gov Application Guide contains additional explanatory language regarding the registration process.

Steps to Obtain Application Package Materials

To receive application materials:

1. You must download and install a version of Adobe Reader compatible with Grants.gov to access, complete, and submit applications. For basic system requirements and download instructions, see <http://www.grants.gov/web/grants/support/technical-support/software/adobe-reader-compatibility.html>. Grants.gov has a test package that will help you determination whether your current version of Adobe Reader is compatible.
2. To obtain the application package from Grants.gov, go to <http://www.grants.gov/web/grants/applicants/apply-for-grants.html>. Under Step 1 click on “Download a Grant Application Package,” and enter the funding opportunity number **USDA-NIFA-RHSE-004522** in the appropriate box and click “Download Package.” From the search results, click “Download” to access the application package.

Contained within the application package is the “NIFA Grants.gov Application Guide.” This guide contains an introduction and general Grants.gov instructions, information about how to use a Grant Application Package in Grants.gov, and instructions on how to complete the application forms.

If you require assistance to access the application package (e.g., downloading or navigating Adobe forms) **or submitting the application**, refer to resources available on the Grants.gov website (<http://www.grants.gov/web/grants/applicants/applicant-resources.html>). Grants.gov assistance is also available at:

Grants.gov customer support
800-518-4726 Toll-Free or 606-545-5035
Business Hours: 24 hours a day, 7 days a week. Closed on [federal holidays](#).
Email: support@grants.gov

Grants.gov iPortal: Top 10 requested help topics (FAQs), Searchable knowledge base, self-service ticketing and ticket status, and live web chat (available 7 am - 9 p.m. ET). Get help now!

Have the following information available when contacting Grants.gov:

- Funding Opportunity Number (FON)
- Name of agency you are applying to
- Specific area of concern

See <http://www.nifa.usda.gov/funding/electronic.html> for additional resources for applying electronically.

B. Content and Form of Application Submission

You should prepare electronic applications following Parts V and VI of the NIFA Grants.gov Application Guide. This guide is part of the corresponding application package (see Section A. of this Part). The following is **additional information** needed to prepare an application in response to this RFA. **If there is discrepancy between the two documents, the information contained in this RFA is overriding.**

Note the attachment requirements (e.g., PDF) in Part III section 3. of the guide. ANY PROPOSALS THAT ARE NON-COMPLIANT WITH THE REQUIREMENTS (e.g., content format, PDF file format, file name restrictions, and no password protected files) WILL BE AT RISK OF BEING EXCLUDED FROM NIFA REVIEW. Partial applications will be excluded from NIFA review. We will accept subsequent submissions of an application until close of business on the closing date in the RFA (see Part V, 2.1 of the NIFA Grants.gov Application Guide for further information).

Grants.gov provides online tools to assist if you do not own PDF-generating software. You will find PDF conversion software at <http://test.grants.gov/web/grants/support/technical-support/software/pdf-conversion-software.html>.

For any questions related to the preparation of an application, review the NIFA Grants.gov Application Guide and the applicable RFA. If assistance is still needed for preparing application forms content, contact:

- Email: electronic@nifa.usda.gov
- Phone: 202-401-5048

1. SF 424 R&R Cover Sheet

Information related to the questions on this form is dealt with in detail in Part V, 2. of the NIFA Grants.gov Application Guide.

2. SF 424 R&R Project/Performance Site Location(s)

Information related to the questions on this form is dealt with in detail in Part V, 3. of the NIFA Grants.gov Application Guide.

3. SF 424 R&R Other Project Information Form

Information related to the questions on this form is dealt with in detail in Part V, 4. of the NIFA Grants.gov Application Guide.

Rural Health and Safety Education Projects:

a. Field 7. Project Summary/Abstract

The summary should be approximately 250 words and accomplish the following:

- Describe how the project relates to the goals of the Rural Health and Safety Education Grant Program;
- State the need in one or two sentences;
- Summarize purpose, objectives and methods;
- Briefly state the evaluation plan;
- Outline the dissemination plan; and
- Indicate funding level requested.

b. Field 8. Project Narrative

The Project Narrative shall not exceed **10** pages (not including bibliography) of written text, single- or double-spaced, with standard 12-point font and 1-inch margins, and up to **3** additional pages for related figures and tables. This maximum (**13** pages) has been established to ensure ease of review as well as fair and equitable competition. Applications exceeding the applicable page limitation will be disqualified from the review process and not considered for funding. (Grant-writing resources may be accessed at:

http://www.csrees.usda.gov/nea/food/res/health_res_webinar.html)

The Project Narrative must include all of the following:

Introduction

- A clear statement of the goal(s) and supporting objectives of the proposed activities should be included.
- Summarize the body of knowledge or other past activities which substantiate the need for the proposed project.
- Briefly state the evaluation design.
- Outline the dissemination plan.
- Describe ongoing or recently completed significant activities related to the proposed project, including the work of key project personnel.

- Include any preliminary data/information pertinent to the proposed project. All works cited should be referenced. (See Bibliography & References Cited in Field 9).

Statement of Need, Site Location, Potential Benefits

- Identify rural counties in which your project will be implemented. For definition of Rural (Non-metro) counties and county classifications by state, refer to the 2013 Rural-Urban Continuum Codes definitions at <http://www.ers.usda.gov/data-products/rural-urban-continuum-codes/documentation.aspx>; and the 2013 Rural-Urban Continuum Code by State and County table at <http://www.ers.usda.gov/data-products/rural-urban-continuum-codes.aspx>. For each county in which your project will be implemented, provide the Rural-Urban Continuum Code as found in the table. (Only counties with codes #4-9 are appropriate for inclusion.) Provide the criteria used to select the population group (e.g., children, adults, ethnic or cultural group) to be served.
- Describe the targeted health/nutrition/safety issue(s) to be addressed and why it is important to rural health.
- Who is affected by it?
- What geographic area is affected by it?
- Provide relevant local/state health statistics or other data to document the need for this issue to be addressed in the target community.
- How long has the problem existed?
- What has already been done in this area?
- Describe how this project will enhance nutrition and health promotion, health education, and/or accessibility to health activities by the population served
- What will happen if the problem is not addressed?
- Can your institution realistically do something about it within the 1-year time period? If not, what is the plan for sustainability?
- If the project seeks to contribute to an existing eXtension COP, briefly describe how it will complement or enhance the COP's resources currently available to the public.
- If proposing to conduct a pilot project, briefly lay out the project steps beyond the pilot period and show how the RHSE grant will enable the project to become competitive for future funding.

In addition to the information state above, projects proposing to scale-up to State/Regional level an existing Extension education program in the area of rural health and safety should also provide the following:

- List the primary partners in your program and describe their roles.
- Describe the audience your program seeks to serve.
- Provide evidence that the program reaches minimum annual participation of 50 professionals and/or 200 individuals.
- Does the program utilize standardized evaluation tools and data collection systems and/or other appropriate evaluation methods to determine impact?
 - Describe your current method(s) of program evaluation (i.e. qualitative/quantitative, measures, data collection procedures).

- List domains of change that you are assessing through evaluation analysis (e.g., changes in participant knowledge, awareness, competency, sustained behaviors change (private value) and condition change (public value);
- Briefly report on evaluation results to date and participants reached through your program.
- Has the program's content been published in peer-reviewed sources? If yes, please provide citations and/or links to pertinent publications.
- Has the program's evaluation been published in peer-reviewed sources? If "yes, please provide citations and/or links to pertinent publications.
- If this is the original program, to your knowledge has the program been implemented by Cooperative Extension in other States/Regions?

Objectives

The project's specific objectives or expected outcomes should follow the statement of need above. Clear, concise, complete, and logically arranged statement(s) of specific aims and expected outcomes of the proposed effort must be included in all proposals. Objectives must answer the questions for WHOM, WHAT, WHEN (within the 1-year time frame), and TO WHAT EXTENT (must be realistic).

Project Plan and Methods Narrative; Timeline

Each objective needs a specific action plan describing a reasonable scope of activities that can be accomplished within the resource and time constraints of the grant. The inclusion of any innovative or unusual methods in the plan should be justified. Be sure to identify any inter-agency or partner involvement since it will usually strengthen the proposal.

The procedures or methodology to be applied to the proposed effort should be explicitly stated. This section should include:

- Scope and duration of the project;
- A description of the proposed project activities related to the objectives provided in the previous section and in the sequence in which it is planned to carry them out—a project timeline is acceptable;
- A brief description of participant recruitment strategy(ies) to be used;
- Techniques to be employed, including their feasibility and rationale for their use in this project;
- Anticipated program outcomes;
- Anticipated program impacts on the population served by the proposed project;
- Development and implementation challenges that may be encountered; and
- Limitations to proposed procedures.

Evaluation Design and Methodologies

Proposals should contain a strong outcome/impact evaluation component. Impact evaluations focus on measuring EFFECTIVENESS of a project by assessing the extent to which project objectives are accomplished. Remember that evaluation is a continuing process and should be conducted periodically, not only at the end of the grant period.

Each objective listed in the project plan should have a related evaluation metric. Describe the evaluation design and methodologies, based on your stated project objectives and program plan,

that will be used to measure the extent to which the objectives were met and anticipated impacts or outcomes reached.

This section should address, but not necessarily be limited to:

- Focus of evaluation as to population being served;
- Total number of individuals, by county, to be reached by your project;
- Provide evaluation metrics that will be measured for each objective;
- Methodological framework(s) within which information will be collected (e.g., sample survey, questionnaire, or other);
- Type of data to be collected, as linked to expected results listed in Section 4; and
- Analytical procedures used to evaluate data and assess project impacts on the population served.

At a minimum, the evaluation should enable you to answer the following questions:

- Has the program successfully attained the stated implementation objectives?
- Are you implementing the services or training that you initially planned to implement?
- Are you reaching the intended target population?
- Are you reaching the intended number of participants?
- Have expected changes in participants' knowledge, awareness, attitudes, and/or behaviors been achieved?
- Have you developed the planned collaborative relationships, if appropriate?

Communication and Dissemination Plan

Briefly describe how results from this project will be communicated to stakeholders and the public. For example, you may want to consider how project outputs or findings might be suitable for delivery through existing eXtension CoPs (<http://www.extension.org/>).

Consider how project outputs or findings could be used to strengthen NIFA priorities or nutrition, health and safety related programs.

Program Sustainability

Since the program is of short duration, proposals should describe how they may link to ongoing programs and opportunities in the rural community to increase short- and, if applicable, long-term sustainability.

c. Field 9. Bibliography & References Cited

No page limit. Submit as an attachment in PDF format. Title the attachment as “Bibliography & References Cited” in the document header and save file as “BibliographyReferencesCited”.

All work cited in the text should be referenced in this section of the application. All references must be complete, include titles and all co-authors, conform to an acceptable journal format, and be listed in alphabetical order using the last name of the first author or listed by number in the order of citation.

d. Field 12. Other Attachments.

Project Management - PDF Attachment. No page limit.

Provide a brief summary of key staff managing this project, their functions, timelines, accounting procedures (for funds used by the parent organizations and local sites), reporting, percent of time dedicated to this project, time commitment of project staff to other projects, and collaborative efforts with the grantees. For educational and training programs, provide documentation of program coordination with the appropriate local and/or community partners involved. Title the attachment as “Project Management” in the document header and save file as “ProjectManagement”.

Re-submitted Application’s Response to Previous Review - PDF Attachment. 1 Page Limit.

Title the Attachment as “Response to Previous Review” in the document header and save file as ‘ResponsetoPreviousReview’. This requirement only applies to “Resubmitted Applications” as described under Part II, B., “Types of Applications”. PDs must respond to the previous review panel summary titled, “RESPONSE TO PREVIOUS REVIEW”. If desired, additional comments may be included in the text of the Project Narrative, subject to the page limitations of that section.

Briefly describe the proposed working relationship with NIFA staff, with a focus on communication, planning, and oversight.

For educational and training programs, provide documentation of program coordination with the appropriate local and/or community partners involved.

Title the attachment as “Project Management” in the document header and save file as “ProjectManagement”.

4. R&R Senior/Key Person Profile (Expanded)

Information related to the questions on this form is dealt with in detail in Part V, 5. of the NIFA Grants.gov Application Guide. This section of the Guide includes information about the people who require a Senior/Key Person Profile, and details about the Biographical Sketch and the Current and Pending Support, including a link to a suggested template for the Current and Pending Support.

5. R&R Personal Data – As noted in Part V, 6. of the NIFA Grants.gov Application Guide, the submission of this information is voluntary and is not a precondition of award.

6. R&R Budget

Information related to the questions on this form is dealt with in detail in Part V, 7. of the NIFA Grants.gov Application Guide. Budget period is from Oct 1, 2014 through Sept 30, 2015.

All cumulative budget categories, with the exception of Indirect Costs, for which support is requested must be individually listed (with costs) in the same order as the cumulative budget.

If consulting, collaborative, or sub-contractual arrangements are included in the application, these arrangements should be fully explained and justified. The rate of pay for any consultant must be included, if known at the time of application. Please include a cost breakdown for the

consultant, including the number of days in service, travel, and per diem, as well as the rate of pay.

Letters of consent or collaboration and other evidence should be provided to show that collaborators have agreed to participate. A proposed statement of work, biographical sketch, and a budget for each arrangement involving the transfer of substantive programmatic work or the provision of financial assistance to a third party must be supplied. In multi-institutional applications, a budget and budget narrative must be included for each institution involved. The lead institution and each participating institution must be identified.

If it will be necessary to enter into a formal subcontract agreement with another institution, financial arrangements must be detailed in the “R&R Sub-award Budget Attachment(s) Form.” Annual and cumulative budgets, budget justification and a letter of commitment signed by the Authorized Representative (AR) are required for each subcontract agreement. Refer to Part V, 8. of the NIFA Grants.gov Application Guide for instructions on completing this form.

Budget and Budget Justification

- There should be a direct relationship between the budget items and the objectives/activities contained in the narrative. Every item in the budget should be justified in the document. The amount of detail depends on the nature of the project and the breakdown of costs. The following guidelines may prove helpful in developing the budget. Be concrete and specific; itemized costs are better than lump sums.
- Be conservative, but realistic, in your budget figures; include cost quotes as needed.
- Staff costs should be kept to a minimum, consist primarily University and Extension staff and/or students, rather than consultants or other sub-contractors, and be appropriate to the project needs.
- Calculate as close as possible all costs of the project.
- **Indirect costs are limited to 30% to the lesser of the applicant’s official negotiated indirect cost rate or the equivalent of 30 percent of total Federal funds awarded.**
- Refer to the funding restrictions, Item D below, to ensure only allowable expenses are included.
- Please note that research-related activities such as publication of papers or speaking at scientific meetings will not be considered for funding. and should not be included in your budget.
- When the budget is complete, look at the cost effectiveness of the project. Is it reasonable? If any of the line items seems unusually high, be sure to defend them in the budget justification.

7. Supplemental Information Form

Information related to the questions on this form is dealt with in detail in VI, 1. of the NIFA Grants.gov Application Guide.

a. Field 2. Program Code. Enter the program code name (i.e., enter “RHSE”) and the program code (i.e., enter “LX”); **Note that program code must be entered in upper case.**

b. Field 8. Conflict of Interest. See Part VI, 1.8 of the NIFA Grants.gov Application Guide for further instructions and a link to a suggested template.

C. Submission Dates and Times

Instructions for submitting an application are included in Part IV, Section 1.9 of the NIFA Grants.gov Application Guide.

Applications must be received by Grants.gov by 5:00 p.m. Eastern time on June 6, 2014. Applications received after this deadline will normally not be considered for funding.

If you have trouble submitting an application to Grants.gov, you should FIRST contact the Grants.gov Help Desk to resolve any problems. Keep a record of any such correspondence. See Part IV. A. for Grants.gov contact information.

We send email correspondence to the AR regarding the status of submitted applications. Therefore, applicants are strongly encouraged to provide accurate e-mail addresses, where designated, on the SF-424 R&R Application for Federal Assistance.

If the AR has not received correspondence **from NIFA** regarding a submitted application within 7 business days of the established deadline, contact the Agency Contact identified in Part VII of the applicable RFA and request the proposal number assigned to the application. **Failure to do so may result in the application not being considered for funding by the peer review panel. Once the application has been assigned a proposal number, this number should be cited on all future correspondence.**

D. Funding Restrictions

NIFA has determined that grant funds awarded under this authority may not be used for:

- General Purpose Equipment – Equipment which does not have a particular scientific, technical, or programmatic purpose. It includes passenger carrying vehicles, typewriters, furniture (tables, chairs, file cabinets, book cases, etc.), copy machines, fax machines, etc;
- Entertainment – Banquets, awards ceremonies, and meals for persons not in a travel status, tickets to shows or sporting events, and alcoholic beverages;
- Incentives – Federal funds may not be used to offer targeted program participants incentives (e.g., fast-food coupons, gift certificates, etc.) to entice participation. This is prohibited under the OMB Circulars;
- Renovation or refurbishment of research, education, or extension space;
- Purchase or installation of fixed equipment in such space;
- Planning, repair, rehabilitation, acquisition, or construction of buildings or facilities; and
- Any expense that is not directly related to the program or project would be considered unallowable. Costs such as child-care services hired so a person can attend a meeting or kitchen help hired to prepare refreshments for a field day, promotional or thank-you gifts such as T-shirts, coffee mugs, or canvas carry-all bags are unallowable because they are not directly related to the project plan.

Sec. 716. None of the funds in this Act shall be available to pay indirect costs charged against any agricultural research, education, or extension grant awards issued by the National Institute of Food and Agriculture that exceed 30 percent of total Federal funds provided under each award: Provided, That notwithstanding section 1462 of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (7 U.S.C. 3310), funds provided by this Act for grants awarded competitively by the National Institute of Food and Agriculture shall be available to pay full allowable indirect costs for each grant awarded under section 9 of the Small Business Act (15 U.S.C. 638).

Section 716 of the Consolidated Appropriations Act, 2014 (P.L. 113-76) limits indirect costs to 30 percent of the total Federal funds provided under each award.

E. Other Submission Requirements

You should follow the submission requirements noted in Part IV, section 1.9 in the document entitled “NIFA Grants.gov Application Guide.”

For information about the **status of a submitted application**, see Part III., section 6. of the NIFA Grants.gov Application Guide.

PART V—APPLICATION REVIEW REQUIREMENTS

A. General

We evaluate each application in a 2-part process. First, we screen each application to ensure that it meets the administrative requirements as set forth in this RFA. Applications that do not meet these requirements, but were submitted no later than three business days (72 hours) PRIOR to the proposal deadline will be notified of required changes. Second, a review panel will technically evaluate applications that meet these requirements.

We select reviewers based upon their training and experience in relevant scientific, extension, or education fields, taking into account the following factors: (a) The level of relevant formal scientific, technical education, or extension experience of the individual, as well as the extent to which an individual is engaged in relevant research, education, or extension activities; (b) the need to include as reviewers experts from various areas of specialization within relevant scientific, education, or extension fields; (c) the need to include as reviewers other experts (e.g., farm safety specialist, occupational health specialists, and consumers) who can assess relevance of the applications to targeted audiences and to program needs; (d) the need to include as reviewers experts from a variety of organizational types (e.g., colleges, universities, industry, state and federal agencies, and private profit and non-profit organizations) and geographic locations; (e) the need to maintain a balanced composition of reviewers with regard to minority and female representation and an equitable age distribution; and (f) the need to include reviewers who can judge the effective usefulness to producers and the general public of each application.

B. Evaluation Criteria

New Individual RHSE Projects and Projects Scaling-up Existing Extension Programs to State/Regional Levels

We will use the evaluation criteria below to review applications submitted in response to this RFA:

Projects must meet all of the Program Area Requirements as specified under Other Program Area Requirements (pages 5&6).

The evaluation criteria below will be used in reviewing applications submitted in response to this RFA. The criteria utilized for evaluation includes the following for each area: **Outstanding, Good, Fair or Poor:**

1. Introduction, Statement of Need, Site Location and Potential Benefits

This criterion is used to assess the likelihood that the project will have an impact upon and advance the quality of rural health to meet clearly delineated needs. Elements considered include the items bulleted within these areas of the project narrative (pages 15&16), and more broadly: identification of a problem or opportunity to be addressed; body of knowledge, preliminary data and other past activities used to substantiate the need for the proposed project; justification and criteria used to select rural area/community and population group to be served; innovation; and

how the proposed project will advance health education, promotion, access and/or equity for individuals and families living in rural areas.

2. Objectives, Project Plan and Methods, Timeline

This criterion is used to assess the soundness of the proposed approach. Elements considered include the items bulleted within these areas of the project narrative (page 16), and more broadly: adequacy of the scope of the project to produce expected outcomes/changes in knowledge, awareness, attitudes, and/or behaviors in population under study; objectives; soundness/evidence-base of educational curricula to be used in the project; proposed activities and sequence of activities; participant recruitment; methodology and limitations of the proposed approach; project timeline; and expected new products and results (e.g., educational approaches including training curricula, workshops, meetings, conferences, exhibits, publications, electronic communication, fact sheets, newsletters, and mass media).

3. Evaluation Design and Methodologies

This criterion is used to assess the adequacy of the evaluation design and evaluation methodology, and its capacity to measure the extent to which program objectives are met. Elements considered include the items bulleted within these areas of the project narrative (page 17), and more broadly: evaluation question(s), the methodological approach proposed for answering these questions, justification for the type of data to be collected, a data collection plan, data analysis plan, and strengths and limitations of the proposed evaluation approach.

4. Communication & Dissemination Plan, Key Personnel, and Program Sustainability, Project Management

This criterion is used to assess whether there are clear and acceptable strategies to communicate the results from this project to stakeholders and the public, as well as plans for project sustainability. The project management criterion is used to assess the adequacy of proposed project management, including key staff and their functions, reporting, accounting procedures (for funds used by the parent organizations and local sites), and coordination of collaborative efforts with local and/or community partners involved in the project.

5. Budget and Budget Justification

This criterion is used to assess the extent to which the total budget adequately supports, is appropriate to the project being proposed and is cost effective. Elements considered include the items bulleted within these areas of the project narrative (pages 19&20), and more broadly: the necessity and reasonableness of costs to carry out project activities and achieve project objectives; the appropriateness of budget allocations between the applicant and any collaborating institution(s); and appropriateness of the budget relative to time committed to the project by key project personnel.

C. Conflicts of Interest and Confidentiality

During the peer evaluation process, we take extreme care to prevent any actual or perceived conflicts of interest that may impact review or evaluation. For the purpose of determining conflicts of interest, we determine the academic and administrative autonomy of an institution by reference to the current Higher Education Directory, published by Higher Education

Publications, Inc., 1801 Robert Fulton Drive, Suite 340, Reston, VA, 20191. Phone: (888) 349-7715. Web site: <http://www.hepinc.com>.

Names of submitting institutions and individuals, as well as application content and peer evaluations, are kept confidential, except to those involved in the review process, to the extent permitted by law. In addition, the identities of peer reviewers will remain confidential throughout the entire review process, to the extent permitted by law; therefore, the names of the reviewers will not be released to applicants.

D. Organizational Management Information

Specific management information relating to an applicant shall be submitted on a one time basis, with updates on an as needed basis. This requirement is part of the responsibility determination prior to the award of a grant identified under this RFA, if such information has not been provided previously under this or another NIFA program. We will provide you copies of forms recommended for use in fulfilling these requirements as part of the pre-award process. Although an applicant may be eligible, based on its status as one of these entities, there are factors that may exclude an applicant from receiving federal financial and nonfinancial assistance and benefits under this program (e.g., debarment or suspension of an individual involved or a determination that an applicant is not responsible based on submitted organizational management information).

PART VI—AWARD ADMINISTRATION

A. General

Within the limit of funds available for such purpose, the NIFA awarding official shall make grants to those responsible, eligible applicants whose applications are judged most meritorious under the procedures set forth in this RFA. The date specified by the NIFA awarding official as the effective date of the grant shall be no later than September 30 of the federal fiscal year in which the project is approved for support and funds are appropriated for such purpose, unless otherwise permitted by law. The project need not be initiated on the grant effective date, but as soon thereafter as practical so that project goals may be attained within the funded project period. All funds granted by NIFA under this RFA may be used only for the purpose for which they are granted in accordance with the approved application and budget, regulations, terms and conditions of the award, applicable federal cost principles, USDA assistance regulations (parts 3015 and 3019 of 7 CFR), and NIFA General Awards Administration Provisions at 7 CFR part 3430, subparts A through E.

B. Award Notice

The award document will provide pertinent instructions and information including, at a minimum:

- (1) Legal name and address of performing organization or institution to whom the director has issued an award under the terms of this request for applications;
- (2) Title of project;
- (3) Name(s) and institution(s) of PDs chosen to direct and control approved activities;
- (4) Identifying award number assigned by NIFA;
- (5) Project period, specifying the amount of time NIFA intends to support the project without requiring recompetition for funds;
- (6) Total amount of financial assistance approved for the award;
- (7) Legal authority(ies) under which the award is issued;
- (8) Appropriate Catalog of Federal Domestic Assistance (CFDA) number;
- (9) Applicable award terms and conditions (see <http://www.nifa.usda.gov/business/awards/awardterms.html> to view NIFA award terms and conditions);
- (10) Approved budget plan for categorizing allocable project funds to accomplish the stated purpose of the award; and

(11) Other information or provisions deemed necessary by NIFA to carry out its respective awarding activities or to accomplish the purpose of a particular award.

C. Administrative and National Policy Requirements

Several federal statutes and regulations apply to grant applications considered for review and to project grants awarded under this program. These include, but are not limited to:

2 CFR Part 220—Cost Principles for Educational Institutions (OMB Circular A-21).

2 CFR Part 225—Cost Principles for State, Local, and Indian Tribal Governments (OMB Circular A-87).

2 CFR Part 230—Cost Principles for Non-profit Organizations (OMB Circular A-122).

7 CFR Part 1, subpart A—USDA implementation of the Freedom of Information Act.

7 CFR Part 3—USDA implementation of OMB Circular No. A-129 regarding debt collection.

7 CFR Part 15, subpart A—USDA implementation of Title VI of the Civil Rights Act of 1964, as amended.

7 CFR Part 331 and 9 CFR Part 121—USDA implementation of the Agricultural Bioterrorism Protection Act of 2002.

7 CFR Part 3015—USDA Uniform Federal Assistance Regulations, implementing OMB directives (i.e., OMB Circular Nos. A-21, A-87, and A-122, now codified at 2 CFR Parts 220, 225 and 230), and incorporating provisions of 31 U.S.C. 6301-6308 (formerly the Federal Grant and Cooperative Agreement Act of 1977, Pub. L. No. 95-224), as well as general policy requirements applicable to recipients of departmental financial assistance.

7 CFR Part 3016—USDA implementation of Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments.

7 CFR Part 3017—USDA implementation of Governmentwide Debarment and Suspension (Nonprocurement).

7 CFR Part 3018—USDA implementation of Restrictions on Lobbying. Imposes prohibitions and requirements for disclosure and certification related to lobbying on recipients of federal contracts, grants, cooperative agreements, and loans.

7 CFR Part 3019—USDA implementation of OMB Circular A-110, Uniform Administrative Requirements for Grants and Other Agreements With Institutions of Higher Education, Hospitals, and Other Nonprofit Organizations (2 CFR Part 215).

7 CFR Part 3021—USDA implementation of Governmentwide Requirements for Drug-Free Workplace (Grants).

7 CFR Part 3022—Research Institutions Conducting USDA-Funded Extramural Research; Research Misconduct.

7 CFR Part 3052—USDA implementation of OMB Circular No. A-133, Audits of States, Local Governments, and Nonprofit Organizations.

7 CFR Part 3407—USDA procedures to implement the National Environmental Policy Act of 1969, as amended.

7 CFR 3430—Competitive and Noncompetitive Non-formula Financial Assistance Programs-- General Award Administrative Provisions.

29 U.S.C. 794 (section 504, Rehabilitation Act of 1973) and 7 CFR Part 15b (USDA implementation of statute) —prohibiting discrimination based upon physical or mental handicap in federally-assisted programs.

35 U.S.C. 200 et seq. —Bayh Dole Act, controlling allocation of rights to inventions made by employees of small business firms and domestic nonprofit organizations, including universities, in federally-assisted programs (implementing regulations are contained in 37 CFR Part 401).

D. Expected Program Outputs and Reporting Requirements

Grantees are to submit initial project information and annual and summary reports to NIFA's electronic, Web-based inventory system that facilitates both grantee submissions of project outcomes and public access to information on Federally-funded projects. The details of these reporting requirements are included in the award terms and conditions. Details of annual and final technical reporting requirements also are included in the award terms and conditions.

At the end of the project's final year, grantees will be asked to prepare a final report for the project and to submit it to the RHSE managing National Program Leader within 45 days of the project's expiration date. The report should summarize all significant activities undertaken towards achieving the outcomes of the project: basic demographics and total numbers of participants served; tables, graphs, and other figures (as appropriate) to facilitate comparing targeted project results with actual results, aggregated for the entire project; final numbers of participants who showed/reported significant changes in learning, actions or conditions; project list of all educational materials (including web links when appropriate) produced by the project; and success stories and pictures showcasing project impacts. Project Directors will receive feedback on their reports from the managing NPL and be encouraged to use the report as the basis for their REEport Final Technical Reports, due to NIFA within 90 days of the expiration date of the award.

PART VII—AGENCY CONTACT

Applicants and other interested parties are encouraged to contact:

Program Contact:

Cynthia Reeves, Ph.D., MPH
National Program Leader – Nutrition and Health
Division of Family and Consumer Sciences
USDA, National Institute of Food and Agriculture
Telephone: 202-720-0742
Fax: 202-720-9366
E-mail: creeves@nifa.usda.gov

Administrative/Business Contact:

Bruce Mertz
Team Leader, Team I
Office of Grants and Financial Management
USDA, National Institute of Food and Agriculture
Telephone: 202-401-5062
Fax: 202-401-6271
Email: bmertz@nifa.usda.gov

PART VIII—OTHER INFORMATION

A. Access to Review Information

Copies of reviews, not including the identity of reviewers, and a summary of the panel comments will be sent to the applicant PD after the review process has been completed.

B. Use of Funds; Changes

1. Delegation of Fiscal Responsibility

Unless the terms and conditions of the award state otherwise, the awardee may not in whole or in part delegate or transfer to another person, institution, or organization the responsibility for use or expenditure of award funds.

2. Changes in Project Plans

a. The permissible changes by the awardee, PD(s), or other key project personnel in the approved project shall be limited to changes in methodology, techniques, or other similar aspects of the project to expedite achievement of the project's approved goals. If the awardee or the PD(s) is uncertain as to whether a change complies with this provision, the question must be referred to the Authorized Departmental Officer (ADO) for a final determination. The ADO is the signatory of the award document, not the program contact.

b. Changes in approved goals or objectives shall be requested by the awardee and approved in writing by the ADO prior to effecting such changes. In no event shall requests for such changes be approved which are outside the scope of the original approved project.

c. Changes in approved project leadership or the replacement or reassignment of other key project personnel shall be requested by the awardee and approved in writing by the ADO prior to effecting such changes.

d. Transfers of actual performance of the substantive programmatic work in whole or in part and provisions for payment of funds, whether or not Federal funds are involved, shall be requested by the awardee and approved in writing by the ADO prior to effecting such transfers, unless prescribed otherwise in the terms and conditions of the award.

e. The project period may be extended by NIFA without additional financial support, for such additional period(s) as the ADO determines may be necessary to complete or fulfill the purposes of an approved project, but in no case shall the total project period exceed any applicable statutory limit or expiring appropriation limitation. Any extension of time shall be conditioned upon prior request by the awardee and approval in writing by the ADO, unless prescribed otherwise in the terms and conditions of award.

f. Changes in Approved Budget: Unless stated otherwise in the terms and conditions of award, changes in an approved budget must be requested by the awardee and approved in writing by the

ADO prior to instituting such changes, if the revision will involve transfers or expenditures of amounts requiring prior approval as set forth in the applicable Federal cost principles, Departmental regulations, or award.

C. Confidential Aspects of Applications and Awards

When an application results in an award, it becomes a part of the record of NIFA transactions, available to the public upon specific request. Information that the Secretary determines to be of a confidential, privileged, or proprietary nature will be held in confidence to the extent permitted by law. Therefore, any information that the applicant wishes to have considered as confidential, privileged, or proprietary should be clearly marked within the application. The original copy of an application that does not result in an award will be retained by the Agency for a period of three years. Other copies will be destroyed. Such an application will be released only with the consent of the applicant or to the extent required by law. An application may be withdrawn at any time prior to the final action thereon.

D. Regulatory Information

For the reasons set forth in the final Rule related Notice to 7 CFR part 3015, subpart V (48 FR 29114, June 24, 1983), this program is excluded from the scope of the Executive Order 12372 which requires intergovernmental consultation with State and local officials. Under the provisions of the Paperwork Reduction Act of 1995 (44 U.S.C. chapter 35), the collection of information requirements contained in this Notice have been approved under OMB Document No. 0524-0039.

E. Definitions

Please refer to [7 CFR 3430, Competitive and Noncompetitive Non-formula Financial Assistance Programs--General Award Administrative Provisions](#), for the applicable definitions for this NIFA grant program.