

**OWN YOUR FUTURE LONG-TERM CARE  
AWARENESS CAMPAIGN COOPERATIVE  
AGREEMENTS**

**Invitation to Apply for FY2009  
Own Your Future Long-Term Care  
Awareness Campaign Cooperative  
Agreements**

**CFDA 93.779**

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**PART ONE OVERVIEW INFORMATION**

**Department of Health and Human Services  
Centers for Medicare & Medicaid Services**

**OWN YOUR FUTURE LONG-TERM CARE AWARENESS CAMPAIGN  
COOPERATIVE AGREEMENTS**

**Initial Announcement**

Invitation to Apply for FY2009:  
Own Your Future Long-Term Care Awareness Campaign Cooperative Agreements

**Agency Funding Opportunity Numbers**

HHS-2009-CMS-LTCAC-0003

**CFDA 93.779**

September 2008

Applicable Dates:

Application Due Date:	October 31, 2008
Issuance of Notice of Awards (NoAs):	Prior to March 1, 2009
Cooperative Agreement Period Start Date:	March 1, 2009
Cooperative Agreement Period of Performance/ Budget Period:	March 1, 2009- February 28, 2010

For more details and news about events relevant to this and other related grant opportunities, please periodically consult our Web site at [www.grants.gov](http://www.grants.gov) and <http://www.longtermcare.gov/campaign>. Please note: there is no applicant teleconference.

## **PART TWO FULL TEXT OF THE ANNOUNCEMENT**

### **I. Funding Opportunity Description**

#### **A. Background**

Over the last four years, the U.S. Department of Health and Human Services (HHS) has worked with the National Governors Association (NGA) and individual State Governors, to launch “Own Your Future” Awareness Campaigns (“Campaigns”) in nineteen states. Sponsoring agencies within HHS include the Centers for Medicare & Medicaid Services (CMS), the Office of the Assistant Secretary for Planning and Evaluation (ASPE), and the Administration on Aging (AoA). In January 2005, “Own Your Future” Campaigns were implemented in five States: Arkansas, Idaho, Nevada, New Jersey, and Virginia. In 2006, Campaigns were carried out in Kansas, Maryland, Rhode Island and Washington. In late 2006 to 2007, Campaigns were launched in Georgia, Michigan, Missouri, Nebraska, South Dakota, Tennessee and Texas. In 2008, Ohio and Pennsylvania launched Campaigns.

To date, the Campaign has had an overall response rate of over 9%, and two of our most recent States, Ohio and Pennsylvania, have experienced response rates of 21% and 19% respectively. This response rate is significantly higher than comparable private sector direct mail campaigns (which generally have response rates of 0.5-2.0%). In addition, the Campaign has had broad-based appeal. Interest in planning is similar across all age groups; there is also little difference in the response rates across socio-demographic groups within or across the Campaign States. Importantly, there is evidence that the Campaign has been successful in motivating planning behavior among those who receive the Planning Kit; they are twice as likely to take some planning action such as talking to an agent or financial planner or buying long-term care insurance as those who do not order the Planning Kit.

This solicitation seeks applications from Governors for participation in the next phase of the “Own Your Future” Campaign. Information about previous Campaigns can be found on the Campaign website: [www.longtermcare.gov/campaign](http://www.longtermcare.gov/campaign).

This document provides: (1) a description of the “Own Your Future” Campaign model; (2) information about the application and review process; and (3) information about the selection criteria that will be used to evaluate state applications.

#### **B. Overview of Campaign Priorities**

The “Own Your Future” Long-Term Care Awareness Campaign is a joint Federal-State initiative to increase awareness among the American public about long-term care risks, costs and payment options, and the importance of planning for future long-term care needs. Many people are unaware that Medicare does not cover most long-term care services. Planning ahead allows greater dignity, control, and independence over how future needs are met. Congress, through Section 6021(d) of the Deficit Reduction Act (DRA) of 2005, appropriated \$3 million a year for five years to HHS to launch long-term care awareness campaigns across the country. The specific objectives for the Campaign are to:

- inform Americans in the baby boomer generation (currently aged 45 to 65) of the services and benefits that Medicare does and does not provide in regard to long-term care;
- describe a variety of ways for baby boomers to plan ahead for long-term care without endorsing any one specific planning activity;
- expand the available information about a wide range of long-term care planning activities, including State-specific information and planning resources; and,
- engage States in a joint Federal/State effort to present consistent messages to consumers about the importance of planning ahead for long-term care.

HHS will use a negotiated agreement approach to approving the specific activities to be included in a selected state's final Campaign plan. HHS will work with each selected State at a Readiness Review to come to mutual agreement on the elements in the final Campaign plan for that State. HHS and the State may ultimately agree on elements that differ from what was in the original application, which may result in HHS providing States with different levels of technical support.

Please note this Campaign is designed to help people begin the process of planning, not locate specific services or promote any selected product. This will be a cooperative agreement between a State and HHS. No funds will be awarded to States. With the exception of the media campaign which will be funded and completed by the States, core campaign activities in States selected for participation will be paid for by HHS and completed by Federal contractors. (Please see section C for the Campaign model)

### **C. The 2009 “Own Your Future” Long-Term Care Awareness Campaign Model**

The “Own Your Future” Awareness Campaign for 2009 consists of the following four components:

1. The first component is a direct mail campaign supported by each participating State's Governor. A letter discussing the importance of long-term care planning, signed by the Governor, is sent to every household with members between 45-65 years of age. For the first time this year, the Campaign may use different letters for the 45 to 54 and 55 to 65 age groups. All letters will include a State-specific tri-fold brochure, which encourages each target household to download or order an “Own Your Future” Planning Kit for Long-Term Care. The tri-fold brochures will be adapted from the federal template and can feature a State seal, symbol, or a picture that may resonate with residents and be recognized as unique to that States' population. The brochures will include information about how to order a Planning Kit at no cost to the consumer. The Planning Kit may be obtained in one of four ways: 1) download through [www.longtermcare.gov/campaign](http://www.longtermcare.gov/campaign); 2) order through [www.longtermcare.gov/campaign](http://www.longtermcare.gov/campaign); 3) order by returning a stamped self-addressed business reply card (BRC); or 4) call a toll-free telephone number. If Campaign funds are available, HHS may also send a follow-up postcard six to eight weeks after the Governor's letter to remind consumers of the availability of the planning resources.

2. The second component is a Governor's press conference to launch the State's Campaign. The press conference is held concurrently with the mailing of the Governor's letter. The purpose of the press conference is to generate State-wide media interest in the Campaign and reinforce the message being sent to targeted households through the direct mail effort.
3. The third component is a State-specific Planning Kit. The Planning Kit will be adapted from a federal template and will include information on State and Federal resources for long-term care planning. For an example of the Planning Kit, please see the Ohio Planning Kit at [http://www.longtermcare.gov/LTC/Main\\_Site/Planning\\_LTC/Campaign/State/State\\_Campaign\\_List.aspx?state=OH](http://www.longtermcare.gov/LTC/Main_Site/Planning_LTC/Campaign/State/State_Campaign_List.aspx?state=OH). Also under consideration for 2009 is the use of different guides for the two age groups of the target market (45-54 and 55-65).
4. The final component of the Campaign is a State-funded media campaign. States are expected to design, implement, and track a media campaign for a minimum of one month immediately before and/or after the Governor's letters are mailed. HHS will provide States with a federally produced public service announcement (PSA). In addition, States may elect to have HHS film the Governor for a PSA. States are expected to provide the necessary funding for the media campaign. The State media campaign provides States with an opportunity to present unique messaging opportunities for expanding the Campaign's reach. Although States are not required to fund more intensive media campaigns that span longer periods of time, they are highly encouraged to do so since it will be taken into consideration for the review and selection process.

While not part of the four core components, States are encouraged to propose additional complementary activities to make the Campaign more effective in reaching the target population. The complementary activities should be creative and help the State expand the reach of the Campaign by incorporating elements not listed above such as the use of Internet banner ads or Motor Vehicle Administration inserts and working with interested groups such as large employers or other affinity groups.

#### **D. States as a Credible Source of Information**

Experience from the prior Campaigns suggests that consumers value information from a credible source. Consumers are saturated with information on the web, on television, and in print about retirement planning and/or long-term care from private companies selling financial products. Private sponsorship of this Campaign would add to this already large body of information and diminish the value of objective information that does not endorse or sell any specific action or product. Therefore, the Campaign will adhere to the following principles:

- The mailing list of the State target market of consumers cannot be sold or given to any person, organization, or company.
- No leads or other contact information from those requesting Long-Term Care Planning Kits will be provided to insurance agents or other private entities.
- Own Your Future mailings cannot be conducted in tandem or in coordination with State-endorsed agent-funded proprietary mailings. If such mailings are already occurring in a State, the State must propose an approach that makes these efforts distinct to the public.
- The Campaign cannot be sponsored by any entity other than the State and Federal Governments.

- No private logos of any kind can be attached to the letters from the Governor or any Campaign materials.
- While private groups may choose to complement Campaign activities, the State or Federal Government will not endorse these efforts or allow private groups to suggest government endorsement.
- The Campaign is not intended to educate or advocate any one specific product or planning activity.

## **E. State Campaign Plan Negotiations**

HHS will negotiate with States regarding the specific activities proposed for each State Campaign. These negotiations will consider the availability of Federal and State resources. Once a State’s work plan is approved by HHS, the printing and postage of the materials will be financed entirely with Federal funds authorized under the DRA. As noted earlier in this announcement, HHS expects that States will contribute their own funds and resources to support the specified State media campaign activities and other complementary activities. HHS may provide technical assistance or resources in support of some of these complementary activities, but it is expected that the State will fund any additional activities proposed.

## **II. Award Information**

Under this cooperative agreement, no funds will be awarded to States to carry out the “Own Your Future” Long-Term Care Awareness Campaign. With the exception of the State media campaign activities and other complementary activities, core campaign activities, in States selected for participation, will be paid for by HHS and completed by Federal contractors.

### **A. Available Federal Resources**

HHS anticipates working with 1 – 5 State(s) to reach target households. The number of households, and thus the number of States, ultimately selected for participation will depend on the quality of the State(s’) application, but is also subject to change based on a wide variety of factors including changes in the cost of printing and postage, as well as the costs associated with activities proposed by the selected States.

HHS is authorized to implement these “Own Your Future” Long-Term Care Awareness Campaigns by Section 6021(d) of the Deficit Reduction Act (DRA) of 2005.

### **B. Anticipated Award Date**

Awards will be announced by March 1, 2009.

### **C. The Period of Performance**

The period of performance for these cooperative agreements will be March 1, 2009 to February 28, 2010.

### **D. Renewal or Supplements of Existing Projects**

States that have already participated in the “Own Your Future” Long-Term Care Awareness Campaign are not eligible to apply for this year’s solicitation.

### III. ELIGIBILITY INFORMATION

#### A. Eligible Applicants

Eligible applicants for this cooperative agreement are the immediate office of the Governor of the fifty States, the District of Columbia, the Commonwealth of Puerto Rico, or any territory or possession of the United States.<sup>1</sup> “Territory or possession” is defined as Guam, the United States Virgin Islands, American Samoa, and the Commonwealth of the Northern Mariana Islands.

#### B. Cost Sharing or Matching

No cost sharing or matching is required for this cooperative agreement. States may use their own resources (both monetary and in-kind) to supplement their Campaigns. Financial and non-financial contributions must be included on Standard Form 424A. The standard forms are available in detail in Section IV.A.

#### C. Other

Not applicable.

#### D. Foreign and International Organizations

Foreign and International Organizations are not eligible to apply.

#### E. Faith-Based Organizations

Faith-Based Organizations are not eligible to apply.

### IV. APPLICATION AND SUBMISSION INFORMATION

#### A. Address to Request Application Package

Applicants must submit their applications electronically through <http://www.grants.gov>. Up-to-date information about the “Own Your Future” Long-Term Care Awareness Campaign may be accessed at <http://www.longtermcare.gov/campaign>. A complete electronic application package, including all required forms, for the “Own Your Future” Campaign is available at <http://www.grants.gov>.

Standard application forms and related instructions are available online at [http://www.grants.gov/agencies/approved\\_standard\\_forms.jsp#1](http://www.grants.gov/agencies/approved_standard_forms.jsp#1) and [http://apply.grants.gov/forms/sample/SSA\\_AdditionalAssurances-V1.0.pdf](http://apply.grants.gov/forms/sample/SSA_AdditionalAssurances-V1.0.pdf)

Standard application forms and related instructions are also available from Linda Gmeiner, Grants Management Specialist, Centers for Medicare & Medicaid Services, Office of Acquisition and Grants Management, Mail Stop C2-21-15, 7500 Security Boulevard, Baltimore, MD 21244-1850 or by e-mail at [Linda.gmeiner@cms.hhs.gov](mailto:Linda.gmeiner@cms.hhs.gov).

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<sup>1</sup> States where the Department of Aging is under the jurisdiction of the Office of the Lieutenant Governor, the application may come from the Lieutenant Governor.

Please note when submitting your application electronically, you are required, to *mail* a signed SF- 424 and required letters of endorsement (see section IV.B.2., *Required Letters of Endorsement*) to Linda Gmeiner, Grants Management Specialist, Centers for Medicare & Medicaid Services, Office of Acquisition and Grants Management, Mail Stop C2-21-15, 7500 Security Boulevard, Baltimore, MD 21244-1850. The mailed SF-424 form and the required letters of endorsement must be received at the Centers for Medicare & Medicaid Services within two (2) business days of the application closing date.

## **B. Content and Form of Application Submission**

In the event that the electronic submission of the application has failed through <http://www.grants.gov>, please mail the complete paper application to Linda Gmeiner. You **must** include a copy of the failed submission notice from <http://www.grants.gov> with the paper application as evidence of attempted submission. If you have successfully submitted an electronic application through grants.gov, please do **not** mail in a paper application. Only the signed SF-424 form and the required letters of endorsement should be mailed.

### **1. Form of Application Submission for Failed Electronic Application Submission**

- Paper applications should be submitted on white paper only.
- Paper applications may not be bound, stapled, or include tabs.
- Paper applications may use colored ink on the cover of the application; however, black ink is required for all other pages of the application.
- The only acceptable paper size or formatting for paper size is 8.5” x 11” letter-size pages with 1” margins (top, bottom, and sides).
- Paper applications must be single-sided.
- All pages of the project narrative must be paginated in a single sequence. The proposed budget must directly follow the narrative and be paged within the same page sequencing.
- Font size must be no smaller than 12-point with an average character density no greater than 14 characters per inch.
- The narrative portions of the application must be **DOUBLE-SPACED**.
- The Project Abstract should be no more than one page long.
- For “Own Your Future” Campaigns, the titles and sequence of the headings in the project narrative must coincide with the wording and sequencing used in the solicitation.
- The “Own Your Future” Long-Term Care Awareness Campaign applications can be a maximum of ten double-space pages.

### **2. Required Contents**

For an “Own Your Future” cooperative agreement, a complete application consists of the following materials organized in the following sequence:

#### **Standard Forms (SF)**

Standard forms are available as detailed in, Section IV.A., *Address to Request Application Package*. The following standard forms must be completed with an original signature and enclosed as part of the proposal:

**SF 424:** Official Application for federal Assistance (see **Note** below)

**SF 424A:** Budget Information Non-Construction (only if State is voluntarily providing its own resources)

**SF 424B:** Assurances—Non-Construction Programs

**SF LLL:** Disclosure of Lobbying Activities

Own Your Future Solicitation 2009

## **Additional Assurances Certifications :**

[http://apply.grants.gov/forms/sample/SSA\\_AdditionalAssurances-V1.0.pdf](http://apply.grants.gov/forms/sample/SSA_AdditionalAssurances-V1.0.pdf)

## **Key Contacts**

### **Project Narrative**

The State must submit a project narrative outlining how they expect to implement the “Own Your Future” Long-Term Care Awareness Campaign. The narrative should include a discussion of the creative approaches and resources available to enhance the core campaign. It should identify the key partners – State agencies and other entities in the State – and discuss how these will effectively promote the campaign including how they will focus on specific segments (ages 45 – 54 and 55 – 65) of the target population. The narrative should also include recommendations to substitute activities used in previous campaigns for ones that the State believes may be more effective in stimulating planning action in the target audience and in sustaining the campaign over a longer period of time. The narrative should also outline the major milestones of the proposed effort, the timeframes for implementation of the core components including the media campaign, and the complementary campaign activities. The narrative should also describe long-term care outreach the State has previously initiated.

The project narrative must be double-spaced, on single-sided plain white 8.5” x 11” letter-size paper with 1” margins (top, bottom, and sides). We will **not accept** applications with a project narrative that exceeds 10 pages. All pages of the project narrative must be paginated in a single sequence. Please do not use covers or tabs. Font size must be no smaller than 12-point with an average character density no greater than 14 characters per inch.

### **Required Letters of Endorsement**

A letter of support from the Governor must be included. The letter from the Governor must identify the point of contact for the Campaign within the Governor’s office and specify contact information. The letter must also clearly identify the agency serving as the lead organization, indicating the principal contact person and contact information.

The applicant must also submit a letter of support from the lead agency/department that will programmatically manage the cooperative agreement. Additional letters of endorsement from the major partners that are not the lead agency are strongly encouraged, such as Department of Health Insurance, the Department of State, the State Unit on Aging/Office on Aging, the agency responsible for administering State Employee Benefits, Office of Consumerism, Department of Labor, and/or Commerce or any other agencies that will enhance the success of the Campaign.

These letters should be addressed to:

Linda Gmeiner, Grants Management Specialist  
Centers for Medicare & Medicaid Services  
Office of Acquisition and Grants Management  
Mail Stop C2-21-15  
7500 Security Boulevard  
Baltimore, Maryland 21244-1850

**Failure to include the required letters of support will result in an incomplete application, which is not eligible for review and award.**

## **Applicant's Budget**

If the State is voluntarily providing financial and non-financial resources, the applicant is required to provide a detailed budget for the period of performance.

The budget presentation must include the following:

- Estimated Budget Total. Provide the budget broken down by in-kind and/or direct State monies.
- Total estimated funding for each of the following line items:
  - Personnel
  - Fringe benefits
  - Contractual costs, including consultant contracts
  - Travel
  - Supplies
  - Equipment
  - Other costs
- Completion of the Budget Form 424A and budget narrative remains a requirement for consideration of your application if the State is contributing its own resources. This Estimated Budget Presentation is an important part of your proposal and will be reviewed carefully by CMS staff.

## **C. Submission Dates and Times**

**All applications are due by October 31, 2008.** Applications submitted through <http://www.grants.gov> until 11:59 p.m. (EST) on October 31, 2008 will be considered “on time.” All applications will receive an automatic time stamp upon submission and applicants will receive an automatic e-mail reply acknowledging the application’s receipt.

Applications not received by the application deadline will not be reviewed.

Even though an application may be reviewed and scored, no NoA will be made if the application fails to meet any of the requirements as outlined in, Section III, *Eligibility Information* and, Section IV, *Application and Submission Information*.

Applicants must use the review criteria information provided in Section V, *Application Review Information*, to help ensure that you adequately address all the criteria that will be used in evaluating the proposals.

## **D. Intergovernmental Review**

Applications for these cooperative agreements are not subject to review by States under Executive Order 12372, “Intergovernmental Review of Federal Programs” (45 CFR 100). Please check box “C” to item 19 of the SF-424 (Application for Federal Assistance) as Review by State Executive Order 12372 does not apply to these cooperative agreements.

## E. Funding Restrictions

### Indirect Costs

The provisions of the OMB Circular A-87 govern reimbursement of indirect costs under this solicitation. A copy of OMB Circular A-87 is available online at:

<http://www.whitehouse.gov/omb/circulars/a087/a087.html>

### Direct Services

Not Applicable

### Reimbursement of Pre-Award Costs

Not Applicable

## F. Other Submission Requirements

### Electronic Applications

The deadline for all applications to be submitted through <http://www.grants.gov> is October 31, 2008. For information on how to register with Grants.gov, please visit

[http://www.grants.gov/applicants/organization\\_registration.jsp](http://www.grants.gov/applicants/organization_registration.jsp) . **We strongly recommend that you do not wait until the application deadline date to begin the application process through Grants.gov.** We recommend you visit Grants.gov at least 20 days prior to filing your application to fully understand the process and requirements. We encourage applicants to submit well before the closing date and time so that if difficulties are encountered, an applicant may have time to solicit help.

Please note that each organization must have a **Data Universal Number System (DUNS)** number in order to apply to this funding opportunity. The **DUNS** number is a unique nine-character number that identifies your organization. It is a tool of the Federal Government to track how federal money is distributed. **Most large organizations, libraries, colleges and research universities already have DUNS numbers.** Ask your grant administrator, chief financial officer, or authorizing official of your organization to identify your DUNS number.

If your organization does not know its DUNS number or needs to register for one, visit Dun & Bradstreet website: <http://fedgov.dnb.com/webform/displayHomePage.do>

In addition to having a DUNS number, each organization must also be registered with the **Central Contractor Registry (CCR)**. The CCR is a web-enabled government wide application that collects, validates, stores, and disseminates business information about the Federal Government's trading partners in support of the contract award, grants, and the electronic payment processes. Ask your grant administrator, chief financial officer, or authorizing official of your organization if your organization has registered with the CCR. If your organization is already registered, **take note of who is listed as your E-Business Point of Contact (E-Biz POC)**. This person will be responsible for authorizing who within your organization has the responsibility to submit applications at Grants.gov. If your organization is **NOT** registered, you can apply by phone (1-888-227-2423) or register online at <http://www.ccr.gov>.

Applicants may not submit the same application in more than one format, and the choice of one application format over another will not cause an application to be reviewed more favorably. All standard application forms may be obtained as detailed in, Section IV.A., *Address to Request Application Package*, of this solicitation.

## V. APPLICATION REVIEW INFORMATION

### A. Criteria

The first step in the process is a review of applications. Applications will be assessed in each of the following four areas:

**1. Commitment (20 points)** A clear commitment from the Governor's office has proven to be an essential element of a successful State Campaign. At a minimum, this commitment should be demonstrated by a letter from the Governor 1) expressing his or her support for the Campaign, 2) expressing his or her commitment to a press event to launch the Campaign, 3) identifying and providing letters of support from the expected key partners and a timeframe for implementing the Campaign, and 4) previous long-term care outreach the State has initiated.

**2. Resources (35 points)** State resources can extend the reach of the federally funded Campaign activities. States are expected to fund an intensive month long media campaign. States' applications will be assessed on the extent to which they commit their own resources (both financial and non-financial) to further the goals of the Campaign and support complementary activities, and an intensive media campaign.

**3. Creativity, Feasibility and Sustainability (20 points)** Testing new approaches is essential to discovering the best ways to approach this social-marketing problem and reach this target audience. Thus, State applications will be assessed on the quality and feasibility of their complementary activities to the core model. Of particular interest are proposals that develop the most creative Campaign work plans, including how best to sustain the Campaign once federal funding ends.

**4. Partners (25 points)** Building a successful Campaign may well be based on finding natural allies to reinforce Campaign messages. State applications will be assessed based on the extent they are able to identify and incorporate partners beyond the participating State agencies, such as faith-based groups, community organizations, veterans groups, employer groups, teacher unions and media outlets that can expand the reach of the Campaign, as well as help reach the younger audiences in the target population.

### B. Review and Selection Process

The merit of applications will be determined by:

CMS employing a multiphase review process to determine the applications that will be reviewed and the merit of the applications that are reviewed. The multiphase review process includes the following:

- Applications will be screened by federal staff to determine eligibility for further review using the criteria detailed in the *Eligibility Information* section of this solicitation. Applications that are received late or fail to meet the eligibility requirements as detailed in the "Eligible Applicants" section of this solicitation will not be reviewed.
- Applications will be objectively reviewed by federal staff, but may include private sector subject matter experts. The federal staff will utilize the objective criteria described in the

*Application Review Information* section of this solicitation to establish an overall numeric score for each application.

- The results of the objective review of applications will be used to advise the approving CMS official. Additionally, CMS staff will make final recommendations to the approving official after ranking applications using the scores and comments from the review panel and weighing other factors as described in the “Factors Other than Merit that May be Used in Selecting Applications for Award” indicated below.
- Factors Other than Merit that May be Used in Selecting Applications for Award: CMS may assure reasonable balance among the awards in a particular category in terms of key factors such as geographic distribution and broad target group representation. States with the highest scores on their applications will be eligible for a Readiness Review. The Readiness Review will be conducted via either a site visit or a conference call. The purpose of the Readiness Review is to negotiate an agreement between State and Federal officials around the activities to be included in the Campaign. The goal of the Readiness Review is to establish a final set of campaign activities, a working schedule for preparation and launch (to occur on or after March 1, 2009), and a clear set of expectations for both State and Federal agencies. Readiness Reviews will be scheduled in the eligible States starting in November 2008. \*\* States unable to come to agreement with the Federal officials on a final campaign plan, schedule and other requirements discussed at the Readiness Review may be dropped from consideration. \*\*

### **C. Anticipated Announcement and Award Dates**

All successful applicants will receive a NoA on or before March 1, 2009.

## **VI. AWARD ADMINISTRATION INFORMATION**

### **A. Award Notices**

Successful applicants will receive a NoA signed and dated by the CMS Grants Management Officer. The NoA is the document authorizing the cooperative agreement and will be sent through the U.S. Postal Service to the applicant organization as listed on its SF-424. Any communication between CMS and applicants prior to issuance of the NoA is not an authorization to begin performance of a project. Unsuccessful applicants will be notified by letter, sent through the U.S. Postal Service to the applicant organization as listed on its SF 424, after March 1, 2009.

### **B. Administrative and National Policy Requirements**

#### Usual Requirements

1. Specific administrative and policy requirements of grantees as outlined in 45 CFR 92 applies to this award opportunity.
2. All States receiving awards under these cooperative agreement programs must meet the requirements of:
  - Title VI of the Civil Rights Act of 1964,
  - Section 504 of the Rehabilitation Act of 1973,
  - The Age Discrimination Act of 1975,
  - Hill-Burton Community Service nondiscrimination provisions, and
  - Title II Subtitle A of the Americans with Disabilities Act of 1990.

### Terms and Conditions

A cooperative agreement with CMS will include the *HHS Grants Policy Statements* at <http://www.hhs.gov/grantsnet/adminis/gpd/index.htm> and may also include additional specific cooperative agreement “special” terms and conditions. Potential applicants should be aware that special requirements could apply to cooperative agreements based on the particular circumstances of the effort to be supported and/or deficiencies identified in the application by the review panel or CMS.

### **C. Reporting**

By accepting the terms and conditions of the awards, the awardees must agree to cooperate with any federal evaluation of the program and provide a final report at the end of the period of performance in a form prescribed by CMS.

## **VII. AGENCY CONTACTS**

### **A. Programmatic Content**

Programmatic questions about the “Own Your Future” Long-Term Care Awareness Campaign may be directed to the e-mail address shown below. Someone will respond if others are unexpectedly absent during critical periods. This e-mail address is: [Samuel.shipley@hhs.gov](mailto:Samuel.shipley@hhs.gov).

In addition, written inquiries may be directed to Samuel A. Shipley, Office of the Assistant Secretary for Planning and Evaluation, Department of Health and Human Services, Hubert H. Humphrey Building, Room 424E.21, 200 Independence Avenue, S.W. Washington, DC 20201.

### **B. Administrative Questions**

Administrative questions about the “Own Your Future” Long-Term Care Awareness Campaign may be directed to Linda Gmeiner, Grants Management Specialist, Centers for Medicare & Medicaid Services, Office of Acquisition and Grants Management, Mail Stop C2-21-15, 7500 Security Boulevard, Baltimore, MD 21244-1850, or by e-mail at [linda.gmeiner@cms.hhs.gov](mailto:linda.gmeiner@cms.hhs.gov).

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