



CANCER PREVENTION &  
RESEARCH INSTITUTE OF TEXAS

**REQUEST FOR  
APPLICATIONS  
RFA P-13-PE-1**

**Health Behavior Change Through  
Public Education**

**FY 2013**

Fiscal Year Award Period  
September 1, 2012 – August 31, 2013

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## TABLE OF CONTENTS

1.	ABOUT CPRIT .....	4
2.	FUNDING OPPORTUNITY DESCRIPTION.....	5
	2.1. Summary .....	5
	2.2. Program Objectives .....	6
	2.3. Award Description.....	8
	2.3.1. Priority Areas .....	9
	2.3.2. Specific Areas of Interest .....	10
	2.3.3. Outcome Metrics .....	12
	2.4. Eligibility .....	12
	2.4.1. Applicant Organization .....	12
	2.4.2. Resubmission .....	13
	2.4.3. Continuation/Expansion .....	14
	2.4.4. Program Management.....	14
	2.5. Funding Information .....	14
3.	KEY DATES.....	15
4.	SUBMISSION GUIDELINES.....	16
	4.1. Online Submission.....	16
	4.1.1. Key Terms .....	16
	4.2. Application Components.....	17
	4.2.1. Application Signing Official (ASO) Requirement.....	17
	4.2.2. Grants Contract/Office of Sponsored Projects Official Requirement.....	17
	4.2.3. Abstract and Significance .....	17
	4.2.4. Project Plan .....	18
	4.2.5. Additional Documents and Information .....	19
5.	APPLICATION REVIEW.....	22
	5.1. Review Process Overview .....	22
	5.2. Review Criteria.....	22
	5.2.1. Primary Evaluation Criteria.....	23
	5.2.2. Secondary Evaluation Criteria.....	25
6.	AWARD ADMINISTRATION .....	25
7.	CONTACT INFORMATION.....	26
	7.1. HelpDesk .....	26
	7.2. Program Questions .....	26
8.	CONFERENCE CALLS TO ANSWER APPLICANT QUESTIONS .....	26
9.	RESOURCES .....	27
10.	REFERENCES.....	28
11.	APPENDIX A: DEFINING CANCER PREVENTION AND CONTROL PROGRAMS AND CANCER PREVENTION RESEARCH FOR CPRIT GRANTS .....	29

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## RFA VERSION HISTORY

Rev 5/31/2012 RFA release

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## 1. ABOUT CPRIT

In 2007, the State of Texas established the Cancer Prevention and Research Institute of Texas (CPRIT) by constitutional amendment. CPRIT began operations in 2009. CPRIT may issue \$3 billion in general obligation bonds over 10 years to fund grants for cancer research and prevention.

CPRIT is charged by the Texas Legislature to:

- Create and expedite innovation in the area of cancer research and product or service development, thereby enhancing the potential for a medical or scientific breakthrough in the prevention, treatment, and possible cures for cancer;
- Attract, create, or expand research capabilities of public or private institutions of higher education and other public or private entities that will promote a substantial increase in cancer research and in the creation of high-quality new jobs in the State of Texas;
- Continue to develop and implement the Texas Cancer Plan by promoting the development and coordination of effective and efficient statewide public and private policies, programs, and services related to cancer and by encouraging cooperative, comprehensive, and complementary planning among the public, private, and volunteer sectors involved in cancer prevention, detection, treatment, and research.

### **CHOOSING THE BEST AWARD MECHANISM FOR THE PROJECT**

In addition to this award mechanism, two other award mechanisms are offered in this cycle—Evidence-Based Cancer Prevention Services and Cancer Prevention Microgrants. The tabular summary on the following page outlines some of the key differences between each award mechanism. A project does not have to include all of the marked components, but some are required, indicated by “x.” If a box is NOT checked for an award mechanism and a proposed project includes that component, the project may not be the best fit for that award mechanism. Coordinating and combining more components into one application is strongly encouraged rather than applying for each component separately under different mechanisms. Complete details of the goals and objectives of each award mechanism are stated in the individual RFAs. When in doubt, contact the CPRIT Prevention Review Office (Section 7.2).

Component	Health Behavior Change Through Public Education (PE)	Evidence-Based Cancer Prevention Services (EBP)	Cancer Prevention Microgrants (CPMG)
Public education, outreach, behavior change	x	x	
Professional education, training, practice improvement		x	
Navigation to clinical services and follow-up	x	x	
Systems improvement and change	x	x	x
Delivery of preventive and survivorship clinical services		x	

## 2. FUNDING OPPORTUNITY DESCRIPTION

### 2.1. Summary

Some types of cancer can be prevented or detected early, and the prospects for surviving cancer continue to improve. CPRIT will foster prevention of cancer in Texas by providing financial support for a wide variety of projects relevant to cancer prevention, risk reduction, early detection, and survivorship. This RFA solicits applications for health promotion, education, and outreach for prevention, early detection, and survivorship of cancer for the public. The target audiences for education are the general population/priority populations as defined in this RFA. CPRIT's prevention grants are intended to fund prevention programs and services that have a demonstrated evidence base and are culturally appropriate for the target population. CPRIT recognizes that many evidence-based programs have not been implemented in all populations or service settings. In such cases, some form of evidence (e.g., preliminary evaluation or pilot project data) that the proposed program is appropriate for the population and has a high likelihood of success must be provided.

This RFA encourages traditional and nontraditional partnerships as well as leveraging of existing resources and dollars from other sources to address important knowledge gaps and desired behavior changes related to cancer prevention and control. The goals are to increase the number of persons who improve their health behaviors related to the prevention of cancer, obtain recommended cancer

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screening tests, have cancers detected at earlier stages, and improve their quality of life if they are survivors of cancer.

CPRIT expects measurable outcomes of supported activities, such as a significant and sustained change in public health behaviors (e.g., getting vaccinated, quitting smoking, getting screened) and change/improvement to systems including the cost effectiveness of those systems. Applicants must demonstrate how these outcomes will ultimately impact cancer incidence, mortality, morbidity, or quality of life.

## 2.2. Program Objectives

**Background:** Cancer is the second leading cause of death in the United States and Texas. It is estimated that more than 110,000 Texans will be diagnosed with cancer and approximately 39,000 Texans will die of cancer during 2012.<sup>1</sup> The risk of developing many cancers can be reduced by personal behavior changes (e.g., smoking cessation, improved nutrition, and increased physical activity). Some cancers can be prevented if tissue changes are detected early and the tissues are removed at a precancerous stage (e.g., precancerous colon polyps or precancerous changes in cervical tissue). Research has shown that some types of cancer can be “cured” if detected during early stages of development and treated promptly and appropriately. Other cancers can be controlled for many years with appropriate treatment and support services. Education and awareness are key to changing personal behaviors that lead to cancer prevention, risk reduction, and early detection, but they must be followed by strategies that motivate, initiate, and sustain behavior change.

**Scope:** Public education and outreach may include efforts aimed at:

- Primary prevention (e.g., delivery of vaccines that reduce the risk of cancer, evidence-based screening and counseling services for behaviors associated with cancer risk such as obesity, alcohol misuse, etc.)
- Secondary prevention (e.g., risk-appropriate cancer screening guidelines for mammography, colonoscopy, Pap test)
- Tertiary prevention (e.g., prevention and detection of new and recurrent cancer as well as interventions for the consequences of cancer and its treatment, such as physical rehabilitation/therapy, psychosocial interventions, survivor care plans , palliative care services)

Priority will be given to applications that propose innovation in the delivery of evidence- and needs-based education and outreach efforts that have the potential to create demonstrable and sustainable

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change in behaviors that can prevent cancer or reduce the risk of cancer within a relatively short time, leverage existing resources, navigate participants to prevention services, and can demonstrate the impact on public health behaviors by individuals taking preventive measures.

It is anticipated that the development time for the proposed evidence-based program(s) would be minimal and that delivery of educational program(s) to public audiences would begin no later than 6 to 8 months after the contract effective date. In addition, sufficient time should be allowed for follow-up after completion of the educational program(s) to identify behavioral changes and patient outcomes.

CPRIT's Behavior Change Through Public Education Programs will focus on the development and delivery of culturally competent, evidence-based methods of community education, outreach, and support on primary prevention, early detection, and survivorship. The applicant should demonstrate knowledge of evidence-based education, outreach, and support strategies; however, CPRIT is seeking projects and partnerships that will apply evidence-based strategies in novel ways that support personal behavior change, thereby leading to cancer prevention, risk reduction, and early detection and to improvements in the quality of life for survivors.

Applicants should propose active, rather than passive, education and outreach strategies that are designed to reach, engage, and motivate people and that include plans for realistic action and sustainable behavior change. Applicants **must assist participants in obtaining the prevention interventions being promoted** (providing navigation, assisting with scheduling screening, etc.) and have a process for tracking participants to report on actions taken. For example, a breast cancer education project should include navigation to risk-appropriate screening, follow-up with participants and/or professionals to confirm screening took place, and capture of the results of the screening test (see Section 2.3.3).

Applicants should plan to design and deliver clear and consistent evidence-based messages, whether they are addressing primary prevention, screening, or survivorship. The delivery format must be appropriate to the objectives and target audience. The messages should be written and delivered at appropriate reading levels for those with low health literacy skills, be culturally appropriate for ethnic and racial minority group members, and be delivered in the primary language of the recipient.

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Examples of projects may include, but are not limited to, the following:

- Providing outreach to entire families in culturally appropriate ways and following these families to report on preventive actions taken and sustained over time
- Providing education on cancer screening at any point of contact with the healthcare system, navigating participants to screening resources, and reporting on screenings completed and screening results
- Providing education and counseling on primary preventive measures, navigating participants to primary preventive services, and reporting on preventive actions taken and sustained by participants

### 2.3. Award Description

The **Health Behavior Change Through Public Education** award mechanism seeks to fund programs that greatly challenge the status quo in cancer prevention and control education of the public. The proposed program should be designed to reach and serve as many people as possible. The budget should be proportional to the number of individuals served.

Under this RFA, CPRIT **will not** consider:

- **Professional Education and Training programs.** In this cycle, stand-alone professional education programs will not be considered. Professional education and training, however, may be proposed as one component under the Evidence-Based Cancer Prevention Services (EBP) RFA;
- **Payment for the delivery of clinical preventive services (e.g., cost of vaccines or screenings) to the public.** However, applicants must assist participants in securing access to any preventive services that are being promoted. Applicants interested in including payment for the delivery of evidence-based services should submit applications under the EBP RFA;
- **Treatment of cancer.** While education on treatment options and access to treatment are important in reducing mortality from cancer, this award mechanism **will not address treatment of cancer.** However, applicants must ensure that public education and outreach programs provide information on available resources that address treatment;
- **Prevention research.** Research will not be funded through this award mechanism. Applicants interested in research should review CPRIT's Research RFAs (available at <http://www.cprit.state.tx.us>). Refer to Appendix A for guidance in defining prevention research and cancer prevention and control programs.

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### 2.3.1. Priority Areas

**Types of Cancer:** CPRIT's primary emphasis will be those cancers for which proven primary prevention, early detection, and tertiary prevention strategies exist.

**Target Populations:** Priority populations are the primary focus for CPRIT-funded public education and outreach efforts. Priority populations are subgroups that are disproportionately affected by cancer. Priority populations include, but are not limited to, the following:

- Underinsured and uninsured individuals
- Geographically or culturally isolated populations
- Medically unserved or underserved populations
- Populations with low health literacy skills
- Geographic regions of the State with higher prevalence of cancer risk factors; (e.g., obesity, tobacco use, alcohol misuse, unhealthy eating, and sedentary lifestyle)
- Racial, ethnic, and cultural minority populations
- Any other populations with low screening rates, high incidence rates, and high mortality rates, focusing on individuals who are significantly out of compliance with nationally recommended screening guidelines:
  - Individuals never before screened for colorectal cancer
  - Women never before screened for cervical cancer or who have not been screened in the past 5 years
  - Women never before screened for breast cancer or who have not been screened in the past 5 years

**Current CPRIT-Funded Grants:** Applicants applying for an award in January 2013 are encouraged to review the distribution of CPRIT projects when identifying projects to submit to the Prevention Program. Distribution of the Prevention grants portfolio is one of several programmatic considerations discussed by the Prevention Review Council (See Section 5.1). Maps are available by cancer type as well as type of program (public education, professional education, clinical service, survivor care, and healthy lifestyle/obesity prevention). Maps that show counties reached by current CPRIT prevention projects whose contracts will still be active after January 2013 awards are made (i.e., maps do not include projects scheduled to end between now and January 2013) can be accessed at <http://www.cprit.state.tx.us/prevention/resources-for-cancer-prevention-and-control>.

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Applicants currently or previously funded by CPRIT are required to provide a summary of the project progress and/or results and an explanation of how the current application differs or is nonduplicative from the already funded project.

### **2.3.2. Specific Areas of Interest**

Applications addressing any type of education and outreach program that are responsive to this RFA will be considered. However, CPRIT has identified the following areas of interest for this cycle of awards.

#### **A. Primary Preventive Services**

Priority will be given to projects that address and can positively influence **local policy or systems change** (e.g., change in healthcare systems, worksites, schools) that can lead to **sustainable change in desired health behaviors**.

#### **Tobacco Prevention and Control**

CPRIT is interested in applications focused on areas of the State:

- That have higher smoking rates per capita than other areas of the State;
- Where local tobacco-free ordinances have not been enacted but there is strong support for change by local leadership;
- Where funds for tobacco use control efforts are not readily accessible from other sources; or
- Where there are existing community coalitions centered on tobacco policy change.

#### **HPV Vaccination**

All evidence-based primary prevention services will be considered; however, CPRIT is especially interested in applications to increase access to and delivery of the human papillomavirus vaccine.

#### **B. Screening and Early Detection Services**

##### Colorectal Cancer

- Increasing screening/detection rates in North and East Texas. The highest rates of cancer incidence are found in East Texas, while the highest mortality rates are found in East and North Texas.<sup>1</sup>
- Decreasing disparities in racial/ethnic populations and rural communities (African Americans have the highest incidence and mortality rates, followed by non-Hispanic Whites and Hispanics.)<sup>1</sup>

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- Decreasing incidence and mortality rates in rural counties. Incidence and mortality rates are higher in rural counties compared to urban counties.<sup>1</sup>

#### Breast Cancer

- Increasing screening/detection rates in non-Hispanic White and Hispanic women along the Texas-Mexico border. These women have higher mortality rates than non-Hispanic Whites and Hispanics in nonborder counties.<sup>1</sup>
- Increasing screening/detection rates in rural and medically underserved areas of the State; if addressing breast cancer in urban areas, reaching women never before screened or who have not been screened in the last 5 years.

#### Cervical Cancer

- Increasing screening/detection rates for women in Texas-Mexico border counties. Women in these counties have a 31-percent higher cervical cancer mortality rate than women in nonborder counties.<sup>1</sup>
- Decreasing disparities in racial/ethnic populations. Hispanics have the highest incidence rates, while African Americans have the highest mortality rates.<sup>1</sup>

For more information about breast, cervical, and colorectal cancer in Texas, visit CPRIT's Web site at <http://www.cprit.state.tx.us/prevention/resources-for-cancer-prevention-and-control> or visit the Texas Cancer Registry site at <http://www.dshs.state.tx.us/tcr>. Applicants should select preventive services using current evidence-based national clinical guidelines (e.g., U.S. Preventive Services Task Force, American Cancer Society).

#### **C. Survivorship Services**

Priority for funding will be given to survivorship services projects that demonstrate a likelihood of success based on available evidence and that can demonstrate and measure an improvement in quality of life. Applicants proposing survivorship services may address people with any type of cancer.

- Palliative care
- Prevention and detection of new cancers and recurrent cancers
- Survivorship care plans

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### 2.3.3. Outcome Metrics

The applicant will be expected to describe final outcome measures for the project. **Applicants must evaluate changes in public knowledge and behavior/performance after the program.** Applicants are required to clearly describe their assessment and evaluation methodology and to provide baseline data describing how funds from the CPRIT grant will improve outcomes over baseline. In the case where no baseline data exist for the target population, the applicant must present clear plans to collect the baseline data at the beginning of the proposed project. Similarly, applicants with previously or currently funded CPRIT projects are required to provide a summary of the project results and how the current application builds on the previous work or addresses new areas of cancer prevention and control services.

All education and outreach projects are **required** to follow up and identify the effectiveness of the proposed intervention (e.g., impact of system changes, adherence to screening guidelines, number of patients who took action and received primary prevention or screening services, etc.). Specific public/patient behavior change outcomes to be measured will depend on the objectives of each project; however, outcome metrics may include, **but are not limited to**, the following:

- Public/Patient behavior change outcomes must be measured
  - The increase over baseline in the number of persons in priority populations **who take preventive actions (e.g., change behavior, access services, receive counseling)** as a result of participating in the educational program must be determined.
  - In addition, interim measures may include the increase over baseline in the number of persons **who accessed services and were appropriately counseled** about health behaviors and evidence-based screening guidelines.

## 2.4. Eligibility

### 2.4.1. Applicant Organization

The applicant must be a Texas-based entity, such as a community-based organization, health institution, government organization, public or private company, college or university, or academic health institution.

The applicant may submit more than one application, but each application must be for distinctly different programs, without overlap in the programs provided. Applicants who do not meet this criterion will have all applications administratively withdrawn without peer review.

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If the applicant or a partner is an existing Department of State Health Services (DSHS) contractor (e.g., tobacco coalition, current Breast and Cervical Cancer Services (BCCS) program provider, or other), CPRIT funds may not be used as a match, and the application must explain how this grant complements or leverages existing State and Federal funds. DSHS contractors who also receive CPRIT funds must be in compliance with and fulfill all contractual obligations within CPRIT. CPRIT and DSHS reserve the right to discuss the contractual standing of any contractor receiving funds from both entities.

Collaborations are permitted and encouraged, and collaborators may or may not reside in Texas. However, collaborators who do not reside in Texas are not eligible to receive CPRIT funds. Subcontracting and collaborating organizations may include public, not-for-profit, and for-profit entities. Such entities may be located outside of the State of Texas, but non-Texas-based organizations are not eligible to receive CPRIT funds.

CPRIT grants will be awarded by contract to successful applicants. CPRIT grants are funded on a reimbursement-only basis. Certain contractual requirements are mandated by Texas law or by administrative rules. Although applicants need not demonstrate the ability to comply with these contractual requirements at the time the application is submitted, applicants should make themselves aware of these standards before submitting a grant application. Significant issues addressed by the CPRIT contract are listed in Section 6. All statutory provisions and relevant administrative rules can be found at <http://www.cprit.state.tx.us>.

#### **2.4.2. Resubmission**

An application previously submitted to CPRIT but not awarded funding may be resubmitted one time. All resubmitted applications should be carefully reconstructed; a simple revision of the prior application with editorial or technical changes is not sufficient, and applicants are advised not to direct reviewers to modest changes. Applicants preparing a resubmission must complete the Resubmission Summary form in addition to a full application to describe the approach to the resubmission and how reviewers' comments were addressed. Any subsequent resubmission of the project needs to be substantially changed in order to be eligible for consideration. Applications that are not substantially changed will be administratively withdrawn.

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### **2.4.3. Continuation/Expansion**

A previously funded CPRIT project may be resubmitted to continue or expand activities related to that award. Applicants must complete the CPRIT Grants Summary form in addition to a full application and provide information on the impact and progress of any previously awarded CPRIT grant. The application for continuation/expansion should also describe how the application is different (if applicable) from the previous/current CPRIT award(s). These applications will be subject to the same competitive peer review process as new applications. To avoid overlap in funding, applicants should time the submission of applications for continuation/expansion so that the contract execution date (listed in Section 3, Key Dates) of the project comes after the contract expiration date of the previous CPRIT award. Applications for continuation/expansion submitted in response to a CPRIT RFA that has a contract execution date that comes before the contract expiration date of the previous CPRIT award will be administratively withdrawn.

### **2.4.4. Program Management**

The designated Program Director (PD) will be responsible for the overall performance of the funded project. The PD must have relevant education and management experience and must reside in Texas during the project performance period.

The educational program must be delivered or taught by qualified persons with demonstrated expertise in public education and the field of cancer prevention and/or survivorship.

The evaluation of the project must be headed by a professional who has demonstrated expertise in the field (e.g., qualitative or quantitative statistics) and who resides in Texas during the time the project is conducted. CPRIT encourages the applicant to involve such a designated professional early in the planning and preparation of the application. The applicant may choose to contract for these services if needed; the project budget should reflect these services.

## **2.5. Funding Information**

Applicants may request any amount of funding up to a maximum of \$300,000 in total funding over a maximum of 36 months. Budget requests for funding will vary depending on the project, and it is anticipated that the majority of projects will request significantly less than the maximum. No quota is set for funding by individual mechanism.



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## 4. SUBMISSION GUIDELINES

### 4.1. Online Submission

Applications must be submitted via the CPRIT Application Receipt System (CARS) at <https://CPRITGrants.org>. **Only applications submitted at this portal will be considered eligible for review.** The PD must register to start the application process. Detailed instructions for submitting an application will be posted on CARS beginning June 21, 2012.

#### 4.1.1. Key Terms

**People Reached:** Number of members of the public reached via noninteractive public education and outreach activities, such as mass media efforts, brochure distribution, public service announcements, newsletters, and journals. Include individuals that would be reached through activities that are directly funded by CPRIT and also include individuals that would be reached through activities that occur as a direct consequence of the CPRIT-funded project's leveraging of other resources/funding to implement the CPRIT-funded project.

**People Served:** Number of members of the public served via direct, interactive public outreach, training, or clinical service delivery, such as live educational sessions, vaccine administration, screening, diagnostics, case management services, and physician consults. Include individuals that would be served through activities that are directly funded by CPRIT and also include individuals that would be served through activities that occur as a direct consequence of the CPRIT-funded project's leveraging of other resources/funding to implement the CPRIT-funded project (e.g., X people screened for cervical cancer after referral to Y indigent care program as a result of CPRIT-funded navigation services performed by the project).

**Goals:** Broad statements of general purpose to guide planning. Goals should be few in number and focus on aspects of highest importance to the project.

**Objectives:** Specific, **measurable**, actionable, realistic, and timely projections for outputs and outcomes. Example: "Increase screening service provision in X population from Y percent to Y percent by 20ZZ." Baseline data for the target population must be included as part of the objectives.

**Activities:** Should list the who, what, when, and where of how each objective will be accomplished.

**Evidence-based Program:** A program that is validated by some form of documented research or applied evidence. CPRIT's Web site provides links to resources for evidence-based strategies, programs, and

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clinical recommendations for cancer prevention and control. To access this information, visit <http://www.cprit.state.tx.us/prevention/resources-for-cancer-prevention-and-control>.

## **4.2. Application Components**

Refer to the Instructions for Applicants document for detailed information and guidance on application components.

### **4.2.1. Application Signing Official (ASO) Requirement**

In addition to the PD, an ASO (a person authorized to sign and submit the application for the organization) must create a user account in CARS. If the same person serves as both PD and ASO, a separate account must be set up for **each** role. An application may not be submitted without ASO approval.

### **4.2.2. Grants Contract/Office of Sponsored Projects Official Requirement**

The Grants Contract/Office of Sponsored Projects Official (the individual who will manage the grant contract if an award is made) must also create an ASO-type user account in CARS. In some organizations without an Office of Sponsored Projects, the roles of PD and/or ASO, as well as Grants Contract Official may be assigned to the same individual.

### **4.2.3. Abstract and Significance (5,000 characters)**

Clearly explain the problem(s) to be addressed and the approach(es) to the solution. The abstract and significance statement should clearly and succinctly address how the application is responsive to this RFA. In the event that this project is funded, the abstract will be made public, so do not include any proprietary information in this statement. Initial compliance decisions are based upon review of this statement. The required abstract format is as follows (use headings as outlined below):

- **Need:** Include a description of need in the specific service area. Include rates (e.g., incidence of targeted cancer, mortality, and screening) in the service area compared to overall Texas rates. Describe barriers, plans to overcome these barriers, and the target population to be served.
- **Overall Project Strategy:** Describe the project and how it will address the identified need. Clearly explain what the project is and what it will specifically do. For example, summarize the services to be provided, the process/system for delivery of services and outreach to the targeted population, components of the project, and related factors.
- **Specific Goals:** State specifically the overall goals of the proposed project; include the estimated overall numbers of people reached and people served.

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- **Innovation:** Describe the creative components of the proposed project. How does it differ from or improve upon the current program or services being provided?
  - **Significance and Impact:** Explain how the proposed project, if successful, will have a unique and major impact on cancer prevention and control for the population proposed to be served and for the State of Texas in general.

#### **4.2.4. Project Plan (15 pages maximum; fewer pages permissible)**

***The required Project Plan format follows. Applicants must use the headings outlined below.***

**Background:** Briefly present the rationale for the proposed project, emphasizing the pressing problem in cancer prevention that will be addressed and how the project will have a major impact on changing patients' behaviors to prevent cancer, reduce the risk of cancer, or improve the quality of life for survivors within a relatively short timeframe. Describe creative components of the proposed project. Clearly demonstrate the ability to complete the proposed project, and describe how results will be improved over baseline knowledge and personal behaviors. Inclusion of results of previously funded projects (CPRIT and non-CPRIT funded) is encouraged to provide background and/or baseline. Clearly demonstrate the ability to reach the target population. Because reviewers are non-Texans, describe the geographic region of the State that the project will serve; maps are appreciated.

**Specific Aims:** Itemize the specific goals, **measurable** objectives, and activities of the proposed project. Provide baseline data for the target population. If no baseline data exist, clearly describe plans to collect baseline data.

**Components of the Project:** Clearly describe the need, educational design, delivery method, and evidence base (provide references) for the method selected, as well as instructors and anticipated results. Describe why this project is nonduplicative or unique. Applicants must clearly describe plans to ensure access to preventive services (i.e., navigation to screenings, vaccine, survivorship services) in their application.

**Evaluation Strategy:** Describe the impact on ultimate outcome measures (e.g., reduction of cancer incidence, mortality, and morbidity) and interim outcome measures (e.g., increase in the proportion of individuals receiving cancer screening, increase in the number of individuals demonstrating personal health behavior change) as outlined in Section 2.3.3. Describe the plan for outcome measurements, including data collection and management methods, statistical analyses, and anticipated results.

Evaluation and reporting of outcomes are critical components of this RFA and must be headed by a

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professional who has demonstrated expertise in the field of program evaluation, intervention science, cancer screening, and/ or behavioral risk reduction. If needed, applicants may want to consider seeking expertise at Texas-based academic cancer centers, schools/programs of public health, prevention research centers, etc. Applicants should budget accordingly for the evaluation activity and should involve that professional in the conceptualization and planning of the evaluation of the program during grant application preparation to ensure, among other things, that the evaluation plan is linked to the proposed goals and objectives.

**Organizational Capacity and Sustainability:** Describe the organization and its track record for providing services; include information on the organization’s financial stability and viability. To ensure access to preventive services and reporting of services outcomes, applicants should demonstrate that they have provider partnerships and agreements (via memorandums of understanding) or commitments (via letters of support) in place. A sustainability plan describing the continuation of the proposed program or service after CPRIT funding has ended *must* be included.

**Replication and Dissemination:** Describe how the project lends itself to replication by other communities in the State. Describe plans for dissemination of project results. Dissemination of project results and outcomes, including barriers encountered and successes achieved, is critical to building the evidence base for cancer prevention and control efforts in the State. Dissemination methods can include, but are not limited to, presentations, publications, abstract submissions, professional journal articles, etc.

#### **4.2.5. Additional Documents and Information**

**Budget and Justification (complete online):** Provide a brief outline and detailed justification of the budget for the entire proposed period of support, including salaries and benefits, travel, equipment, supplies, contractual expenses, education and outreach expenses, and other expenses. CPRIT funds will be distributed on a reimbursement basis (see the Instructions for Applicants document for budget guidance).

- **Cost per Person Served:** The cost per person served will be automatically calculated from the total cost of the project divided by the total number of people (both public and professionals) served (refer to Section 4.1.1).
- **Personnel:** The individual salary cap for CPRIT awards is \$200,000 per year.

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- **Travel:** PDs and related project staff are expected to attend CPRIT's annual conference. CPRIT funds may be used to send up to two people to the conference.
  - **Equipment:** Equipment requests (\$5,000 per unit and above) will be carefully evaluated on a case by case basis and must be specifically approved by CPRIT if the project is funded. Justification must be provided for why funding for this equipment cannot be found elsewhere; CPRIT funding should not supplant existing funds. A sustainability plan must be submitted for both the equipment and delivery of corresponding services as a result of the equipment purchase. Cost sharing of equipment purchases is strongly encouraged.
  - **Other Expenses:**
    - Incentives:** Use of incentives, or positive rewards used to change or elicit behavior, are allowed; however, incentives may only be used based on strong evidence of their effectiveness for the purpose and in the target population identified by the applicant. CPRIT will not fund cash incentives. The maximum dollar value allowed for an incentive per person, per activity or session, is \$25.
    - Indirect Costs:** It is CPRIT's policy **not** to allow recovery of indirect costs for prevention programs.

Applications requesting more than the maximum allowed cost (total costs) as specified in Section 2.5 will be administratively withdrawn from consideration.

**Specific Aims (download template):** List specific goals and measurable objectives for each year of the project.

**Project Timeline:** Provide a project timeline for project activities that includes deliverables and dates.

**People Reached and Served (complete online):** Provide the estimated overall number of people to be reached and people to be served by the funded project. Provide an itemized list of activities/services, with estimates, that led to the calculation of the overall estimates provided. Refer to Section 4.1.1 for definitions of People Reached and People Served.

**Collaborating Organizations (complete online):** List all key participating organizations that will partner with the applicant organization to provide one or more components essential to the success of the program (e.g., evaluation, clinical services, recruitment to screening, etc.).

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**CPRIT Grants Summary (if applicable, download template):** Provide a description of the progress or final results of any CPRIT-funded projects, regardless of their connection to this application. This form must be completed if the organization, PD, or Co-PD has previously received CPRIT funding.

**Resubmission Summary (if applicable, download template):** Describe the approach to the resubmission and how reviewers' comments were addressed. Refer to Section 2.4.2 for information regarding resubmissions.

**References:** Provide a concise and relevant list of references cited for the application. The successful applicant will provide referenced evidence of need and literature support for the proposed education and outreach methods.

**Current and Pending Support (download template):** Applicants should list, if applicable, all current and pending awards/grants from State, Federal, nonprofit, and other sources that would extend or complement the proposed project. This allows the applicant to demonstrate how other funds would be leveraged to implement the proposed work. Using the template provided in the online application system, provide the funding source, amount, status (pending or awarded), duration, and a two-line summary of the use of the funds for each current or pending award/grant.

**Letters of Support:** Applicants should provide letters of support and/or memorandums of understanding from community organizations, key faculty, or any other component essential to the success of the program. For example, if the goal is to provide education to residents of a rural area, the applicant should provide letters of support demonstrating access to navigation and/or preventive services. These letters should be included and uploaded in the application; do not send any letters directly to the CPRIT office.

**PD/Co-PD(s) Biographical Sketch (download template):** As part of his/her user profile, the PD/Co-PD(s) should provide a biographical sketch that describes his or her education and training, professional experience, awards and honors, and publications and/or the involvement in health education programs relevant to cancer prevention and/or service delivery. The PD/Co-PD's biographical sketch is a part of the PD/Co-PD's user profile and will automatically be incorporated into the application. The PD/Co-PD(s) should NOT provide an additional biosketch as part of the application.

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**Evaluation Professional Biographical Sketch (download template):** The evaluation professional must provide a biographical sketch. The biographical sketch must not exceed two (2) pages.

**Biographical Sketches of Key Personnel (download template):** Up to three additional biographical sketches for key personnel may be provided. Each biographical sketch must not exceed two (2) pages. Do NOT include a biographical sketch for the PD or Co-PDs in this section.

Applications that are missing one or more of these components, exceed the specified page, word, or budget limits, or do not meet the eligibility requirements listed above will be administratively rejected without review.

## **5. APPLICATION REVIEW**

### **5.1. Review Process Overview**

All eligible applications will be reviewed using a two-stage process: (1) Peer review and (2) programmatic review. In the first stage, applications will be evaluated by an independent review panel using the criteria listed below. In the second stage, applications judged to be meritorious by review panels will be evaluated by the Prevention Review Council and recommended for funding based on comparisons with applications from all of the merit review panels and programmatic priorities. Programmatic considerations may include, but not be limited to, geographic distribution, cancer type, population served, and type of program or service. The order of scores may be disregarded in favor of programmatic considerations. Each stage of application review is conducted confidentially, and all panel members are required to sign nondisclosure statements regarding the contents of the applications. All panel members will be non-Texas residents and will operate under strict conflict of interest prohibitions. Under no circumstances should institutional personnel and/or individual applicants initiate contact with any member involved in the peer review process (with the exception of staff of the CPRIT Prevention Review Office) regarding the status or substance of the application. Violations of this prohibition will result in the administrative withdrawal of the application.

### **5.2. Review Criteria**

Peer review of applications will be based on primary (scored) criteria and secondary (unscored) criteria, listed below. Review panels consisting of experts in the field as well as consumer advocates will evaluate and score each primary criterion and subsequently assign a global score that reflects an overall assessment of the application. The overall assessment will not be an average of the scores of individual

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criteria; rather, it will reflect the reviewers' overall impression of the application and responsiveness to the RFA priorities.

### **5.2.1. Primary Evaluation Criteria**

The project will be evaluated on the basis of the following primary criteria. Concerns with any of these criteria potentially indicate a major flaw in the significance and/or design of the proposed project. Additionally, resubmission applications will be evaluated on the application's responsiveness to reviewers' previous comments.

#### **Impact and Innovation**

- Does clear evidence exist of an important need for this public education, and can that education effectively address the need?
- Does the proposed project demonstrate creativity, ingenuity, resourcefulness, or imagination? Does it take evidence-based interventions and apply them in innovative ways, going beyond "doing what they've always done" to explore new partnerships, new audiences, and improvements to systems?
- Does the applicant demonstrate knowledge of similar resources that are available and avoid duplication of effort?
- Will the project reach and educate an appropriate number of people based on the budget submitted?

#### **Project Strategy and Feasibility**

- Are the overall program approach and strategy clearly described and supported by established theory and practice?
- Are the proposed objectives and activities feasible within the duration of the award?
- Is the target population clearly described, as well as culturally appropriate methods to reach the target population? Are barriers for the population clearly described and plans to provide culturally appropriate education to overcome these barriers clearly addressed?
- Does the project support access or navigation to preventive services following educational activities? Are partnerships with service providers clearly and convincingly described?

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### **Organizational Capacity**

- Does the organization demonstrate the ability to provide the proposed program? Does the described role of each collaborating organization add value to the project and demonstrate commitment to work together to implement the project?
- Have the appropriate personnel been recruited to implement, evaluate, and complete the project?
- If applicable, did the applicant provide evidence of compelling project progress of the already funded project and, if not, has the application addressed obstacles and strategies to overcome those obstacles?

### **Sustainability**

- Is the organization structurally and financially stable and viable?
- Are there feasible plans to sustain the project beyond the funded timeframe of this award?
- If applicable, are there feasible plans to integrate the program into existing and sustainable systems?

### **Outcomes Evaluation**

- Does the application provide a clear and appropriate plan for data collection and management, statistical analyses, and interpretation of results to follow, measure, and report on the project's outcomes?
- Are the proposed outcome measures appropriate for the project, and are the expected changes significant?
- Do clear baseline data exist for the target population, or are clear plans included to collect baseline data at the beginning of the proposed project?

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### 5.2.2. Secondary Evaluation Criteria

Secondary criteria contribute to the global score assigned to the application. Lack of information or clarity on these criteria may result in a lower global score.

- **Budget:** Is the budget appropriate and reasonable for the proposed scope of work? Is each budget item adequately justified? Is the cost per person served appropriate and reasonable? Is the project a good investment of Texas public funds?
- **Potential for Replication:** Does the program lend itself to replication by others in the State? If so, does the application adequately describe a plan for doing so?
- **Dissemination:** Are plans for dissemination of the project's results clearly described?

## 6. AWARD ADMINISTRATION

Texas law requires that CPRIT awards be made by contract between the applicant and CPRIT. Award negotiation will commence once the applicant has accepted an award. Texas law specifies several components that must be addressed by the award contract, including needed compliance and assurance documentation, budgetary review, and terms relating to intellectual property rights. These contract provisions are specified in CPRIT's administrative rules, which are available at <http://www.cprit.state.tx.us>.

All CPRIT awards will be made to institutions or organizations, not to individuals. If the PD changes organizations or institutional affiliation during the time period of the award, a written request must be submitted to CPRIT to transfer the award to the new institution or organization. If the award is not transferred, the applicant institution or organization may be required to provide evidence of the qualifications of the new PD in order to maintain award funding.

CPRIT requires the PD of the award to submit both quarterly and annual progress reports. These reports summarize the progress made toward project goals and address plans for the upcoming year. In addition, fiscal reporting and reporting on selected metrics will be required per the instructions to award recipients. Failure to provide timely and complete reports will constitute an event of default of the award contract, which may result in the early termination of the CPRIT award, reimbursement to CPRIT of award funds, and cessation of future funding. Applicants may view prevention quarterly and annual reporting forms, with instructions, by visiting <http://www.cprit.state.tx.us/funded-grants/grantee-resources>.

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## **7. CONTACT INFORMATION**

### **7.1. HelpDesk**

HelpDesk support is available for questions regarding user registration and online submission of applications. Queries submitted via e-mail will be answered within 1 business day. HelpDesk staff are not in a position to answer questions regarding the scope and focus of applications.

**Dates of operation:** June 21 to August 28, 2012 (excluding public holidays)

**Hours of operation:** Monday through Friday, 7 a.m. to 4 p.m. Central Time

**Tel:** 866-941-7146

**E-mail:** PreventionHelp@CPRITGrants.org

### **7.2. Program Questions**

Questions regarding the CPRIT Prevention program, including questions regarding this or any other funding opportunity, should be directed to the CPRIT Prevention Review Office.

**Tel:** 512-305-8422

**E-mail:** PreventionHelp@CPRITGrants.org

**Web site:** [www.cprit.state.tx.us](http://www.cprit.state.tx.us)

## **8. CONFERENCE CALLS TO ANSWER APPLICANT QUESTIONS**

CPRIT will host a Webinar to provide an overview of this RFA and a demonstration of the CPRIT Application Receipt System. A programmatic and technical question and answer session will be included. Applicants should sign up for CPRIT's electronic mailing list at <http://www.cprit.state.tx.us> to ensure notification of this Webinar.

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## 9. RESOURCES

### Cancer Statistics

The Texas Cancer Registry

*Cancer incidence (cases) and mortality (deaths) in Texas*

Web site: <http://www.dshs.state.tx.us/tcr>

Email: [CancerData@dshs.state.tx.us](mailto:CancerData@dshs.state.tx.us)

Phone: 800-252-8059

### CPRIT, Texas Cancer Registry

*Priority cancers for CPRIT's prevention program: Breast, cervical, and colorectal*

- Breast Cancer in Texas: A Closer Look (1/4/10)  
[http://www.cprit.state.tx.us/images/uploads/report\\_breastc\\_a\\_closer\\_look.pdf](http://www.cprit.state.tx.us/images/uploads/report_breastc_a_closer_look.pdf)
- Cervical Cancer in Texas, 2010  
[http://www.cprit.state.tx.us/images/uploads/cervical\\_cancer\\_in\\_texas\\_tcr\\_2010\\_low.pdf](http://www.cprit.state.tx.us/images/uploads/cervical_cancer_in_texas_tcr_2010_low.pdf)
- Colorectal Cancer in Texas, 2010  
[http://www.cprit.state.tx.us/images/uploads/colorectal\\_cancer\\_in\\_texas\\_tcr\\_2010\\_low.pdf](http://www.cprit.state.tx.us/images/uploads/colorectal_cancer_in_texas_tcr_2010_low.pdf)

### Evidence-Based Strategies, Programs, and Clinical Recommendations

The Community Guide

*Resources by topic, including specific cancers, tobacco, and worksite programs*

<http://www.thecommunityguide.org/index.html>

### Cancer Control P.L.A.N.E.T.

*Resources by topic, including specific cancers, tobacco, diet/nutrition, and survivorship*

<http://cancercontrolplanet.cancer.gov>

### Agency for Health Care Research and Quality

*Clinical recommendations for screening, counseling, etc.*

<http://www.ahrq.gov/clinic/prevenix.htm>

### Making Health Communication Programs Work—National Cancer Institute®

*Effective communication tools for public education and outreach programs*

<http://www.cancer.gov/pinkbook>

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## 10. REFERENCES

- Texas Cancer Registry, Cancer Epidemiology and Surveillance Branch, Texas Department of State Health Services, 1100 W. 49th Street, Austin, TX, 78756  
<http://www.dshs.state.tx.us/tcr/default.shtm> or (512) 458-7523
- Subramanian S, Klosterman M, Amonkar MM, Hunt TL. Adherence with colorectal cancer screening guidelines: A review. *Prev. Med.* 2004 May; 38(5):536-550.
- Klabunde CN, Vernon SW, Nadel MR, Breen N, Seeff LC, Brown ML. Barriers to colorectal cancer screening: A comparison of reports from primary care physicians and average-risk adults. *Med. Care* 2005 Sept; 43(9):939-944.
- Diffusion and Dissemination of Evidence-Based Cancer Control Interventions. Summary, Evidence Report/Technology Assessment No. 79. AHRQ Pub. No. 03-E032, May 2003. Agency for Healthcare Research and Quality, Rockville, MD.  
<http://www.ahrq.gov/clinic/epcsums/canconsum.htm>
- Moore DE Jr., Green JS, Gallis HA. Achieving desired results and improved outcomes: Integrating planning and assessment throughout learning activities. *J. Contin. Educ. Health Prof.* 2009; 29(1):1-15.
- APPENDIX A: Defining Cancer Prevention and Control Programs and Cancer Prevention Research for CPRIT Grants

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## **11. APPENDIX A: DEFINING CANCER PREVENTION AND CONTROL PROGRAMS AND CANCER PREVENTION RESEARCH FOR CPRIT GRANTS**

### **Statute**

By Texas statute, 90 percent of dollars available to CPRIT is awarded through CPRIT's Research Grants Program. The CPRIT Cancer Prevention and Control Grants Program may award up to 10 percent (but not more) of dollars available to CPRIT.

### **Purpose of CPRIT Prevention Grants Program**

Grants funded under the Prevention Grants Program are intended to fund prevention strategies, programs, and services that have a demonstrated evidence base and are culturally appropriate for the target population. An evidence-based strategy is a program or service that is validated by some form of documented research or applied evidence. Links to resources for evidence-based strategies, programs, and clinical recommendations can be found on CPRIT's Web site at <http://www.cprit.state.tx.us/prevention/resources-for-cancer-prevention-and-control>.

Based upon the above, the Prevention Grants Program will focus on funding:

- The delivery of evidence-based, culturally appropriate education and outreach to the public and to healthcare professionals
- The delivery of evidence-based preventive services
- The adoption and implementation of policy and systems change to address barriers and promote prevention

CPRIT seeks projects that will apply evidence-based strategies, services, or programs in new or innovative ways to increase current rates of recruitment, provision of services, and cancer detection, leading to an increase in survival rates.

Eligible projects include:

- Primary prevention (e.g., vaccine-conferred immunity, tobacco control, healthy diet, prevention of alcohol misuse, physical activity, sun protection)
- Early detection/screening (focus on breast, cervical, and/or colorectal cancers)
- Survivorship services (e.g., physical rehabilitation/therapy, psychosocial interventions, navigation services, palliative care)

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The Prevention Grants Program seeks to fund innovative ways of delivering evidence-based programs and services that (1) go beyond simply increasing the number of persons educated or trained to demonstrating and supporting sustainable behavior change and (2) go beyond delivering early detection/screening services to improving systems and cost efficiencies by addressing needed system and policy changes or improvements. Projects should demonstrate measurable public health impact in ways that exceed current performance in a given service area.

The amount available for the CPRIT Prevention Grants Program is approximately \$30 million per year. To ensure that the prevention funds go toward the delivery of programs and clinical services to the public, a distinction between prevention research (funded under the Research Grants Program) and the delivery of evidence-based prevention services to the public (funded under the Prevention Grants Program) must be made. The Prevention Grants Program does not accept or review prevention research applications. Organizations seeking funding for prevention research should consider submitting to CPRIT's Research Grants Program.

### **Prevention Research Versus Prevention Programs and Services**

The CDC makes the following distinction between public health research and non-research:

The major difference between research and non-research lies in the primary intent of the activity. The primary intent of research is to generate or contribute to generalizable knowledge. The primary intent of non-research in public health is to prevent or control disease or injury and improve health, or to improve a public health program or service.

CPRIT makes the following distinction between prevention research and prevention programs and services.

A project is appropriate for the Prevention Grants Program if:

- The intervention is evidence based.
- The intervention offers a program or service to the public and strives to reach and serve as many people as possible. Cost per person served will be highly variable depending on the project, but the majority of the budget should be for direct program or service delivery. Refer to each RFA; some RFAs, such as those focusing on policy/systems change, may only cover activities to address barriers and may not pay for the delivery of the service being evaluated.

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- Evaluation is conducted under real-world (rather than controlled) circumstances, in real time, and with regular personnel conducting the interventions, usually without rigid protocols (also may be described as effectiveness research in contrast to efficacy research). Evaluation and reporting of outcomes are critical components of CPRIT-funded projects and must be guided by a professional with demonstrated expertise and experience in the field. Applicants should budget accordingly for this activity.
  - The purpose of the evaluation is to assess the success of the project in achieving its objectives (changing behavior, increasing screening rates, and increasing detection of cancers). CPRIT recognizes that, in many cases, evidence-based practices have been developed but not implemented in all populations or all service settings. For applications proposing to evaluate such projects, other forms of evidence (e.g., preliminary evaluation or pilot project data) that the proposed service is appropriate for the population and has a high likelihood of success must be provided. For example, the project may compare evidence-based strategies or evaluate implementation in a new population, but the main objective of the project should be to deliver a program or service to the public that will have a measureable impact on public health. CPRIT strongly encourages award recipients to submit the results and findings from their funded projects for publication in appropriate journals.

A project is appropriate for the Research Grants Program if:

- The primary intent is to generate or contribute to generalizable knowledge.
- The project is conducted using highly controlled, usually randomized, designs (also may be described as efficacy research).

### **What Kinds of Prevention Research Will Be Eligible for the Research Grants Program?**

There is no restriction on the type of research that can be supported by CPRIT's Research Grants Program except that it must be relevant to cancer. Applications will be evaluated based on their significance and importance, their feasibility, the qualifications of the investigator(s), and related factors.

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Types of prevention research include, **but are not limited to:**

- Preclinical and clinical research
- Health services research
- Behavioral research
- Intervention research
- Community-based participatory research
- Disease or behavioral surveillance systems research