

program announcement for the accomplishment of program activities. Performance will be measured based upon the submission of realistic, time-phased, and achievable goals and objectives.

d. Identify and select appropriate staff, describe organizational structure, staff experience and background, identify training needs or plan, job descriptions, and curricula vitae for both proposed and current staff. Performance will be measured by the extent the program has demonstrated or put in place program infrastructure including staff and other resources to accomplish the goals and objectives of the program.

e. Establish relationships with CDC-funded state health departments, American Indian/Alaska Native organizations, U.S. territories, the District of Columbia, and/or other organizations implementing cancer education and awareness activities or programs regarding cancer prevention, early detection or survivorship. Performance will be measured based on the extent the program uses coalitions and partnerships in developing and implementing cancer prevention, early detection, and survivorship activities.

f. Participate in a minimum of two constituency or CDC meetings per year to facilitate the accomplishment of program objectives. Performance will be measured by the extent to which the program participates in or facilitates at least two meetings per year (annual, regional, etc.) to either gain information or to educate constituents in achieving the accomplishment of program goals and objectives.

g. Evaluate achievement of each goal and objective through a well-designed evaluation plan. Effectiveness will be measured based on the development of objective, quantitative measures that will demonstrate the accomplishment of program goals, objectives, and intended outcome.

h. Disseminate intervention information at the national, state, and local levels regarding program achievements and activities. Performance will be measured by the extent the program develops a mechanism for reaching its constituency with intervention information or activities on reaching the priority population.

i. Participate in the dissemination and sharing of pertinent program information with other CDC funded grantees, appropriate agencies and partners. Performance will be measured by the activities undertaken to share information with partners.

## 2. CDC Activities

a. Collaborate with recipients in the development, implementation, evaluation, and dissemination of programs designed to improve knowledge, attitudes, prevention and screening behaviors, or survivorship of the priority populations.

b. Provide periodic updates about public knowledge, attitudes, and practices regarding prevention, early detection or survivorship of cancer, including up-to-date scientific information.

c. Collaborate with recipients to develop meeting agendas including identifying speakers/presenters.

d. Collaborate with recipients in the development of publications, manuals, modules, etc. that relate to the purpose of this program announcement.

e. Facilitate the exchange of program information, technical assistance, and the development of partnerships between recipients funded under this announcement and community organizations, health departments, and other partners.

## F. Content

### Letter of Intent (LOI)

A letter of intent (LOI) is requested for this announcement. The Program Announcement title and number must appear in the LOI. The narrative should be no more than two, double-spaced pages, printed on one side, with one-inch margins, and un-reduced font. The LOI should include the following information:

1. Selected cancer(s) and priority population(s).
2. Proposed constituency.
3. Proposed outcomes.

Your letter of intent will be used to enable CDC to determine the level of interest in this announcement and to assist in planning the objective review.

### Applications

The application should consist of the elements outlined below. The Program Announcement title and number must appear in the application. Use the information in the Program Requirements, Other Requirements, and Evaluation Criteria sections to develop the application content. Your application will be evaluated on the criteria listed, so it is important to follow them in laying out your program plan. The application should be no more than 30 pages, double-spaced, printed on one side, with one-inch margins and 12-point font, including PHS forms and budget justification. Applicants should also submit appendices (including curriculum vitae,

job descriptions, organizational charts, and any other supporting documentation), which should not exceed an additional 20 pages.

Please provide the following information:

### Executive Summary

The applicant should provide a clear, concise 1–2 page written summary to include:

1. Need for cancer prevention, early detection, or survivorship education and awareness activities among the selected priority area and population.

2. Identification of major activities proposed to develop or implement cancer education and awareness activities.

3. Requested amount of funding.

4. Statement of capability to conduct the proposed activities as identified for the priority population.

### Background and Need

1. Describe the priority population as it relates to the purpose of this program announcement, the cancer disease burden of the selected cancer within the priority population, and barriers or gaps in cancer prevention, early detection and survivorship efforts.

2. Describe the applicant's history and experience with program activities or any services provided to the priority population, and the rationale for use of previously conducted or newly developed innovative strategies to enhance the delivery of health messages, services, or programs regarding the prevention, early detection, or survival of cancer—especially cancers of the breast, cervix, colon, prostate, ovary, or skin.

### Goals and Objectives

1. *Objectives:* Identify specific, realistic, and time-phased, measurable, short-term (one year) and long-term (five year) objectives consistent with the intent of this program announcement.

2. *Activities:* Clearly identify the specific activities/strategies that will be undertaken to achieve each of the proposed short-term objectives during the budget period.

3. *Milestone Chart:* Submit a milestone-to-completion chart consistent with the time frame of the project period.

### Project Management

1. Describe the organization's structure and function, size, national membership substructure, activities on a regional, state, or local level, and methods of routine communication with members.

2. Describe each current or proposed staff position for this program by job