

## General Guidelines: Budgeting for PHLP Services for the CDC Communities Putting Prevention to Work RFA<sup>1</sup>

Based on the Cycle of Policy Change Strategies

Public Health Law & Policy (PHLP) builds the capacity of health agencies and their community partners to successfully implement policy strategies for *Communities Putting Prevention to Work* funds.<sup>2</sup> The exact costs for our legal and policy technical assistance will be determined with health agencies on a case-by-case basis after funds are awarded and an exact scope of services is negotiated with CDC. In the meantime, the information below provides budget guidelines for grant applicants. We recommend budgeting at the high end of the range to ensure sufficient coverage for complex issues. Note that travel time and expenses will be an additional cost.

We recommend the following financial resources be dedicated to legal and policy technical assistance services:

Amount of Grant	Recommended Budget (Estimate Only) <sup>3</sup>
\$500,000 to \$3 million	\$100,000 flat fee over 2 years of grant
\$3 to \$10 million	\$500,000 flat fee over 2 years of grant
\$10 to \$20 million	5% of total grant award over 2 years of grant

- 1. Convene Interdisciplinary and Community Experts:** For communities at the beginning of the policy change process, we consult with local leadership as they convene key stakeholders to assess community needs and determine which policy approaches best suit community needs. This is often done by participating and helping to facilitate community roundtables or day-long participatory meetings. A strong planning and logistics partnership with the health agency is essential to the success of this event. \$15,000 - \$25,000
- 2. Develop Effective Strategies:** Based on the needs and priorities identified by key stakeholders, we provide a customized analysis of policy strategies designed to provide a framework for strategic decision-making. Health agencies can choose among the strategies to determine the best course of action for their state or locality. \$5,000 - \$10,000

<sup>1</sup> American Recovery and Reinvestment Act of 2009: Communities Putting Prevention to Work. FOA: CDC-RFA-DP09-912ARRA09 & CDC-RFA-DP09-90101ARRA09.

<sup>2</sup> PHLP is a nonprofit organization that provides legal and policy information. None of the legal information provided by PHLP constitutes legal advice or legal representation, and no attorney-client relationship is formed. PHLP is pleased also to consult with state and local legal counsel on all issues as they advise their clients.

<sup>3</sup> The budgets will be negotiated on an individual basis with the health agency after they receive an award from CDC and depending upon the complexity of the policies being pursued. The minimum recommended contract is \$100,000 for either tobacco control or obesity prevention activities. If a health department receives a grant in both categories, PHLP will negotiate the cost to reflect administrative efficiencies. The cost for services will increase on a negotiated basis if the health agency would like PHLP services in adapting more than one policy on either tobacco control or obesity prevention. Note that PHLP is available to work via a grant or fee-for-service contract, but *not a cost-reimbursement contract* due to the typically long delays in payment. Please plan accordingly.

3. **Identify and Analyze Legal Questions:** Once a strategic course of action is identified, we provide in-depth legal research on the state’s statutory and regulatory environment supporting the strategy(ies). This is a critical piece of legal research that forms the building blocks for customizing both existing model ordinances/laws and for developing new strategy options identified by a local community. There is a broad range of potential costs depending on the complexity of the strategies chosen and the intricacies of state and local law: \$5,000 - \$35,000 for each strategy or cluster of closely related strategies.
4. **Assess the Legal/Policy Landscape:** We will compare the identified policy strategy(ies) with similar strategies (if any) from communities throughout the nation. Additionally, an analysis of legal risk for the various strategies will be outlined and a comparative chart will be developed assessing the chosen policy variables that places the communities’ strategies along a continuum of policy options identified by advocates and/or enacted in other states or communities. This analysis can be used by health agencies to confirm their strategic choices prior to the policy development phase of work. \$5,000 - \$7,000
5. **Craft Model Legislation, Policies, and Agreements:** This is a highly variable task depending on whether a model policy already is developed, the legal complexity of the strategies, the nuance of pertinent federal and state law, and the specifics of community needs (e.g., the need to customize a policy to fit within an existing municipal code). It is essential that the research and analyses listed under item 3 above accompany this work. The work product could include a background legal memoranda explaining the legal basis for the customized legislation as a tool and resource for local legal counsel. \$10,000 – \$45,000
6. **Demystify the Law with User-Friendly Materials:** If PHLP conducts the legal research and develops model legislation, policies, or agreements, we can write a series of fact sheets, toolkits, or “how to” guides to explain the law in plain language for a non-legal audience. It is essential that the research and analyses listed under item 3 and the model policy development listed under item 5 be done to create fact sheets. All fact sheets will be professionally designed with photographs and other graphic components. Translation services are available at an additional charge. \$2,000 per page
7. **Provide Trainings and Technical Assistance:** A wide range of trainings and technical assistance are available:
  - Trainings and workshops: We are available for intensive half or full-day workshops to engage local leaders in the strategic solutions identified by the community and developed by PHLP. \$5,000 for each half-day session assuming PHLP conducts the original legal and policy research listed under items 3 and 5 above.
  - One-to-one or small group consultation: Many questions arise during the enactment and implementation phases of policy development. Telephone or email consultation is available at \$200/hour.
  - Webinars on the legal and policy tools are available for distance learning. \$2,000 each, assuming PHLP conducts the original legal and policy research listed under items 3 and 5 above.
  - Website: We can develop a unique webpage on the PHLP website to support the legal and policy technical assistance needs of a health agency. It can include all documents prepared for the agency and links to other resources relevant to the policy goals. Cost \$500 per page to develop; \$100/hour maintenance.