REQUEST FOR APPLICATION
Rural Health and Safety Education Competitive Grants Program (RHSE)

MODIFICATION: This RFA is an updated version of the FY 2020-FY 2021 solicitation. It includes only the references to FY 2021 funding; FY 2020 references have been eliminated. General updates and edits appear in dark red on pages 2, 3, 10, 15 and 28.

FUNDING YEAR: Fiscal Year 2021:
APPLICATION DEADLINE: April 29, 2021
LETTER OF INTENT DEADLINE: N/A
AVAILABLE FUNDING: Approx. $4,000,000
ASSISTANCE LISTING NUMBER: 10.516
INITIAL ANNOUNCEMENT
National Institute of Food and Agriculture, United States (U.S.) Department of Agriculture (USDA)

Catalog of Federal Domestic Assistance. The Rural Health and Safety Education (RHSE) is listed in the Assistance Listings under the Catalog of Federal Domestic Assistance number 10.516.

Table 1: Key Dates and Deadlines

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Application:</td>
<td>Fiscal Year 2021: April 29, 2021 5:00 P.M. Eastern</td>
</tr>
<tr>
<td>Letter of Intent:</td>
<td>Not Required</td>
</tr>
<tr>
<td>Applicants Comments:</td>
<td>Within six months from the issuance of this notice</td>
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<td></td>
<td><em>(NIFA may not consider comments received after the sixth month)</em></td>
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</table>

Stakeholder Input. The National Institute of Food and Agriculture (NIFA) seeks comments on all request for applications (RFAs) so it can deliver programs efficiently, effectively, with integrity, and with a focus on customer service. NIFA considers comments, to the extent possible when developing RFAs and use comments to help meet the requirements of Agricultural Research, Extension, and Education Reform Act of 1998, Section 103(c)(2), Pub. L. 105–185, Title I, §103, June 23, 1998, 112 Stat. 527 (7 U.S.C. 7613(c)(2)). Applicants may submit written comments to Policy@usda.gov (email is for comments only). Please use the following subject line: Response to the Rural Health and Safety Education (RHSE) RFA.

Centers of Excellence. Applicants are encouraged to visit the NIFA’s Center of Excellence (COE) for information on COE designation process, including COE criteria, and a list of programs offering COE opportunities. A recording of COE outreach and COE implementation webinars are also available.
EXECUTIVE SUMMARY

This notice identifies the objectives for RHSE projects, deadlines, funding information, eligibility criteria for projects and applicants, and application forms and associated instructions.

NIFA requests applications for the Rural Health and Safety Education (RHSE) Competitive Grant Program for Fiscal Year (FY) 2021 to address the needs of rural Americans by providing individual and family health education programs. The anticipated amount for awards in FY 2021 is approximately $4,000,000; approximately $1,000,000 of which will be for competitive external grants for eligible institutions to support the utilization of telehealth, telemedicine, and distance learning strategies for education and training in minority rural communities related to opioids or preventing spread of SARS-CoV-2 and in mitigating infection and transmission of SARS-CoV-2.

This RFA is being released prior to the passage of a full appropriations act for FY 2021. Enactment of additional continuing resolutions or a full appropriations act may affect the priorities, availability, and/or level of funding for this program.
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PART I. FUNDING OPPORTUNITY DESCRIPTION

A. Legislative Authority
The authority for the Rural Health and Safety Education Program (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(i)).

B. Purpose and Priorities
Part of the overall purpose of the Rural Health and Safety Education Program is to foster quality of life in rural communities by providing the essential knowledge necessary for successful programs of rural development, improving coordination among Federal agencies, other levels of government, and institutions and private organizations in rural areas, and developing and disseminating information about rural conditions.

The RHSE program supports quality of life in rural communities across the United States by addressing the relationship between rural prosperity and rural health and safety in the context of food, agriculture, natural resources and human sciences. In doing so, the program aligns with and specifically addresses USDA Strategic Goals for FY 2018-2022, Goal 4: Facilitate rural prosperity and economic development, Objective 1: To expand rural business opportunity and rural quality of life with access to capital; improve infrastructure, broadband access and connectivity; and support workforce availability.

Background
Approximately 46 million Americans (14 percent of the U.S. population) live in rural areas. Individuals and families living in rural places can experience disparities related to health, safety, and well-being due to poverty, inadequate access to resources, and geographic isolation. Health disparities are defined as the “differences in [the] incidence, prevalence, morbidity, mortality and burden of diseases and other adverse health conditions that exist among specific population groups in the United States.”¹ Availability and access to health care as well as other health resources and services are typically lower in rural areas, collectively. On an individual level, a larger percentage of the rural population reports fair to poor physical and mental health compared to the urban population.² In addition, income and health disparities tend to disproportionately affect families with children. Despite the challenges rural communities face, there are valuable assets present among rural residents which are important for initiatives designed to enhance quality of life, such as community cohesion, civic engagement, optimism, and hope³ (See Life in Rural America). Implementing community-informed, research-based, educational programs and approaches from a strengths-based perspective in thoughtful collaboration with the health care system is a key strategy to achieving positive health outcomes in rural America.

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Effective, evidence-based, non-formal education programs and strategies promote and enhance rural health, thereby strengthening economic vitality and, in the long run, mitigating the effects of rural challenges, such as persistent poverty. Incorporation of social, behavioral, and health sciences in a prevention context is important for addressing many of the health challenges facing rural communities. Effectively planned initiatives responsive to unique contextual needs as well as shared environmental conditions can provide timely and valuable health information to rural residents. Human science educators, in collaboration with relevant partners and stakeholders, can implement quality programs and approaches that empower rural residents to lead healthy lives and promote healthy communities from a systemic perspective. The RHSE competitive grant program provides funding for such initiatives.

Per the authorizing legislation described in Part I (A) of this RFA, the RHSE program addresses the health and well-being of rural America through supporting the development and/or implementation of projects focused on

1. individual and family health education programs with specified contents;
2. rural health leadership development education programs to assist rural communities in developing health care services and facilities and assist community leaders and public officials in understanding their roles and responsibilities; and
3. farm safety education programs to provide information and training to farm workers, timber harvesters, and farm families.

In FY 2021, NIFA is soliciting applications for RHSE in the area of Individual and Family Health Education.

The RHSE program proposals in the individual and family health education area are expected to be health education projects that provide individuals and families living in rural areas with:
- Information as to the value of good health at any age;
- Information to increase individual or families’ motivation to take more responsibility for their own health, including in the context of the COVID-19 or SARS-CoV-2 pandemic;
- Information about and access to health promotion activities;
- Information to support the utilization of telehealth, telemedicine, and distance learning strategies for opioid education and training in minority rural communities.
- 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.

Educational programs conducted with grants awarded under this program must:
1. be coordinated with the State offices of rural health and other appropriate programs of the Department of Health and Human Services, and
2. provide leadership within the State for the dissemination of appropriate rural health and safety information resources possessed by the Rural Information Center established at the National Agricultural Library.
Proposals submitted to the RHSE program in FY 2021 may focus on the prevention and/or reduction of opioid misuse and abuse per Congressional guidance for this program. Proposals may also focus on helping prevent spread of SARS-CoV-2 and in mitigating infection and transmission of SARS-CoV-2.

Prevention and/or Reduction of Opioid Misuse, and Abuse

In October 2017, at the request of the President, the Department of Health and Human Services (HHS) declared the national drug demand and opioid crisis an official Public Health Emergency. This declaration was renewed in October 2018. Opioid abuse continues to be a critical issue across the United States. Opioid use disorder can affect people across the socioeconomic spectrum. Prescription opioids are a class of pain-reducing medications that include prescription oxycodone, hydrocodone and morphine, among others, and have both benefits as well as potentially dangerous, harmful risks.  These medications can help manage pain when prescribed for the right condition and when used as prescribed. Heroin is considered an opioid drug as well. Heroin is an illegal, highly addictive drug processed from morphine. In 2017, there were 70,237 drug overdose deaths in the United States and of this total, opioids (including prescription opioids, heroin, and fentanyl) killed more than 47,600 people. The annual societal costs of opioid overdose, abuse, and dependence have been estimated at $78 billion, a figure that includes direct healthcare costs, costs related to lost productivity, and costs to the criminal justice system. Family instability is another stark consequence of the opioid abuse contributing to the prevalence of adverse childhood experiences, a strain on child welfare systems, and increases in the number of relatives raising children.

This epidemic has significantly affected rural communities. In a 2018 survey by the Harvard T. H. Chan School of Public Health, a majority of rural residents surveyed agree opioid addiction is a serious problem in their community (57%), with about half personally knowing someone who has struggled with opioid addiction (49%).

Rural adolescents are also more likely to use prescription opioids for a non-medical purpose than are their urban peers. Non-medical prescription drug use has been associated with negative social and health consequences among these rural adolescents. Among older adults utilizing opioids, there are intervening factors that place them at risk for opioid misuse and abuse. Additionally, rural older adults also have a slightly higher opioid death date compared to the nation as a whole and less access to opioid treatment centers. Extension is uniquely positioned to be a partner in collaborative approaches for health and to deliver prevention outreach and education to all individuals throughout the lifespan.

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In FY 2021, we are seeking to continue the support of the implementation of evidence-based, outcome-based educational approaches and programs delivered through Cooperative Extension which promote protective factors and reduce the impact of risk factors leading to the prevention of initiation of substance use, delayed early use, and the progression from use to problematic use or to a substance use disorder. Since the occurrence and context of risk behavior is complex, applicants are encouraged to address intersecting factors that have the potential to also prevent or reduce opioid and substance initiation, misuse, and abuse. Additionally, where appropriate, we would like to encourage collaborative approaches with allied health sciences located at academic institutions, local health care entities, and community organizations.

According to the 2016 Surgeon General’s Report on Alcohol, Drugs, and Health, evidenced-based programs can significantly reduce substance misuse and abuse if implemented well. However, many schools and communities are using programs with the least evidence. For the RHSE program, all projects and approaches must be research informed. Proposed projects implementing programs and approaches with documented evidence of impact on preventing and/or reducing opioid/substance misuse and abuse will be given priority consideration. Programs and approaches currently developing an evidence base will also be considered.

In FY 2021, the RHSE program will support: a) projects implementing new Extension programs or approaches in the area of individual and family health education focused on 1) the prevention and/or reduction of opioid/substance misuse and abuse, or 2) the prevention and/or mitigation of infection and transmission of SARS-CoV-2; b) projects implementing new Extension programs or approaches that support the utilization of telehealth, telemedicine, and distance learning strategies for education and training in minority rural communities related to opioids or SARS-CoV-2; and c) projects seeking to scale-up to State or multi-state levels already established programs or approaches with demonstrated evidence of impact in the area of individual and family health education focused on the prevention and/or reduction of opioid misuse and abuse. An applicant may form a multi-state partnership to support scaling-up a program or approach.

NIFA will not consider or fund the following types of applications to the FY 2021 RHSE program:

- Proposals without a plan for measuring participant outcomes;
- Proposals planned for less than 24 months;
- Proposals with a focus on topic areas specific to other NIFA grant programs, such as AFRI Food Safety, AFRI Childhood Obesity Prevention, AgrAbility, Farm and Ranch Stress Assistance Network, or Youth Farm Safety;
- Proposals with a focus on research (other than evaluation related to project outputs, outcomes and impacts), formal education (K-12, university), or clinical interventions; or
- Proposals focused on the clinical treatment of individuals with substance use disorders.

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<td>Maximum Award Amount:</td>
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PART II. AWARD INFORMATION

A. Available Funding
The amount available for RHSE in FY 2021 is approximately $4,000,000. USDA is not committed to fund any particular application or to make a specific number of awards. The Automated Standard Application for Payments, operated by the Department of Treasury, Bureau of Fiscal Service, is the designated payment system for awards resulting from this RFA. This RFA is released prior to the passage of an appropriations act for FY 2021. Enactment of additional continuing resolutions or an appropriations act may affect the availability or level of funding for this program.

B. Types of Application
NIFA will evaluate applications using the criteria described in Part V of this RFA. Applications for FY 2020 and FY 2021 are limited to the following applications types:
1. New application: New applications will be evaluated using the criteria described in Part V of this RFA and are subject to the due dates herein (see Appendix III for definition).
2. Resubmitted application: Resubmitted applications must include the respond to the previous review panel summary, and are subject to the same criteria and due dates herein. Resubmitted applicants must enter the NIFA-assigned proposal number of the previously submitted application in the Federal Field (Field 4) on the application form (see Appendix III for definition).

C. Project and Grant Types
The following describes the types of projects or grants that are eligible for funding:
1. Project Types.
   While projects are not limited to implementing Extension-created programs, they are required to be:
   a. research-informed, outcome-based programs and approaches, and
   b. use Cooperative Extension as the mode of program outreach and delivery.

   Serving Rural Counties. RHSE projects must be implemented in federally classified rural counties. Applicants must identify rural counties in which their programs will be implemented. For definitions of Rural (Non-metro) counties and county classifications, use the following:
   - The 2013 Rural-Urban Continuum Codes system definitions from the Economic Research Service and to obtain the actual codes by state for your proposed project counties, see the 2013 Rural-Urban Continuum Code County table. 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.

   Coordination of Programs. Per the authorizing legislation for the Rural Health and Safety Education Program described in Part I (A) of this RFA, projects are required to coordinate with State Offices of Rural Health or other appropriate programs of the Department of Health and Human Services, such as SAMHSA State Opioid Response
(SOR) and Tribal Opioid Response (TOR) providers or HRSA Federally Qualified Health Centers on proposed health education activities and rural population outreach.

Projects focusing on SARS-CoV-2 must demonstrate how they will coordinate efforts with the Centers for Disease Control (CDC) and/or state, tribal, or local departments of health as appropriate.

**Linking to National Health and Wellness Frameworks.** Projects should identify an existing individual and community health framework/model as a guide for their programs’ health education focus and their Extension outreach strategy. The framework/model must recognize the complex, bidirectional relationship between individual, community, and societal factors.

**Reporting on Performance.** Projects are required to develop and report on performance indicators that demonstrate measurable changes in knowledge and attitudes of project participants. Projects seeking to also capture behavioral changes are highly encouraged. These indicators should demonstrate the project’s success at achieving objectives of the proposed project and overarching goal of the RHSE program. NIFA strongly encourages involving an evaluator on the proposed project to help develop outcome-based performance measures and a plan for evaluating the project’s performance.

**Project Recommendations**

As appropriate, applicable, and beneficial, we strongly recommend the proposed Extension outreach health education projects include programs and approaches that:

a. Collaborate across extension program areas (i.e. Family & Consumer Sciences, Agricultural and Natural Resources, 4-H/Youth Development, and Community Resource and Economic Development);

b. Include content experts across academic and clinical domains to inform project development, implementation, and evaluation;

c. In addition to the requirement to capture knowledge and behavioral change, where appropriate and relevant, design projects to include policy, systems, and environmental change strategies that can be reasonably implemented and assessed in the duration of the project;

d. Implement adaptations to evidence-based programs sufficiently responsive to the unique stressors, resources, cultural traditions, family practices, and other prevailing sociocultural factors that influence the lives of the target audience and that also adhere to fit and fidelity;

e. Promote principles of health equity and creating a culture of health in the project design within the spaces where projects are implemented;

f. Integrate research-informed activities connected to arts, culture or humanities into proposed programs and approaches, where appropriate and relevant;

g. Promote community empowerment as a tool for sustainability within the project design.

h. Increase professionals’ capacity to engage in health leadership in rural communities, which includes using skills to collaborate, connect, communicate, and build community capacity to address rural health;
i. Increase public access to new ideas and technologies related to either opioid/substance misuse and abuse prevention or prevention and mitigation of transmission of SARS-CoV-2 in rural areas that have been successful or have likelihood of success at the community level; and
j. Increase public health knowledge and engage the health system, leading to actions that promote or enhance rural health and well-being.
k. Increase the utilization of telehealth, telemedicine, and distance learning strategies for education and training in minority rural communities focused on opioids or SARS-CoV-2.

D. Ethical Conduct of Funded Projects
In accordance with sections 2, 3, and 8 of 2 CFR Part 422, 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. Award recipients must, upon request, make available to NIFA the policies, procedures, and documentation to support the conduct of the training. See Responsible and Ethical Conduct of Research for further information.
PART III. ELIGIBILITY INFORMATION

A. Eligibility Requirements
Applicants for the RHSE must meet all the requirements discussed in this RFA. Failure to meet the eligibility criteria by the application deadline may result in exclusion from consideration or preclude NIFA from making an award. For those new to Federal financial assistance, NIFA’s Grants Overview provides highly recommended information about grants and other resources to help understand the Federal awards process.

Applications may be submitted by 1862 and 1890 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 Central State University, Tuskegee University, and West Virginia State University. Applications also 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.

Duplicate or Multiple Submissions – duplicate or multiple submissions is not allowed. NIFA will disqualify both applications if an applicant submits duplicate or multiple submissions. For those new to Federal financial assistance, NIFA’s Grants Overview provides highly recommended information about grants and other resources to help understand the Federal awards process.

B. Cost Sharing or Matching
No Match Required - The RHSE has NO matching requirement. NIFA will not factor matching resources into the review process as an evaluation criterion.

C. Centers of Excellence
Pursuant to Section 7214 of the Agricultural Act of 2014 (Pub. L. 113-79), NIFA will recognize and prioritize COE applicants that carry out research, extension, and education activities that relate to the food and agricultural sciences. A COE is composed of one or more of the following entities that provide financial or in-kind support to the COE.

1. State agricultural experiment stations;
2. Colleges and universities;
3. University research foundations;
4. Other research institutions and organizations;
5. Federal agencies;
6. National laboratories;
7. Private organizations, foundations, or corporations;
8. Individuals; or
9. Any group consisting of two or more of the entities described in (1) through (8).
PART IV. APPLICATION AND SUBMISSION

A. Method of Application
Applicants must apply to this RFA electronically; no other method or response is accepted. The electronic application for this RFA and additional resources are available on [Grants.gov](https://grants.gov) and Grants 101. Table 3 provides instructions on how to obtain an electronic application. Part II § 1 of the NIFA Grants.gov Application Guide (Application Guide) contains detailed information regarding the Grants.gov registration process.

Table 3. Steps to Obtain Application Materials

<table>
<thead>
<tr>
<th>Steps</th>
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<tr>
<td>Step One: Register</td>
<td><em>New Users</em> to <a href="https://grants.gov">Grants.gov</a> must register early with <a href="https://grants.gov">Grants.gov</a> prior to submitting an application (<a href="https://grants.gov">Register Here</a>).</td>
</tr>
<tr>
<td>Step Two: Download Adobe</td>
<td>Download and Install <a href="https://get.adobe.com/reader/">Adobe Reader</a> (see <a href="https://helpx.adobe.com/software-compatibility.html">Adobe Software Compatibility</a> for basic system requirements).</td>
</tr>
<tr>
<td>Step Four: Assess Readiness</td>
<td>Contact an AR prior to starting an application to assess the organization’s readiness to submit an electronic application.</td>
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Table 4: Help and Resources

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<thead>
<tr>
<th>Grants.gov Online Support</th>
<th>NIFA Support</th>
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| [Grants.gov Online Support](https://grants.gov) | Email: [Policy@usda.gov](mailto:Policy@usda.gov)  
*Key Information:* Business hours: Monday thru Friday, 8 a.m. – 5 p.m. CT, except federal holidays. |
| Telephone support: 800-518-4726 Toll-Free or 606-545-5035  
Email support: support@grants.gov  
Self-service customer based support: [Grants.gov iPortal](https://iportal.grants.gov)  
*Key Information:* Customer service business Hours 24/7, except federal holidays. |  |

B. Content and Form of the Application
The Application Guide is part of the corresponding application package for this RFA. The RFA overrides the Application Guide if there is a discrepancy between the two documents. NIFA will accept subsequent submissions to an application until the application deadline. However, applicants that do not meet the application requirements, to include partial applications, risk being excluded from NIFA’s review. NIFA will assign a proposal number to all applications that meet the requirements of this RFA. Applicants must refer to the proposal number when corresponding with NIFA. Table 5 outlines other key instructions for applicants.
Table 5: Key Application Instructions

<table>
<thead>
<tr>
<th>Instruction</th>
<th>References</th>
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<tr>
<td>Attachments must be in a portable document format (PDF) format.</td>
<td>Part III § 3</td>
</tr>
<tr>
<td>Check the manifest of submitted files to verify attachments are in the correct format.</td>
<td>Part III § 6.1</td>
</tr>
<tr>
<td>Conduct an administrative review of the application before submission.</td>
<td>Part VII</td>
</tr>
<tr>
<td>Follow the submission instructions.</td>
<td>Part IV § 1.5</td>
</tr>
<tr>
<td>Provide an accurate email address, where designated, on the SF-424 R&amp;R.</td>
<td>Part IV § 1.5</td>
</tr>
<tr>
<td>Contact the <a href="https://www.grants.gov">Grants.gov</a> helpdesk for technical support, and keep a record of the correspondence.</td>
<td>N/A</td>
</tr>
<tr>
<td>Contact NIFA if applicant does not received correspondence from NIFA regarding an application within 30 days of the application deadline.</td>
<td>N/A</td>
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**SF 424 R&R Cover Sheet.** See Part V § 2 and Part V § 2.17 of the [Application Guide](https://www.nifa.usda.gov) for the required certifications and assurances.

**SF 424 R&R Project/Performance Site Location(s).** See Part V § 3 of the [Application Guide](https://www.nifa.usda.gov).


1. Field 7. Project Summary (PS)/Abstract. The PS must show how the project goals align with the project goals of the RHSE. See Part V § 4.7 of the [Application Guide](https://www.nifa.usda.gov) for instructions and suggested templates.
2. Field 8. Project Narrative (PN). The PN must not exceed 18 double spaced pages with 1-inch margins of written text in 12 pt. Times New Roman font and up to 6 additional pages per figures and tables (the font size for tables should be no smaller than 12 points, Times New Roman). The page limits outlined here ensure fair and equitable competition. Appendices to the PN are allowed if they are directly germane to the proposed project. Do not append appendices to circumvent the page limit. The PN must include all the following:
   a. Response to previous review (if applicable): The response to previous review must not exceed 2 double spaced pages. This does not count towards the PN page limit.
   b. Issue Statement and Planned Approach;
   c. Objectives; Activities, Outcomes and Timeline;
   d. Division of Labor;
   e. Project Performance Assessment Plan;
   f. Management Plan;
g. Project Communication and Dissemination;

h. Sustainability; and

i. Centers of Excellence Justification (if applicable)

**Issue Statement and Planned Approach.** Provide a brief justification of the project by describing the nature and magnitude of the rural health/safety issue(s) the project is seeking to address and a brief explanation of how your project will address the issue(s). Make specific notation if your proposal seeks to support the utilization of telehealth, telemedicine, and distance learning strategies for education and training in minority rural communities related to opioids or SARS-CoV-2. Provide the most recent relevant data for the State or States in which your proposed RHSE project will be implemented, including data on the incidence of individual and family health issue(s) relevant to your project. Provide references for the data. Explain and substantiate any assumptions made. In addition, please address the following elements:

1. **Health Framework/Theoretical Model:** Projects should identify an existing individual and community health framework/model as a guide for their programmatic rural health and safety education focus and their Extension outreach strategy. The framework/theoretical model must recognize the complex, bidirectional relationship between individual, community, and societal factors.

2. **Projected Gaps/Needs Addressed:** Briefly discuss related programs currently available in the state(s) in which the proposed RHSE project will take place and how your project will address gaps and limitations among currently available programs/services. Indicate whether the program has been implemented by Cooperative Extension in other states/regions.

3. **Program or Approach Description:** Briefly describe the proposed program (i.e. objectives, target audience, delivery methods, etc.) and if the program or approach is existing, include a brief history of the program, cumulative data on individuals served, program outcomes and impacts to date, and program partners. If you are scaling up your programs, please include scaling implementation details.

4. **Related Publications:** If the program's content has been published in peer-reviewed sources, please provide citations and/or links to pertinent publications. If the program's evaluation results have been published in peer-reviewed sources, please provide citations and/or links to pertinent publications.

5. **Rurality:** Identify rural counties in which your project will be implemented and the rural population(s) your project will reach out to and serve (e.g., children, adults, ethnic or cultural minority groups, older adults, military families, veterans, farmer/rancher families, physicians/health care providers, etc.).
   a. For Rural (Non-metro) classifications systems, see Part II, Section C. of this RFA.
   b. Provide the criteria used to select the population group to be served. Support for targeting these specific groups must be clearly reflected in the data and estimates you already provided for the state(s).

6. **Target Audience Experience:** Describe your and your partners’ prior experience in addressing the needs of the target audience(s). Describe your team’s ability and readiness to provide appropriate (ethnically-, racially-, linguistically- and socio-economically-sensitive) education, training, and outreach for such audience(s). For
example, if you will be serving Spanish-speaking families, or Native American communities, how will you ensure that your outreach and education services are culturally responsive and linguistically appropriate?

7. Team Capacity and Ability: Justify your institution’s and team’s capacity and ability to meet the gaps and limitations in for the issue you have identified by detailing your accomplishments from similar projects. If the project involves collaboration between land-grant institutions and/or other organizations, identify each partners’ relevant previous experiences and successes that speak to its ability to successfully fulfill their role on the proposed RHSE project.

8. Coordination with State Office(s) of Rural Health or other relevant DHHS agency or unit: Describe how your project has/will coordinate with the applicable state office(s) of rural health or other relevant DHHS agency or unit to successfully complete the project.

Objectives, Activities, Outcomes and Timeline
Projects should provide a clear description of the project objectives and activities. Please develop a logic model (for example resource, see Logic Model Planning Process. The following elements must be addressed:

Objectives must address program priorities listed in Part I, Section B.
1. Explain how the activities will help to achieve the objectives and which target audience is the intended beneficiary of each.
2. Clearly show the relationships between objectives, inputs, activities, desired outcomes, and anticipated impacts.
3. The sum of activities under each objective must lead to completion of those objectives within the 2-year project duration. Arrange activities and associated outcomes and impacts by project year (Year 1 and Year 2).
4. List and describe all intended outcomes to be tracked and monitored (e.g., changes in participant knowledge, awareness, competency, behavior, and condition as well as policy, systems and environmental change, if applicable).
5. Provide a timeline to demonstrate the duration and the sequence of project activities, as well as division of labor (as noted in the next section of this RFA). Each objective may have multiple activities. Chart against a quarterly scale, so that the timeline depicts 2 years and 8 quarters.
6. Identify implementation challenges and project procedures limitations you might encounter during the course of the proposed projects. Briefly describe how you plan to address those challenges and limitations.

Division of Labor
1. State Cooperative Extension Services and non-Land Grant partners may jointly or individually provide leadership for different objectives and/or activities.
2. If applicable, describe each partner’s role on the project.
3. Briefly describe roles of key staff on the proposed RHSE project and percent of time each will be dedicating to the project. If the percentages are expected to change in Year 2 of the proposed project, please indicate so and provide an explanation.
4. Indicate who on the team will provide the lead and oversight for design, technical assistance, and completion of project outcomes evaluation. We highly recommend
including a faculty/professional with expertise/strong experience in developing and implementing program evaluations to lead the design and completion of your RHSE project’s Logic Model, Project Timeline, and outcome evaluation.

**Project Performance Assessment Plan**

Proposals should contain a strong performance assessment plan. Plans must clearly state the goals of the project and explain how project activities will lead to results (both outputs and outcomes). The plan must also identify the project’s most significant outcomes and explain the methods by which those outcomes will be measured. We strongly recommend that these plans include or refer to the project’s logic model. Please be as specific as possible in describing the linkages among activities, outputs, and different types of outcomes (e.g., changes in participant knowledge, awareness, competency, and behavior or changes in condition and if applicable, policy, system, and/or environmental changes). Again, NIFA strongly encourages projects to include an evaluator on the project who can help develop an evaluation plan and perform the evaluation. The purpose of the evaluation is to provide sound, reliable insight into the project’s impact or missed opportunities and best practices that could be applied to future projects. For example, a goal of an evaluation might be to explain differences in results across target populations.

**Management Plan**

1. Describe the fiscal and administrative oversight for the project.
2. If the proposed RHSE project represents collaboration between two or more land-grant institutions and/or non-land grant partners, provide an explanation of how the relationship(s) and communication will be managed.

**Project Communication and Dissemination**

1. Briefly describe how results from this project will be communicated to State, Regional, and National stakeholders and the public. For example, consider how interface with Regional Rural Development Centers and State Offices of Rural Health might support your project’s communication and dissemination.
2. Consider how lessons from your proposed project could be used to inform other Cooperative Extension initiatives in health and wellness in your State and at the regional level.
3. Include your main project communication and dissemination activities in the proposal timeline.

**Sustainability**

1. Describe steps you will take toward project’s sustainability beyond the life of the NIFA RHSE grant. For example, identify opportunities (such as resources, trainings, partnerships, collaborations, funding streams) you plan to explore/develop/enhance during the life of the proposed project to help you sustain project operations after NIFA funding has expired. If planning to sustain only certain aspects of the project beyond NIFA funding, please clearly identify them. Include your main project sustainability activities in the proposal timeline.

**Center of Excellence Justification (if applicable)**
Applicants who wish to be considered as centers of excellence must provide a justification statement, at the end of the Project Narrative and within the page limits provided, describing how they meet the standards of a center of excellence, based on the following criteria:

1. The ability of the center of excellence to ensure coordination and cost effectiveness by reducing unnecessarily duplicative efforts regarding research, teaching, and extension in the implementation of the proposed research and/or extension activity outlined in this application;

2. In addition to any applicable matching requirements, the ability of the center of excellence to leverage available resources by using public-private partnerships among agricultural industry groups, institutions of higher education, and the Federal Government in the implementation of the proposed research and/or extension activity outlined in this application. Resources leveraged should be commensurate with the size of the award;

3. The planned scope and capability of the center of excellence to implement teaching initiatives to increase awareness and effectively disseminate solutions to target audiences through extension activities in the implementation of the proposed research and/or extension activity outlined in this application; and

4. The ability or capacity of the center of excellence to increase the economic returns to rural communities by identifying, attracting, and directing funds to high-priority agricultural issues.

Additionally, where practicable (not required), Center of Excellence applicants should describe proposed efforts to improve teaching capacity and infrastructure at colleges and universities (including land-grant colleges and universities, cooperating forestry schools and certified Non-Land Grant Colleges of Agriculture (NLGCA). See the list of Certified Non-Grant Colleges of Agriculture (NLGCA), and schools of veterinary medicine).

Please indicate in this section if you are not pursuing status as a Center of Excellence.


**R&R Senior/Key Person Profile (Expanded).** See Part V § 5 of the Application Guide for profile requirements, details about the biographical sketch, and suggested support templates.

**R&R Personal Data.** This information is voluntary and is not a precondition of award (see Part V § 6 of the Application Guide).

**R&R Budget.** See Part V § 7 of the Application Guide.

1. There should be a direct relationship between the items in the budget and budget narrative, as well as between budget narrative and the objectives/activities contained in the Project Narrative.

2. Every item in the budget must be justified in the proposal. The amount of detail depends on the nature of the project and the breakdown of costs.
3. Proposed budgets must not exceed $350,000 total or request funding for more than 2 years.

4. Budget breakdown and budget narrative should be provided for each project year (Year 1 and Year 2). For FY21 applications, the project start date must be September 1, 2021 and the end date must be August 31, 2023.

5. Annual budgets are to include reasonable expenses for two 2-day trips for project director, project evaluation lead, and one representative from each partner institution receiving funds to attend RHSE investigators meeting in the Kansas City, MO metro area. For FY2021 applications, the first meeting will occur in winter 2021 and the second in winter 2022. The purpose of these meetings is to encourage networking among State project teams from different regions and support alignment of efforts on rural health indicators and outcomes measures.

6. In budget narrative, costs (e.g., personnel, materials, travel, etc.) are to be broken down and itemized rather than shown as lump sums.

7. Indirect costs (IDC) – See Part IV § C of this RFA for funding restrictions regarding indirect cost, and Part V 7.9 of the Application Guide for additional information.

Data Management Plan. A DMP is required for this program. Applicants should clearly articulate how the project director (PD) and co-PDs plan to manage and disseminate the data generated by the project. The DMP will be considered during the merit review process (see Part V § B of this RFA, Part III § 3.1 of the Application Guide and NIFA’s Data Management Plan).

Supplemental Information Form. See Part VI § 1 of the Application Guide.

1. Field 2. Program to which the applicant is applying. Enter the program name “Rural Health and Safety Education” and the program code “LX.” Accurate entry is critical.
2. Field 8. Conflict of Interest List. See Part VI § 1.8 of the Application Guide.

Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants. This is required for corporate applicants. See Part VI § 2 of the Application Guide for a description of the term, “corporation.”

C. Funding Restrictions

Indirect Cost (IDC) not to exceed 30 percent of Total Federal Funds Awarded (TFFA) of the recipient. Section 1462(a) and (c) of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (NARETPA) limits IDC for the overall award to 30 percent of Total Federal Funds Awarded (TFFA) under a research, education, or extension grant. The maximum IDC rate allowed under the award is determined by calculating the amount of IDC using:

1. the sum of an institution’s negotiated indirect cost rate and the indirect cost rate charged by sub-awardees, if any; or
2. 30 percent of TFFA.

The maximum allowable IDC rate under the award, including the IDC charged by the sub-awardee(s), if any, is the lesser of the two rates.
If the result of number one is the lesser of the two rates, the grant recipient is allowed to charge the negotiated IDC rate on the prime award and the sub-award(s), if any. Any sub-awards would be subject to the sub-awardee’s negotiated IDC rate. The sub-awardee may charge its negotiated IDC rate on its portion of the award, provided the sum of the IDC rate charged under the award by the prime awardee and the sub-awardee(s) does not exceed 30 percent of the TFFA.

If the result of number two is the lesser of the two rates, then the maximum IDC rate allowed for the overall award, including any sub-award(s), is limited to 30 percent of the TFFA. That is, the IDC of the prime awardee plus the sum of the IDC charged by the sub-awardee(s), if any, may not exceed 30 percent of the TFFA.

In the event of an award, the prime awardee is responsible for ensuring the maximum indirect cost allowed for the award is not exceeded when combining IDC for the Federal portion (i.e., prime and sub-awardee(s)) and any applicable cost-sharing (see 7 CFR 3430.52(b)). Amounts exceeding the maximum allowable IDC are considered unallowable. See sections 408 and 410 of 2 CFR 200.

Successful applicants must not use grant funds awarded under the authority of this RFA to renovate or refurbish research, education, or extension space; purchase or install fixed equipment in such space; or to plan, repair, rehabilitate, acquire, or construct buildings or facilities.

Legislative mandated Indirect Cost (IDC). Section 1462(a) and (c) of the National Agricultural Research, Extension, and Teaching Policy Act of 1977 (NARETPA) limits indirect costs for the overall award to 30 percent of Total Federal Funds Awarded (TFFA) under a research, education, or extension grant.

Successful applicants must not use grant funds awarded under the authority of this RFA to renovate or refurbish research, education, or extension space; purchase or install fixed equipment in such space; or to plan, repair, rehabilitate, acquire, or construct buildings or facilities.

Successful applicants must not use grant funds awarded under the authority of this RFA to renovate or refurbish research, education, or extension space; purchase or install fixed equipment in such space; or to plan, repair, rehabilitate, acquire, or construct buildings or facilities.
PART V. APPLICATION REVIEW REQUIREMENTS

A. NIFA’s Evaluation Process
NIFA evaluates each application in a two-part process. First, we screen each application to ensure that it meets the administrative requirements as set forth in this RFA. Second, a scientific peer-review process will be used to technically evaluate applications that meet the administrative requirements using a review panel (see NIFA Peer Review Process).

Scientific Peer Review Process:
NIFA selects reviewers for the review panel based upon their training and experience in relevant scientific, extension, or education fields, taking into account the following factors:

- 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;
- the need to include experts from various areas of specialization within relevant scientific, education, or extension fields;
- the need to include other experts (e.g., producers, range or forest managers/operators, and consumers) who can assess relevance of the applications to targeted audiences and to program needs;
- the need to include 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;
- the need to maintain a balanced composition with regard to minority and female representation and an equitable age distribution; and
- the need to include reviewers who can judge the effective usefulness of each application to producers and the general public.

After each peer review panel has completed its deliberations, the responsible program staff of NIFA will recommend that your project is either approved for support from currently available funds or declined due to insufficient funds or unfavorable review.

NIFA reserves the right to negotiate with the PD/PI and/or the submitting organization or institution regarding project revisions (e.g., reductions in the scope of work, funding level, period, or method of support) prior to recommending any AFRI project for funding.

After the review process has been completed, NIFA sends copies of reviews, not including the identity of reviewers, and a summary (if applicable) of the review panel comments to the PD.

Conflicts of interest. NIFA takes extreme care to prevent any actual or perceived conflicts of interest that may influence the review or evaluation (see NIFA Peer Review Process for Competitive Grant Applications).

B. Evaluation Criteria
NIFA will use the following criteria to evaluate this RFA:

1. Issue Statement and Planned Approach
This criterion is used to assess the likelihood that the project will effectively address the issue identified based on a quality description of the nature and magnitude of the rural health/safety issue(s) the project is seeking to address and through the planned approach offered. Factors include those identified in the project narrative. Make specific notation if your proposal seeks to support the utilization of telehealth, telemedicine, and distance learning strategies for education and training in minority rural communities related to opioids or SARS-CoV-2.

2. **Objectives, Activities, Outcomes and Timeline**
   This criterion is used to assess the soundness of and alignment between the proposed objectives, activities, outcomes and timeline as they relate to the successful development and delivery of proposed RHSE project. Factors include those identified in the project narrative.

3. **Division of Labor**
   This criterion is used to assess the institution’s capability to perform the project and to the degree to which key personnel have expertise in place to successfully carry out the proposed work. Factors include those identified in the project narrative.

4. **Project Performance Assessment Plan**
   This criterion is used to assess the proposed program performance outcomes and program performance monitoring. Elements include the soundness of the proposed performance monitoring approach including delineation of appropriate objectives, methodology, plan of operation, timetable, logic model, expected products and results, performance metrics/targets, and dissemination plans. Factors include those identified in the project narrative.

5. **Management Plan**
   This criterion is used to assess the institution’s capability to execute the project based on a quality management plan designed to successfully carry out the proposed work. Factors include those identified in the project narrative.

6. **Budget and Budget Narrative**
   This criterion is used to assess how well the total budget supports the project and is cost effective. Elements considered include 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); the adequacy of time committed to the project by key project personnel; and the degree to which the project maximizes the use of limited resources, optimizes educational value for the dollar, achieves economies of scale, and focuses expertise and activity.

7. **Project Communication and Dissemination**
   This criterion is used to assess how well the proposed project communication and dissemination efforts will reach appropriate stakeholders at all levels with relevant, unbiased, clear information based on the audience. Factors include those identified in the project narrative.

8. **Sustainability**
   This criterion is used to assess the soundness of the project’s proposed sustainability efforts with respect to identifying opportunities the project team will explore/develop/enhance during the life of the proposed project to help sustain project operations after NIFA funding has expired. Factors include those identified in the project narrative.

**Applications will not be accepted for review if they do any of the following:**

1. Exceed the maximum federal budget request for the type of application proposed ($350,000);
2. Fail to design the project duration for 24 months;
3. Propose objectives or approach that do not fit the purpose and scope of the RHSE Program;
4. Fail to meet the Project Narrative requirements for font, font size, margins, spacing or exceed the page allowance; and
5. Fail to include any of the following items:
   a. Summary/Abstract;
   b. Project Narrative with all required sections;
   c. Logic Model and Timeline;
   d. Budget;
   e. Budget Narrative;
   f. Current and Pending Support forms for all key personnel;
   g. Conflict of Interest forms for all key personnel; and
   h. CV or Biosketch for all key personnel

C. Center of Excellence
In addition to evaluating applicants using the criterion listed in Part V § B of this RFA, NIFA will use the COE standards described in this RFA to evaluate applicants that rank highly meritorious and requested to be considered as a COE. In instances where applicants are found to be equally meritorious with the application of a non-COE applicant, NIFA will prioritize the COE applicant meeting the COE criteria. NIFA will effectively use the COE prioritization as a “tie breaker.” Applicants that rank highly meritorious but who did not request consideration as a COE or who are not deemed to have met the COE standards may still receive funding.

Applicants that meet the COE requirements will have the COE designation in their notice of award. Entities recognized as COE will maintain that distinction for the duration of their period of performance or as identified in the terms and conditions of that award.

D. Organizational Management Information
Applicants must submit specific management information relating to an applicant prior to an award and update the information as needed. Applicants may only have to update their information if they had previously provided the information under this or another NIFA program. NIFA provides the requisite forms during the pre-award process. Although an applicant may be eligible for award under this program, 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, or a determination that an applicant is not responsible).

E. Application Disposition
Applicants may withdraw at any time before NIFA makes a final funding decision. NIFA will retain all applications, including withdrawn applications and unfunded applications.
PART VI. AWARD ADMINISTRATION

A. General
Within the limit of funds authorized, the NIFA awarding official will make grants to responsible and 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 must 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, and NIFA General Awards Administration Provisions, 7 CFR part 3430, subparts A through E.

Award Notice. The award document will provide pertinent instructions and information as described in 2 CFR 200.210 (see NIFA’s Terms and Conditions).

B. Administrative and National Policy Requirements
Several federal statutes and regulations apply to grant applications and the projects outlined in this RFA (some are listed here: Federal Regulations). Unless specifically noted by statute or award-specific requirements, NIFA Policy Guide applies to all NIFA awards.
PART VII. OTHER INFORMATION

A. Use of Funds and Changes in Budget

Delegation of fiscal responsibility. Unless the terms and conditions of the award state otherwise, awardees 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.

Changes in Budget or Project Plans. In accordance with 2 CFR 200.308, awardees must request prior approval from NIFA for the following program or budget-related reasons (the awardee is subject to the terms and conditions identified in the award):

1. Change in the scope or the objective of the project or program without prior written approval (even if there is no associated budget revision requiring);
2. Change in a key person specified in the application or the federal award;
3. Disengagement from the project for more than three months, or a 25 percent reduction in time devoted to the project;
4. Inclusion of costs that require prior approval in accordance with 2 CFR 200 Subpart E (Cost Principles), or 45 CFR Part 75 Appendix IX, (Principles for Determining Costs Applicable to Research and Development under Awards and Contracts with Hospitals), or 48 CFR, unless waived by the federal awarding agency,
5. 48 CFR Part 31, Contract Cost Principles and Procedures;
6. Transfer of funds budgeted for participant support costs to other categories of expense (2 CFR §200.75 Participant support costs);
7. Sub-awarding, transferring or contracting out of any work under a federal award, including fixed amount sub-awards (see 2 CFR Sec. 200.332, Fixed Amount Sub-awards unless described in the application and funded in the approved federal awards. This provision does not apply to the acquisition of supplies, material, equipment, or general support services;
8. Changes in the approved cost-sharing or matching provided by the non-federal entity; and
9. The need for additional federal funds to complete the project.

B. Confidential Aspects of Applications and Awards

When an application results in an award, it becomes a part of NIFA transaction records, which are available to the public. Information that the Secretary of Agriculture determines to be confidential, privileged, or proprietary in nature will be held in confidence to the extent permitted by law. Therefore, applicants should clearly mark any information within the application they wish to have considered as confidential, privileged, or proprietary. NIFA will retain a copy of an application that does not result in an award for three years. Such an application will be released only with the consent of the applicant or to the extent required by law. An applicant may withdraw at any time prior to the final action thereon.

C. Regulatory Information

This program is not subject to the provisions of 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.
APPENDIX I: AGENCY CONTACT

Programmatic Contact

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brent Elrod</td>
<td><a href="mailto:richard.elrod@usda.gov">richard.elrod@usda.gov</a></td>
<td>202-445-5456</td>
</tr>
<tr>
<td>Sydney Turner</td>
<td><a href="mailto:sydney.turner@usda.gov">sydney.turner@usda.gov</a></td>
<td>816-926-2500</td>
</tr>
</tbody>
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For administrative questions related to
- Grants.gov, see Part IV of this RFA
- Other RFA or application questions, please email policy@usda.gov
- Awards under this RFA, please email awards@usda.gov

NIFA’s Mailing Address:

National Institute of Food and Agriculture
U.S. Department of Agriculture
P.O. Box 419205
Mail Stop 10000
Kansas City, MO 64141-6205
APPENDIX II: GLOSSARY OF TERMS

<table>
<thead>
<tr>
<th>Name</th>
<th>Acronyms</th>
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<tbody>
<tr>
<td>Agriculture and Food Research Initiative</td>
<td>AFRI</td>
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<tr>
<td>Authorized Representative</td>
<td>AR</td>
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<tr>
<td>Agricultural Research, Extension, and Education reform Act of 1998</td>
<td>AREERA</td>
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<td>Coordinated Agricultural Project</td>
<td>CAP</td>
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<td>Catalog of Federal Domestic Assistance</td>
<td>CFDA</td>
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<td>Center of Excellence</td>
<td>COE</td>
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<td>Data Management Plan</td>
<td>DMP</td>
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<td>National Institute of Food and Agriculture</td>
<td>NIFA</td>
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<td>Request for Application</td>
<td>RFA</td>
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<td>Research, Education, and Economics</td>
<td>REE</td>
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<td>United States Department of Agriculture</td>
<td>USDA</td>
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APPENDIX III: DEFINITIONS

Refer to 7 CFR 3430 Competitive and Noncompetitive Non-formula Federal Assistance Programs – General Award Administrative Provisions for additional definitions.

<table>
<thead>
<tr>
<th>Terms</th>
<th>Definitions</th>
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<tr>
<td>Continuation Award</td>
<td>An award instrument by which NIFA agrees to support a specified level of effort for a predetermined period of time with a statement of intention to provide additional support at a future date, provided that performance has been satisfactory, appropriations are available for this purpose, and continued support would be in the best interest of the federal government and the public.</td>
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<tr>
<td>Matching</td>
<td>The process through which a grant recipient match awarded USDA funds with cash and in-kind contributions on a dollar-for-dollar basis. The matching funds must derive from non-Federal sources.</td>
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<td>New Application</td>
<td>An application not previously submitted to a program.</td>
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<tr>
<td>Renewal Application</td>
<td>A project application that seeks additional funding for a project beyond the period that was approved in an original or amended award.</td>
</tr>
<tr>
<td>Resubmitted Application</td>
<td>A project application that was previously submitted to a program, but the application was not funded.</td>
</tr>
<tr>
<td>Resubmitted Renewal Application</td>
<td>A project application that requests additional funding for a project beyond the period that was approved in the original award. This is an application that had previously been submitted for renewal to but not funded.</td>
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</table>