

# Montana Tobacco Use Prevention Program

## reACT Against Corporate Tobacco

FY 19 Mini-Grant

Guidance Document

### What is reACT and its goals?

reACT is Montana's teen led movement against the tobacco industry. Using hands on activism and advocacy, reACT takes action to protect, educate and empower teens in the tobacco prevention arena.

reACT aims to:

- Create and facilitate new and existing youth empowerment groups
- Decrease initiation of tobacco use among youth
- Increase awareness of reACT and MTUPP programs
- Encourage youth-led anti-tobacco movements
- Increase awareness of the tobacco industries' targeting of youth
- Increase media literacy, peer education, and grassroots advocacy of tobacco use prevention programs
- Complete anti-tobacco industry activities while incorporating the five educational components of reACT (education, activism, art, branding, and media)

### Available Funding

Mini-grants (of up to \$4,000 each) are available to implement a project focusing on one of the following seven target areas Tobacco Free Schools, Tobacco Free Parks, Smoke Free Movies, Counter-Marketing at Local Events, Point of Sale Advocacy, E-cigarettes, and Youth Summit. You do not need to apply for all \$4,000. You may request less if desired. Prior to submission, please ensure that there is a commitment by all partners.

Groups selected for funding will receive their stipend at the beginning of the grant cycle and are required to complete documentation of spent funds at the end of the grant cycle. The stipend is to be used by the group at the discretion of its members and adult facilitator(s).

### MTUPP Resources and Support

The Montana Tobacco Use Prevention Program (MTUPP) will provide phone calls and webinar training(s) as needed. Please do not hesitate to ask for support, advice or another opinion.

### Use of Funds

Funds should be used to achieve the goals of the project through planned events and activities. Funds can be used for, but are not limited to: gear (reACT branded items and clothing), team building activities, travel, healthy snacks, media, adult advisor stipends, and/or project supplies and event materials.

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PO Box 202951  
Helena, MT 59602-2951

## Eligible Applicants

Youth ages 13-18 and their adult supervisors may apply. Applicants may be a formal club within their school, church, or community organization, or an informal group of youth who are concerned with the devastation caused by corporate tobacco. Grant recipients must not be affiliated with, nor receive funding or materials from, the tobacco industry.

## Competitive Process

Montana Tobacco Use Prevention Program is dedicated to providing grants to the most qualified applicants. Please give your application careful attention as we anticipate this year to be particularly competitive. Please review the Criteria for Proposal Review.

## Teen Focus

reACT is a teen program, and thus, teen leadership is essential for a youth projects. It is important to include the teens in the application process as well as grant writing. Making sure there is teen input will increase ownership of the project by teens and provide them incentive to stay involved. Teens' creativity and insights are critical to providing excellent activities that will be understood and appreciated by their peers. This is a great opportunity to teach teens about grant writing. Please review the final application and make sure it is professional looking, typed, and is complete.

## Grant Cycle Important Dates

Date	Event
September 28, 2018	Grant Application <b>DUE by 5pm via email or mail</b>
October 1-5, 2018	Application Review
October 8, 2018	Notifications sent to all applicants
October 16, 2018	Tentative date in which funds are expected to be disbursed
March 8, 2019	First report <b>DUE</b>
June 30, 2019	Deadline for spending reACT mini grant funds
July 15, 2019	End of grant cycle, final reports due

## How to Apply

Youth and adult advisors should complete all aspects of the application, including the cover page, project narrative, proposed budget, letters of support and signatures.

**A completed W9 must be submitted with the application.**

Once completed, please submit them via email to:

Mackenzie Petersen

Health Education Specialist

**Email:** Mackenzie.Petersen@mt.gov

## Criteria for Proposal Review

Applications will be evaluated based on the following criteria:

Cover Sheet and Verification Signature	<ul style="list-style-type: none"> <li>All areas are filled out and legible</li> </ul>
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Project Narrative: Background	<ul style="list-style-type: none"> <li>• Outlines a brief description of the youth group applying for this mini-grant, including a clear mission statement</li> <li>• Demonstrates previous organizational achievements in community action and education in an effort to improve health or policy in the community</li> </ul>
Project Narrative: Budget	<ul style="list-style-type: none"> <li>• Budget is clear and reasonable</li> <li>• Clearly shows how funds will be allocated and is adequate for the project</li> </ul>
Project Narrative: Game Plan	<ul style="list-style-type: none"> <li>• Project goals are clearly stated and are realistic</li> <li>• Activities and events are described in sufficient detail</li> <li>• There is a clear process or plan to engage youth/students in proposed activities and events</li> <li>• The number of youth to be targeted is identified</li> </ul>
Project Narrative: Results	<ul style="list-style-type: none"> <li>• Established integration of reACT goals and mission</li> <li>• Concise strategy how to influence the decrease in initiation and use of tobacco by Montana youth</li> </ul>
Support	<ul style="list-style-type: none"> <li>• The project has demonstrated support from at least two community members</li> </ul>
Youth Driven	<ul style="list-style-type: none"> <li>• There is evidence that youth have been heavily involved in the planning process and/or will be primary leaders in proposed activities and events</li> </ul>
Professionalism	<ul style="list-style-type: none"> <li>• The grant application is submitted on time in an organized and professional manner</li> </ul>
Health Equity	<ul style="list-style-type: none"> <li>• Addresses inclusion, health equity and health disparities</li> </ul>
Topic Choice	<ul style="list-style-type: none"> <li>• The goals and activities are clearly related to the topic choice</li> </ul>

### Additional Questions

Call Mackenzie Petersen at 406.444.6911 or email at [Mackenzie.Petersen@mt.gov](mailto:Mackenzie.Petersen@mt.gov). We are willing to answer questions and support you however possible and look forward to hearing from you.

**Example Budget (please round to nearest dollar)**

<b>Description (Please itemize)</b>	<b>Projected \$ Amount</b>
<b>Youth Group Expenses</b>	
<b>Supplies/Materials/Gear</b>	
<b>Media</b>	
<b>Other Costs (Adult stipend, travel, training, etc.)</b>	
<b>Total Amount Requested (Please round up to the nearest \$100)</b>	<b>\$</b>

## FY 18 Mini-Grant Ideas

Tobacco Free Schools	Steps to take to create change
<p>Activities to create or support comprehensive tobacco free school policies in K-12 schools</p>	<ul style="list-style-type: none"> <li>• Create an activity which can be used at extracurricular school events to increase policy compliance</li> <li>• Distribute a peer survey about the schools policy and report your findings to an administrator</li> <li>• Create school specific, youth-created poster campaign</li> <li>• Set up a booth to educate peers, educators and parents regarding tobacco free policies</li> </ul>
Tobacco Free Parks	Steps to take to create change
<p>Create or support a smoke or tobacco free policy in one or more local park(s).</p>	<ul style="list-style-type: none"> <li>• Create and conduct a survey about cigarette litter</li> <li>• Cigarette butt cleanup and display</li> <li>• Create and collect signatures on a petition in support of tobacco-free parks</li> <li>• Complete a community mural about tobacco free generation</li> <li>• Work with local children's groups and associations to show support for passing tobacco free policies at playgrounds</li> <li>• Complete and display a pledge wall or Art in the Park Activism</li> <li>• Hold a tobacco free carnival in a park</li> </ul>
Counter-Marketing at Local Events: Rodeos, Festivals, Etc.	Steps to take to create change
<p>Get involved with at least 2 local events to market being tobacco free and seek a smoke free or tobacco-free policy for the entire event</p>	<ul style="list-style-type: none"> <li>• Join the planning committee for the event</li> <li>• Work with the committees to designate the event as smoke free or tobacco-free</li> <li>• Create signs for the event if it has a smoke free or tobacco-free policy</li> <li>• Get a booth or table at the event to raise awareness about tobacco use (an activity such as tobacco jeopardy to get attention from event goers). Find ideas for activities at <a href="http://www.kickbuttsday.org">www.kickbuttsday.org</a></li> <li>• Advertise in promotional materials such as programs, banners, announcements</li> </ul>
Point of Sale Advocacy	Steps to take to create change
<p>Raise awareness about point of sale (POS) advertising and/or propose ways to decrease the influence of POS advertising</p>	<ul style="list-style-type: none"> <li>• Document what point of sales advertising is common in your area and share with local community members and the media</li> <li>• Do a media campaign showing the pervasiveness of POS advertising</li> <li>• Advocate to local officials to enact POS advertising restrictions and/or bans</li> <li>• Create counter-marketing that could be put up at the point of sale to help offset the one-sided messages tobacco companies are sending</li> <li>• Visit Counter Tobacco for more ideas and activities, <a href="http://countertobacco.org/resources-tools">http://countertobacco.org/resources-tools</a></li> <li>• Visit the MTUPP Mapper for more ideas and information: <a href="http://dphhs.mt.gov/Portals/85/Documents/MTUPPapp/index.html">http://dphhs.mt.gov/Portals/85/Documents/MTUPPapp/index.html</a></li> </ul>
E-Cigarettes	Steps to take to create change
<p>Raise awareness about the dangers of e-cigarettes and/or get involved with local events to market including e-cigarettes in local Smoke free laws</p>	<ul style="list-style-type: none"> <li>• Create a media campaign showing the importance of including e-cigarettes in local smoke free laws.</li> <li>• Advocate to local officials to include e-cigarettes in local smoke free laws.</li> <li>• Work with local youth groups and associations to show support for passing smoke free laws that include e-cigarettes.</li> <li>• Raise awareness of the dangers e-cigarettes pose to youth with youth groups, parent groups, medical provider groups</li> <li>• Raise awareness concerning nicotine in e-cigarettes and nicotine impacts on youth's brains</li> </ul>

- Work with local schools to ensure e-cigarette education is in curriculum
- Organize a regional youth summit around the issue of e-cigarettes

## Social Media Campaigns

### Steps to take to create change

Raise awareness about Tobacco in Social Media

- Document the advertising and influence of e-cigarette use in social media such as Facebook, Instagram, Snapchat, Twitter, Pinterest, YouTube etc and share with community
- Identify social media policies on tobacco product advertisements and identify violations of that policy. Report to the media platform to get the violations removed- share lessons learned with community
- Create a social media campaign countering the advertising and influence of e-cigarettes and try to make it go viral- share lessons learned with community
- Visit Truth Initiative for more ideas and information  
<https://www.thetruth.com/take-action>
- See The Real Cost Campaign for more ideas and information  
<https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/default.htm>
- See the Campaign for Tobacco Free Kids for more ideas and information:  
<https://digitaladvocacycenter.com/>