

Broome County Health Department

Tobacco Free Broome and Tioga Program

*Advancing Tobacco Free Communities Request for Proposal*

Date Issued: 4/24/26

Proposal Submission Date: No later than June 1st, 2026

## **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 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 May 1, 2026, 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 subawards 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 subaward 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 subaward recipients related to the programmatic initiatives and review expectations, as well as meet with subaward recipients monthly to evaluate their progress, implementation techniques, and provide necessary technical assistance.
- All lobbying is expressly prohibited.

### **III. 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.

#### 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.
2. Any other relevant supporting materials (e.g. letters of support, data).

**IV. Evaluation Rubric**

<b>Category (Weight)</b>	<b>1 – Poor</b>	<b>2 – Fair</b>	<b>3 – Good</b>	<b>4 – Excellent</b>
<b>Alignment with ATFC Initiatives &amp; Policy, Systems, and Environmental PSE Impact (25 pts)</b>	Does not align with ATFC Initiatives; lacks PSE approach; does not address priority populations.	Limited PSE focus; primarily education-based; weak or unclear connection to disparities.	Aligns with ATFC Initiatives; includes some PSE strategies; identifies priority population; moderate impact.	Strong alignment with ATFC Initiatives; emphasizes PSE change; clearly prioritizes disproportionately impacted populations; high potential for sustainable impact.
<b>Organizational Capacity &amp; Health Equity Experience (20 pts)</b>	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; established community partnerships; clear staffing and infrastructure to implement project effectively.
<b>Implementation Plan &amp; Feasibility (20 pts)</b>	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.

<b>Budget (Allowable, Reasonable, Justified) (15 pts)</b>	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.
<b>Evaluation Plan &amp; Measurable Outcomes (10 pts)</b>	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.
<b>Community Engagement &amp; Priority Populations (10 pts)</b>	No meaningful engagement with priority populations.	Minimal engagement: unclear how community is involved.	Includes community engagement strategies; somewhat limited in depth.	Demonstrates authentic, ongoing engagement; priority populations are actively involved in planning and implementation.

**V. Submission Instructions**

All proposals must be received by June 1st, 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](mailto: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 subaward should be directed to Nikole Hurlbert (contact information above).

**VI. Terms and Conditions**

1. The Broome County Health Department 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. Subaward recipients will enter into a formal agreement with Broome County.
3. The Broome County Health Department reserves the right to reject any or all proposals.
4. Justifications for subaward recipients and related proposed deliverables/activities are subject to New York State Department of Health/Bureau of Tobacco Control review and approval prior to subaward.
5. Funds must be spent by April 30, 2027.
6. All awards are contingent upon the Broome County Health Department receiving funding and executing a contract with the New York State Department of Health.

## 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 Subaward:

Total Requested Subaward 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.