

poison control services; developing, implementing, and evaluating prevention and public awareness activities associated with the toll-free number; and sustaining improvements to the national Toxic Exposure Surveillance System (TESS).

3. *Methods*: Describe activities required to implement an integrated system of poison prevention and control services, as mentioned in the purpose section of this announcement. Provide (a) goals and objectives for implementation, and (b) a two-year timeline for implementation of activities that is logically sequenced. Describe the coordination of the poison control centers and other organizations that will participate and how this will occur. Include letters of support from all involved individuals and organizations.

Describe how you have addressed the CDC Policy requirements regarding the inclusion of women, ethnic, and racial groups in the proposed research. This includes:

(a) The proposed plan for the inclusion of both sexes and racial and ethnic minority populations for appropriate representation.

(b) The proposed justification when representation is limited or absent.

(c) A statement as to whether the design of the study is adequate to measure differences when warranted.

(d) A statement as to whether the plans for recruitment and outreach for study participants include the process of establishing partnerships with community(ies) and recognition of mutual benefits.

4. *Objectives*: Describe long- and short-term objectives that are specific, measurable, attainable, and realistic. Process and outcome objectives should be designed to accomplish all activities of the program during the project period.

5. *Evaluation*: Design an evaluation to document program process and effectiveness in achieving objectives to deliver poison prevention and control services. Document staff availability, expertise, and capacity to perform this evaluation.

6. *Staff and Resources*: Describe the responsibilities of the program coordinator and each of the other staff members responsible for carrying out the program, including experience, professional education, and time devoted to the program. A curriculum vita should be included for each critical staff member.

7. *Budget*: Include a detailed budget with accompanying narrative justifying all individual budget items that make up the total amount of funds requested.

The budget should be consistent with the stated goals and objectives.

8. *Performance Goals*: Describe measures of effectiveness that will demonstrate the accomplishment of the various identified objectives of the cooperative agreement. Measures of effectiveness must relate to the performance goals stated in the purpose section of this announcement. Measures must be objective and quantitative and must measure the intended outcome.

G. Submission and Deadline

Application Forms

Submit the signed original and two copies of PHS 5161-1 (OMB Number 0920-0428). Forms are available at the following Internet address:

www.cdc.gov/od/pgo/forminfo.htm

If you do not have access to the Internet, or if you have difficulty accessing the forms on-line, you may contact the CDC Procurement and Grants Office Technical Information Management Section (PGO-TIM) at: 770-488-2700. Application forms can be mailed to you.

Submission Date, Time and Address:

The application must be received by 4 p.m. Eastern Time, June 23, 2003.

Submit the application to: Technical Information Management—PA#03057, CDC Procurement and Grants Office, 2920 Brandywine Road, Atlanta, GA 30341-4146.

Applications may not be submitted electronically.

CDC Acknowledgment of Application Receipt

A postcard will be mailed by PGO-TIM, notifying you that CDC has received your application.

Deadline

Applications shall be considered as meeting the deadline if they are received before 4 p.m. Eastern Time on the deadline date. Any applicant who sends their application by the United States Postal Service or commercial delivery services must ensure that the carrier will be able to guarantee delivery of the application by the closing date and time. If an application is received after closing due to (1) carrier error, when the carrier accepted the package with a guarantee for delivery by the closing date and time, or (2) significant weather delays or natural disasters, CDC will upon receipt of proper documentation, consider the application as having been received by the deadline.

Any application that does not meet the above criteria will not be eligible for competition, and will be discarded. The applicant will be notified of their failure to meet the submission requirements.

H. Evaluation Criteria

Application

Applicants are required to provide measures of effectiveness that will demonstrate the accomplishment of the various identified objectives of the cooperative agreement. Measures of effectiveness must relate to the performance goals stated in the purpose section of this announcement. Measures must be objective and quantitative and must measure the intended outcome. These measures of effectiveness must be submitted with the application and will be an element of evaluation.

An independent review group appointed by CDC will evaluate each application against the following criteria:

1. **Background and Need (25 percent)**. The extent to which the applicant presents an understanding of the need for a national poison prevention and control program and demonstrates experience in this area, especially the ability to work with poison control centers and their key issues, and describes the likely impact of their activities on this problem.

2. **Staff and Resources (25 percent)**. The extent to which the applicant can provide adequate facilities, staff and/or collaborators, including a full-time coordinator and resources to accomplish the proposed goals and objectives during the project period. The extent to which the applicant demonstrates staff and/or collaborator availability, expertise, previous experience, and capacity to perform the undertaking successfully.

3. **Methods (20 percent)**. The extent to which the applicant provides a detailed description of all proposed activities and collaboration needed to achieve each objective and the overall program goal(s). The extent to which the applicant provides a reasonable logically sequenced and complete schedule for implementing all activities. The extent to which position descriptions, lines of command, and collaborations are appropriate to accomplishing the program goal(s) and objectives.

The extent that the application adequately addresses the CDC Policy requirements regarding the inclusion of women, ethnic, and racial groups in the proposed research. This includes:

(a) The proposed plan for the inclusion of both sexes and racial and ethnic minority populations for appropriate representation.

(b) The proposed justification when representation is limited or absent.