

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Ron DeSantis
Governor

Scott A. Rivkees, MD
State Surgeon General

Vision: To be the Healthiest State in the Nation

Addendum No. 1

Request for Application (RFA20-003) Targeted Outreach for Pregnant Women Act

DATE: October 9, 2020

TO: Applicants

FROM: Michelle Duncan, Solicitation Contact
Florida Department of Health
Division of Disease Control and Health Protection, Communicable Diseases Program

SUBJECT: Addendum No. 1: RFA20-003

The purpose of this Addendum is to amend the timeline, revise the Table of Contents and correct the due date in Section 3.2 Application Labeling, of RFA20-003 Targeted Outreach for Pregnant Women Act, as follows:

- Page 3, Table of Contents, is deleted in its entirety and replaced with the updated Table of Contents, which is attached hereto.
- Page 8, Section 2.4, Timeline, Answers to Questions Posted on Website, is deleted and replaced with the following:

Schedule	Due Date	Location
Answers to Questions Posted on Website	Anticipated Date October 12, 2020	Department of Health Grant Funding Opportunities Website: http://www.floridahealth.gov/about/administrative-functions/purchasing/grant-funding-opportunities/index.html Vendor Bid System http://vbs.dms.state.fl.us/vbs/main_menu

- Page 10, Section 3.2, Application Labeling, is deleted in its entirety and replaced with the following:

3.2 Application Labeling

The submitted Application must be labeled as follows:

RFA20-003
The Targeted Outreach for Pregnant Women Act Program
Due: October 22, 2020, 3:00:00 p.m. EST
Applicant's Name:
County(ies) of Services:
Funding Amount Requested:
Number of Clients to be Served:

4. DOHP250-18-18, Client Incentives and Promotional Items, is attached hereto and incorporated into the RFA20-003.

This is not a competitive solicitation subject to the notice or challenge provisions of section 120.57(3), Florida Statutes.

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I. Policy Statements

The purpose of the Department of Health (Department or DOH) is to protect and promote the health of state residents and visitors through organized state and community efforts, including cooperative agreements with counties. Two community outreach efforts are covered in this policy and procedures:

Incentives: The Department may use state and federal funds to provide **incentives** of food and food coupons, and pay travel expenses for patients, to encourage healthy lifestyles and disease prevention behaviors and patient compliance with medical treatment. These are not to exceed per diem meal allowances each day per section 112.061 (12) Florida Statutes.

Promotional items: The Department may provide **promotional items** to participants in health education campaigns aimed at protecting or improving public health. These items must be printed with health promotion messages and advance the funding source's purpose as covered in the grant or funding instrument.

This policy and related procedures are to ensure that purchasing, maintaining, distributing, and accounting of all health incentive and promotional items are adequately justified and safeguarded. Department staff must use the outlined procedures and internal controls for purchase, accounting, and distribution of incentive and promotional items.

Note: All Department employees must abide by the listed procedures as they apply in performing their respective jobs [Florida Administrative code rule 60L-36.005(3)2.e].

II. Authority

- A. [Section 20.43\(7\)\(a\) and \(b\)](#), Florida Statutes
- B. [Section 112.061 \(12\)](#), Florida Statutes
- C. Department of Financial Services (DFS) [Reference Guide](#) to State Expenditures
- D. [FM 18-11](#) "Statutory Limits on Authorized Incentives, Gift Cards, and Food Coupons."

III. Areas of Responsibility

- A. Bureau of General Services is responsible for this policy.
- B. The lead program office for each grant is responsible for:
 - 1. Providing the grant number and a copy of the page from the grant that states incentive and promotional items are eligible expenditures.

2. Showing incentive or promotional items as separate line items in the funding source grant budget narrative and budget detail.
3. Ensuring funds available for incentive or promotional items are not used for direct services to clients.

C. Requisitioning, purchasing, and accounts payable staff are responsible for:

Ensuring the proper justification form is completed and is included in the purchase requisition and payment voucher.

D. Program offices authorizing or distributing **incentive or promotional items** are responsible for:

1. Section I - Incentive Items:

- a. Verifying that incentive recipient is a DOH client eligible to receive incentive items intended to cause client actions to improve their health.
- b. Ensuring that **incentive items** include food, food coupons, and travel expenses not to exceed limitations in section 112.061, Florida Statutes, for per diem meal allowances each day.

Note: The criteria must also limit the distribution period for these incentive items to coincide with the funding period.

- c. Ensuring incentives or promotional items advance the funding source's purpose as covered in the grant or similar funding instrument.
- d. Prohibiting distribution of gift cards or food coupons to employees
- e. Maintaining a log of incentive or promotional items distributed. Incentive items must be logged to individual DOH patient record and tracked person by person. Say Jim Hall receives an incentive item. The XYZ DOH Office ordered 250 gift cards for distribution from 1/1/18 to 12/31/18. Jim Hall's patient record should be updated to show he received this incentive gift card. PLUS, the XYZ Office log showing a list of 250 patient names must be updated to show this:
 - 1) Jim Hall \$20 GC 2/14/18 serial # 12345678.
 - 2) Carrie Smith \$20 GC 4/4/18 serial # 12345679
 - 3) Paul Dewalt \$20 GC 5/21/18 serial # 12345680

Note: Promotional items, on the other hand, are less valuable (\$2 for a DOH hat with TB prevention slogan).

- f. Ensuring that incentives, such as food coupons or gift cards are approved as client incentive items if the merchant sells food ONLY items (i.e. Subway, McDonalds, Burger King, etc.). Merchants promoting healthy food choices are encouraged. Most food coupons offer one use, so small dollar denominations are recommended. Disallowed gift card purchases include superstores, grocery, specialty or convenience stores, or any store offering items other than food.
- g. Purchase food or food coupons from merchants that will restrict use by prohibiting redemption for cash, tobacco products, consumable alcohol, and firearms or ammunition.
- h. Safeguarding gift card incentives with increased responsibility for accounting, reconciliation, and internal controls over maintenance and distribution.
- i. Returning unused inventory and refunding the funding source no later than 30 days after the end of the funding period.
- j. Completing a reconciliation of all client-incentive gift cards on-hand in their program. Maintain documentation and make it available on request, per the DOH retention policy.
- k. Applying federal and state laws and regulations, policies, financial memorandums, internal controls, and guidance to every contractor and sub-recipient doing business with the Department.

2. Section II - Promotional Items:

- a. Documenting the target population and anticipated health improvement outcome for promotional items at a health education campaign event.
- b. Ensuring the health education campaign furthers the purpose of the funding agency's goals. The event must promote and correlate back to the funding sources purpose for granting/gifting DOH the money. DOH is an extension of the funding sources team for a common purpose.

Note: Promotional items like shirts, caps and water bottles are for promoting health to individuals who don't have an established relationship with DOH. Items are generally distributed at health education campaigns and may be printed with health promotion messages that advance the funding source's purpose as covered in the grant or funding instrument.

- c. Maintaining a log of promotional items distributed at health promotional campaigns. These do not require accounting controls per individual (like incentives do), but in numbers of giveaways per event.
- d. Ensuring that all promotional items distributed are controlled and limited.

Note: Promotional items, unlike incentive items, are less valuable (\$2 for a DOH hat with TB prevention slogan). There may be 200 hats ordered for a health campaign where 95 hats were distributed. Office XYZ will have 105 hats remaining to distribute by 12/31/18 at another health campaign event.

The level of specificity is clearly more detailed for incentives than for promotional. One implies a direct relationship and accountability and the second only an opportunity to promote healthy lifestyle changes.

- E. County business managers, or their designees, are responsible for:
 - 1. Maintaining an accurate account of all incentive or promotional items purchased, and distributed to clients.
 - 2. Completing and approving an independent reconciliation of all client incentives on-hand in their CHD.

IV. Definitions

- A. **Approving Authority:** The appropriate division director, CHD administrator/director, or delegate.
- B. **Health Education Campaigns:** Educational events, outreach and awareness activities, and advertisements conducted for promoting, protecting or improving public health.
- C. **Health Management System (HMS):** The Department's distributed computerized system used by CHDs in daily business and clinical operations.
- D. **Incentives:** Items distributed to DOH patients to cause them to act to improve their health, such as food, food coupons, or travel expenses for patients. Incentive items are not expenses paid on behalf of a client, such as a TB client's rent, utility bill, taxi fare, hotel room, etc.
- E. **Participants:** Individuals who take part in an activity that promotes healthy lifestyles or health education.

- F. Promotional Items:** Items or advertisements printed with health promotion messages.

V. Procedures

CHDs and program offices may give incentive items to specific individuals when the intent is to cause them to act to improve their health by encouraging a healthy lifestyle or health education, starting or maintaining disease prevention behaviors, complying with medical treatments, such as tuberculosis therapy, smoking cessation, and HIV programs.

A. Incentive items

1. Justification Requirements

- a. Complete and submit the “Incentive Items Justification” form to document the purpose of the incentive item, including what participants must do to receive the incentive and the desired outcome after receiving the incentive.
- b. The value of the incentive must match the level of involvement required of the participant.
- c. The cost of **incentive items** per participant should be limited, not to exceed more than \$15 unless otherwise noted, or per diem meal allowances each day (112.061, Florida Statutes).

2. Purchasing Requirements

- a. Use the Department’s purchasing guidelines to procure incentive items. Make requests through MyFloridaMarketPlace (MFMP). You may submit payments using a purchasing card (p-card), if the incentive items are not gift cards.

Note: Do not use a p-card as payment if the program office providing the funding restricts its use for incentive items. For example, the Tobacco Prevention Program in agreement with DFS, prohibits p-card use for incentive items.

- b. Attach or include the following required information on the MFMP requisition:
 - (1) If using federal funds or state funds for federal match, secure documentation from the funding source authorizing the purchase of incentive items and attach it to the MFMP purchase requisition.

Note: Distribute incentive items purchased in a specific grant period within that same grant period.

- (2) If using state funds, include a justification on the MFMP requisition describing how this incentive aligns with the funding program's purpose.
- (3) Use expenditure object code 341000 to purchase incentive items such as food, food coupons, travel expenses.

3. Internal Controls for Purchase, Distribution, and Safeguarding Incentive Items

- a. Staff responsible for distributing the incentive or promotional items cannot be the same staff who purchased and received the items directly from the vendor.
- b. Staff responsible for distributing incentive items must document the participant who received the item on the "Participant Incentive Tracking Log." You may use an alternate internal form if it includes the same basic information.
- c. Do not issue client incentive food, food coupons or travel expenses after-the-fact for previously rendered services. The incentives may only be issued at the time of service or before services are rendered.
- d. Report all outstanding client-incentives and gift cards as cash-on-hand on the appropriate, annual financial statement form.
- e. The program and business managers, their designees, or another employee who is independent from the receipt or distribution process for food, food coupons or travel expenses must complete a reconciliation of all participant-incentives within their program and CHD, quarterly, at a minimum. The program and business managers must sign and date the reconciliation and retain the signed copy for audit purposes.
- f. Do not distribute incentive items to Department employees or DOH-contracted or subcontracted staff.
- g. Reconcile the following at the end of the incentive period. The program staff maintains the log of incentive items distributed to participants and the public:
 - (1) List incentive items provided by merchant.
 - (2) Log participants authorized to receive incentive items.

- (3) List the remaining incentive items in inventory.
- (4) If a CHD has a process for their cashiers to distribute incentives within the CHD, the cashiers must:
 - (a) Ensure participants remit their approved authorization form with identification (such as a driver's license).
 - (b) When distributing food coupons or gift cards as incentives:
 - (i) Include the coupon or gift card serial or identification number on the face of the authorization form and place it in their cash drawer.
 - (ii) Account for food coupons or gift cards on the daily cash drawer reconciliation processes.
 - (c) Use the same internal controls used for cash, including end-of-the day processes and practices of reconciliation and storage of incentive items on-hand, mirroring those performed with cash on-hand, including separate verification and approval of reconciliation, and storage in a secure, fire-resistant safe.
 - (d) The cashier supervisor must ensure the accounting for incentive items is on the cashier's daily cash drawer reconciliation and review them during any surprise cash drawer count that Department staff might conduct.
- (5) To answer any further questions, a thorough Question-and-Answer supplement is included in the appendix.

B. Promotional items

- 1. Justification Requirements
 - a. Complete and submit the "Promotional Items Justification" form to document the purpose of the promotion, including how its distribution may protect or improve public health. This should correlate to the funding source's objectives and goals.

- b. Promotional items with a per item value over \$2.50 must be approved by the division director, CHD administrator/director, or by their delegate.

Note: At health education campaign, do not distribute gift cards, gift certificates, transportation passes, or food coupons as promotional items.

2. Purchasing Requirements

- a. Use the Department's purchasing guidelines to procure promotional items. Make requests through MyFloridaMarketPlace (MFMP). You may submit payments using a purchasing card (p-card) for promotional items in MFMP, if the promotional items are not gift cards.

Note: Do not use a p-card as payment if the program office providing the funding restricts its use for promotional items. For example, the Tobacco Prevention Program in agreement with DFS, prohibits p-card use for promotional items.

- b. Attach or include the promotional justification form.
- c. Use expenditure object codes to record promotional items:
 - (1) 341000 - to purchase items printed with ads or health promotion messages that advance funding source's purpose.
 - (2) 498300 – for gift cards or gift certificates.
- d. Purchase food or food coupons from merchants that will restrict use by prohibiting redemption for cash, tobacco products, consumable alcohol, and firearms or ammunition.

3. Internal Controls for Purchase, Distribution, and Safeguarding Promotional items

- a. Staff responsible for distributing promotional items cannot be the same staff who purchased and received the items directly from the vendor. It is not necessary to record promotional items by individual recipient.
- b. Staff responsible for distributing promotional items must document the distribution on the "Promotional Items Tracking Log." You may use an alternate internal form if it has the same basic information.

- c. The requester or purchasing staff must notify both the program and business managers of all client-incentive food, food coupon or travel purchases. The use of gift cards is restricted.
- d. Do not issue client incentive food, food coupons or travel expenses after-the-fact for prior services. The incentives may only be issued at the time of service or before services are rendered.
- e. Do not distribute promotional items to Department employees or DOH-contracted or subcontracted staff.
- f. Reconcile the following at the end of the health-education campaign activity. The program staff maintains a log of promotional items distributed to participants and the public:
 - 1) List promotional items provided by merchant.
 - 2) List the remaining promotional items in inventory.
 - 3) Use the same internal controls used for cash, including end-of-the day processes and practices of reconciliation and storage of promotional items on-hand, mirroring those performed with cash on-hand, including separate verification and approval of reconciliation, and storage in a secure, fire-resistant safe.
 - 4) The cashier supervisor must ensure the accounting for promotional items is on the cashier's daily cash drawer reconciliation and review them during any surprise cash drawer count that Department staff might conduct.
 - 5) To answer any further questions, a thorough Question-and-Answer supplement is included in the appendix.

VI. Training

None

VII. Supportive Data and References

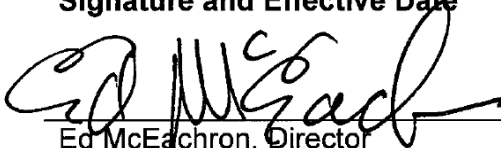
- A. [Incentive Items Justification](#)
- B. [FM 18-11](#) "Statutory Limits on Authorized Gift Cards, and Food Coupons"
- C. [Promotional Items Justification](#)
- D. [Participant Incentive Tracking Log](#)

- E. [Promotional Items Tracking Log](#)
- F. "Internal Control and Review," [DOHP 56-14](#)
- G. "FLAIR and RACF Access Control," [DOHP 250-10](#)
- H. "Purchasing," [DOHP 250-9](#)
- I. "Contractual Services," [DOHP 250-14](#)
- J. "Internal Fraud," [DOHP 56-15](#)
- K. "Cash Handling," [IOP 57-07](#)
- L. [FLAIR Procedures Manual](#)

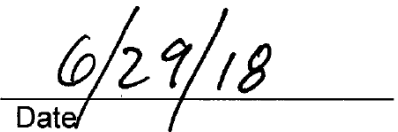
VIII. History Notes

This policy, with procedures, DOHP 250-18-18, "Client Incentives and Promotional Items," replaces and supersedes IOP 56-89-16, "Client Incentives and Promotional Items," dated May 16, 2016, and its predecessors, DOHP 56-89-14, dated September 22, 2014; DOHP 56-89-12, dated September 5, 2012; and Financial Memorandum 07-11 (Participant Incentives – Gift Cards) dated January 16, 2007.

IX. Signature and Effective Date



Ed McEachron, Director
Division of Administration



Date

X. Appendices

Appendix A - FM 18-11 Supplemental Questions and Answers

Statutory Limits on Authorized Incentives for Gift Cards and Food Coupons - May 2018

Q1 - What does the statute say?

A1 - Section 20.43 (7)(a), Florida Statutes (F.S.)

1. Patient incentive food, food coupons, and travel expenses, only
2. Never for employee recognition or compensation
3. Allows DOH to use state and federal funds to provide **incentives** of food and food coupons, and payment of travel expenses, to impact **patients' actions** to:
 - a. Improve health
 - b. Promote healthy lifestyles
 - c. Encourage disease prevention behavior
 - d. Promote **compliance with medical treatments**
4. Food, food coupons, and travel expenses may not exceed the limits in section 112.061, Florida Statutes for per diem meal allowances each day.
5. **Prohibits** purchasing gift cards from merchants that offer items other than food. Disallowed are:
 - a. Gift card purchases from superstores, grocery, specialty, or convenience stores, or any store offering items other than food. Merchants who sell alcohol and/or tobacco products (such as Wal-Mart or Publix).
 - b. Merchants who offer cash back
6. **Allow** purchasing gift cards with merchants offering **ONLY** food
 - a. Under the right circumstances, and allowable by the funding source.
 - b. Subway, McDonalds, Burger King, Hardy's, Chick-Fil-A, all offer only food items.
 - c. Should further and align to funding source's goals and objectives.
 - d. Merchants promoting healthy food choices are encouraged
7. **Strictly prohibits** gift cards or food coupons distribution to employees

Q2 - What is the difference between food and food coupons, gift cards, and stipends?

A2 –

1. **Part A** – Food and food coupons
 - a. Food is defined as any edible material grown from or on the earth like vegetables and meat.
 - b. A food coupon is an instrument printed on secured paper, trackable with a unique identifier (i.e. pre-printed serial number) allowing the bearer to exchange for food
 - c. GThankyou.com coupons are one approved source, and should be purchased in small dominations, since they are good for one single purchase.
 - d. Any remaining balance after one purchase is forfeited by the patient.
2. **Part B** – Gift card is a prepaid stored-value money card usually issued by a retailer or bank to be used as an alternative to cash for purchases in a store or

related business. Gift cards are not allowed unless merchant offers **food and nothing else**.

3. **Part C** – A grant **stipend** is a predetermined amount of money that is provided periodically to help offset expenses, given to the beneficiary (patient) of the funding source's services. Funding source clearly outlines approved tool(s) and this documentation should be attached to the procurement instrument.

Q3 – What security features are needed with food coupons?

A3 – Incentive items must restrict purchases to food only:

- a. Printed on secure or watermark paper
- b. Unique serial numbers
- c. Easily tracked to specific DOH patient
- d. Expenditure recorded as redemption honored by the merchant/vendor

Q4 - Is it important to have strong accountability, controls, and documentation around incentive items?

A4 – Yes, maintain adequate safeguards, accounting, reconciliation, and internal controls over inventory and distribution

Q5 - Why is the funding period important? Should expenditures for food, food coupon, or gift card be recorded when redeemed?

A5 – Distribution of incentive items and related expenditures should correlate and be used during the designated funding period

- a. Follow funding agency guidelines as the funding recipient.
- b. Act during the authorized time DOH is designated to carry out the mission/objectives of the funding agency.
- c. Unused inventory must be returned, and the funding source refunded no later than 30 days following the end of the funding period.
- d. Work with program offices to coordinate inventory reconciliation.
- e. Funding not continued, DOH must refund unused portion.
- f. Do not stockpile incentive items, either within DOH or with awarded contractors.
- g. Closeout all inventory and return cash value to original funding source.
- h. Follow all funding source requirements and restrictions.

Q6 – What is the only way to procure incentive food, food coupons, and gift cards items?

A6 – A purchase order (PO) is required for all incentive and promotional items. Do not use the p-card to purchase food items and/or gift cards. The p-card can be used as payment method for incentive items not considered food or gift cards; however, a purchase requisition is required first.

- a. Include funding source incentive documentation with the PO.
- b. Solid rationale and logic required for number ordered.
- c. Must have a unit price.
- d. Must be mathematically supported (by patient population usage trends and realistic projections).

- e. Must ensure the items are received and accounted for, prior to payment.
- f. Must eliminate advance payment and the statutory requirement for DFS to approve purchases prior to ordering.
- g. Handling fees should be shown as a separate line item on the PO (object code 210001).
- h. The invoice for payment should contain beginning and ending serial numbers.
- i. Use designated object code (341000) for agency tracking purchases.

Q7 – Must DOH contractors follow the same federal and state statutes, rules, and regulations as DOH?

A7 – Yes, all federal and state laws and regulations, policies, financial memorandums, internal controls, and guidance apply to every contractor and sub-recipient doing business with the department. Documentation must be maintained and available upon request in accordance with the DOH retention policy.

Q8 – Are agencies statutorily required to submit all advance requests (vendors, recipients, and sub-recipients) to DFS?

A8 – Yes, section 216.181 (16) and 215.422 F.S., agencies are statutorily required to submit requests for DFS approval but DFS is not statutorily required to approve all advance payment requests.

For incentive item questions, contact [Central Purchasing](mailto:centralpurchasing@flhealth.gov) at centralpurchasing@flhealth.gov or call (850) 245-4199.