

# Attachment E: Scoring Criteria

REQUEST FOR PROPOSALS: COMMUNITY-DRIVEN APPROACHES TO  
ADDRESS COMMERCIAL TOBACCO USE

## Overview

Applicant Name:

Applicant Address:

Reviewer Name or Code:

### Rating Table

Rating or Score	Description
Excellent <b>or 5</b>	Outstanding level of quality; significantly exceeds all aspects of the minimum requirements; high probability of success; no significant weaknesses
Very Good <b>or 4</b>	Substantial response; meets in all aspects and in some cases exceeds, the minimum requirements; good probability of success; no significant weaknesses.
Good <b>or 3</b>	Generally meets minimum requirements; probability of success; significant weaknesses, but correctable.
Marginal <b>or 2</b>	Lack of essential information; low probability for success; significant weaknesses, but correctable.
Unsatisfactory <b>or 1</b>	Fails to meet minimum requirements; little likelihood of success; needs major revision to make it acceptable.

## Scoring Section

### Section 1 – Organizational capacity – 20 points

Criteria	Score
Applicant describes the history of the organization, major programming, and how the proposed work aligns with the organization's mission and values.	___ / 5
Applicant describes key project staff experience and expertise with commercial tobacco cessation OR provides a description of staff experience engaging in health education activities, implementing culturally-tailored interventions, or other relevant work that demonstrates capacity to implement the proposed project. If staff will be hired for the project, applicant describes the experience and skills needed for the work.	___ / 5
Applicant demonstrates capacity of existing or future staff with sufficient experience related to the proposed work to ensure success.	___ / 5
Applicant describes the organization's capacity and how leadership will provide support to the project to ensure accountability to carry out work plan activities and maintain overall support and coordination of the work. If the proposal includes Tribal members in the communities served AND the applicant is not a Tribal government, the applicant has demonstrated the project has support from the Tribal Government.	___ / 5
Total score points for this section	___ / 20

### Section 2 – Statement of the Problem– 15 points

Criteria	Score
Applicant <b>describes the need</b> for this work, including the <b>community(ies) proposed to serve</b> and <b>how commercial tobacco use or exposure is a problem in these communities</b> . Statement of the problem includes quantitative data, qualitative data or a description from the community perspective identifying whether the community: <ul style="list-style-type: none"> <li>a. has high commercial tobacco use prevalence,</li> <li>b. is disproportionately impacted by the harms of commercial tobacco;</li> <li>c. is less likely to use existing cessation services;</li> <li>d. has fewer culturally appropriate commercial tobacco cessation resources available, And/or</li> <li>e. is targeted by the tobacco industry.</li> </ul>	___ / 5 x 3
Total score points for this section	___ / 15

## ATTACHMENT E: SCORING CRITERIA

### Section 3 – Approach – 20 points

Criteria	Score
Applicant describes their overall approach to engaging community members in cessation-related activities to reduce the harms from commercial tobacco products. Description includes community engagement approaches during both the planning period and on-going through the grant period, if applicable.	___ / 5
Applicant describes why/how these community engagement approaches were chosen and how they are relevant and appropriate for the community.	___ / 5
Applicant describes which of the 4 activity categories they have proposed to use and why each category was chosen. See section 2.3 “Eligible Projects” for more details about each category	___ / 5
Applicant describes how working on the category will benefit the community, for each category selected.	___ / 5
Total score points for this section	___ / 20

### Section 4 –Project Description 30 points

Criteria	Score
Applicant describes the work to be conducted under each strategy during year one of the grant. Description includes key objectives and overview of key activities. If the applicant includes a planning period, the project description must include the development of a post-planning period work plan, communications plan, and evaluation plan, or describes how activities will lead to the development of these plans.	___ / 5 x 2
Applicant provides enough details to demonstrate the activities are appropriate and sufficient to successfully implement the proposed project.	___ / 5 x 2
Applicant clearly describes how they will implement the selected activit(ies) in each category.	___ / 5
Applicant describes how the work during the first year will provide a foundation for future work to build on. If the applicant is proposing a planning period, description includes how the work conducted during the planning period will inform future work.	___ / 5
Total score points for this section	___ / 30

## ATTACHMENT E: SCORING CRITERIA

### Section 5 – Work plan 15 points

Criteria	Score
Work plan includes clear objectives, SMARTIE goals, timeline, and activities for the planning period.	___ / 5
Work plan includes clear objectives, SMARTIE goals, timeline, and activities for the post- planning period.	___ / 5
Work plan activities, milestones, and identified partners are aligned and will advance the goals and objectives over the first year of the grant.	___ / 5
Total score points for this section	___ / 15

### Section 6 — Budget 10 points

Criteria	Score
Requested level of funding (including cost breakdown) is justifiable for the proposed activities.	___ / 5
Proposed budget includes 5-10% of the total budget towards evaluation.	___ / 5
Total score points for this section	___ / 10

Minnesota Department of Health  
PO Box 64975  
St. Paul, MN 55164-0975  
651-201-5796  
[Health.GrantsOffice@state.mn.us](mailto:Health.GrantsOffice@state.mn.us)  
[www.health.state.mn.us](http://www.health.state.mn.us)