

**STATE OF TENNESSEE  
DEPARTMENT OF HEALTH**

**REQUEST FOR APPLICATION**

**FOR**

**TOBACCO PREVENTION PROGRAMS RETURN ON INVESTMENT STUDIES**

**RFA # 34347-97426**

## REQUEST FOR APPLICATION

### STATE OF TENNESSEE

### DEPARTMENT OF HEALTH

#### I. Introduction:

The Tennessee Department of Health's Tobacco Use Prevention and Control Program (TUPCP) is soliciting applications from state academic institutions to conduct Return on Investment (ROI) analyses of two key statewide cessation initiatives: the Tennessee Tobacco QuitLine and the Growing Inside Free of Tobacco and Smoking (GIFTS) pregnancy smoking cessation program. These programs are central components of Tennessee's comprehensive strategy to reduce tobacco-related disease, death, and financial burden. The QuitLine provides evidence-based counseling, support services, and nicotine replacement therapy to help Tennesseans quit tobacco use, while GIFTS offers specialized cessation support for pregnant individuals to improve maternal and infant health outcomes.

Tobacco use continues to impose a significant economic burden on the state. Annual health care costs directly caused by smoking are estimated at \$3.10 billion, including approximately \$885.3 million in Medicaid expenditures. Smoking-related government spending results in a state and federal tax burden of about \$1,296 per household, and smoking-caused productivity losses in Tennessee total an estimated \$8.5 billion.

As these programs expand in reach and impact, ROI analyses are needed to evaluate their economic value, quantify cost savings, and inform program planning, resource allocation, and communication with stakeholders. The selected applicant will be required to complete ROI studies for both the Tennessee Tobacco QuitLine and the GIFTS program. Analyses should assess direct and indirect benefits, including reductions in healthcare utilization and associated costs, improved health outcomes, and broader societal impacts.

Through this Request for Applications (RFA), TUPCP seeks an experienced partner to develop rigorous, data-driven evaluations that highlight the value of these cessation services and support ongoing efforts to reduce tobacco-related harm in Tennessee.

#### **Required Activities:**

The awarded applicant will be required to work with TDH to complete the following activities (Please see Section A of the Sample Grant Contract.):

1. Establish project team, roles, timeline, and deliverables.
2. Provide bi-monthly progress updates and participate in bi-monthly check-ins.

3. Identify best practice approaches from CDC, NAQC, ASTHO, academic literature, and other public health and economic evaluation authorities.
4. Summarize relevant comparator studies for QuitLine and maternal tobacco cessation interventions.
5. Inventory available datasets for both programs (e.g., enrollment, demographics, service utilization, NRT provision, quit outcomes, cost data).
6. For GIFTS, assess availability of maternal/infant health outcomes (e.g., birthweight, preterm birth, NICU admissions), insurance data, and participant characteristics.
7. Review data dictionaries and data-sharing protocols.
8. Define populations of interest for each ROI model:
  - a. QuitLine: General Tennessee tobacco users
  - b. GIFTS: Pregnant program participants versus similar comparison populations.
9. Identify key outcomes for inclusion in evaluation, such as:
  - a. QuitLine: Quit rates, health care cost savings, Medicaid cost savings, reduced morbidity/mortality, productivity gains.
  - b. GIFTS: Reductions in smoking-related birth complications, maternal morbidity, NICU stay reductions, health care cost savings, Medicaid cost savings. Also not required but suggested: SIDS data or other indicators of smoking in homes with infants, admissions for bronchiolitis/wheezing/pneumonia.
10. Establish primary/secondary ROI outcomes and define inclusion/exclusion criteria.
11. Select economic modeling approaches for each program (e.g., cost-benefit, cost-effectiveness, lifetime model).
12. Develop preliminary ROI models for both programs and validate with comparable studies and TDH.
13. Conduct economic and statistical analyses.
14. For GIFTS: model associations between program participation, cessation outcomes, pregnancy outcomes, and related cost savings.
15. Estimate direct program costs (e.g., operational, personnel, incentives, NRT).
16. For GIFTS: quantify cost savings from improved birth outcomes (e.g., avoided preterm birth, NICU utilization).
17. Estimate productivity and healthcare system savings where feasible.
18. Model net savings and cost-benefit ratios for both programs.
19. Calculate ROI for each program:
  - a. Total cost savings;
  - b. Net savings; and
  - c. Cost-benefit ratio.
20. Prepare a two-part ROI report for each program including:
  - a. Short-form, one-to-two-page report, factsheet, or infographic highlighting overall findings using plain language and visualizations appropriate for dissemination to the public, legislators, and partner organizations
  - b. Detailed report, not to exceed ten pages, including:
    - i. Methodology;
    - ii. Findings;
    - iii. Limitations; and

- iv. Policy/program recommendations.
- 21. Submit draft report(s) to TDH and incorporate feedback.
- 22. Deliver final report(s) with all supporting documentation (models, assumptions, analytic code, data dictionaries).
- 23. Develop summary briefs and slide decks demonstrating methods, findings, and recommendations.
- 24. Deliver presentations to TDH leadership and other partners upon request.

The State is seeking applications to provide the services outlined in this RFA. The State will offer **1** grant for a total of \$ **75,000.00**. The project period is expected to begin on **April 1** and will last for 3 months. Currently, no additional funding is expected beyond the 3-month project period. The number and amount of grants awarded will depend on the number and budgets of the **Applications** received.

## II. APPLICATIONS:

To respond to this Request for Application, please complete the **Application and Competitive Requirements**. See also State of Tennessee, Department of Finance and Administration Division of Accounts – Supplier Maintenance SDDA Access form and IRS Form W9 for completion. The **Application** contains detailed questions about your organization’s background and the specifics of your proposed project. Please also submit your Project Timeline (Exhibit 1).

## III. Schedule of Events

The following is the anticipated schedule for awarding grants for the Tobacco Prevention Programs Return on Investment Studies. The State reserves the right to adjust the schedule as it deems necessary.

EVENT	TIME (Central Time)	DATE (all dates are state business days)
1. RFA Issued		January 28, 2026
2. Written “Questions & Comments” Deadline	2:00 p.m.	February 2, 2026
3. State Response to Written “Questions & Comments”		February 4, 2026
4. Deadline for Applications	2:00 p.m.	February 11, 2026
5. Evaluation Notice Released		February 18, 2026

6. Effective Start Date of Contract		April 1, 2026
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**Questions and Answers:**

All questions concerning this RFA must be presented to the Competitive Procurement Director shown in Section IV., in writing, on or before the Deadline for Written Questions and Comments as detailed above in the Schedule of Events. Questions may be emailed to the Competitive Procurement Director. The State’s responses will be emailed and posted as an Amendment to the following website: <https://www.tn.gov/health/funding-opportunities.html>.

**Deadlines stated above are critical.** If documents are submitted late, they will be deemed to be late and cannot be accepted. The clock-in time will be determined by the time of the online submission. No other clock or watch will have any bearing on the time of application receipt.

Each applicant shall assume the risk of the method of dispatching any communication or application to the State. The State assumes no responsibility for delays or delivery failures resulting from the method of dispatch.

**IV. Submission of APPLICATIONS:**

Please submit the completed application with all attachments by online submission via the following link no later than the deadline specified in Section III, Schedule of Events in the form and detail specified in this RFA.

Web Link: <https://www.tn.gov/health/funding-opportunities.html>

The Competitive Procurement Director at the address shown is the sole point of contact for this competitive process. **The APPLICATION and all attachments must use 12-point font.**

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 Service Procurement Program  
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 Email: [Competitive.Health@tn.gov](mailto:Competitive.Health@tn.gov)

**Checklist for Submission of Applications:**

- Application (**Attachment 1**) (Expand up to max of 3 pages if needed)
- Competitive Requirements
- Project Timeline (max of 2 pages) (**Exhibit 1**)
- State of Tennessee, Department of Finance and Administration Division of Accounts – Supplier Maintenance SDDA Access Form (**Submitted or emailed per instructions on form.**)
- Form W-9, Request for Taxpayer Identification Number (TIN) and Certification (**Submitted to Supplier Maintenance.**)

**V. Application Evaluation:**

An evaluation committee made up of at least three (3) representatives of the Department of Health will be established to judge the merit of eligible applications.

- A. The committee shall review applications based on the information requested in the RFA. Applications will be evaluated based on the following criteria:

- *Adequacy of plan of operation*
- *Access to data needed*
- *Proposed expenses and cost effectiveness*
- *Plan for project execution*
- *Previous experience with similar projects*
- *Experience of key project personnel*

The committee will evaluate and recommend for selection to the Commissioner of the Department of Health, the applications which are most responsive to the State's needs.

- B. Any application that is incomplete or contains significant inconsistencies or inaccuracies shall be rejected. The State reserves the right to waive minor variances or reject any or all applications. The State reserves the right to request clarifications from all applicants.

**VI. Sample Grant Contract:**

Following the State's evaluation, grant contracts will be prepared as shown in the **Sample Grant Contract**.

It is imperative that each applicant review the entire Sample Contract with their legal counsel prior to submitting an application for a Tobacco Prevention Programs Return on Investment Studies grant award and notify the State *in advance* if it cannot accept any terms or conditions. Please submit any exceptions to contract language with the Application for Tobacco Prevention Programs Return on Investment Studies. **Taking any exceptions to State contract language may result in the Application being**

**deemed non-responsive and rejected. Any later requests for contract changes will not be considered.**