Broome County Health Department

Tobacco Free Broome and Tioga Program

Advancing Tobacco Free Communities Request for Proposal

Date Issued: 10/28/26

Proposal Submission Date Extension: 12/11/26

Introduction

The Broome County Health Department's (BCHD) Tobacco Free Broome and Tioga (TFBT) program is offering a funding opportunity to local organizations to serve populations most impacted by the negative outcomes of the tobacco industry. With guidance from TFBT staff, recipients will lead and facilitate community engagement work focusing on the following initiatives: smoke-free multi-unit housing, tobacco product waste in the environment, retail environment, and/or tobacco-free outdoors.

Total Funds Available: $35,000 to be allocated

Eligibility: Open to **Grassroot Organizations** serving Broome and/or Tioga counties**,** that serve local communities most impacted by the negative outcomes of the tobacco industry. Such impacts include targeted marketing, tobacco use, and/or experiencing negative tobacco-related health outcomes.

Timeframe: Activities must take place between time of executed contract and April 30, 2027
(with opportunity for additional funding after April 30, 2027)

I. Background

Broome County Health Department has received *Advancing Tobacco Free Communities* grant funding from the New York State Department of Health's Bureau of Tobacco Control to engage community stakeholders and youth to change policies and norms around commercial tobacco in Broome and Tioga Counties. All *Advancing Tobacco Free Communities* grantees are required to dedicate funds through subcontracts to collaborate with local organizations to support communities that are targeted by the tobacco industry in an inequitable way, and/or those that experience higher rates of tobacco-related death and disease.

Tobacco use is the leading preventable cause of death and disease in New York State and the United States. Although there have been substantial reductions in people who smoke, tobacco use disparities persist for certain groups. Smoking rates among people with lower incomes, people who are enrolled in Medicaid, people with lower levels of educational attainment, people with a disability, and people living with a mental illness and substance use disorders are generally higher compared to the general population.

II. Scope of Work

All proposed work must address health disparities related to tobacco use and exposure in multi-unit housing, the tobacco retail environment, tobacco-free outdoors and/or tobacco product waste in the environment within Broome and Tioga Counties. ***Applicants may choose one or more initiatives.***

A. Smoke-Free Multi-Unit Housing
   1. Educate the public, elected officials, community organizations, and rental property owners/managers about the problems associated with smoking and vaping in multi-unit buildings and the benefits of smoke-free multi-unit housing.
   2. Encourage multi-unit property owners/managers to adopt and implement smoke-free and aerosol-free policies and lease agreements, with a strong emphasis on affordable housing properties.

B. Tobacco Waste and the Environment
   1. Educate the public, elected officials, community organizations and institutions about the problem of environmental tobacco product waste and the benefits of environmental waste policies.
   2. Encourage local community organizations and institutions to develop policies around the collection and disposal of tobacco product waste, as well as policies that reduce tobacco product use.
   3. Provide in-person education to at least 1 municipal body who may be receptive in adopting local regulations related to reducing tobacco product waste. Focus will be policy solutions that tackle waste at the source (such as sales and use restrictions).

C. Retail Environment
   1. Advocate for safe zones for youth by supporting restrictions on tobacco retailers near schools, parks, and libraries.
   2. Work to reduce the number and density of tobacco and vape product retailers.
   3. Conduct education and outreach to inform community members and stakeholders about the impact of retail density and marketing on youth tobacco use.

D. Tobacco-Free Outdoors (TFO)
   1. Promote and support the adoption of smoke-free policies in outdoor public spaces such as parks and community areas.
   2. Educate the public, elected officials, community organizations and institutions about the benefits of TFO policies.
   3. Encourage policies that create healthier, tobacco-free environments and reduce exposure to secondhand smoke and the environmental impacts of commercial tobacco waste.

For Each Initiative:

- TFBT staff will work closely with the subcontract recipients to develop a workplan that includes planned activities and expected outcomes, while incorporating best practices for addressing health disparities.
- TFBT staff will provide education to the subcontract recipients related to the programmatic initiatives and review expectations, as well as meet with subcontract recipients monthly to evaluate their progress, implementation techniques, and provide necessary technical assistance.
- All lobbying is expressly prohibited.

III. Examples of Eligible Activities

The examples below are intended to illustrate the types of activities that may be supported through this funding opportunity. These examples are not exhaustive, and applicants are encouraged to propose other innovative, community-driven activities that align with the selected initiative, advance health equity, and support policy, systems, and environmental (PSE) change.

- Hosting community conversations, listening sessions, or focus groups with residents disproportionately impacted by commercial tobacco use to identify barriers, concerns, and potential policy solutions.
- Conducting outreach and educational presentations at community centers, faith-based organizations, food pantries, recovery programs, senior centers, affordable housing sites, and other locations serving priority populations.
- Gathering resident stories, testimonials, and feedback to help inform local policy, systems, and environmental change efforts.
- Organizing neighborhood meetings to discuss tobacco retailer density, tobacco product waste, smoking in multi-unit housing, or tobacco use in outdoor public spaces.
- Educating municipal boards, community organizations, housing providers, and other decision-makers on evidence-based tobacco prevention strategies and policy options.

IV. Proposal Requirements

Please use the proposal template provided at the end of this document.

A. Organizational Information
   1. Organization name, address and contact information
   2. Description of the organization's mission, vision, and relevant experience.
   3. Evidence of the organization's capacity to manage and implement the proposed activities.
   4. Explanation of how the organization meets the grassroots eligibility requirement. (e.g. staffing pattern, annual budget, previous advocacy work)

B. Program Proposal
   1. Detailed description of the proposed program, including target population, and activities.
   2. Implementation plan, including a timeline and desired results.
   3. Budget proposal outlining the use of funds, including personnel, materials, and other expenses.
   4. Evaluation plan detailing how the activities will be measured.

C. Supporting Documentation
   1. Description of key personnel involved with the activities, include names and positions if applicable.
   2. Any other relevant supporting materials (e.g. letters of support, data).

D. Minimum Passing Score and Funding Eligibility
   1. Applicants must receive a minimum score of 70 out of 100 points on the written proposal to be eligible for funding consideration.
   2. Applicants with the highest written proposal scores will be selected to participate in an interview with BCHD's TFBT program.
   3. If no applicants meet the minimum passing score, BCHD may, at its discretion, invite the highest-scoring applicants to interview for further consideration.

E. Interview Process
   1. Applicants selected based on their written proposal scores will be invited to participate in an interview with the BCHD's TFBT program.
   2. Interviews will be used to further assess the applicant's organizational capacity, understanding of the proposed project, community relationships, implementation approach, and ability to achieve the proposed outcomes.
   3. The interview will be scored separately from the written proposal, with a maximum score of 20 points. The written proposal will be scored out of 100 points.
   4. Applicants must participate in the interview process, if invited, to remain eligible for funding consideration. An invitation to interview does not guarantee an award.
   5. The interview score will be considered alongside the written proposal score when determining the final awardee.

V. Evaluation Rubric

Category (Weight)	1 – Poor	2 – Fair	3 – Good	4 – Excellent
Alignment with ATFC Initiatives (20 pts)	Does not align with ATFC initiatives or the identified policy areas.	Limited alignment with ATFC initiatives; connection to the identified policy areas is unclear.	Aligns with ATFC initiatives and addresses at least one identified policy area.	Strongly aligns with ATFC initiatives and directly supports one or more priority areas identified in the TFBT workplan, with a clear connection to program goals and objectives.
Policy System Environmental (PSE) Impact (20 pts)	Lacks a policy, systems, or environmental (PSE) approach; activities are primarily educational.	Limited PSE focus; proposed activities have an unclear or weak connection to sustainable policy or systems change.	Includes appropriate PSE strategies with potential for moderate, sustainable impact.	Clearly prioritizes meaningful PSE change with strong potential for lasting, community-level impact.
Organizational Capacity & Health Equity Experience (15 pts)	Minimal or no relevant experience; lacks demonstrated capacity to implement project.	Limited experience with health equity or community engagement; capacity unclear.	Relevant experience present; some connection to priority populations; adequate capacity.	Strong experience addressing health disparities; clear staffing and infrastructure to implement project effectively.
Implementation Plan & Feasibility (15 pts)	Plan is incomplete, unrealistic, or not actionable.	Lacks clarity or sufficient detail; feasibility is questionable.	Generally clear and feasible plan; minor gaps in detail or sequencing.	Detailed, realistic workplan; includes evidence-based or evidence-informed strategies**;** clearly outlines steps toward PSE change; strong, feasible timeline.
Budget (Allowable, Reasonable, Justified) (10 pts)	Budget is unclear, not justified, or includes unallowable costs.	Budget lacks detail or includes questionable expenses.	Budget is generally appropriate; minor gaps in clarity or justification.	Budget is detailed and clearly justified; all costs are reasonable, necessary, and aligned with proposed activities.
Evaluation Plan & Measurable Outcomes (10 pts)	No meaningful evaluation plan included.	Limited or vague evaluation approach; unclear measures.	Evaluation plan is present and reasonable but lacks specificity.	Clear process and outcome measures include measurable indicators and tracks progress toward PSE change.
Community Engagement & Priority Populations (10 pts)	No meaningful engagement with priority populations. Is missing letter(s) of support, if applicable.	Minimal engagement: unclear how community is involved.	Includes community engagement strategies; somewhat limited in depth.	Demonstrates authentic, ongoing engagement. Identifies relevant community partners and includes letter(s) of support from identified partners, when applicable.

VI. Submission Instructions

All proposals must be received by December 11th, 2026 to:

Attn: Nikole Hurlbert, Supervising Public Health Educator

Tobacco Free Broome and Tioga
Broome County Health Department
225 Front Street
Binghamton, NY 13905
Email:nikole.hurlbert@broomecountyny.gov
Phone: (607) 778-2885

Proposals may be submitted electronically or in hard copy. Please use template provided at the end of the document. Late submissions will not be considered. Questions regarding the subcontract should be directed to Nikole Hurlbert (contact information above).

VII. Terms and Conditions

1. BCHD reserves the right to request any additional data or clarification in support of the written proposal. All costs contained in the proposal shall be valid, real, necessary, reasonable, allowable, properly allocated and not defective or fraudulent.
2. Subcontract recipients will enter into a formal agreement with Broome County.
3. BCHD and/or Broome County reserves the right to reject any or all proposals.
4. The initial contract term will be December 17, 2026, through April 30, 2027. All funds awarded for this contract term must be spent by April 30, 2027. Following the initial contract term, BCHD may offer up to three (3) additional one-year renewals. Funding shall not exceed $35,000 per contract period.

   The renewal periods are as follows:

   - May 1, 2027, through April 30, 2028.
   - May 1, 2028, through April 30, 2029.
   - May 1, 2029, through April 30, 2030.

   BCHD reserves the right to renew the contract for subsequent years, contingent upon satisfactory performance, demonstrated progress toward established goals and deliverables, availability of funding, and required approvals. BCHD is under no obligation to renew the contract for any subsequent grant year.
5. All awards are contingent upon BCHD receiving funding, executing a contract with the New York State Department of Health and Broome County Legislative approval.

Proposal Template

Organization Name:

Address:

Applicant/Primary Contact Name and Title:

Phone Number:

Email Address:

Website (if available):

Organization Mission/Vision Statement:

Relevant Experience *(include information of your organization's experience with and/or knowledge of health disparities, especially as it relates to tobacco):*

Initiative Applying For:

Smoke-Free Multi-Unit Housing ____ Tobacco Waste and the Environment ____

Retail Environment ____ Tobacco-Free Outdoors ____

Municipality(ies)/Location(s)/Site(s) Proposing to Cover with Subcontract:

Total Requested Subcontract Amount: $ _____

Description of the Proposed Activities:

- Please provide a narrative of your project proposal, and desired results *(include data and details of targeted areas/facilities/populations served where appropriate)*:

Please fill in a tentative plan in the table:

Task	Targeted Groups/Population/Facilities	Timeline

- Please describe how your proposed activities will be measured for effectiveness

Budget Outline:
This budget should provide an overview of the proposed spending, and an itemized breakdown of how the agency intends to spend the award. Items may include costs related to staffing, travel, postage, printing and supplies.

Item	Description	Amount from Award	Justification Narrative

- Please include a description of key personnel involved with the activities, as well as any other relevant supporting materials.