

communities may receive such an assessment).

(e) Public Education

Design, expand, and implement programs to educate the public regarding the importance of periodic eye examinations, the symptoms of vision problems, the risk factors associated with vision loss, and the availability of services locally. Education campaigns should be conducted periodically targeting high-risk populations, the elderly, and other populations deemed to need the education. The messages should be designed for the target population and should be culturally relevant.

(f) Professional Education

Conduct various education campaigns designed to reach vision professionals and primary care physicians with information regarding vision loss problems, services available, professional standards and standards of care, and where to acquire additional information. Professional education campaigns may utilize Web sites, conferences, workshops, symposia, printed material, professional journals, and other appropriate literature. Professional education should also include the latest information on vision screening and diagnostic procedures as well as progress in other areas of the Blindness and Vision Loss Prevention Program.

(g) Program Evaluation and Surveillance

Describe how existing program evaluation and surveillance activities will be expanded to determine the prevalence and numbers of persons with blindness, vision loss, and other related causes. Implement or expand data collection activities to determine the numbers of people receiving appropriate eye examinations, the types of examinations, and actions taken to prevent or treat vision loss. Program evaluation and surveillance activities should not initiate new data collection but should utilize existing data sources. Program evaluation strategies should include numbers of persons reached by the program, estimated number of persons affected by blindness and vision loss, and numbers of persons with blindness and vision loss under treatment for the disease. (No personally identifiable data may be collected with these cooperative agreement funds).

Surveillance activities should identify existing data sources and how they can be utilized for the purposes of this program. Evaluation activities should include design of new program measures and future data sources, with

an emphasis evaluating program performance measures consistent with long-term program objectives.

2. *CDC Activities*

(a) Assist as needed, in the development of a national evaluation framework that includes measurement methods, surveillance instruments for future use, data standards and definitions, and a structure for evaluating the effectiveness of program services.

(b) Provide assistance as required to develop a CDC technical advisory committee to guide program services, share information in professional settings, and ensure collaboration among relevant programs within CDC.

(c) Provide the expertise, staff, and evidence-based resources of CDC programs to assist and enhance the work of the funded organization.

(d) Support the recipient's activities by providing scientific and public health consultation and assistance in the development of activities under Recipient Activities. This includes providing technical assistance, training, and support to the funded organization in the areas of program standards, evaluation, surveillance, and service delivery through public health structures.

(e) Assist with the public health assessment in state and local health agencies to identify gaps in services and to encourage and support opportunities for collaboration and coordination.

**F. Content**

*Letter of Intent (LOI)*

A letter of intent is requested (not required) from potential applicants for the purpose of planning the competitive review of applications. The narrative should be no more than one page, single-spaced, and printed on one side. The letter of intent should identify the program announcement, the applicant organization, document proof of the applicant's non-profit status, 501(c)(3) status, and the extent to which the organization meets the eligibility requirements.

*Application*

The program announcement title and number must appear in the application. Utilize the information in the Program Requirements, Other Requirements, Evaluation Criteria, and this section to develop the application content. Applications will be evaluated on the criteria listed. The content requirements as well as the evaluation criteria should be followed closely. Applications should be no more than 35 pages

double-spaced, printed on one side, with one-inch margins, and unrounded 12-point font. In addition to the application forms, the application must contain the following in this order:

1. *A Table of Contents with page numbers for each of the sections.*

2. *A description of the background and need for the program.*

Data that describes the problem of blindness and vision loss in the United States, as well as any social or economic data which further defines the problems should be included. Historical and other relevant information should be provided which demonstrates the applicant's understanding of the problem and how to address it. A description of the applicant organizational structure, including financial and programmatic capabilities, as well as an inventory of current organizational activities related to this announcement. The affiliate structure should also be described and how the organization achieves its mission through the affiliates. A description of the proposed staff, including attached resumes or job descriptions for a full-time project coordinator and other key staff, the qualifications and responsibilities of each staff member and the percent of time each are committing to the program should also be included.

3. *A detailed work plan for:*

(a) Screening; (b) Outreach for treatment and rehabilitation; (c) Public Health Assessment; (d) Public and Professional education; and (e) Program Evaluation and Surveillance. The work plans should be time-phased, and should include one-year and five-year program objectives including an implementation plan.

4. *A budget and budget justification.*

Provide a budget and budget justification including allocation to program areas, budgeted amounts by categories (personnel, fringe benefits, travel, equipment, supplies, contractual, and other direct costs), allocations to affiliates, and a description of the funding mechanisms and timelines that will be used to disperse funds. The budget should be detailed for one year but should include a proposed summary budget for subsequent years (four additional years). Financial contributions should be included where appropriate.

5. *Appendices.*

Supporting materials including letters of support, organizational background and history, data to describe blindness and vision loss, and strategic plans should be included in the appendices section of the application.