

REQUEST FOR PROPOSALS

Get the Word Out Mini-Grants Youth Action Initiative

A Project of The Medical Foundation in Partnership with the Massachusetts Tobacco Control Program

Funding Cycle – January 9, 2006 through May 1, 2006

INTRODUCTION:

The Medical Foundation's Youth Action Initiative (YAI) is leading the statewide youth movement against tobacco use in partnership with the Massachusetts Tobacco Control Program. The purpose of this partnership is threefold 1) eliminate tobacco use in communities, 2) strengthen youth community-based tobacco prevention and control efforts, and 3) award grants that facilitate activities consistent with the Centers for Disease Control and Prevention's *Best Practices for Comprehensive Tobacco Control Programs* (www.cdc.gov).

One component of the statewide youth movement is to empower and support community level youth groups in their efforts related to tobacco control. In 2006, YAI will award fifty-five *Get the Word Out Mini-Grants* to local youth groups committed to tobacco use prevention. Awards will be made based on availability of funds. Youth groups associated with schools, faith communities, teen centers, community groups or other agencies are encouraged to apply. These projects will *Get the Word Out* about eliminating tobacco from communities, about standing up to the tobacco industry and about Making Smoking History.

Get the Word Out Mini-Grants are available at two levels:

- Level I: Community Mobilization and Education Youth Action Projects \$1,400 (50 grants available)
- Level II: Policy Promotion Youth Action Projects \$10,000 (5 grants available)

The deadline for applications is Friday, December 2, 2005. Grants will be awarded for the period of January 9-May 1, 2006. The Medical Foundation (TMF) has served as a leader in the efforts of preventing youth tobacco use in Massachusetts. TMF's Youth Action Initiative will provide administrative services for this grant program. TMF will manage the grantmaking process and provide technical assistance to all interested applicants. Implementation of grant strategies/activities must be completed by Monday, May 1, 2006. Final reports will be due on May 31, 2006. Extensions will not be given as a part of this grant program; grantees will be expected to spend all allocated funds within the timeline of the grant. *Any unexpended funds must be returned to the grantor.*

Applications will be scored by a committee of youth and adults. The intent is to award fifty-five grants, with at least seven grants awarded in each Executive Office of Health and Human Services region of the State (for more information go to www.mass.gov/mgis/reg_eohhs.htm). Additional applications may be downloaded from www.makingsmokinghistory.org.

GOALS AND PURPOSE OF GRANTS:

The purpose of the youth led tobacco use prevention grants is to engage Massachusetts youth ages 12 to 18 (or grades 7-12) in the statewide movement against tobacco use and to create a network of youth groups and *Get the Word Out* projects. Youth engagement is the cornerstone of this initiative.

YAI will fund a variety of *Get the Word Out* projects focused on reducing tobacco use in schools, communities or counties. Funds can be used for meetings, trainings, community/school projects, media, policy initiatives and sponsor/youth stipends. Each *Get the Word Out* project will be led by youth and supported by a school, faith

organization or 501(C) 3 community-based agency, which provides adult support. Applicants may apply for both Level I and Level II grants if the projects are unrelated. Applications serving communities with high smoking prevalence and high poverty rates will be eligible for bonus points (see attachment E for eligible communities).

REQUIREMENTS FOR GRANTEES:

- 1) All grantees must have a sponsoring organization that is a school, faith organization or 501(C) 3 community-based agency. The sponsoring organization must be willing to assume fiscal responsibility for the funds awarded and is responsible for submitting the required final report.
- 2) All grantees must have an adult advisor/sponsor who works with and supports the youth group leading the project and acts as the adult contact for the project.
- 3) All Level I grantees must have a minimum of 5 youth and 1 adult involved in the project. All Level II grantees must have a minimum of 8 youth and 1 adult involved in the project.
- 4) All *Get the Word Out* strategies must focus on community action and strategic use of media. In addition, Level II grantees need to incorporate at least one strategy that addresses community policy change. For examples of projects and activities, see attachment A.
- 5) Funds cannot be spent on administrative expenses of the sponsoring organization for Level I grants. Level II grants may use up to 10% of funds for administrative expenses. No funds may be spent on capital expenses.
- 6) Up to 50% of funds may be spent on stipends.
- 7) Each applicant shall identify at least two local media outlets and contacts for each to be submitted with the application. Each grantee will submit at least 3 press releases/alerts to local media including a release announcing the grant award. A model press release announcing the grant will be provided to all grantees. Media outlets may include school newspapers, weekly or monthly community newspapers, daily newspapers, and/or radio.
- 8) Each grantee is expected to send at least two youth representatives and an adult sponsor to the Massachusetts Youth Action Summit during the spring of 2006 (date and exact location to be determined). Applicants should budget travel funds for the Youth Summit which will be held in the Worcester area. Level II grantees are expected to assist in planning the Youth Summit. Technology (phone conference calls, email, text messaging) will be utilized in the planning process so travel will not be a barrier to participation.

REPORTING:

- All grantees must submit a progress report to YAI by Friday, March 3, 2006. The final activity report and affidavit of expenditure will be due no later than Wednesday, May 31, 2006 for all grantees.
- All grantees must provide YAI with copies of any materials produced or any media coverage as a result of grant activities.
- All grantees will provide a list of youth members/participants to be added to the statewide database (this form will be provided by YAI).

NOTICE TO APPLICANTS:

- YAI is also developing a statewide youth advisory group and an interactive website for youth. Opportunities to assist with these projects and provide youth input will be available to all grantees.
- Monies awarded through the grant program cannot be spent for lobbying (call for action and/or direct support of state legislation) on behalf of a specific bill, or for attacks on the tobacco companies or their employees.
- Youth Action Groups and their sponsors cannot receive funding nor have an affiliation or contractual relationship with any tobacco company, its affiliates or its subsidiaries or its parent company.

APPLICATION PROCESS:

Get the Word Out applications should be collaboratively developed by youth and adults. Applications must conform to the following guidelines. To apply for a *Get the Word Out Mini- Grant*, complete:

- Cover Sheet, Attachment B – 5 Points
- Project Narrative, Attachment C – 85 Points
- Budget Form, Attachment D – 10 Points

SUBMIT COMPLETED PROPOSALS TO:

By Mail -

Laurie Jo Wallace
The Medical Foundation
95 Berkeley Street
Boston, MA 02116

By Fax -

Laurie Jo Wallace
The Medical Foundation
617-451-0062

By Email -

Laurie Jo Wallace
The Medical Foundation
LJwallace@tmfnet.org

TIMELINE:

Deadline for Applications	Friday, December 2, 2005
Notification of Funding	By Monday, January 2, 2006
Project Implementation	January 9 through May 1, 2006
Progress Reports Due	Friday, March 3, 2006
Final Reports Due	Wednesday, May 31, 2006

QUESTIONS:

If you have any questions or need assistance, please contact:

Laurie Jo Wallace
Director of Training and Capacity Building
The Medical Foundation
Tel: 617-451-0049 x223
TTY: 617-451-0007
LJwallace@tmfnet.org

ATTACHMENT A:

Get the Word Out Mini-Grants Youth Action Initiative

Example Projects and Activities

Below are some examples of activities for you to consider. You can also choose your own. Think about what will work in your community or what your community needs the most. Activities need to be consistent with the Centers for Disease Control and Prevention's *Best Practices for Comprehensive Tobacco Control Programs* (www.cdc.gov) recommendations for reducing youth initiation to tobacco products.

Level I:

Organize an educational campaign to remind students and staff that all school buildings must be smoke-free at all times. Target specific problem areas of your school building such as stairwells or bathrooms where smoking occurs.

Organize a media campaign to remind students, staff, parents and other adults that smoking is prohibited on school grounds including during outdoor sports such as football games, baseball games, soccer games etc. Campaign can include posters, banners, public service announcements, and advertisements.

Educate tobacco retailers in your community about the laws that prohibit selling tobacco to minors. Merchant education materials are available from MTCP. Ask local merchants to sign a pledge that they will not sell to minors

Create public service announcements or signage to educate tobacco retailers and the general community about the importance of retailers asking for photo id before selling tobacco products to anyone under the age of 27.

Conduct Store-Alert surveys (www.storealert.org) to determine if tobacco advertising in your community stores is youth friendly. Publicize your results.

Identify a musician or band who smokes in videos and is a role-model in your community. Organize a post card campaign/petition to ask the musician or band to stop glamorizing tobacco use. Identify an actor or actress who smokes in movies and is a role-model in your community. Organize a post card campaign/petition to ask the actor or actress to stop glamorizing tobacco use.

Some youth think that flavored little cigars like "Black and Milds" are safer than cigarettes. This is not true! Fact sheets are available from YAI. Organize an education campaign to let your peers know the truth about flavored cigars and cigarettes.

Level II:

Promote strengthening a local youth access ordinance/regulation/by-law to reduce youth access to tobacco products (examples: prohibit sale of loose cigarettes, self service displays, vending machines or strengthen penalties for illegal sale of tobacco to minors)

Promote strengthening local zoning regulations to reduce store-front advertising

Current state laws prohibit smoking in school buildings of private or parochial schools but don't prohibit smoking on school grounds. If you attend a private or parochial school, promote a policy to make the school grounds smoke-free.

Current state laws prohibit smoking on public school grounds but don't prohibit smoking in tot-lots, playgrounds or municipal playing fields. Promote a regulations, ordinance or by-law to prohibit smoking in one or more of these locations.

ATTACHMENT B:

**Get the Word Out Mini-Grants
Youth Action Initiative**

Cover Sheet

YAI-06-

NAME OF YOUTH GROUP :		NAME OF SPONSORING ORGANIZATION:	
YOUTH CONTACT:		SPONSORING ORGANIZATION CONTACT:	
Name:		Name:	
Title:		Title:	
Organization:		Organization:	
Address:		Address:	
Phone:		Phone:	
Fax:		Fax:	
Email:		Email:	
ADULT CONTACT:		Please indicate who should receive all grant correspondence (check only one):	
Name:		Sponsoring Organization -	
Title:		Adult Contact -	
Organization:		Youth Contact -	
Address:			
Phone:			
Fax:			
Email:			
TITLE OF PROJECT:			
BRIEF DESCRIPTION OF PROPOSED PROJECT (note collaborators and other funders, if applicable):			
NUMBER OF YOUTH TO BE ENGAGED IN THIS PROJECT:			
Type of Request: <input type="checkbox"/> Level I - \$1,4000 <input type="checkbox"/> Level II - \$10,000			
EOHHS Region: <input type="checkbox"/> Boston <input type="checkbox"/> Central <input type="checkbox"/> MetroWest <input type="checkbox"/> Northeast <input type="checkbox"/> Southeast <input type="checkbox"/> West			
Certification: We, the undersigned, certify that the statements contained herein are true and complete to the best of our knowledge and, if awarded funding, agree to and accept the terms of The Medical Foundation and the Youth Action Initiative			
_____		_____	
Signature of Sponsoring Organization's Executive Director/CEO		Date	

ATTACHMENT C:

**Get the Word Out Mini-Grants
Youth Action Initiative**

Project Narrative

Get the Word Out applications should be collaboratively developed by youth and adults. Please answer the following questions for the narrative section. For Level I applications, the project narrative may not exceed two (2) pages. For Level II applications, the project narrative may not exceed five (5) pages.

Project Narrative Questions :

1. State your youth group's history and mission; include the number of youth actively involved in your group. For Level II applicants, additionally describe your past work in tobacco prevention, control and/or changing policy. (15 points)
2. Discuss why you believe there is a need for this project and how many people will benefit from this project. For Level II applicants, additionally describe the current status of the policy you are trying to address. (15 points)
3. Identify the target population for this project by describing the population or groups that will benefit from this project. (10 points)
4. Briefly describe the proposed activities and timeline for this project. (20 points)
5. Describe how the activities you are proposing will create change by describing the expected changes in knowledge, attitudes, skills, or behaviors of the target population (i.e. the outcome(s) for the target population). For example, was there less smoking in the school bathroom if this was the issue addressed or did the musician/entertainer you sent signatures to about their use of tobacco respond to you. Be as specific as possible. For Level II applicants, additionally describe how you will measure the change you are trying to effect. (25 points)

ATTACHMENT D:

**Get the Word Out Mini-Grants
Youth Action Initiative**

Budget Form

Name of Youth Group:

Title of Project:

Type of Project: Level I Level II

<u>Item</u>		<u>Total</u>
Stipends (<i>money paid to the youth and adults involved in this project to compensate them for the work they do related to this project, total may not exceed 50% of the total request</i>)	For Youth	\$
	For Adults	\$
Educational Items (<i>expenses related to purchasing premade items such as merchant educational materials</i>)		\$
Program Support (<i>office supplies, copying, printing, postage</i>)		\$
Media (<i>expenses related to getting your message in the newspaper or newsletter, on the radio, television, or internet, etc.</i>)		\$
Meeting and Training Costs (<i>expenses for conducting a meeting or training, may include the cost of refreshments</i>)		\$
Travel (<i>include travel expenses related to project and travel for at least 2 youth and 1 adult to attend a one-day Youth Action Summit in Worcester</i>)		\$
Administrative Expenses (<i>only for Level II grants, may not exceed \$1000</i>)		\$
Other, please list		\$
Total Expenses		\$

ATTACHMENT E:

**Get the Word Out Mini-Grants
Youth Action Initiative**

Cities and Towns Qualifying for Socio-Economic Bonus Points

- Adams
- Amherst
- Athol
- Barnstable
- Boston
- Brockton
- Cambridge
- Charlemont
- Chelsea
- Cheshire
- Chester
- Chesterfield
- Chicopee
- Clinton
- Colrain
- Dennis
- Easthampton
- Erving
- Everett
- Fairhaven
- Fall River
- Fitchburg
- Gardner
- Gay Head (Aquinnah)
- Gosnold
- Great Barrington
- Greenfield
- Hancock
- Hardwick
- Haverhill
- Hawley
- Heath
- Hinsdale
- Holyoke
- Lawrence
- Leominster
- Lowell
- Lynn
- Malden
- Middlefield
- Monroe
- Montague
- Monterey
- New Bedford
- North Adams
- Northampton
- Oak Bluffs
- Orange
- Otis
- Palmer
- Peru
- Pittsfield
- Plainfield
- Provincetown
- Revere
- Royalton
- Russell
- Salem
- Shelburne
- Somerville
- Southbridge
- Spencer
- Springfield
- Stockbridge
- Sunderland
- Taunton
- Templeton
- Tisbury
- Truro
- Ware
- Wareham
- Warren
- Washington
- Webster
- Wellfleet
- West Springfield
- Westfield
- Winchendon
- Worcester
- Yarmouth