

North Carolina Health and Wellness Trust Fund Commission

In collaboration with the NC Tobacco Prevention and Control Branch

Mini Grants to fund Projects and Activities in Support of 100% Tobacco Free Schools

Background

The Health and Wellness Trust Fund Commission (HWTFC) in collaboration with the North Carolina Tobacco Prevention and Control Branch (TPCB) of the Division of Public Health is funding a campaign to encourage and support all school districts in North Carolina to advance and effectively enforce a 100% tobacco free school policy. This policy assures that all school buildings, grounds and school related events are tobacco-free at all times for all students, staff and visitors.

Currently, only 35 of the 115 North Carolina school districts – or 30.4% – have a 100% Tobacco Free Schools (TFS) policy in place. The TPCB and the HWTFC are seeking to significantly increase this number over the next few years. In the fall of 2003, these agencies – with the support of the NC Department of Public Instruction¹, the American Lung Association of NC, Question Why (?Y) Youth Empowerment Centers and the NC YES program of the UNC School of Public Health – held 3 workshops around the state entitled “*Teaming up for 100% Tobacco Free Schools.*” These workshops offered teams enhanced understanding of the benefits of a 100% TFS policy and the policy change process. Teams representing 52 school districts and communities from around the state participated. **Teams that attended these workshops are eligible for \$3000 to \$5000 in mini-grant funds to support their efforts to change local school policies to ones that are 100% tobacco-free, or to effectively enforce current 100% tobacco free school policies.**

Eligibility

Mini-grant recipients are required to have attended the workshop “*Teaming Up for 100% Tobacco Free Schools*” held in the fall of 2003 sponsored by the HWTFC and TPCB and to have completed the mini-grant application. Only one mini-grant per school district or community “team” will be considered. The applicant agency may be a:

- North Carolina public and private school district;
- School-based youth organization that has an adult advisor active in the program and available to provide support to project activities;
- 501(c)(3) non-profit organization in North Carolina with a strong interest in tobacco prevention and control;

¹ Safe and Drug Free Schools Program, Healthful Living Curriculum and the Healthy Schools Initiative

- Community-based youth organization that has an adult advisor available to provide support to the project or activity or;
- Government agency working in tobacco prevention and control.

No agencies or organizations represented on the team may accept funding or anything of value from any tobacco manufacturer, distributor, or other tobacco-related entities. The only exception is when these grant funds or items of value are totally for non-tobacco related purposes and do not present any danger of promotion of or use of tobacco products or otherwise conflict with policies and programs known to prevent and reduce tobacco use. Workshop attendees who are not part of a school district/community team working towards this policy change are ineligible for mini-grant funding.

Funding Priorities

Funds are to be used to advance a 100% tobacco free school policy, or enforce an existing 100% tobacco free school policy. Funding priority will be given to teams with activities that support major components of the CDC's comprehensive *Guidelines for School Health Programs to Prevent Tobacco Use and Addiction* (Appendix A). Examples of activities in support of these guidelines include (but are not limited to):

- Develop and enforce a tobacco-free schools policy for students, staff and visitors in school buildings, school grounds, school vehicles and at school-related events both on and off campus;
- Provide tobacco-use education in kindergarten through 12th grade, with especially intensive instruction in junior high or middle schools. Instruction should include information about the short and long term effects of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills;
- Offer training for school personnel regarding policy, programs and curricula in support of 100% tobacco free schools;
- Involve parents and families in support of school-based programs and cessation efforts;
- Provide science-based cessation services for students;
- Promote youth-led, adult supported, school-wide activities for tobacco use prevention;
- Provide an alternative to suspension program that offers positive options to punishment for tobacco violations that support education and cessation helping students who violate the smoking policy to quit smoking rather than just punishing them through suspension;

Funds will be distributed to reach geographically diverse segments of NC's youth population and to ensure adequate resources and services to disadvantaged and under-served NC youth.

The Commission expects to receive more funding requests than can be awarded. Therefore, submission of a grant application does not guarantee receipt of an award. Additionally, grants that are funded may not be funded at their requested amount. The grant size may vary by circumstances, need and capability. The Commission reserves the right to conduct pre-award interviews, reference checks, and on-site assessments.

Use of Funds

Mini-grant funding may be used for:

- Supplies and materials;
- Meeting expenses (including healthy snacks or meals);

- Project related travel;
- Youth stipends;
- Honorariums;
- Signage promoting a tobacco free school campus to supplement free signs provided by the TPCB;
- Other direct expenses related to the project.

Mini-grant funding may NOT be used for:

- Salaries;
- Capital costs, including construction and renovation;
- Purchasing computers or other equipment;
- Existing operational expenses or deficits;
- Paid advertisements or media promotion²;
- Substitution of funds supporting similar purposes.

Range of Funding

The grant award range is \$3000.00 to \$5000.00 per team.

Grantee Responsibilities

Site visits or Conference Calls

Site visits or conference calls to applicant agencies may be conducted.

Project Direction and Technical Assistance

Direction and technical assistance is available in all aspects of planning, implementing and evaluating 100% Tobacco Free School initiatives. Local, regional and state contacts are provided in Appendix C. For more information, contact Suzanne DePalma, NC Tobacco Free Schools Director, at (910) 715-4409.

Final Reports

Grantees are required to submit a Final Narrative and Financial Reports in the formats provided in Appendix B. The Final Narrative Report is a record of the activities conducted with mini-grant funding and how they met the objectives set forth in your application. It also includes a summarizing case study. The Final Financial Report is a record of the funds expended during the project. The final reports are due by January 31, 2005.

Application Process

The complete application includes:

- A cover page with project information and the statement of assurances and signature of authorizing person within the school or organization.
- Two-page (maximum) response to the questions required in the narrative statement.
- A one-page project budget.

If you have questions regarding the completion of the application, please email Sherry Heuser, Health and Wellness Trust Fund Commission Grants Administrator, at sherry.heuser@ncmail.net.

² Separate funding is available for this activity. More information will be posted at www.hwtfc.org

Mail applications to:

**Health and Wellness Trust Fund Commission
7090 Mail Service Center
Raleigh, NC 27699-7090**

Faxed and e-mailed applications will not be accepted.

Deadlines

Applications must be postmarked by Friday, March 26, 2004. HWTFC and TPCB will review applications and approved grantees will be notified by the first week of May, 2004. Monies must be spent by December 31, 2004. Submission of an application – even one that meets all grant requirements – does not guarantee receipt of an award or funding in the amount requested.

Appendices

- A. *CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction*
- B. Final Reports
- C. TPCB Contacts

CDC's Guidelines for School Programs to Prevent Tobacco Use

CDC's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction were designed to help achieve national health and education goals. They were developed in collaboration with experts from 29 national, federal, and voluntary agencies and are based on an extensive review of research and practice.

KEY PRINCIPLES

School programs to prevent tobacco use and addiction will be most effective if they

- Prohibit tobacco use at all school facilities and events.
- Encourage and help students and staff to quit using tobacco.
- Provide developmentally appropriate instruction in grades K–12 that addresses the social and psychological causes of tobacco use.
- Are part of a coordinated school health program through which teachers, students, families, administrators, and community leaders deliver consistent messages about tobacco use.
- Are reinforced by community-wide efforts to prevent tobacco use and addiction.

RECOMMENDATIONS

The guidelines include seven recommendations for ensuring a quality school program to prevent tobacco use.

1 Policy

Develop and enforce a school policy on tobacco use. The policy—developed in collaboration with students, parents, school staff, health professionals, and school boards—should

- Prohibit students, staff, and visitors from using tobacco on school premises, in school vehicles, and at school functions.
- Prohibit tobacco advertising (e.g., on signs, T-shirts, or caps or through sponsorship of school events) in school buildings, at school functions, and in school publications.
- Require that all students receive instruction on avoiding tobacco use.
- Provide access and referral to cessation programs for students and staff.
- Help students who violate smoking policies to quit smoking rather than just punishing them.

2 Instruction

Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills. This instruction should

- Decrease the social acceptability of tobacco use and show that most young people do not smoke.
- Help students understand why young people start to use tobacco and identify more positive activities to meet their goals.

- Develop students' skills in assertiveness, goal setting, problem solving, and resisting pressure from the media and peers to use tobacco.

Programs that only discuss tobacco's harmful effects or attempt to instill fear do not prevent tobacco use.

3 Curriculum

Provide tobacco-use prevention education in grades K–12.

- This instruction should be introduced in elementary school and intensified in middle/junior high school, when students are exposed to older students who typically use tobacco at higher rates.
- Reinforcement throughout high school is essential to ensure that successes in preventing tobacco use do not dissipate over time.

4 Training

Provide program-specific training for teachers. The training should include reviewing the curriculum, modeling instructional activities, and providing opportunities to practice implementing the lessons. Well-trained peer leaders can be an important adjunct to teacher-led instruction.

5 Family Involvement

Involve parents or families in support of school-based programs to prevent tobacco use. Schools should

- Promote discussions at home about tobacco use by assigning homework and projects that involve families.
- Encourage parents to participate in community efforts to prevent tobacco use and addiction.

6 Tobacco Cessation Efforts

Support cessation efforts among students and school staff who use tobacco. Schools should provide access to cessation programs that help students and staff stop using tobacco rather than punishing them for violating tobacco-use policies.

7 Evaluation

Assess the tobacco-use prevention program at regular intervals. Schools can use CDC's *Guidelines for School Health Programs to Prevent Tobacco Use and Addiction* to assess whether they are providing effective policies, curricula, training, and cessation programs.

This brochure and the complete text of CDC's *Guidelines for School Health Programs to Prevent Tobacco Use and Addiction* can be reproduced and adapted without permission. The guidelines and this brochure are on the Internet at <http://www.cdc.gov/nccdphp/dash>. (Click on "Strategies" and then select "School Health Programs.") Print copies are available from: CDC, Division of Adolescent and School Health, ATTN: Resource Room, 4770 Buford Highway, Mailstop K-32, Atlanta, GA 30341-3724; phone: (770) 488-3082. CDC's Division of Adolescent and School Health also distributes guidelines for school health programs to prevent the spread of AIDS, to promote healthy eating, and to promote physical activity.

Final Reports

The Final Reports include a Final Narrative Report and a Final Financial Report. The Final Narrative Report is a two-part record of the activities conducted with mini-grant funding and how they met the objectives set forth in your application. The Final Financial Report is a record of the funds expended during the project. These reports will be used to evaluate the impact and success of the activities undertaken with mini-grant funding, to quantify the number of adults and youth participating in funded activities, and to determine the actual cost of providing the services.

The Final Reports are due by January 31, 2005, along with copies of those materials (grant products) that have been produced with mini-grant funding from the current grant cycle. Send the reports and accompanying materials to:

**Health and Wellness Trust Fund Commission
7090 Mail Service Center
Raleigh, NC 27699-7090**

Final Narrative Report

The Narrative Report should be no more than 2 typed pages with 1-inch margins, 12-point font and single-spaced, and consists of two parts: answers to the following 6 questions and a case study.

Final Narrative Report Questions:

1. Please refer to the strategies that were outlined in your application narrative. How successful was your team in achieving these strategies?
2. Did the project encounter any internal or external challenges? How were they addressed? What was the outcome?
3. What impact has the project had to date? Provide data such as the numbers of youth and adults served or reached; examples of changes in knowledge, attitudes or behavior; policy changes, etc.
4. What lessons did you learn that could be passed on to other mini-grant recipients advancing or enforcing a 100% TFS policy?
5. Was there any media coverage of the project? If so, describe the coverage - including print, radio and television advertising. Include any articles as attachments.
6. What plans do you have to continue activities now that grant funding has ended?

Case Study

Provide a 1-2-paragraph case study that best highlights or provides a perspective on the entire funded project. While the format is flexible, we encourage you to use the Case Study to describe novel or innovative approaches undertaken as a part of your project that resulted in – or may lead to – clearly identifiable policy changes in your school district, or to describe a particularly successful aspect of your project.

Final Financial Report

The Final Financial Report will be a listing of all allowable expenditures in the approved budget line items for the project. The list will be broken down by category with all associated allowable costs for each category listed below that category along with the total amount spent for that category. Grantees

are not authorized to exceed budget line items by more than 10% without written permission from HWTFC. In addition, HWFC will not be responsible for project expenses that exceed the total grant award. The following information is required for each allowable expense: VENDOR/PAYEE; SERVICE/GOOD provided; AMOUNT of payment.

FINAL FINANCIAL REPORT FORMAT (SAMPLE)

CATEGORY	VENDOR/PAYEE	SERVICE/GOOD	AMOUNT
STIPEND	John Doe	Student Trainer	\$ 50.00
	Jane Doe	Student Trainer	\$ 50.00
		Total:	\$100.00
CONSULTANT/ PROFESSIONAL FEES	Mr. Motivational	Policy Consultant	\$250.00
		Total:	\$250.00
PRINTING/COPY	Copy Center	Newsletter Copies	\$174.75
	Print It Up	Posters	\$125.25
		Total:	\$300.00
TOTAL AWARD	\$650.00	TOTAL:	\$650.00

TPCB Regional Field Coordinators and Regions

NC Tobacco Prevention and Control Branch

<p>Margaret Watkins Field Coordinator, Western Region 162 Fairview Drive Boone, NC 28607 Office: 828-264-8187 Cell: 828-773-0394 FAX: 828-264-8356 Margaret.Watkins@ncmail.net</p>	<p>Kenneth Ray Field Coordinator, Central Region 1700 N. Elm Street, Apt. E-4 Greensboro, NC 27408 Cell: 336-312-0122 Kenneth.Ray@ncmail.net</p>	<p>Philisa Parker Field Coordinator, Eastern Region 107 Corey Circle Jacksonville, NC 28546 Telephone: 910-219-4858 Cell: 910-330-4683 FAX: 910-219-4859 Philisa.Parker@ncmail.net</p>
<p>Western Region Counties: Alexander, Allegheny, Ashe, Avery, Buncombe, Burke, Caldwell, Catawba, Cherokee, Clay, Cleveland, Graham, Haywood, Henderson, Jackson, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey</p>	<p>Central Region Counties: Alamance, Anson, Carbarrus, Caswell, Chatham, Cumberland, Davidson, Davie, Durham, Forsyth, Franklin, Gaston, Granville, Guilford, Harnett, Hoke, Iredell, Lee, Lincoln, Mecklenburg, Montgomery, Moore, Orange, Person, Randolph, Richmond, Robeson, Rockingham, Rowan, Scotland, Stanly, Stokes, Surry, Union, Vance, Wake, Yadkin</p>	<p>Eastern Region Counties: Beaufort, Bertie, Bladen, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Johnston, Jones, Lenior, Martin, Nash, New Hanover, Northhampton, Onslow, Pamlico, Pasquotank, Pender, Perquimaps, Pitt, Sampson, Tyrrell, Warren, Washington, Wayne, Wilson</p>

ASSIST Coalitions in Western Region:

<p>Traci Clark Hi-Top Consortium ASSIST Coalition Haywood County Health Department 2177 Asheville Road Waynesville, NC 28786 Telephone: 828-452-6675 Cell: 828-507-0670 FAX: 828-452-6730 hitop9@dnnet.net</p>	<p>Teri VanDyke High Country ASSIST Coalition Appalachian District Health Dept. 126 Poplar Grove Connector Boone, NC 28607 Telephone: 828-264-4995 FAX: 828-264-4997 TeriV@apphealth.com</p>	<p>Karen Caldwell Buncombe County ASSIST Coalition Buncombe County Health Center 35 Woodfin Street Asheville, NC 28801 Telephone: 828-250-5048 FAX: 828-255-5098 karen.caldwell@buncombecounty.org</p>
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ASSIST Coalitions in Central Region:

<p>Ebony Randall Mecklenburg ASSIST Coalition Mecklenburg County Health Department 249 Billingsley Road Charlotte, NC 28211 Telephone: 704-336-4660 FAX: 704-432-0757 ebony.randall@carolinas.org</p>	<p>Mary Gillett Guilford County ASSIST Coalition Guilford County Health Department PO Box 3508 301 N. Eugene Street Greensboro, NC 27401 Telephone: 336-641-6000 FAX: 336-641-6807 mgillett@co.guilford.nc.us</p>	<p>Deborah Cerrito Wake County ASSIST Coalition 568 East Lenoir Street, Room 200 Raleigh, NC 27601 Telephone: 919-856-5233 FAX: 919-856-2712 dcerrito@co.wake.nc.us</p>
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Question Y Youth Empowerment Centers

Eastern Region:

Wilmington Access for Teens (WHAT)

4005 Oleander Drive
Wilmington, NC 28403
Telephone: 910-790-9949

Steve Johnson, Youth Center Coordinator
Stjohnson@cape-fear.net

Terry Quinn
Thquinn@co.pitt.nc.us

Central Region:

Durham AreaCorp, Inc.

411 West Chapel Hill Street, Suite 603
Durham, NC 27701
Telephone: 919-683 3088
FAX: 1-877-684-4306

Bronwyn Lucas, Youth Center Coordinator
bronwyn@dacinc.org

Western Region:

Question Y Youth Empowerment Center

70 Woodfin Place, Suite 403
Asheville, NC 28801
Telephone: 828-232-4424

Jeanne Dairaghi, Youth Center Coordinator
Dairagi@co.buncombe.nc.us

TPCB – Tobacco Free Schools Staff Listing

Tobacco Prevention Control Branch
1318 Dale Street, Suite 100
Raleigh, NC 27605

1932 Mail Service Center
Raleigh, NC 27699-1932
Telephone: 919-733-1881
FAX: 919-715-4410

Jim Martin, State Advisor

Office: 919-733-1343

Cell: 919-218-1643

Jim.Martin@ncmail.net

Suzanne DePalma, Tobacco Free Schools Director

Office: 919-715-4409

Cell: 919-218-0569

Suzanne.DePalma@ncmail.net

Ann Houston, Director of Education

Office: 704-545-3224

Pager: 704-337-6390

Ann.houston@ncmail.net

Sara Tardy, Management Support

Office: 919-715-4268

FAX: 919-715-4410

Sara.tardy@ncmail.net

North Carolina Health and Wellness Trust Fund Commission

In collaboration with the NC Tobacco Prevention and Control Branch

Mini Grant Application to fund Projects and Activities in Support of 100% Tobacco Free Schools

I. Cover Page

A. Project Information

School District Affiliation:		County:
Applicant Name:		Title:
Applicant Agency:		
Name of individual(s) affiliated with school district that attended the 2003 Teaming Up for Tobacco Free Schools workshop:		
Applicant Agency Mailing Address:		
Primary contact:		Telephone:
Fax:	e-mail:	Amount of Request (\$5,000 maximum):
Summary of the grant request (2-3 lines):		

B. Statement of Assurances

All applicants must disclose contractual, business or investment relationships with tobacco corporations or partnerships with tobacco-related interests. Does your school district or agency currently receive funding or any other kind of support from the tobacco industry or other tobacco company funding sources? No Yes (please describe):

At this time, do you currently have representation from the tobacco industry on your project planning or advisory board? No Yes (please describe):

Signature _____ Date _____

Title _____

II. Mini-grant Application Narrative

Overview and purpose:

The application narrative asks four basic questions designed to elicit essential information about the need for the project, specific plans your school district has for the funding, potential outcomes, and support for the project in the school or community.

Format:

The maximum length of your narrative is 2 pages. Use a 12-point font, 1-inch margins and single spacing. Incorporate the four questions listed below as bold italic subheadings in your narrative. Support your answers with local data when available and appropriate. Include attachments or exhibits only when they directly support your answers.

Narrative Report Questions:

1. ***School District Description:*** Describe your school district. Who are your students? What are the tobacco-related problems, needs or issues in your school system? What is the current school tobacco use policy for students, school staff and visitors? What tobacco prevention activities and programs targeting youth or staff are currently underway in the school district? Describe the commitment and support for advancing a 100% tobacco free schools policy in your school district and community.
2. ***Use of Funding:*** Provide a narrative that outlines how the mini-grant funds will be used to advance or support a 100% tobacco free school policy in your school district.
3. ***Outcomes of Funding:*** List the primary outcomes of this funding request. If possible, include details on the numbers of youth and adults that will be directly involved in and impacted by this activity.
4. ***Evaluation:*** Describe how you will evaluate the success of your initiative.

III. Budget Worksheet

The budget should cover the entire period of the grant.

Project Title: _____

Item	Budget
Stipends	_____
Consultant & professional fees	_____
Travel	_____
Supplies	_____
Training	_____
Printing & Copying	_____
Telephone & Fax	_____
Postage & Delivery	_____
Signage	_____
Other: (specify)	_____
Total	_____

GRANTEES ARE NOT AUTHORIZED TO EXCEED BUDGET LINE ITEMS BY MORE THAN 10% WITHOUT WRITTEN PERMISSION FROM HWTFCC.

HWFC IS NOT RESPONSIBLE FOR PROJECT EXPENSES THAT EXCEED THE TOTAL GRANT AWARD.