

**ALABAMA DEPARTMENT OF PUBLIC HEALTH  
BUREAU OF PREVENTION, PROMOTION, AND SUPPORT**

**REQUEST FOR PROPOSALS  
FOR  
YOUTH TOBACCO PREVENTION**

**RELEASE DATE  
AUGUST 5, 2026**

## OVERVIEW AND PURPOSE

The Alabama Department of Public Health (ADPH), Bureau of Prevention, Promotion, and Support's Youth Tobacco Prevention Program is currently accepting proposals to collaborate with qualified organizations in Alabama to shift social norms around tobacco use and promote policies that protect youth from nicotine initiation and exposure to secondhand smoke (SHS).

Tobacco use is the leading cause of preventable disease, disability, and death in the United States. Smoking kills more people than alcohol, acquired immunodeficiency syndrome, car crashes, illegal drugs, murders, and suicides combined. Thousands more die from other tobacco-related causes, such as fires caused by smoking and smokeless tobacco use. Most people who use tobacco start before age 18. Considerable progress has been made in reducing cigarette smoking among youth. However, the tobacco product landscape continues to evolve, with a variety of products including smoked, smokeless, and electronic products such as e-cigarettes.

As current tobacco users quit or fall victim to disease and death caused by tobacco use, the tobacco industry looks to young people as the next generation of customers. Lowering the unit price of tobacco, offering flavored tobacco products that resemble candy or mints, and deceptive yet effective marketing are just some of the ways the tobacco industry is targeting youth in Alabama and nationwide.

## ELIGIBLE APPLICANTS

ADPH is seeking applicants from governmental agencies and not-for-profit organizations who can demonstrate capacity in policy development, advocacy, community education, and mobilization. Applicants must meet all of the following eligibility requirements:

- Have 501(c)(3) status or be a governmental agency.
- Have an active Unique Entity Identifier (UEI) from [SAM.gov](https://sam.gov).
- Be able to enter into a grant agreement with ADPH.
- Provide letters of support from the school systems where the program will be implemented.
- Be an organizational member of the Coalition for a Tobacco Free Alabama, or demonstrate intent to become a member.
- Provide a letter of support from a designated local tobacco control coalition (where applicable).
- Be registered in the State of Alabama eProcurement Portal system (<https://Alabamabuys.gov>). Proof of registration must be provided by October 2, 2026, if funded.
- Have the capacity to deliver community-wide programming.
- Have a computer, an email address, and reliable internet access.

## FUNDING

The total budget for this project is \$900,000. The program anticipates awarding up to 12 grants ranging from \$50,000 to \$125,000. Payment is made on a monthly reimbursement basis, contingent upon the satisfactory completion of services for the period during which services were rendered.

The grant funding period runs from October 1, 2026, to September 30, 2027. The funds will support activities that advance the goals and outcomes of this grant. Funding is contingent upon receipt of funds from the Children's First Trust Fund (CFTF) and ADPH.

ADPH must approve budget revisions. Expenditures made without appropriate approval will not be reimbursed. All payments are reimbursed upon satisfactory completion of work and approval of submitted invoices and supporting documentation.

A three-tiered funding model will be used to allocate funds among applicants:

- Tier 1: 5 System Program
  - Applicants can apply for up to \$125,000 in funding during the funding period.
  - Tier 1 applicants must complete all activities outlined in the Tier 1 portion of the Required Activities section of this Request for Funding Proposal (RFP).
- Tier 2: 3 System Program
  - Applicants can apply for up to \$75,000 in funding during the funding period.
  - Tier 2 applicants must complete all activities outlined in the Tier 2 portion of the Required Activities section of this RFP.
- Tier 3: 1 System Program
  - Applicants can apply for up to \$50,000 in funding during the funding period.
  - Tier 3 applicants must complete all activities outlined in the Tier 3 portion of the Required Activities section of this RFP.

Additional funding may be available to applicants willing to implement a multi-session tobacco education curriculum.

**\*\*\* The tiered funding amounts are score-based and do not guarantee the award amount. Applicants who apply for a higher tier may be approved for a lower tier based on the application score and the availability of funds. \*\*\***

## PROJECT DESCRIPTION

Funding for this program comes from Alabama's Master Settlement Agreement funds reappropriated through CFTF. ADPH is seeking governmental agencies and not-for-profit organizations with demonstrated capacity to implement programs focused on youth education and advocacy, community education, and community mobilization. Successful applicants will promote community environments that protect elementary, middle, and high school-aged children from exposure to SHS, educate students about the tobacco industry's deceptive marketing tactics, and promote cessation.

## REQUIRED ACTIVITIES

- **Tier 1 Activities:**
  - Tier 1 applicants will complete the following tasks:
  - School Policy Assessments – a minimum of 5 assessments (1 per school system)
  - Student Tobacco Education Curriculum – 2,500 students (500 per school system, if population allows)
  - Smoke-Free Community Events – 4 per quarter (1 per school system)
  - Youth-led Presentations – 20 total (3 per school system)
  - Adult Tobacco/Vape Education Presentations – 20 total (3 per school system)
  - Social Media Submissions – 40 total
  - Local Coalition Meetings – 4 per quarter
  - Standardized Tobacco Assessment for Retail Settings (STARS) – 175 surveys (25 per school system)
- **Tier 2 Activities:**
  - Tier 2 applicants will complete the following tasks:
  - School Policy Assessments – a minimum of 3 assessments (1 per school system)
  - Student Tobacco Education Curriculum – 1,500 students (500 per school system, if population allows)
  - Smoke-Free Community Events – 2 per quarter (1 per school system)
  - Youth-led Presentations – 10 total (3 per school system)
  - Adult Tobacco/Vape Education Presentations – 10 total (3 per school system)
  - Social Media Submissions – 24 total
  - Local Coalition Meetings – 2 per quarter
  - STARS – 100 surveys (25 per school system)
- **Tier 3 Activities:**
  - Tier 3 applicants will complete the following tasks:
  - School Policy Assessment
  - Student Tobacco Education Curriculum – 1000 students
  - Smoke-Free Community Events – 1 per quarter
  - Youth-led Presentations – 5 total
  - Adult Tobacco/Vape Education Presentations - 10 total
  - Social Media Submissions – 12 total
  - Local Coalition Meetings – 1 per quarter
  - STARS – 50 surveys

## Activities Table

For any applicant seeking Tier 1 or Tier 2 funding, please note that the target areas for these tiers span multiple school systems. As a result, a minimum number of activities must be completed in each school system, as outlined in the text above and the last column of the table below.

| <b>Tier Table for Activities</b>            |               |               |               |                       |
|---------------------------------------------|---------------|---------------|---------------|-----------------------|
|                                             | Tier 1        | Tier 2        | Tier 3        | School System Minimum |
|                                             | \$125,000     | \$75,000      | \$50,000      |                       |
| <b>School Systems</b>                       | 5             | 3             | 1             |                       |
| <b>School Policy Assessment</b>             | 5             | 3             | 1             | 1                     |
| <b>Student Tobacco Education Curriculum</b> | 2500          | 1500          | 1000          | 500                   |
| <b>Smoke-Free Community Events</b>          | 4 per quarter | 2 per quarter | 1 per quarter | 1                     |
| <b>Youth-led Presentations</b>              | 20            | 10            | 5             | 3                     |
| <b>Adult Tobacco/Vape Presentations</b>     | 20            | 10            | 10            | 3                     |
| <b>Social Media Submissions</b>             | 40            | 24            | 12            |                       |
| <b>Local Coalition Meetings</b>             | 4 per quarter | 2 per quarter | 1 per quarter |                       |
| <b>STARS</b>                                | 175           | 100           | 50            | 25                    |

### School Policy Assessment

Successful applicants will obtain tobacco policies from local schools in the target area. These policies will be reviewed and assessed for the comprehensiveness of their tobacco-free content. Once the assessment is complete, the grantee will meet with the school official to provide recommendations, including increased screening for tobacco/nicotine use among youth and the implementation of alternative-to-suspension programs. The goal is for the school to adopt a comprehensive tobacco-free policy if one is not already in place.

### Student Tobacco Education Curriculum

Successful applicants will deliver an education curriculum provided by ADPH to youth in grades 5-12. The curriculum will educate youth about tobacco products and electronic nicotine delivery systems (ENDS), the dangers and consequences of their use, the tobacco industry's deceptive marketing tactics, and refusal skills training. Successful applicants will be responsible for presenting a single-session curriculum lasting approximately 45 minutes. This activity will be measured by the number of pre- and post-surveys entered into the Research Electronic Data Capture (REDCap) system.

Link to view the single-session curriculum:

- [https://www.cdc.gov/tobacco/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html?CDC\\_AAref\\_Val=https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html](https://www.cdc.gov/tobacco/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html?CDC_AAref_Val=https://www.cdc.gov/tobacco/basic_information/e-cigarettes/youth-guide-to-e-cigarettes-presentation.html)

Additional funding may be available to applicants willing to implement a multi-session tobacco education curriculum.

### **Smoke-Free Community Events**

Successful applicants will participate in or coordinate community events. These events aim to raise awareness and educate the community about youth tobacco use, youth access to tobacco, ENDS, and the dangers of SHS. At least one community event must be unique (e.g., a zombie run, community parade, walk-a-thon, or flash mob) or self-created.

Please refer to <https://www.takedowntobacco.org/about/> for tips and resources on coordinating a community event.

### **Youth-led Presentations**

Successful grantees will partner with a youth empowerment group in the target school district. The purpose of this partnership is to engage youth in delivering youth-led presentations that educate their peers and community stakeholders about the dangers of tobacco use, including e-cigarettes. Grantees will meet with students in the youth empowerment group to provide training, share information about the dangers of nicotine, and facilitate youth-led presentations for other youth and community stakeholders.

### **Adult Tobacco/Vape Education Presentations**

Successful grantees will conduct presentations on the dangers of smoking and vaping and the importance of 100 percent tobacco-free school policies. Youth presentations delivered to adults can count toward up to five of the required presentations. Target audiences for these presentations include adults who can drive community-level changes in anti-tobacco policies affecting children in schools and the community, and who can mobilize people to participate in anti-smoking activities. Grantees will receive a presentation template for guidance that can be customized to include information specific to their area.

### **Social Media Submissions**

Successful grantees will consistently provide content for the Alabama You Choose Facebook page, its associated social media sites, and ADPH social media outlets. Examples include, but are not limited to, website and social media articles or announcements, photos from community events and presentations, and short-form videos.

## **Local Coalition Meetings**

Successful applicants will identify, attend, and participate in coalition meetings at the local and state levels. Creation of a local coalition is encouraged if capacity allows.

## **STARS**

Successful applicants will complete point-of-sale assessments using STARS. These assessments can supplement information presented to communities and stakeholders in later presentations and will be entered into the REDCap system.

For more information regarding point-of-sale, follow this link:

- <https://countertobacco.org/the-war-in-the-store/>

## **Required Meetings**

Applicants must also attend an orientation meeting on October 2, 2026, at the Alabama Department of Public Health Training Center & Administrative Annex before any grant activities begin. Additionally, at least one mandatory in-person site visit to the organization's facility will be scheduled during the grant period.

Below is the address for the meeting at the annex. Successful applicants will have the option to request reimbursement for this meeting.

Alabama Department of Public Health  
Training Center & Administrative Annex  
208 Legends Ct  
Prattville, AL 36066

To ensure completion of these activities, the following is required of all awarded applicants:

- Staff who can carry out project activities within a flexible, youth-oriented, and community-event-driven schedule (daytime hours, some evenings, and weekends, with possible overnight travel).
- Specify a location where staff and volunteers can meet, work, and access computers, e-mail, and the internet.

## **Evaluation and Reporting**

Programs will be monitored and evaluated by the following:

- Number of school tobacco policies reviewed, number of meetings with school officials about the policy assessment results, and number of school policies changed as a result of the assessment.
- Number of elementary, middle, and high school-aged youth reached through the tobacco education curriculum.
- Number of community events and the number of participants.
- Number of youth-led presentations and number of attendees.
- Number of presentations within the community and number of attendees.
- Number of state and local coalition meetings attended and description of participation in work groups.
- Number of businesses evaluated using STARS.

Progress reports will be due on the 10th of each month for the preceding month. They will include detailed descriptions of activities and outcomes and will use the provided template.

Sign-in sheets for all community events and adult presentations must be included with these reports.

News clippings, press releases, and products developed should also be included in the monthly progress report to better demonstrate accomplishments and facilitate the sharing of best practices.

## **BUDGET**

Proposals should include detailed budgets with justifications that outline the costs to complete the tasks described in the project scope of work and required activities. Budget proposals for Tier 1 should not exceed \$125,000 per year; proposals for Tier 2 should not exceed \$75,000 per year; and proposals for Tier 3 should not exceed \$50,000 per year.

## **PROPOSAL FORMAT**

The proposal must be submitted in the following format:

- 1-inch margins.
- 12-point Times New Roman, Aptos, or Calibri font.
- Typed and double-spaced, except for the application cover page, organizational chart, work plan, and budget.
- The application cover page must be submitted using the template in Attachment A.
- The work plan must be submitted using the template in Attachment B.
- The budget must be submitted using the budget template in Attachment C.

- State of Alabama laws, rules, and regulations govern the format and requirements for contracts between state agencies and awarded respondents. A pro forma contract and a business associate agreement (BAA) are available upon request. If awarded, the respondent agrees to include and comply with all State of Alabama-required clauses in the contract and BAA.

## **Section 1: Application Cover Page (Attachment A) and Required Forms**

- Identify the applicant/organization name, physical address, and zip code + 4 code.
- Identify the funding tier and amount of funding.
- UEI Number, Federal Tax Identification Number, or Employer Identification Number.
- Identify the contact person's name, title, phone number, and email address.
- Identify the financial officer's name, title, and phone number.
- Include the name, title, and signature of the applicant's organizational representative authorized to submit a proposal or sign a contract.

Required forms:

- Certificate of Compliance with the Beason-Hammon Alabama Taxpayers and Citizen Protecting Act.
- Form W-9.
- State of Alabama Disclosure Statement.
- UEI printout from SAM.gov.
- E-Verify MOU printout from e-verify.gov
- ADPH Risk Assessment Form.

## **Section 2: Problem and Needs Assessment**

Describe the youth tobacco problem in the city/area. Include any local youth tobacco prevalence data available to you, particularly cigarette, smokeless, and all tobacco use in the past 30 days for grades 5-12. Include a description of all tobacco or ENDS-related policies in your city/area. Some of this data can be accessed online at the following locations:

- <https://www.city-data.com/>
- [www.countyhealthrankings.org](http://www.countyhealthrankings.org)
- [www.alabamapublichealth.gov/tpts](http://www.alabamapublichealth.gov/tpts)

### **Section 3: Organizational Structure and Capabilities (5 points)**

Describe the agency's mission, youth services, target population, administration, and operational structure within which the project will operate. Identify the project coordinator. Attach resumes and job descriptions that indicate the qualifications and experience of any key staff member. Also, describe:

- Technical expertise of the project coordinator, including experience educating youth and decision-makers on policy and related tobacco use and exposure issues, public speaking, and media activities.
- Impact of the organization's current youth-oriented programs, if any.
- Results of independent audits and the date of the last audit.
- Provide a description of past policy successes, if any.

### **Section 4: Project Implementation (30 points)**

Describe in detail how the organization will complete the required activities for this RFP. Include the hours of work for each activity, a work plan, and the methods and resources to complete each activity.

### **Section 5: Work Plan (use the template provided in Attachment B, 30 points)**

Use the work plan template (see Attachment B) to outline project implementation. At the top of the work plan, indicate the tier the organization is applying for.

### **Section 6: Coalition Participation and Collaboration (5 points)**

Describe the organization's participation in local or state tobacco use prevention, Children's Policy Council, youth mentoring, health council, or similar coalitions. Indicate collaboration and coordination among organizations and agencies with the organization in proposing this grant project. Describe advocacy training or work the local coalition has completed to prevent youth tobacco use and exposure to SHS.

### **Section 7: Budget (use the template provided in Attachment C, 20 points)**

Provide a budget narrative that offers a detailed justification for how each line item supports the project as outlined in the budget summary. Use the budget template in Attachment C to prepare the budget.

The funds **may** be used for:

- Salary.
- Fringe benefits.
- Limited local mileage.
- In-state mileage for required meetings, training, and events.
- Postage and printing.
- Office supplies.
- Activity supplies (with prior approval).
- Advertisements (with prior approval).

The funds **may not** be used for:

- Purchase of equipment, including, but not limited to, computers, fax machines, cameras, video equipment, overhead or slide projectors, televisions, microcomputers, copiers or printers, or communication devices.
- Any purchases of a single item over \$499.99.
- Purchase of incentive items, including, but not limited to, T-shirts, fidget toys, water bottles or tumblers, and game systems.
- Rentals/leases for office or meeting rooms.
- Food and refreshments of any kind, including per diem, gum, and candy.
- Purchase of gift cards.
- Purchase of land.
- Construction or renovation projects.
- Scholarships or Stipends.
- Utilities.
- To match other funds.
- Out-of-state travel expenses, unless pre-approved by ADPH.

### **Section 8: Evaluation (5 points)**

Describe the organization's understanding of the reporting requirements outlined in the "Evaluation and Reporting" section of this RFP, how the data for those requirements will be collected, and who will be responsible for collecting and submitting the data.

### **Section 9: Letters of Support (5 points)**

Provide a letter of support from each planned targeted school system superintendent or principal who supports the grantee organization in presenting the curriculum. Each letter must include a tentative start date for educational presentations and an agreement that the grantee will be able to partner with a youth empowerment group (FOCUS Program of Alabama, Peer Helpers, or a similar group) at the school (if applicable).

Additionally, applicants should provide copies of agreements with youth-serving organizations, schools, collaborative agencies, civic organizations, and local drug/tobacco prevention coalitions. Letters of support should outline the organization's shared missions, prior joint projects, and the resources each agency will contribute to achieving the objectives outlined in this application.

## **PROPOSAL SUBMISSION**

**Electronic applications must be received by 3:00 p.m. CST on September 2, 2026, and should be emailed to [antone.robinson@adph.state.al.us](mailto:antone.robinson@adph.state.al.us). Once ADPH receives the application, a confirmation email will be sent. If a confirmation email is not received after submission, please contact Mr. Robinson before the submission deadline. Applications will not be accepted after this date, and incomplete applications will not be accepted.**

Discussions may be conducted with respondents who submit proposals determined to be reasonably sufficient to be selected for award, but proposals may be accepted without such discussions. If additional information or discussions are needed with any respondents, the respondent(s) will be notified.

## **IMPORTANT DATES**

- August 5, 2026: RFP release.
- September 2, 2026: Grant proposals due.
- September 18, 2026: Award notification.
- October 1, 2026: Grant period begins.
- October 2, 2026: Mandatory In-person Orientation Meeting (Prattville, AL).
- September 30, 2027: Grant period ends.

## **PROPOSAL EVALUATION**

Each application submitted will be reviewed using a three-tiered process. Upon receipt of the application, ADPH staff will check applications for required components. Grant applications that do not meet the requirements will not be considered. Grant applications that meet the requirements will proceed to the second tier of the review process. A panel of state-level professionals with experience in tobacco prevention or community grants will score proposals on the following criteria:

- Organizational Structure and Capabilities (5 points).
- Project Implementation (30 points).
- Work Plan (30 points).
- Coalition Participation and Collaboration (5 points).
- Budget (20 points).
- Evaluation (5 points).
- Letters of Support (5 points).

The third tier consists of a review team that will make final funding recommendations based on scores and rankings from the second-tier review, grant applicants' past performance, the greatest demonstrated need for tobacco policies and protections, and the most significant potential impact as identified by ADPH. Awards will go to proposals that conform to the solicitation and are most advantageous to the state, taking into account price and evaluation factors.

## **CONTACT INFORMATION AND TECHNICAL ASSISTANCE**

If you have any questions, please contact Antone Robinson at [antone.robinson@adph.state.al.us](mailto:antone.robinson@adph.state.al.us) or (334) 206-2918 by August 14, 2026. ADPH responses will be released by August 21, 2026.

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