



TASK TOBACCO-USE PREVENTION
Project for South West Kansas Youth
June – October 2009
Mini Grant Application Form

Financial support for this program is being provided in part by the **American Legacy Foundation®**

TASK is the youth-led movement in Kansas to promote tobacco free teens and unite communities to create one strong voice speaking out for a tobacco-free lifestyle. TASK announces a new opportunity to expand youth-led efforts to increase the numbers of Kansas youth committed to tobacco use prevention by learning how tobacco use affects health and how young people can motivate themselves and their peers to avoid addiction to tobacco products that cause widespread disease and death.

What: Mini Grants of up to \$1,250 will be awarded to youth group applicants with creative, youth-led media projects and other activities that focus on protecting themselves and their peers from experimenting with and becoming addicted to cigarettes and tobacco products. Grantees will become new TASK Companies.

Who: Youth groups of 12 to 17-year olds from **Wichita, Scott, Lane, Ness, Hodgeman, Finney, Kearny, Gray, Haskell, Grant and Meade Counties in South West Kansas** may apply for grants by 1) submitting an application, 2) including an adult sponsor for their efforts, and 3) designating an organization that can receive, monitor and distribute grant funds expenditures.

When:

- Mail, fax or email grant application close of business on 5/22/09. (must be signed)
- Grant awards will be announced by 5/29/09.
- Grant activities should be implemented sometime between June 1 and October 31, 2009 (this allows for summer and/or fall projects.)
- Successful applicants will be expected to submit a final report by November 20, 2009.

Why: Currently 21% of Kansas youth say they smoke. Kansas studies show most adult smokers began using cigarettes as teens. This grant award allows Kansas teens to design their own youth-led projects to help at-risk youth avoid addiction to tobacco and to identify and counter the influence tobacco has in their communities. These grants will support an expansion of TASK, a statewide network of teens working to help their peers remain tobacco free.

Need More Help? Assistance in developing and implementing the grant proposal for targeted counties in South West Kansas will be provided by:

Shane Reif, Regional Consultant

(620) 786-9674

sreif@tobaccofreekansas.org

Other information can be obtained from:

Tracey Winters, Youth Coordinator

twinters@tobaccofreekansas.org

Mary Jayne Hellebust, Executive Director

mjhellebust@tobaccofreekansas.org

Tobacco Free Kansas Coalition

5375 SW 7th Street, Suite 100

Topeka, Kansas 66606

785-272-8396 Fax 785-272-5870

Additional applications are available on the Kansas TASK and Tobacco Free Kansas websites; www.kstask.org, www.tobaccofreekansas.org. You can also become a fan of [Kansas TASK on Facebook](#) and connect with other individuals involved in the state.



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Please type; note this document is formatted to automatically extend answer space if needed.

1. **Name of youth group:** _____ # of active youth members: _____

2. **Name of youth contact:** _____

Address: _____ City: _____ Zip: _____

Phone: _____ Email address: _____

Signature: _____

3. **Name of adult sponsor:** _____ **Organization:** _____

Address: _____ City: _____ Zip: _____

Summer contact information: _____

Phone: _____ Email address: _____ Fax #: _____

Signature: _____

Fiscal agency (what organization will be managing the funds for this grant? Example: SADD chapter is awarded the grant, but the check is made out to the school district): _____

4. **Financial officer:** _____ **Title:** _____

Address: _____ City: _____ Zip: _____

Phone: _____ Email address: _____ Fax #: _____

Signature: _____

5. Please indicate who should receive grant correspondence: _____

6. Level of funding requested: \$ _____ (up to \$1,250 for approved projects)

7. Does your school have a tobacco free school grounds policy? Yes No



TASK TOBACCO-USE PREVENTION
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Mini Grant Application Narrative & Outline

Applicants: Please answer the following questions as to how they relate to your grant request. This narrative proposal and outline on the following page should be typed and no longer than three pages. Youth should participate in the preparation of this narrative description about their “youth-led” project(s). Note that development of at least three media products (e.g. Video, PSA, Posters, Bulletin Boards, Drama, Power Point) needs to be a part of the proposal. The activities/events and media products are not limited to any one type of tobacco product (cigarettes, smokeless tobacco, pipes, cigars, etc.) It is up to the youth to decide what tobacco use issues to be addressed in their community.

1. What do you want to accomplish as the result of your project? What is your goal(s)? (2-3 sentences)

2. How will you know that you have met the goal(s) set out for your project? (2-3 sentences)

3. What are the names of the active members for the youth group/coalition; a core group of five members is required to begin the project. Youth members will need to submit additional contact information and appropriate permission slips.

Outline of Activities/Events: Please list each activity/event separately (planning and preparation time does not need to be included)

Activity What are the main activities/ events you will be doing?	Description What will your primary focus for this activity/event be? (e.g. education, recruitment of members, awareness)	Who Who will be facilitating the activity? List individuals or organizations assisting with the event/activity.	Target Population Include location, approximate number of participants and age	Start and End Dates	Media Products This can be the primary activity and/or part of capturing, promoting or recording other activities/events.	Evaluation Method (e.g. survey, interview, focus group, narrative summary)
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EXAMPLE

Booth at SADD conference	Our Primary Focus will be education. We will provide educational materials (such as pamphlets, brochures) Promotional items to give away (erasers, stickers)... Video of __ will be shown throughout the day. TASK membership forms will be available.	Five Youth members will be working at a booth to answer questions and provide additional information. Our adult sponsor will be present. TASK regional coordinator will assist in providing some of the educational materials.	National Guard Training Center, Salina, Approx. 200 youth, 15-18 yr. olds	9/18 9/18	Video production using interviews of participants to be posted on youtube.com after American Legacy Foundation® approval. The local radio station reported on our involvement in the event.	We recorded the number of new TASK membership forms completed. The facilitators wrote a short summary of the event, including successes and suggestions for change.
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Mini Grant Budget Form

Under each category of expenditures, itemize the type and cost of components you plan on using in your project. Provide a brief explanation for the need for the item and how it will be used in your project. Funds may not be used to purchase equipment such as computers, digital or video cameras. Total request must not exceed \$1,250.

Category	Total
Educational Items <i>not to exceed 15% of budget</i>	
Promotional Items <i>Possible giveaways or advertising pieces for the youth members</i>	
T-Shirts, bags, hats to identify youth members	
Media <i>Possible cost of supplies for posters, ads, flyers, printing of photos, paying for ads to be run or displayed, etc.</i>	
Travel <i>As needed for training or going to events</i>	
Food <i>As part of planning/implementation meetings</i>	
Stipends <i>Not to exceed 10% of budget, nominal fees for youth participants or for adult sponsor</i>	
Other <i>Explain fully</i>	
Total Budget for Project <i>Not to exceed \$1,250.00</i>	



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Project for Kansas Youth June – October 2009 Past Project Examples

Although a variety of youth-led activities can be set up for this mini-grant, each project must also include the design and development of at least three media products that can be shared with the community and with other youth groups. These products could be print media (including local newspapers or magazines), radio or electronic public service announcements, including television or Internet video; Power Point presentations, contest materials, blogs, online groups and other social networking systems, etc. Here are some sample ideas.

- Build a float for the homecoming parade, hand out key chains with tobacco free message.
- Organize a short film contest with a tobacco free theme.
- Organize a tobacco-free day for a specific event in your community or at a specific place and advertise the effort.
- Work on a guerrilla media event on tobacco use. (This effort uses unconventional marketing intended to get maximum results from minimal resources—can be implemented in a variety of ways from posters, to handouts, to chalk art, to presentations, etc.)
- Organize a flash mob—and ensure that you have media coverage. (A flash mob is a large group of people who assemble quickly in a public place, perform an unusual action for a brief time, and then quickly disperse.)
- Put up posters around town and hand out flyers for a tobacco-free day. Have the theme/message of the posters or flyers be related to tobacco education and tobacco free county fairs, rodeos or other community events.
- Organize a parent/teen meeting in the community to discuss spit tobacco use or smoking by young people and the ways that youth are fighting back. Get the newspaper to report on the meeting. Invite local citizens and city policy makers to come to the meeting.
- Organize a tobacco free script for a radio public service announcement and work with local radio stations to have it aired.
- Develop newspaper ads with a tobacco-free message for either the local paper or your school paper.
- Prepare an educational presentation on the youth tobacco prevention project for community forums, town hall meetings, school assemblies, PTO organizations, local youth groups, and church assemblies.
- Arrange panel discussions or dramatic presentations to air on school news channels or at a school-wide event. (e.g. during Red Ribbon Week)
- Work with local health department and prevention agencies to set up tobacco-free informational events/activities associated with community health or tobacco-free days
- Design and distribute palm cards with tobacco-free topics or tobacco marketing strategies and provide media coverage.
- Develop video/photo materials for placing on Facebook, MySpace, YouTube, or other social networking systems, including Flickr, blogs, AIM icons, widgets and other logos.



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Project for Kansas Youth

June – October 2009

General Information

Mail, Fax, or email Proposal TO:

Tobacco Free Kansas Coalition
 5375 SW 7th Street, Ste. 100
 Topeka, KS 66606
twinters@tobaccofreekansas.org
 Fax 785-272-5870

COMPLETED PROPOSALS MUST INCLUDE:

- Applicant Information Sheet, complete with three signatures (if you chose to fax or email application, please note you will need to send original application with signature prior to receiving grant award)
- Application Narrative & Activities Outline
- Budget – Using attached form

Application Proposal Due by Mail	May 22, 2009
Grant Announced/Awarded	May 29, 2009
Activities should take place sometime between June 1 and the end of October.	
End Date	Oct. 31, 2009
Project Reports Due <i>includes copies of media products</i>	Nov. 20, 2009

Schools groups please include a copy of your *tobacco free school grounds* policy (if you have one)

Other Grant Requirements:

As part of the grant application and funding process all applicants agree:

- 1) To avoid any real, potential or perceived conflict of interest between the applicant and any tobacco-related entities. Applicant affirms that there is no current contractual or other employment relationship or funded relationship with tobacco manufacturers, distributors, or other tobacco-related entities, and for the duration of this grant agreement period no such relationship will be established.
- 2) That no funds provided through this contract will be used for any political activities or lobbying, including but not limited to, support or opposition to candidates, ballot initiatives, voter registration drives, attempting to influence legislation, referenda and/or similar activities.
- 3) That they will provide no services or activities in fulfillment of grant activities that involve any personal attack on, or vilification of any person (by name of business affiliation), company, or collectively.

- 4) All media products resulting from this project must be submitted to Tobacco Free Kansas Coalition for approval from the American Legacy Foundation® **PRIOR** to distribution. Once approved, your products may be distributed and or published.
- 5) Note: The use of any American Legacy Foundation® or truth® brand materials, including videos and PSAs is prohibited. Such use is copyright infringement.

The program is presented by Tobacco Free Kansas Coalition and TASK, the youth movement in Kansas against tobacco use. Financial support for this program is being provided in part by the American Legacy Foundation® as a portion of the Foundation’s matching funds for CDC Grant #5H75DP000610-02 truth® or Consequences youth prevention project. TFKC’s and TASK informational materials do not necessarily represent the views of the Centers for Disease Control and Prevention, the American Legacy Foundation®, Foundation staff, or its Board of Directors.