

museums to support public health exhibitions and educational programming. A successful application will focus on the following:

(1) Evidence that the applicant has experience in planning and implementing educational programming on health sciences to the general public, including young people.

(2) Evidence that the applicant thoroughly understands public health goals, methods, and programs and that the applicant has access to and working relationships with health and science teachers, and to health and science museums and centers suitable to carry out the objectives of this project.

(3) A clear description of target audiences for the messages and the strategies that will be employed to reach them.

(4) A clear description of goals and objectives for the educational and communications efforts that will be undertaken and the measures that will be used to determine success.

(5) A description of the type, length, activities, and services that will be planned and implemented as part of this effort, and a rationale for the proposed approach.

(6) Evidence that the proposed plan is appropriate, feasible, and logically sequenced to attain the stated goals.

(7) A plan to evaluate individual program activities or the program as a whole and its impact (or potential impact) on the target audiences.

(8) A detailed budget justification for the project that is reasonable, adequate, and cost efficient and which includes staffing requirements derived from the proposed activities.

Program Evaluation

The project is required to have an evaluation plan consistent with the scope of the proposed project and funding level that conforms to the program's stated goal and objectives. The plan should include both a process evaluation to track the implementation of program activities and, as appropriate, an outcome evaluation to track changes in knowledge, skills, or behavior that can be attributed to the program.

V. Application Review Information

The funding decision will be determined by the HHS Deputy Assistant Secretary for Minority Health based on results of a technical review by an ad hoc, independent review group conducted by the Office of Minority Health. The application will be reviewed by an Applications will be assessed for technical merit according to the following criteria:

(1) Methodology (35 Points)

- Appropriateness of proposed approach
- Appropriateness of specific activities for educational programming objectives outlined
- Logic and sequencing of the planned approaches

(2) Evaluation (20 Points)

- Thoroughness, feasibility, and appropriateness of the evaluation design, data collection, and analysis procedures
- Clear intent and plans to document the activities and their outcomes

(3) Background (15 Points)

- Expertise and understanding of public health goals, methodologies, and programs
- Demonstrated access to and experience in communicating health/science information to youth and their teachers, the general public, museums, and science centers
- Demonstrated experience in networking, planning, and implementing activities at a national level
- Demonstrated outcomes of past similar efforts/activities with the target audiences

(4) Objectives (15 Points)

- Merit of the objectives
- Relevance to the program purpose and stated problem
- Attainability in the stated time frames

(5) Management Plan (15 Points)

- Demonstrated knowledge/skills in program and project management
- Demonstrated knowledge/skills in health/science education and health/science communications
- Capability to plan and coordinate efforts at a national level
- Capability to manage and evaluate the project as determined by:
 - The qualifications of proposed staff or requirements for "to be hired" staff
 - Staff level of effort
 - Management experience of the applicant
 - Clarity of the applicant's organizational chart

VI. Award Administration Information

The applicant will be notified by mail regarding the outcome of its application. The Notice of Grant Award is the official document informing the applicant that its application has been approved and funded. This document specifies the amount of money awarded, the purpose of the grant, the terms and conditions of the grant award, and the amount of funding, if any, to be

contributed to project costs by the grant recipient.

VII. Agency Contacts

For technical assistance on budget and business aspects of the application or administrative requirements, please contact Karen Campbell, OPHS Office of Grants Management, (301) 594-0758.

For assistance with questions about program requirements, please contact Blake Crawford or Yvonne Johns, Division of Information and Education, Office of Minority Health, 1101 Wootton Parkway, Suite 600, Rockville, MD 20852, telephone (301) 443-5224.

Dated: September 30, 2003.

Tuei Doong,

Deputy Director, Office of Minority Health.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

[Program Announcement 04010]

Programs to Improve the Health, Education, and Well-Being of Young People; Notice of Availability of Funds

Application Deadline: December 8, 2003.

A. Authority and Catalog of Federal Domestic Assistance Number

This program is authorized under Sections 301(a), 311(b) and (c), and 317(k)(2) [42 U.S.C. 241(a), 243(b) and (c), and 247b(k)(2)] of the Public Health Service Act, as amended. The Catalog of Federal Domestic Assistance number is 93.938.

B. Purpose

The Centers for Disease Control and Prevention (CDC) announces the availability of fiscal year (FY) 2004 funds for a cooperative agreement program for Programs to Improve the Health, Education, and Well-Being of Young People. This program addresses the "Healthy People 2010" focus areas of Diabetes, Educational and Community-Based Programs, Family Planning, Food Safety, HIV, Nutrition and Overweight, and Sexually Transmitted Diseases. This program also addresses Goal One, Objective Three, Strategies One, Two, and Six of CDC's HIV Prevention Strategic Plan Through 2005 (found at: http://www.cdc.gov/nchstp/od/hiv_plan/default.htm).

The purpose of the program is to improve the education, health, and well-being of young people by