

# **Office of Massachusetts Attorney General Martha Coakley**



## **Request for Proposal (RFP)**

### **Preventing Childhood Lead Poisoning**

**Release Date:** Wednesday, February 11, 2009

**Response Due Date:** Wednesday, April 8, 2009

**Project Start Date:** Monday, June 1, 2009

**Grantor:** Office of Massachusetts Attorney General Martha Coakley  
**Address:** One Ashburton Place, Boston, MA 02108  
**RFP Name:** Preventing Childhood Lead Poisoning  
**RFP Contact Person:** Paul Heithaus  
**Email:** AGOgrants@state.ma.us  
**RFP Deadline:** Wednesday, April 8, 2009  
**Award Notification:** Friday, May 1, 2009  
**Project Start Date:** Monday June 1, 2009

**Summary:**

The Office of Massachusetts Attorney General Martha Coakley (AGO) recognizes that lead exposure (even in small amounts) is a significant threat to the health and safety of children throughout the Commonwealth.

- Today, childhood lead poisoning is considered to be the most preventable environmental exposure that can lead to disease in young children, yet an estimated 310,000 children in the U.S. have elevated blood lead levels.<sup>1</sup>
- Although MA has the highest screening rates in the country -- 73% of children under age 48 months are screened -- there remain 27% who are not.<sup>2</sup>
- The Massachusetts Department of Public Health (MDPH) has developed an algorithm to identify children at greatest risk of lead exposure in the state. MDPH has determined that there are ten communities in Massachusetts at high-risk for childhood lead poisoning. That said, each of the remaining 341 cities and towns in Massachusetts has children at risk for exposure to lead poisoning and this RFP is open to all Massachusetts communities.

Using funds obtained in a national, multi-state settlement agreement with Mattel, Inc., and its subsidiary, Fisher-Price, Inc., the AGO announces a competitive grant program designed to disseminate these funds locally, to qualified community health centers, government agencies and/or non-profit organizations, to support plans to improve or expand capacity for childhood

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<sup>1</sup> National Center for Environmental Health: <http://www.cdc.gov/nceh/lead/events/NLPPW/leadweek2008.htm>

<sup>2</sup> Massachusetts Department of Public Health Childhood Lead Poisoning Prevention Program

lead poisoning prevention throughout the Commonwealth. The criteria for this program have been developed in collaboration with medical and public health experts and applications will be reviewed by a multi-disciplinary panel including staff from the AGO, the Massachusetts Department of Public Health and medical experts from major area hospitals.

Applicants should propose an effective plan, based upon the documented need in their service area, to conduct one or more of the following activities:

- Increase childhood lead poisoning awareness through education and outreach.
- Increase the percentage of children ages 12 and under, including those in immigrant and refugee communities, who are screened for lead exposure by increasing referrals to healthcare providers for testing.

Grant funding is anticipated to be awarded to up to ten (10) geographically diverse organizations throughout Massachusetts. One year funding is in the range of \$30,000 to \$50,000 for each award. Grants are non-renewable.

**Background:**

The December 2008 settlement between 39 states and Mattel, Inc., and its subsidiary Fisher-Price, resolved a 15-month investigation into the events that lead to a voluntary recall of the companies' toys due to the presence of excessive lead paint in accessible surface coatings and substrates. The Attorneys General investigated how Mattel permitted these toys with accessible lead in dangerous amounts to enter the stream of commerce and whether Mattel's contracting and quality assurance processes were sufficient to guard against such toys.

The consent judgment required Mattel to make a payment of \$12 million in January 30, 2009, to be divided among the participating states. As the leader of the multi-state group investigation and settlement, Massachusetts received \$625,000 as a result of the settlement; \$500,000 has been dedicated to this grant for the purposes of combating and preventing childhood lead poisoning and \$125,000 will cover the costs of the investigation.

Since the Attorneys General first contacted Mattel in August 2007, Congress enacted the Consumer Product Safety Improvement Act (CPSIA), which requires more stringent standards for lead in surface coatings and substrates, effective in February 2009. Under the judgment, Mattel must phase-in more stringent standards ahead of the timelines provided by the CPSIA. Mattel is also required to notify the Attorneys General if it confirms excessive lead in any of its products in violation of state or federal law, or the Consent Judgment, and to work with the Attorneys General to remedy such violations.

**Eligible Applicants:**

For the purpose of this RFP, eligible applicants are licensed community health centers, government agencies and/or other non-profit organizations within Massachusetts which have met all filing requirements with the Internal Revenue Service and the Attorney General's Public Charities Division and which have as part of their corporate purpose public health education, outreach and prevention.

**Reporting Requirements:**

Grant recipients are required under the terms of the grant to provide three quarterly budgetary and program reports and one final report to the AGO. Participating programs must adhere to all mandatory fiscal and program administration guidelines and disbursement of funds will be dependent upon timely submission of all required reports.

**Requirements of Grant Proposal:**

*Please provide responses for each section of the grant narrative and number the responses as detailed below.*

**1. Grant Narrative:** Applications must include the following information:

- a. Complete contact information including: the name of the agency/organization and the name, address, phone number, and email address for the primary contact person and a secondary contact person related to this grant.
- b. A description of the organization's mission, population served, service area and a description of any prior work done in the area of childhood lead poisoning prevention, including best practices from previous programs and

lessons learned. Applicants should provide evidence of the organization's capacity at this time to conduct lead poisoning education, outreach, screening, and/or referral.

- c. A description of the identified (data-driven) need for a childhood lead poisoning prevention program in the applicant's service area. This should include a discussion of the degree to which efforts will include any targeted populations (please describe population data and any known demographics relative to the unscreened childhood population) and plans for doing specific outreach to identify and serve those populations. Applicants with a plan to reach underserved populations (such as immigrant/refugee families and/or families with children who have not been screened) or are from a pre-designated as a high risk community based upon the Department of Public Health formula are strongly encouraged to submit a proposal.
- d. A description of the goals, objectives and timeline for the program. For each goal listed identify objectives that are timely, measurable, and attainable. Include a detailed timeline illustrating the achievement of each goal and objective, such as in the form of a logic model.
- e. A description of the proposed activities of the grant. Grantees should propose an effective plan to conduct one or more of the following activities:
  - Increase lead poisoning awareness through education and outreach. Awareness activities may be targeted to families, health care, education, and early child development professionals, licensed or family daycare providers (or others who may come into contact with families with young children), housing contractors and building managers (or other appropriate entities involved in home renovations), landlord, realty and tenant groups, or may involve general outreach to an entire community. These may include (but are not limited to) the use of media, the Internet, direct educational sessions, the development of culturally competent educational materials, outreach to linguistic minorities and/or outreach to children and parents in communities, shelters, schools, health initiatives, or via health fairs.

- Increase the percentage of children ages 12 and under who are screened for lead exposure by identification of and focus on high-risk groups, including previously unscreened children and/or immigrant and refugee populations. Applicants should describe the plan to identify and reach families with children not currently being screened for lead exposure and the methodology for intervention. As to children who have not been tested in accordance with MDPH laws and regulations articulate a plan for referral to the local Community Health Center (CHC) or other appropriate clinical entity.

Preference will be given to applicants who document working relationships with other community and regional entities that have experience with environmental hazards, lead poisoning, health education and public health initiatives. Applicants are encouraged to link their efforts with the state and regional lead poisoning prevention programs, environmental agencies, clinics and collaboratives.

- f. A description of what financial and/or in kind resources you may leverage.  
Although the grant does not require matching funds (and/or leveraged, donated or in-kind resources), an applicant's demonstration of its ability to do so strengthens its application. Please note that any funds received from this grant must supplement and increase current lead poisoning prevention efforts and funds may not be used to supplant existing sources of operational funding.
- g. A description of the data-driven methods to be used by the organization to evaluate the success of the program which includes a description of baseline data.
- h. A detailed plan for how applicants will collect the data described in the evaluation plan noted in item (g.) above.
- i. A description of a clearly articulated and realistic sustainability plan to continue lead poisoning prevention efforts once this grant ends.

The grant narrative (items a-i) must be addressed in a proposal that is no more than **eight (8) pages**, double spaced, 12-point font (exclusive of any charts or tables.)

**2. Grant Budget:** Applications should also include the following information:

- a. A detailed budget, utilizing the form provided. Please note the form includes tabs to document both direct costs (to the grant) and leveraged, in-kind or donated costs.
- b. A budget narrative of no more than two (2) pages, double spaced. This will not be included in the 8 page limit.
- c. **Note:** All funds must be expended by May 31, 2010; unexpended funds must be returned to the Attorney General's Office.

**3.Contract Documents:** Applications must also include the satisfactory completion of all required documents (listed below) by the RFP deadline of Wednesday, April 8, 2009 in order to be considered eligible for funding. **Applications with incomplete, incorrectly executed, or missing documents will not be considered.** These documents can also be found at [www.mass.gov/ago/grants](http://www.mass.gov/ago/grants). Required contractual documents, to be submitted with the grant proposal, include:

- a. Commonwealth Terms and Conditions\*
- b. Request for Taxpayer Identification Number and Certification\* (Form W-9)
- c. Authorized Signatory Form\*

*Please provide all information **except signature**. Since an original ink signature cannot be executed via email, these forms will be returned to successful applicants upon grant award notification. Grantees will be required to provide original ink signatures on the previously completed forms within two weeks of receiving the grant award letter. In addition, successful applicants will be required to execute the Commonwealth Standard Contract and the Authorization for Electronic Funds Transfer upon contract award.*

### **Bidders' Conference Calls:**

These conference calls are optional. They are an opportunity for applicants to ask questions about the grant program and the proposal process. A summary of all information provided as well as questions and answers discussed on these calls will also be posted on [www.mass.gov/ago/grants](http://www.mass.gov/ago/grants). Please email [AGOgrants@state.ma.us](mailto:AGOgrants@state.ma.us) for the dial-in phone number and password to join these conference calls. Conference calls will take place on:

- Wednesday, March 4, 2009 at 11 a.m.
- Thursday, March 12, 2009 at 1 p.m.

Please refer to the AGO website grant information page ([www.mass.gov/ago/grants](http://www.mass.gov/ago/grants)) on a regular basis as this will be the mechanism for announcing any updates, revisions and/or corrections to the grant RFP process.

### **Application Deadline**

Proposals are to be delivered electronically (via email) to [AGOgrants@state.ma.us](mailto:AGOgrants@state.ma.us) no later than **4:00 p.m. on** Wednesday, April 8, 2009. All applicants will receive an email notification confirming receipt. Proposals will not be accepted via any other delivery method. Proposals not meeting this deadline will not be considered.

### **Disbursement of Grant Funds:**

Direct payments will be made by Electronic Funds Transfers to the grantee. 50% of grant funds shall be disbursed at the beginning of the grant period and 50% will be disbursed at the midpoint of the grant period. Disbursements are contingent upon the timely submission and approval of all required quarterly program and financial reports; unexpended funds must be returned to the Attorney General's Office

### **Required Participation in Grantee Meeting/Conference Calls:**

Successful applicants must participate in an introductory meeting for all grantees which is scheduled for June 15, 2009. Please save the date. The exact meeting time and location will be announced soon after successful applicants have been notified. The goal of this introductory meeting (which will be about 2-3 hours long) will be to introduce successful grantees to the AGO and to one another, hear from grantees about the programs they will implement, as well as address any grant logistical issues including required forms, reports, deadlines, etc.

In addition, grantees must participate in a total of three conference calls, over the course of the grant period, which will provide technical and program support to grantees as well as opportunities for collegial sharing throughout the year.

Conference calls will take place on:



- Wednesday, October 14, 2009 at 1 p.m.
- Wednesday, January 20, 2010 at 1 p.m.
- Wednesday April 21, 2010 at 1 p.m.

Dates and times are subject to change.

**Questions:**

Questions regarding this RFP may be submitted to [AGOgrants@state.ma.us](mailto:AGOgrants@state.ma.us) by email only, no later than 4pm on Monday, April 6, 2009. All questions received and answers provided regarding this RFP will be posted on our website, [www.mass.gov/ago/grants](http://www.mass.gov/ago/grants).