

Notice
Competitive Request for Applications

Children's Oral Health Program
July 1, 2013 – June 30, 2014



Issued by:

New Jersey Department of Health

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Children's Oral Health Program

REQUEST FOR APPLICATION (RFA) NOTICE
March, 2013
NEW JERSEY DEPARTMENT OF HEALTH

Children's Oral Health Program

I. General Information

A. Statement of Purpose

The New Jersey Department of Health (NJDOH), is announcing the availability of funds for the Children's Oral Health Program (COHP). This initiative provides and promotes a variety of oral health education programs for school age children in grades pre-K through 12. In addition, the importance of good oral health practices for women of child bearing age and their children are emphasized through targeted program activities and special initiatives. Through age-appropriate activities, preventive oral health education is taught and good oral hygiene practices are encouraged to reduce the incidence of future oral disease.

The overarching goal of the COHP is to educate and promote good oral health practices for school age children. Activities and strategies implemented by this program should incorporate, but not be limited to the following: good oral hygiene practices, reduction of dental caries and untreated dental decay, education about the importance of dental sealants, promotion of fluoride as an oral health preventive measure, utilization of the voluntary State-funded school based fluoride mouth rinse program, healthy food choices and the adverse effects of tobacco products.

The infrastructure for this initiative will support new or existing programs in building preventive oral health education programs for school age children along with targeted activities to promote the importance of oral health for pregnant women. The COHP will coordinate and implement activities and strategies to address pre-K through grade 12 oral health issues identified through a community needs assessment identifying children at high need/risk for developing dental decay and other oral health problems.

B. Background

Oral diseases are progressive and cumulative, becoming complex over time. They can affect the ability to eat, appearance, and communication. Oral disease may also adversely affect the way children function and learn in school. Oral health therefore is more than healthy teeth. The first-ever Surgeon General's Report on Oral Health in 2000 was issued to inform consumers about opportunities to improve oral health and the importance of good oral health for general health. The report also served to strengthen the translation of proven health promotion and disease prevention approaches into programs that address a variety of oral health care needs. Recognizing the importance of good oral health practices for children, the NJDH since 1981 has provided grant funds for a variety of oral health education programs for school age children in the high need/high risk areas of the State.

C. Priority Issues in Oral Health

Many changes have occurred since the inception of oral health programs in our nation's schools. These changes have been driven by research and technology and have expanded the key issues in oral health to the following critical areas: promotion of fluoride as a preventive measure, periodontal disease, healthy food choices, dental sealants, school based fluoride mouth rinse programs, tobacco cessation, oral cancer awareness and oral health education programs targeted to school age children. In addition, due to the increased emphasis on the importance of perinatal health, oral health program efforts are also targeted to women of child bearing age and their children.

D. Role of the Children's Oral Health Program (COHP)

The Statewide COHP is administered by the NJDOH and is regionally implemented by agencies selected through a Request for Applications (RFA) competitive process. Three agencies will be selected with one agency to be located in each defined area of the State, specifically, the northern, central and southern part of the State. Utilizing a multi-disciplinary health care staff, program activities as defined by the COHP will be implemented. A Registered Dental Hygienist/Master's prepared health care professional will serve as the Regional Oral Health Coordinator. Under the direction of the Regional Oral Health Coordinator, Registered Dental Hygienists and/or registered professional nurses will conduct oral health education programs and implement special initiatives in the regional county areas. Administrative support staff will assist in the day to day program operations. The Regional Oral Health Coordinator will collaborate with organizations such as local Women, Infant, and Children (WIC) programs, State and local health and education agencies, and community groups as directed.

The COHP will provide age-appropriate educational activities on a variety of oral health issues for children in Pre-K through grade 12 including special needs children. Topics covered in the interactive teaching and learning sessions include, but are not limited to: oral hygiene, periodontal disease, promotion of fluoride as a preventive measure, healthy food choices, importance of dental sealants/, tobacco cessation and oral cancer awareness.

The COHP also conducts outreach and education targeting obstetrical and pediatric providers. Utilizing a train-the-trainer approach, staff will provide oral health training, technical assistance and resources to medical, nursing, dental and ancillary staff with the goal of improving the oral health status of children and pregnant women through education, resources and referral to a dental home with the long term goal of reducing the incidence of early childhood caries.

Methodologies for presenting the above topics include, but are not limited to the following: school based classroom presentations, oral health care kit loaner program, train-the-trainer programs, in-services and workshops for a multi-disciplinary health care team that includes: pediatric and obstetrical health care providers, school nurses, classroom teachers, social workers, trained parent volunteers. The Regional Oral

Health Coordinators will also collect, analyze and submit data on program activities as required by the COHP.

II. Program Policies and Requirements

A. Program Scope

It is anticipated that three agencies will be awarded grant funds through a competitive application process. Grants will be awarded to one agency in each region as follows:

North Region Counties of New Jersey: Bergen, Essex, Hudson, Morris, upper half of Passaic, Sussex and Warren

Central Region Counties of New Jersey: Hunterdon, lower half of Passaic, Middlesex, Monmouth, Somerset, Union, Ocean counties

South Region Counties of New Jersey: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer and Salem

The program activities will be coordinated and implemented by the Regional Oral Health Coordinator with the assistance of part time dental hygiene/professional registered nurse staff. Allocation of grant funds will be awarded proportionate to the regional county area to be covered.

B. Applicant Eligibility

Potential applicants are required to send a Letter of Intent via email expressing their interest in submitting an application in response to this RFA. **Letters of intent shall be sent to: Beverly.Kupiec@doh.state.nj.us and must be dated no later than March 15, 2013.** Letters of Intent that are not received by this deadline are not eligible to submit an application. The awarding of grants is on a competitive basis and is contingent on proposals deemed fundable according to a review process, available funds and compliance with:

- The DOH Terms and Conditions for Administration of Grants
- Applicable Federal/State Cost Principles, New Jersey Department of Health Cost Controlling Initiatives effective July 1, 2012
- Conditions stated in this RFA

Eligible applicants must be New Jersey-based:

- Public agencies or private non-profit organization with 501 (c) (3) status as evidenced by a tax-determination letter or other proof of non-profit status.
- Applicant must have the proven capability to provide preventive oral health education to high need/risk children in underserved areas of the State.

- Applicant must have on site dental operatories/clinic that include the services of licensed dentists and registered dental hygienists in order to serve as a referral site for establishing a dental home.
- Applicant must be able to provide oral health education programs/activities throughout the designated north, central or southern county region.
- Applicant must show evidence of dedicated program specific office space and telephone line to ensure immediate response for consumers seeking assistance for public dental clinic services and for oral health education and special initiative program inquiries.

Applicants must be able to accomplish the following program objectives:

- Implement a regional fluoride mouth rinse program for school age children. Solicit school participation, prepare yearly fluoride mouth rinse order, assure distribution of materials, educate and monitor schools and prepare and submit required reports.
- Develop, implement and maintain a tracking loaner system for preventive oral health education teaching kits to be used in schools in non- high risk/high need areas.
- Develop and implement age appropriate “train the trainer” programs to educate a multidisciplinary team of health care providers including but not limited to: school nurses, pediatricians, obstetricians, social service providers and other health care personnel.
- Develop formal linkages with community agencies that provide oral health services to school age children.
- Provide telephone consultation to schools, community and faith based organizations and local health departments within the region in matters related to children’s oral health.
- Identify the high need/high risk areas within the defined regional counties to target school based oral health education efforts for students.
- Collaborate in the development and implementation of the “Oral Health Survey” targeting third grade students in select schools on a biennial basis.
- Collaborate in the Statewide annual “Sugar-Less Day to Prevent Tooth Decay” Initiative throughout the defined regional county area.
- Conduct regional activities related to Children’s Dental Health month.
- Collaborate in the development of targeted newsletters, brochures, web based materials and outreach materials and participate in resource dissemination.
- Participate in the development of and conduct the “Special Smiles” Initiative by providing education programs to special needs children.
- Participate in educational activities developed by the COHP such as Project: REACH and Project: PEDS which target medical, obstetrical, pediatric and dental providers with the overarching goal of reducing the incidence of early childhood caries.
- Refer children, pregnant women to on-site dental clinic services

- Collaborate with the COHP in the establishment of an oral health component into the Nurse-Family Partnership Home Visiting Program.
- Maintain a current license in New Jersey applicable to the discipline for prospective employees.
- Prepare and submit narrative progress reports and statistical summaries within ten (10) business days at the end of the quarterly reporting period on SAGE.
- Provide completed expenditure reports within fifteen (15) days at the end of the quarterly reporting period on SAGE.

Criteria that will be used to evaluate applications for funding include documentation of the following:

- Experience and ability to provide school and community-based preventive oral health education to school age children.
- Proficiency in forming and utilizing linkages with other agencies.
- Developing and implementing appropriate evaluation methods including data collection, client tracking, and programmatic monitoring.
- Staffing and financial capacity to provide required services in the designated county project area.
- Availability of dedicated office space and telephone line solely for use of the Program.
- Applicant must have on site dental operatories/clinic that include the services of licensed dentists and registered dental hygienists in order to be used as a referral site for establishing a dental home for children and referral for dental care for participants of special initiatives developed and implemented by the COHP.

C. Funding Information

Awards will be made based on the quality of the applicant proposal and the pending availability of funds. Funding in the first and future years are expressly dependent upon the availability of funds to the Department.

The overall project period will be for one year for projects supported by the amount awarded to each of the three agencies and is dependent upon number of regional counties served. The Department shall not be held liable for any breach of any award because of the absence of available funding opportunities. The project period is for the period of July 1, 2013 through June 30, 2014. Grantees may be eligible for continued funding for an additional two years dependent upon, but not limited to, satisfactory performance of the grantee meeting agreed-upon goals and objectives, submitting required documentation in the timeframes requested, and availability of funds. It is anticipated that grant funds in the approximate amount of \$450,000.00 will be available.

For applicants from the northern region, budgets should be prepared in the range of \$100,000-\$105,000 that will encompass coverage to 6 ½ counties. Personnel to include 1 part time Northern Regional Coordinator, 1 part time dental hygienist or part time registered professional nurse and 1 part time administrative assistant.

For applicants from the central region, budgets should be prepared in the range of \$130,000- \$140,000 that will encompass coverage to 6 ½ counties. Personnel to include 1 full time Central Region Coordinator, 2 part time dental hygienists or part time registered nurses and 1 part time administrative assistant.

For applicants from the southern region, budgets should be prepared in the range of \$190,000- \$210,000 that will encompass coverage to 8 counties. Personnel to include 1 full time Southern Region Coordinator, 3 part time registered dental hygienists or part time registered professional nurses and 1 full time administrative assistant.

In addition, one agency will be awarded additional funds that will be solely dedicated to the purchase of fluoride mouth rinse program supplies for the voluntary fluoride mouth rinse program, "Save Our Smiles." Supplies will be used at participating schools in each county region to implement the voluntary fluoride mouth rinse program. The agency to receive the funds will be determined at the time of final award to successful applicants.

Grant funds are to be used for the following:

- Personnel, including a full-time or part time Regional Oral Health Coordinator that is solely dedicated to the regional oral health program. Determination is made according to targeted regional county area served.
- Part time registered dental hygienist or registered professional nurse who will conduct oral health education programs, monitor schools participating in the voluntary school based fluoride mouth rinse program, conduct "Sugar-Less Day to Prevent Tooth Decay" and other education activities such as Projects: REACH, PEDS and as determined by the COHP.
- Administrative-support person either full or part time as identified through this RFA and dedicated solely to the Program.
- Supplies needed to conduct program activities. In addition, the COHP will provide a variety of education related materials to agencies receiving grant funds.
- Administrative support costs associated with the coordination of activities.
- Regional travel to school based education program sites and meetings as requested and approved by the funding agency.
- Other related costs associated with the above as approved.

Grant funds may not be used for the following:

- Specific activities that do not fall under the approved categories above.
- Subgrants to other agencies will not be allowed.

There is no minimum matching-funds requirement for these grants, but the degree of local commitment to the project, as evidenced by the contribution of organizational resources, dedicated office space, telephone line and program commitment, will be assessed in the awarding of grants. All applications that meet minimum screening

requirements will undergo a review process. Grants will be awarded to those applicants receiving the highest rating in the review process. One grant will be awarded in each regional county wide area. The DOH reserves the right to discontinue any approved grant for failure to meet program requirements.

D. Funding of Grant

It is the intent of this grant to provide funds for a three (3) year period. However, budgets will be submitted annually and approved for the periods of:

Year 1: July 1, 2013 to June 30, 2014

Year 2: July 1, 2014 to June 30, 2015

Year 3: July 1, 2015 to June 30, 2016

Agencies funded for Year 1 will be notified by April 1, 2014 if they have successfully met Program criteria as defined by Attachment C.

III. Application Process

A. Health Service Grant Application and Attachments

An email Letter of Intent **MUST** be submitted to the Director, Children's Oral Health Program prior to accessing the System for Administering Grants Electronically (SAGE).

An email "Notice of Letter of Intent to Apply" must be sent no later than 3:00pm March 15, 2013.

Contact information is provided below:

Children's Oral Health Program Director: Beverly Kupiec-Sce, Ph.D.
Beverly.Kupiec@doh.state.nj.us

Mandatory Technical Assistance Meeting

Applicant agencies **MUST** attend the technical assistance meeting to be eligible to submit an application. The meeting is scheduled for:

Date: March 25, 2013

**Location: Mercer County Library
Lawrence Branch
2751 Brunswick Pike
Lawrenceville, New Jersey 08648**

Room 1 and 2

Travel Directions can be found on the library website: mcl.org

Check-in Time: 10:30am to 11:00am

Meeting Time: 11:00am to 1:30pm

The technical assistance meeting will provide the opportunity for potential applicants to review, clarify and ask questions about the information presented in this RFA. This meeting will be used to review any questions and concerns about the application and SAGE process. No further technical assistance on this RFA will be provided after this training.

Registration is required to attend this technical assistance meeting. **Applicants must register with the Children's Oral Health Program Director, Beverly Kupiec-Sce, Ph.D. via email at Beverly.kupiec@doh.state.nj.us no later than 12:00 noon on March 18, 2013.** Registration is limited to three representatives per applicant agency. When registering via email, please include the name and title of each agency representative.

An application for the 2013-2014 Children's Oral Health Program grant is to be submitted through the Department's System for Administering Grants Electronically (SAGE). **Applicants who received a return response to their email for Intent to Apply and attend the technical assistance/support meeting will be able to create their application in SAGE on March 25, 2013. The completed application must be submitted no later than 5:00pm, April 19, 2013.**

Paper submissions will not be considered. Incomplete applications will not be considered and disqualified. Applicants that do not meet the criteria will be rejected. Recipients of the 2013-2014 Children's Oral Health Program grant will be announced **May 25, 2013.**

The DOH administers discretionary grant programs in strict conformance with procedures designed to ensure accountability and integrity in the use of public funds. An applicant agency will lose the opportunity to be considered eligible for a grant award if the application is not submitted by the deadline.

The DOH requires all grant applications to be submitted electronically through the DOH System of Administering Grants Electronically (SAGE) using font: Times New Roman-12, single space and no special characters. The automated SAGE process shuts down application submissions at the deadline.

The use of complete sentences in the narrative sections is required along with adherence to page limits. Reviewers will be instructed to disregard content exceeding the page limit.

Without exception, applications must be submitted no later than 4:59pm on April 19, 2013. SAGE promptly shuts down the application process at 5:00pm on April 19, 2013.

Paper submissions and faxed copies will not be considered. Incomplete grant applications will not be considered and will be disqualified. **Selected applicants will be notified of funding decisions on or about May 30, 2013.**

Only agencies registered on the SAGE system are eligible to apply. Application proposals must be submitted on an official Health Service Grant Application through the SAGE system. The application is available on the Department's Internet site. The address is:
<http://www.state.nj.us/health/mgmt/mgmt&adm.htm#financial>.

All items in the Grant Application Package must be completed and submitted by the deadline.

- A. Abstract: one page summary of the program described in the application.
- B. Target Area: describe the defined county region area for the project. While the program must cover the designated county region, applicants must identify the areas/cities of highest need for targeted education services to the high need/risk populations in those cities. Applicants should describe the geographic boundaries of the regional area, describe the target populations and provide demographic data on the county area. Data should include total population, number and/or percent of school age children and number and/or percent racial/ethnic minority. Data should also include the percentage of school age children receiving free/reduced lunch rates.
- C. Needs Assessment: Provide demographic and health status indicators that justify the selection of the target areas described above. Key indicators that should be assessed include, but are not limited to: number of school age children, oral health status (decayed and missing teeth status), access to dental services, children

receiving free/reduced lunch and need for preventive oral health education programs.

- D. Applicant Organization: describe the history of the organization and services provided by the agency, specifically related to oral health when applying for these funds. In particular, describe the applicant's experience and ability to provide preventive oral health education programs to school age children within schools and community settings. Applicant should describe the ability to provide oral health education services to pregnant women and/or oral health education training to an interdisciplinary staff of medical/dental/pediatric providers. Describe the dental clinic/dental operatory area, and dental staff that provide services. Describe the area that will be specifically dedicated for this program, where the program will be placed in the organizational structure and who will be responsible for supervising the program. Please note that the staff person who will be designated as the regional oral health coordinator must spend one hundred percent time dedicated to the program. While the preference for the Regional Oral Health Coordinator is a registered dental hygienist preferably master degree prepared, a health care professional from another discipline, especially nursing will be considered.
- E. Program Plan: describe the services and activities to be provided by this grant. This section must include:
1. Objectives: the proposed program must be designed to achieve each of the objectives as set forth in "Applicant Eligibility" section II B of this RFA. These objectives must be incorporated into this section of the application. The applicant may also add other objectives as it deems relevant to the accomplishment of the goals of this program. All objectives must include specific and measurable indicators of performance.
 2. Activities: for each objective, describe the actions to be taken to achieve the objective. Include time lines for implementation of each specified activity.
 3. Curriculum: for applicants that currently use an oral health curriculum as part of the oral health program, please include a copy of the curriculum and describe its utilization. However, agencies that are awarded grant funds will utilize oral health templates/curriculum as prepared by the Children's Oral Health Program to ensure uniformity throughout the Statewide Program.
 4. Evaluation: for each objective, describe the means to be used to determine if that objective has been accomplished. Include what data will be collected, how it will be collected, including the use of reporting forms and/or a computerized data system, who will be responsible for collecting/analyzing data. In addition, there will be data collection requirements set forth by the COHP.
- F. School and Community Cooperation: describe formal and informal arrangements that exist, or that will be established, with local agencies, schools and community based agencies to further the accomplishment of the objectives of this program.
- G. Budget: a complete, line item budget for the proposed program using the grant forms available on the SAGE system of the DOH web site should be used. The

budget must include, in separate columns, the total amount required, the amount of grant funding requested, in-kind and local resources and the amount of other funds allocated to the program. Subgrants to other agencies will not be allowed.

Attachments

1. Current organization chart of the applicant indicating the projected location of the program in the organization.
2. Needs assessment: any tables or charts needed to describe the needs existing in the regional and target areas and the populations to be served.
3. Job descriptions for all positions to be funded by this grant or by the matching funds.
4. Resumes and copy of current New Jersey license for persons identified to fill these positions.
5. Letters of Support from other agencies that would include providers, agencies, and community based agencies that have a direct or indirect involvement in the program.
6. Copy of an Oral Health Curriculum if applicable.

IV. Questions

Questions about the application and process will be addressed at the **mandatory technical assistance meeting being held on March 25, 2013.**

V. Submission of Grant Application

The completed grant application should be submitted by the SAGE system according to the deadlines outlined in the RFA.

D. Application Review Process

The DOH reserves the right to reject any application not in conformance with the requirements of the RFA. Applications received by the deadline will be screened for completeness. Only those proposals deemed to be complete and in compliance will be sent to the RFP review committee. "Complete" applications will then undergo a review committee process.

The review committee will assess and score each application according to the "Grant Review Criteria." An application must score 75 or greater points to be approved for funding. Applications meeting these criteria will be rank ordered from the highest to the lowest score. The DOH reserves the right to render final decisions on the awarding of COHP grant funds under this RFP.

After applications have been scored and ranked by the review committee, the Director of the COHP will review the proposed budget request. The DOH may negotiate specific line items that it determines to be inappropriate, excessive, or contrary to the Department policy.

The Director of the Children’s Oral Health Program will make recommendations and/or approve the hiring of personnel for the applicants that receive grant funds. Successful applicants that will be awarded grant funds must provide a copy of the prospective employee’s curriculum vitae to the Director, Children’s Oral Health Program for review and approval before the prospective employee is hired.

E. Grant Award Process

Applications will be funded in rank order by score according to region. One applicant will be funded in the north, central and southern part of the State.

After the decision is made to fund an application, the DOH will enter into negotiations with the applicant to determine the final budget. The actual grant amount will be determined at the time of precontract revisions. Applications with scores of 75 or greater points, but for which grant funds are not available, will be approved as “eligible for funding,” should future funds become available.

F. Notification of Grant Award

It is anticipated that applicants will be notified of the award status (acceptance or rejection) on or around May 30- June 3, 2013. At that time, the DOH may schedule a meeting with the grantee to negotiate and finalize the budget.

Funding and issuance of a grant is contingent upon the availability of funds.

G. Time Schedule

| | |
|---|----------------|
| Release of RFA: | March 25, 2013 |
| Technical Assistance Meeting: | March 25, 2013 |
| Deadline for submission of Letter of Intent to Apply: | March 15, 2013 |
| Application Deadline: | April 19, 2013 |
| Notification of Grant Award | May 30, 2013 |
| Notification of Denial | June 3, 2013 |
| Grant Year Begins | July 1, 2013 |

Children's Oral Health Education Program

Grant Evaluation Criteria

Target Area (10 points) (3 page limit)

- _____ Regional county area is defined (2 point).
- _____ High risk cities are defined and demographic data justifies geographic area as appropriate target (6 points).
- _____ Target population is identified and consistent with RFA (2 points).

Needs Assessment (10 points) (3 page limit)

- _____ Geographic area to be covered is defined (2 points).
- _____ Population at risk is sufficient to meet program objectives including information related to free/reduced lunch rates of target population (3points).
- _____ Applicant adequately describes how the demographic and health status indicators presented in the risk assessment justify the need for funding this program (5 points).

Capability of Applicant to Accomplish COHP Proposal (20 points) (3 page limit)

- _____ Organization chart attached and indicates location of infrastructure for the program (2 points).
- _____ Supervision of program is defined and is acceptable (3 points).
- _____ Applicant describes on site dental clinic/operator structure and the process of referring program clients for dental services (10 points).
- _____ History and ability of the applicant to provide oral health training to an interdisciplinary staff that includes but is not limited to physicians, dentists, nurse practitioners and that would provide oral health education to pregnant women and/or parents/children. (5 points).

Track Record of Applicant in the Provision of Children's Preventive Oral Health Education Programs (30 points) (3 page limit)

- _____ Agency has capabilities in implementing and providing oral health education to school age children. (10 points).
- _____ Agency describes capabilities to implement and provide targeted oral health education programs to the defined county area. (10 points).
- _____ Applicant documents program history in serving school age children through outreach and education efforts. (10 points).

Proposed Program Proposal (20 points) (3 page limit)

- _____ Proposed plan addresses oral health issues as demonstrated in the needs and assets assessment (5 points).
- _____ Proposed plan addresses and justifies the high need cities for targeted in-depth oral health education activities and programs (10 points).
- _____ Objectives are measurable and time specific and activities to accomplish each objective are adequately described (5 points).

Evaluation and Data Collection (5 points) (3 page limit)

- _____ Systems exist to collect data necessary to conduct the specified evaluation and performance measures (3 points).
- _____ Applicant possesses the computer capabilities and data operating systems to collect and report data. (2 points).

Budget (5 points) (2 page limit)

- _____ Proposed budget is adequate to accomplish the proposed objectives with all costs reasonable and allowable under Department of Health grant policy (2 points).
- _____ Applicant documents in-kind contribution of allowable space and a dedicated telephone to the program (3 points).

Total points available = 100. Score_____

Reviewer's _____ Date: _____

_____ Date: _____

____ Recommended for funding

____ Not recommended for funding

____ Regional Ranking