

TOBACCO PREVENTION AND CONTROL

**MINI-GRANT
APPLICATION/
REQUEST FOR PROPOSALS**

3/1/2010





TOBACCO PREVENTION AND CONTROL MINI-GRANT APPLICATION



Wheeler Clinic's Connecticut Clearinghouse is administering a comprehensive Tobacco Merchant and Community Education Initiative through funding from the Connecticut Department of Mental Health and Addiction Services (DMHAS). The Tobacco Prevention and Control mini-grant program is a key component of this initiative with a primary goal of preventing initiation of youth tobacco use.

PROGRAM DESCRIPTION AND PURPOSE

The objective of this mini-grant program is to use merchant and community education to support the DMHAS tobacco prevention and enforcement program, promote compliance with Connecticut General Statutes regarding tobacco sales, and reduce the statewide noncompliance rate of sale of tobacco products to underage youth. A maximum of \$25,000 will be awarded, and applicants can apply for a single DMHAS region or multiple DMHAS regions. A regional distribution of awards can be found in the table below. Every effort will be made during the application review process to ensure that trainings are available to merchants in all five DMHAS regions.

Successful applicants will be required to:

- Conduct a series of trainings for area merchants regarding the sale of tobacco products to underage youth. At least 25% of merchants must be trained per region, and most trainings must be held in major cities with special outreach and marketing efforts to ensure participation by independent urban merchants. Food and incentive(s) must be provided to increase attendance. The final number of merchant trainings to be conducted and the percentage of merchants to be trained will be set in conjunction with representative from Connecticut Clearinghouse and DMHAS following the grant award(s).
- Coordinate a combined merchant training/community forum in each region served to be held in October, 2010 in collaboration with DMHAS and Connecticut Clearinghouse.
- Attend meetings of the Tobacco Merchant and Community Education Steering Committee at Connecticut Clearinghouse, and recruit diverse merchants and community members to participate.
- Support the DMHAS tobacco compliance program by disseminating merchant education materials (for additional information please visit the following: <http://www.ct.gov/dmhas/cwp/view.asp?a=2912&q=386588>).

Awards will be made to applicants with established community relationships and demonstrated capacity to deliver training.

TOBACCO MERCHANTS PER REGION AND REGIONAL AWARD DISTRIBUTION:

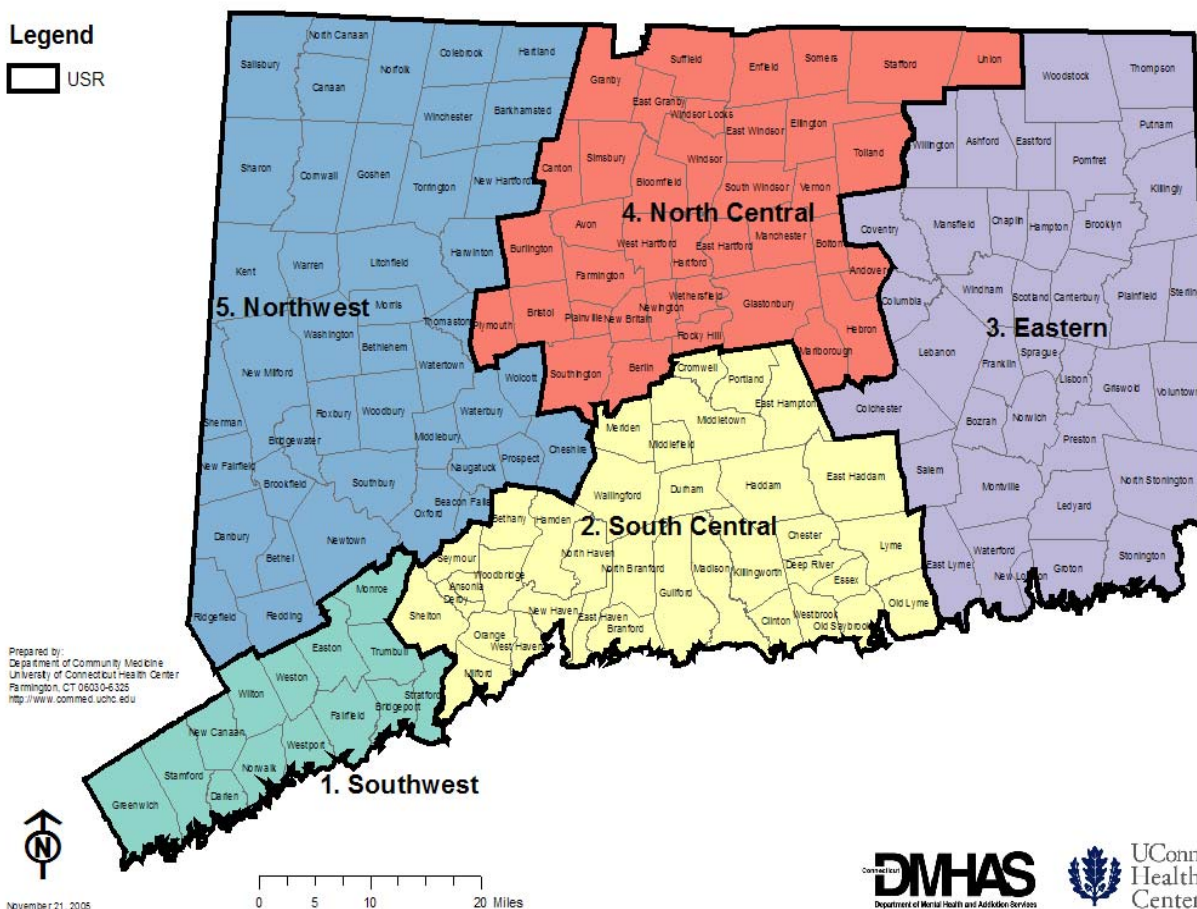
DMHAS Regions	Merchants per Region	Percentage of Merchants in Connecticut	Award Distribution per Merchant Percentage
Region 1	764	18%	\$4,500
Region 2	1,081	25%	\$6,250
Region 3	503	12%	\$3,000
Region 4	1,275	30%	\$7,500
Region 5	670	15%	\$3,750
Total	4,293		\$25,000

Connecticut Uniform Service Regions (USR)

Legend



USR





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After awards are announced, DMHAS and Connecticut Clearinghouse will provide a training of trainers for grantees that will include Connecticut State Statutes, regional merchant lists and inspection compliance data, as well as available merchant education materials.

Additional information regarding tobacco prevention may be found on the Connecticut Department of Mental Health and Addiction Services website located at www.ct.gov/dmhas/tpep, the Connecticut Clearinghouse website at www.ctclearinghouse.org or the U.S. Centers for Disease Control website at www.cdc.gov.

Eligible organizations include community-based non-profit organizations and coalitions (including Regional Action Councils) committed to reducing the sale of tobacco to underage youth. Special consideration will be given to organizations that can provide culturally competent trainings in Spanish, Urdu or Polish.

A work plan and budget must be submitted with the proposal. Applicants must utilize the forms included in the application. Proposals will be evaluated by a review committee for completeness and compliance with proposal requirements, demonstrated experience, number of merchants trained and associated costs, marketing and outreach strategies, work plan, commitment to cultural competence, and level of collaboration. Provide sufficient information to enable the review committee to have a clear understanding of your experience and project plans.

Additional resource information can be found at the following web sites:

- Centers for Disease Control and Prevention's – Health Marketing <http://www.cdc.gov/healthmarketing/>
- American Public Health Association's – Media Advocacy www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf
- Centers for Disease Control and Prevention's – Media Advocacy http://www.cdc.gov/tobacco/media_communications/countermarketing/campaign/
- Tobacco Merchant & Community Education Steering Committee <http://www.ct.gov/dmhas/lib/dmhas/prevention/TMCEsteeringCommittee.pdf>



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Projects will be funded for the period from April 15, 2010 to October 31, 2010. Grantees will be required to submit a final report by November 30, 2010 that will include an evaluation of the program and documentation of expenditure of mini-grant funding.

SUBMISSION AND AWARD DATES

Letter of intent email submission deadline	March 15, 2010, 4:00 PM
Question email submission deadline	March 22, 2010, 4:00 PM
Proposal submission deadline	March 31, 2010, 4:00 PM
Awards announced	April 15, 2010

FUNDS AVAILABLE

A maximum of \$25,000 will be awarded. Funds may not be used for lobbying, fundraising, travel outside of Connecticut, or to support general operating costs not directly related to this project.

APPLICATION GUIDELINES

A letter of intent including the organization name, contact person, phone number, fax number and email address must be submitted by the listed deadline in order to apply for this funding. Letters of intent must be emailed to Patricia Corless at pcorless@wheelerclinic.org by the date listed above. Your email letter of intent will be acknowledged. If you do not receive an email acknowledgement, please contact Connecticut Clearinghouse at 800-232-4424 as soon as possible.

All questions regarding this mini-grant must be submitted via email to the same email address by the date listed above. Answers to questions regarding the proposal will only be sent to those applicants who have submitted a letter of intent in accordance with the stated guidelines. No questions submitted after the deadline will be answered.

Proposal narrative must be in Times New Roman, 12 pt, single spaced with 1" margins on each edge. Proposals must include the application face sheet, project narrative (three page maximum), work plan and budget. Please also include optional letters of support and resumes as appropriate. An original and six exact copies of the proposal must be delivered or mailed to: Connecticut Clearinghouse, 334 Farmington Avenue, Plainville, CT 06062 to arrive by the proposal submission deadline. Any proposals that arrive after the deadline will not be considered for funding. No electronic submission of proposals is permitted.



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Date _____

Project Name _____

Organization _____

Federal Tax ID# _____

Address _____

City _____ **State** _____ **Zip Code** _____

Contact Name _____

Contact Title _____

Phone _____ **Fax** _____

Email Address _____

Amount Requested _____

DMHAS Region(s) to be Served _____

Total Number of Merchants to be Trained _____

Signature of Authorized Official _____ **Date** _____

Name of Authorized Official _____

Title of Authorized Official _____



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PROJECT DESCRIPTION

Attach up to three additional total pages of single-spaced narrative to describe the proposed project.

Include all items mentioned in this RFP, as well as the following:

- proposed number of merchants to be trained
- plans detailing outreach to at least 25% of merchants in the region to be served
- any existing collaborations/relationships with tobacco merchants
- proposed locations for two trainings per region to be conducted prior to June 30, 2010
- proposed trainer(s) and experience (include a resume or CV, if appropriate)
- experience with training administration
- any strategies for involving the media
- plans for recruiting diverse new members to the Tobacco Merchant and Community Education Steering Committee
- strategies to ensure that trainings will be conducted in a cultural competent manner
- experience with data collection and reporting

List all identified collaborative partners, clearly identify their roles in the project, and attach any letters of support to the proposal (not required).

