



—● Lead in Traditional Eyeliner RFA

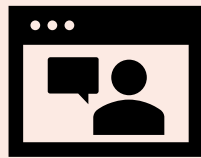
Ashley Bullock, BSK Educator Consultant
Hena Parveen, Hazardous Waste Educator Consultant



How to ask questions:



Zoom: add your questions to the chat box.



Recording: session recording shared via BSK Blog.

INFORMATION SESSION AGENDA

Who We Are - Programs' Purpose and Goals

Lead in Traditional Eyeliner Background

RFA Details

Application Criteria and Overview

How to Apply

What to Expect if Selected

WHO WE ARE



WHO WE ARE

Best Starts for Kids

strengthens families and communities so that babies are born healthy, children thrive and establish a strong foundation for life, and young people grow into happy, healthy adults.





BSK INVESTING EARLY (PRENATAL TO FIVE)

Direct Services

- Home-Based Services
- Community-Based Parenting Supports
- Child Care Health Consultation

Integration & Other Strategies

- Universal Developmental Screening
- Infant and Early Childhood Mental Health
- Workforce Development
- Innovation Supports
- Help Me Grow
- **Environmental Supports: Lead & Toxics**
- Early Support for Infant and Toddlers (ESIT)

● WHO WE ARE: LEAD AND TOXICS PROGRAM

Funding Source: **BSK**

BSK Investment Area: **BSK Investing Early (Prenatal – 6)**

Purpose and Goal: Partnering with community-based organizations to identify current and emerging sources of lead and toxics in our communities; reduce exposure sources; and strengthen systems to protect those most at risk of lead poisoning.

● **WHO WE ARE: RESIDENTIAL SERVICES PROGRAM**

Funding Sources: Hazardous Waste Management Program

Purpose and Goal: Provides direct residential services, education, and partnerships to prevent and address environmental health risks. A core component of the program is supporting families with children who have elevated blood lead levels by conducting environmental health investigations to identify sources of exposure, including consumer products.

● CYAB AND EQUITY STATEMENT

- Equity is an ardent journey toward well-being as defined by the affected
- Equity is disruptive and uncomfortable and not voluntary
- Equity is fundamental to the community we want to build

[Full statement can be found here.](#)



● RFA SUMMARY

Fund community-based organizations to partner with PHSKC to reduce exposure to lead from traditional eyeliners through the co-creation of culturally and linguistically appropriate outreach, education, and community engagement strategies.

● RFA SUMMARY

This RFA aims to translate research findings into practical prevention efforts which are expected to:

- Increase awareness of lead exposure risks,
- Support families in choosing safer products,
- Strengthen community knowledge about environmental health,
- Encourage blood lead testing for children.

● RFA SUMMARY

Funding available: **\$279,500**

Application due date: **May 29, 2026**

Contract period: **September 1, 2026 –
December 31, 2027**

Funding request limits: **\$55,000 base
award per organization; plus up to
\$4,500 for event hosting (split between
1-2 organization)**

Anticipated number of awards: **5**

WHO IS THIS RFA FOR?

This request is open to nonprofit organizations, community-based organizations, tribes and tribal organizations, for-profit entities and public or governmental agencies serving communities in King County.

Small nonprofits and community-based organizations are encouraged to submit Applications.

*RFA = REQUEST FOR
APPLICATIONS



RFA TIMELINE

RFA release	April 17, 2026
Online info session	April 29, 2026, 2 – 3 p.m.
Final day to submit questions via Agiloft	May 21, 2026
Final day to initiate request for technical assistance	May 7, 2026
Proposals due	May 29, 2026 by 2:00 p.m.
Responses reviewed	June 15, 2026 through July 10, 2026
Interviews with applicants (if requested by review panel)	July 2026
Notification of selected and non-selected applicants	End of July, 2026
Contract negotiations with selected applicants	August 2026
Anticipated program/contract start date	Early September 2026

TRADITIONAL EYELINER

- Known by many names: kohl, Surma, Ithmid, kajal, tiro etc.
- Applied to the inner eyelid or lash line.
- Common in South Asia, the Middle East, North & East Africa.
- Used for centuries for beauty, cultural, and medicinal purposes.
- Often handmade or purchased from local markets and imported stores.
- May contain natural ingredients, but many products also contain lead or other metals.



LEAD IN TRADITIONAL EYELINER

Why it Matters:

- High levels of lead detected in many samples worldwide.
- Lead is not visible- can't tell by look, feel, or smell.

Health Impacts of Lead Exposure:

- Damages brain → learning & behavior problems
- Slows growth & development
- Causes anemia & organ damage
- Harms pregnancy & newborns
- **No Safe Level- even small exposures cause harm. Effects can be long-lasting and irreversible.**



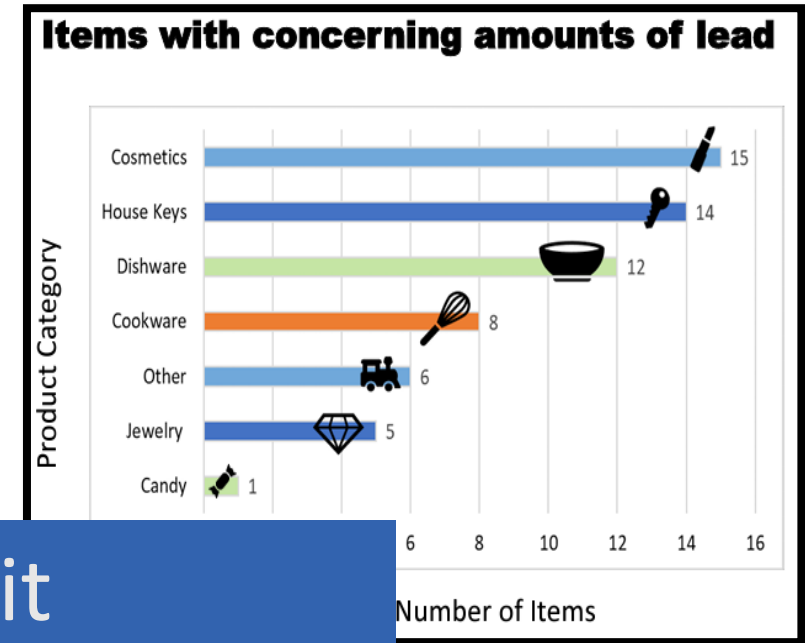
EYELINER TESTING IN KING COUNTY



Via PHSKC



Via PHSKC

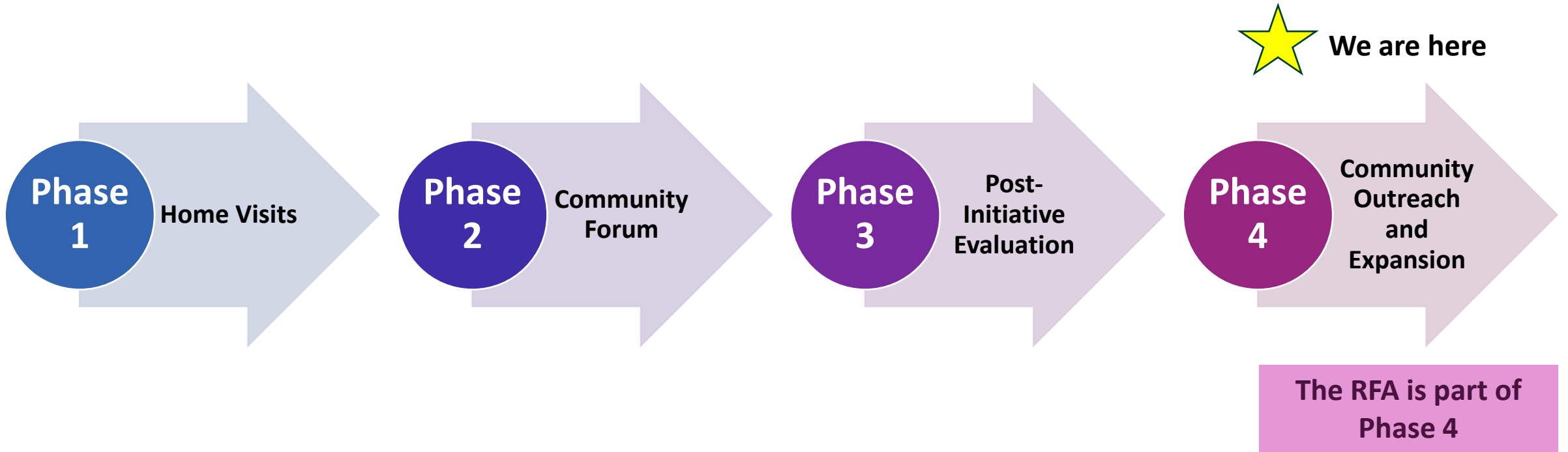


Via PHSKC

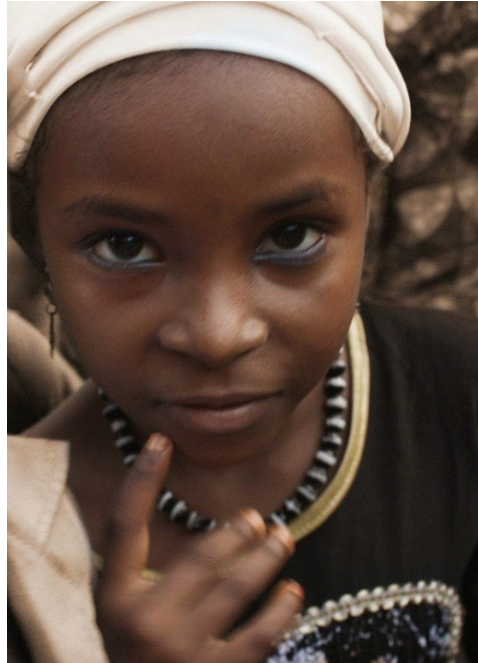
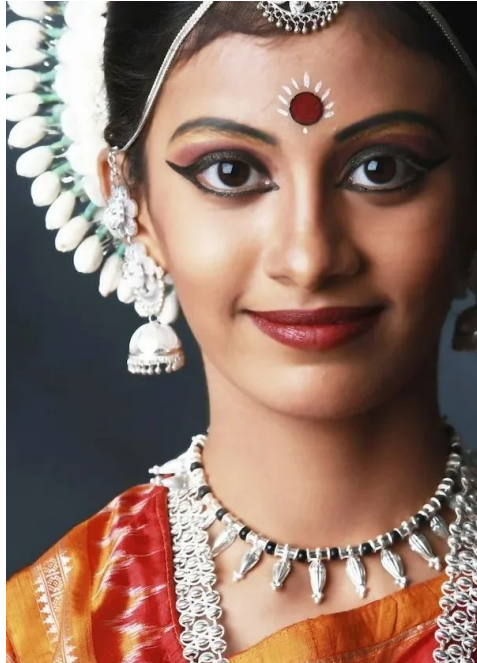
10,000x – 100,000x the limit

- Public Health - Seattle and King County (PHSKC) conducted in-home investigations and community lead testing events.
- In-home investigations: **traditional eyeliners** with extremely high levels of lead ($\geq 100,000$ ppm).
- Community lead testing events: **traditional eyeliners** with **800,000 ppm**.

LEAD IN TRADITIONAL EYELINER PROJECT



● RFA: LEAD IN TRADITIONAL EYELINER COMMUNITY OUTREACH AND EDUCATION PROJECT



Honoring traditions. Protecting health.

● FUNDING PRIORITIES

Focus is reducing lead exposure amongst children, pregnant people, and their families from the use of traditional eyeliners in focus communities.

Focus communities for this RFA include:

- South Asian,
- Middle Eastern,
- North African,
- West African,
- And East African communities

This application is open to organizations serving populations not listed above but that regularly use traditional eyeliners that may contain lead.

● FUNDING PRIORITIES

Applicants should consider other risks that could make the communities they serve more likely to be exposed to lead.

- Lower income,
- BIPOC communities,
- Children eligible for Medicaid (Apple Health),
- Living in subsidized or low-income housing,
- Living unhoused or with unstable housing,
- Immigrants, refugees, and people who are undocumented or living in mixed immigration-status households,
- Working in industries with high risk for toxics exposures,
- Living in areas with legacy pollution.

● FUNDING PRIORITIES

Other considerations for strong applicants:

- Uphold and center community needs, strengths, and interests in all decisions and recommendations.
- Build relationships with other organizations and individuals from the focus communities they are serving.
- Intentionally design programming and projects to be reflective of the communities they are serving.
- Recognize and seek to address the historical and current systemic racism and structural violence that puts communities of color and other focus communities at increased risk of toxic exposures.

● PROJECT WORK

Funded applicants will work with PHSKC and communications consultants to:

- Review existing research, findings from past community projects, and staff's knowledge on traditional eyeliner use,
- Co-develop a communications and messaging strategy guide for discussing traditional eyeliner with community,
- Co-create one to two outreach materials on lead in traditional eyeliner,
- Plan and implement community education activities and an outreach campaign.

● DEFINITIONS

Product Testing Event

- Event in partnership with PHSKC where community members are invited to bring items from home to be tested for lead.

Messaging Guide

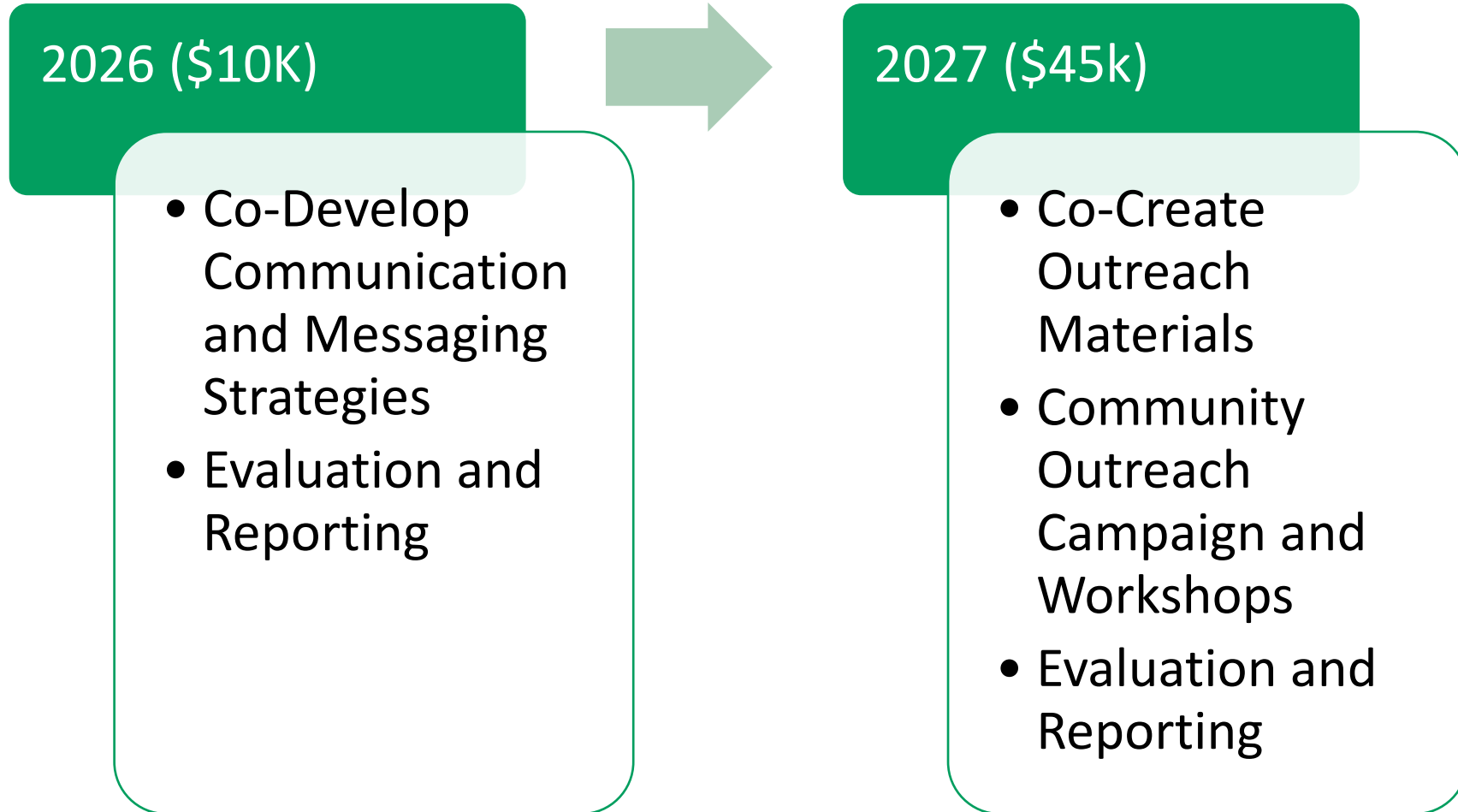
- A written guide for organizations on how to share information with their community about lead in traditional eyeliner. Includes examples of messages for social media posts, health information to highlight, culturally important considerations etc.

—● **OPTIONAL PROJECT WORK**

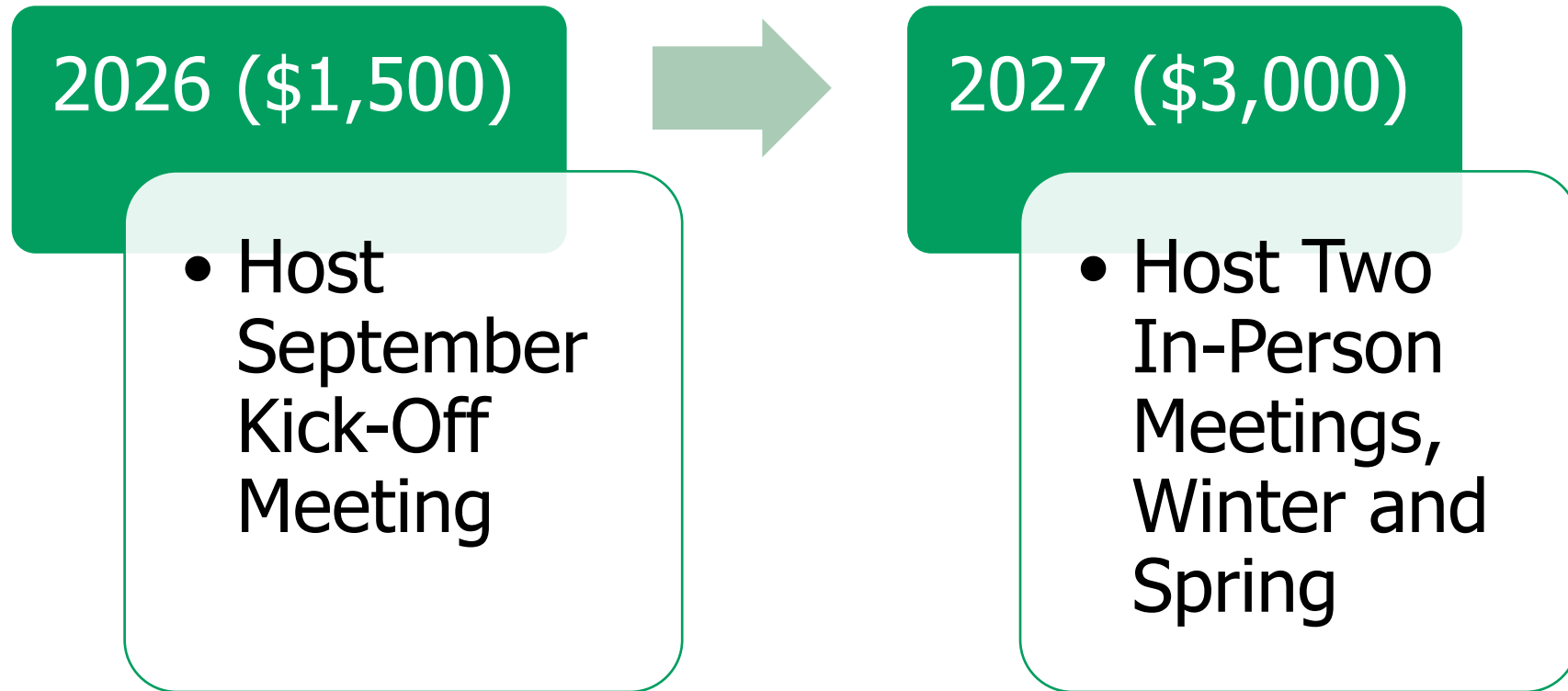
PHSKC will select 1-2 organizations to receive additional funding to host in-person project meetings with 10 to 20 attendees. Optional work includes:

- Provide staff to coordinate logistics with PHSKC,
- Rent or provide the event space, this could include hosting at the organizations offices,
- Manage event set up and takedown,
- Purchase food, refreshments, and dishware for up to 20 attendees,
- Ensure the space has adequate equipment (e.g.: tables, chairs, projector screen).

PROJECT FUNDING SCHEDULE



OPTIONAL FUNDING SCHEDULE (AWARDED TO 1-2 ORGS)



● BUDGET TIPS

- Budgets should be developed for the length of the contract term (September 2026 – December 2027)
- Applicants are expected to provide a brief narrative justification for non-staff related direct charges
 - For example: Our food budget is for three training events. We anticipate x number of attendees across three events and plan to spend approximately \$x amount per attendee
- Applicants are encouraged to budget for food and refreshments and consider how to make events inviting and accessible for community

● RFA RATING & REVIEW

- Carefully review the rating criteria (Section VIII)
- All proposals submitted will go through a formal review process
- Interviews possible if final ratings are close
- Questions 1 & 4 to determine funding source

RFA EVALUATION CRITERIA

CATEGORY	POINTS	EVALUATION CRITERIA
ORGANIZATIONAL CAPACITY	15	Organizational mission and priorities, experience serving children, youth, families, leadership/staff reflect communities they serve, demonstrated management and operational capacity.
FOCUS COMMUNITY	10	Clear definition of community served, understanding of community needs, knowledge of traditional eyeliner use, alignment with project's priority populations
COMMUNITY ENGAGEMENT & OUTREACH	15	Equity and anti-racism centered approach, culturally responsive outreach, ability to build trust, collects and incorporates community input, demonstrates measurable impact from past outreach.
PROJECT DETAILS	15	Feasible staffing plan with clear roles, well defined and culturally relevant outreach and education strategies.
BUDGET	Not scored	Completeness and alignment with proposed activities and overall program needs.

● HOW TO APPLY

- You must have an Agiloft account to apply – Set it up early!

[Setup an account here](#)

- Submit application by **May 29, 2026, by 2:00 p.m.**

- Where to apply:

<https://kingcountydchs.agiloft.com/ui/-kcdchs/m/view/solicitation/219>

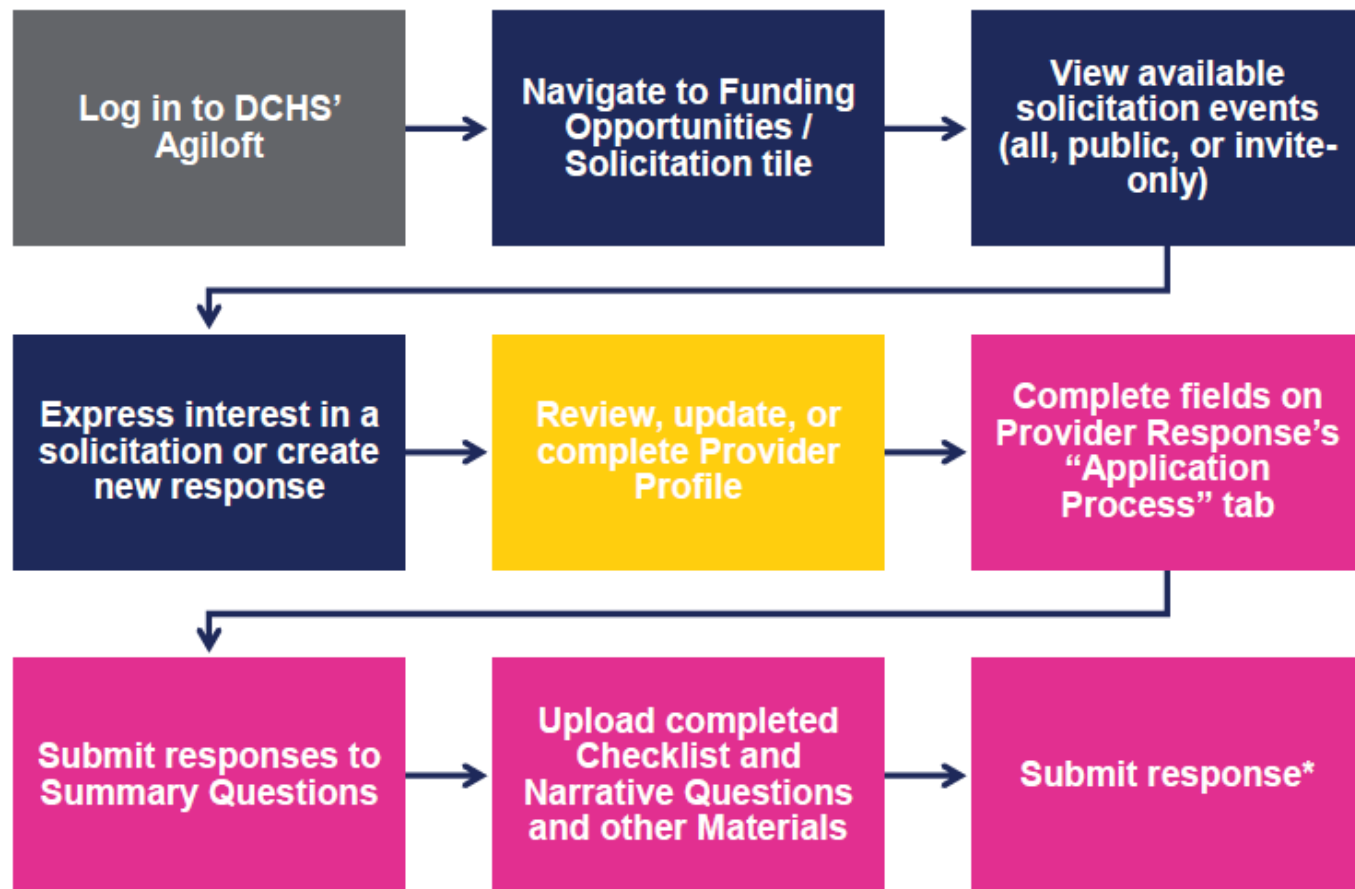
HOW TO APPLY

Application Process Overview

■ On "Funding Opportunities/Solicitations" Tile: "View All Funding Opportunities/Solicitations"

■ On "My Account" Tile: "View My Company and Users"

■ On "Funding Opportunities/Solicitations" Tile: "View My Company Responses": Relevant response record



*If a pre-application process is required, this process may need to be repeated for the full application if/when the pre-application is approved

King County

DCHS

Department of Community and Human Services

● HOW TO APPLY

Completed Applications include:

- **Summary question** - Completed in Agiloft
- **Checklist and Narrative Questions document**
 - Uploaded to Agiloft
 - 9 Required narrative questions
 - *250 words max per question*
 - 2 Optional questions
 - *Responses to the optional questions will not impact rating*
- **Program Budget document** – Uploaded to Agiloft

● HOW TO APPLY

Online Agiloft Support

- [Website - Accessing Agiloft to apply for RFA](#)
- [PDF guide - Applying to a funding opportunity](#)
- [Video Training - How to Apply for Funding Opportunities in Agiloft](#)

Drop-In Support Hours

Wednesdays from 11 AM to 12 PM via [Teams Meeting Link](#)

If there is trouble with Agiloft at the last minute, applicants can email their application and attachments to the RFP Lead, phithompson@kingcounty.gov

WHAT TO EXPECT IF YOU ARE FUNDED?

Contract Information

- Timeline
 - Contract discussions July – August
 - Contract signed and active September
- Deliverable-based contract
 - Submit a budget by deliverable
 - Invoice upon completion of deliverables

WHAT TO EXPECT IF YOU ARE FUNDED?

Fiscal Requirements and Reporting

- Invoicing packages
 - Project specific general ledger
 - Finance Activity Report
 - Signed invoice
 - Supporting documentation (timesheets, cash value card or giveaway distribution logs)
- Fiscal Monitoring
 - Sample of financial documentation
 - A minimum of two meetings
 - Response to any findings

● WHAT TO EXPECT IF YOU ARE FUNDED?

Collect evaluation data

- Reach of outreach materials (e.g. how many views on social media or recipients on WhatsApp etc.)
- Participant demographics (age, gender, ZIP code, race/ethnicity)
- Feedback from community members and program staff including survey results

Reporting Requirements

- Evaluation reports due quarterly. Each report must include all data collected during the previous three months of the program.
- Narrative survey reports due bi-annually (January and July)

● INSURANCE REQUIREMENTS

- **Commercial General Liability** – PH requirements are &1M per occurrence and \$2M in aggregate
- **Workers Compensation** and Employers Liability (Stop Gap)
\$1M Stop Gap Insurance
- **Include Public Health – Seattle & King County 401 5th Ave, Ste. 1120, Seattle WA 98104, in the Certificate Holder box.**
- **Provide an additional Insured endorsement** to be included with the certificate of insurance, “CG 2010 11/85” or its equivalent is required which may include a blanket endorsement

MOST COIS LOOK LIKE THIS:

[\(Ex 1- COI.pdf\)](#)

What the COI tells us:

- Types of insurance covered in policy
- Policy numbers
- Policy effective and expiration dates
- Dollar limits of coverage included in policy

ACORD™ CERTIFICATE OF LIABILITY INSURANCE DATE (MM/11/25/20)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in lieu of such endorsement(s).

PRODUCER: [REDACTED] CONTACT NAME: **INSURANCE BROKER**
 PHONE (A/C, No, Ext): [REDACTED] FAX (A/C, No): [REDACTED]
 E-MAIL ADDRESS: [REDACTED]

INSURER(S) AFFORDING COVERAGE
 INSURER A: [REDACTED]
 INSURER B:
 INSURER C:

INSURED: This info should match the contract

CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

RISK LTR	TYPE OF INSURANCE	ADDL RISK	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	Y		[REDACTED]	01/01/2022	01/01/2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 10,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPIOP AGG \$ 2,000,000
B	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			[REDACTED]	01/01/2022	01/01/2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (PER ACCIDENT) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DEDUCTIBLE RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in WA) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	[REDACTED] WA STOP GAP	01/01/2022	01/01/2023	WC STATUTORY LIMITS <input checked="" type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
A	Professional Liab			ZD2A513644-04	01/01/2022	01/01/2023	Aggregate \$ 2,000,000
B	Cyber - Other			AW2A513636-04	01/01/2022	01/01/2023	Occ. \$ 1,000,000 Cyber \$ 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER: King County, its agents, officers, and employees
401 5th Avenue, Suite 1120
Seattle, WA 98104

CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AN ENDORSEMENT OF ADDITIONAL INSURED (EX 1- COI.PDF)

POLICY NUMBER: XXXXXXXX
EFFECTIVE: 4/15/20XX – 4/15/20XX
INSURED: Contractor Name

COMMERCIAL GENERAL LIABILITY

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED — DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART.

SCHEDULE

Name of Person or Organization:

King County, its officers, officials, employees and agents

(If no entry appears above, information required to complete this endorsement will be shown in the Declarations as applicable to this endorsement.)

WHO IS AN INSURED (Section II) is amended to include as an insured the person or organization shown in the Schedule as an insured but only with respect to liability arising out of your operations or premises owned by or rented to you.

Check the policy number against the one listed on the COI to know which policy the endorsement is for. The endorsed coverage(s) is also listed on the document.

It is important that the endorsement list "King County, its officers, officials, employees, and agents."



What is it?

- Database maintained by the federal government or companies and organizations that temporarily (“suspended”) or permanently (“debarred”) from receiving federal funds (SAM.gov)
- Certification by contractor that it is not suspended/debarred

Why is it in the contract?

- As stewards of public funds, King County needs to protect the integrity of the BSK program by ensuring partners are honest, ethical, and responsible
- Certification is there as a safety net for King County

What is a contractor's obligation?

- Inform King County if contractor becomes suspended/debarred
- Ensure all subcontractors are not debarred or suspended by doing at least one of the following:
 - Include the debarment provision in your subcontract
 - Check SAM.gov to find out if they have been debarred or suspended
 - Have the sub sign a separate certification statement indicating they are not debarred or suspended

● TECHNICAL ASSISTANCE

Can I get help with my application?

YES!



BSK provides free technical assistance (TA) to help organizations with their applications.

We want to eliminate barriers to applying for BSK funds.

How can consultants help me?



Help you assess the fit between your organization and the RFA

Provide guidance on answering application questions

Review your application, including editing and budget review



— QUESTIONS?



 King County

Best Starts for

KIDS