



Somerset County Health Department

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Request for Proposals for FY 22 Funding School Based Tobacco Prevention and Education Programs

The Somerset County Health Department is soliciting proposals from Somerset County Schools interested in funding to create and implement tobacco prevention and education activities for students that focus on tobacco, cigars, smokeless tobacco, e-cigarettes and vaping.

BACKGROUND

Somerset County youth continue to smoke at a higher rate than youth in the rest of Maryland, with a dramatic increase in the use of smokeless tobacco products and electronic cigarettes and vaping. Youth cigarette use is down 67.8% in the same time frame to a low of 9.4%. Smokeless tobacco, however, has seen a 59.3% increase with 8.6% of youth report using smokeless tobacco. Most alarming is that youth are now using electronic vapor products. 42.9% of High School students in Somerset County have reported ever using electronic vapor products. Student use is currently reported at 26.6%. Additionally, tobacco outlet inspections using youth decoys to purchase tobacco products showed that 25% to 33% of outlets were willing to sell to underage youth. The health department is seeking school based partners who can educate youth and ultimately reduce these statistics.

GENERAL INFORMATION

Funding up to **\$1,000** will be available for the 2021-2022 school year. Proposals must be submitted by **March 1, 2022** to Christie Taylor, Somerset County Health Department via email at christie.taylor@maryland.gov. Questions related to this application are permissible by emailing Christie Taylor or calling 443-523-1700.

All activities must be completed and funds spent by **Friday, June 17, 2022**, to allow adequate time for completion of activity and budget reports. Final reports will be due by **Friday, June 17, 2022**.

Applications will be competitive. Due to COVID-19 we are asking you to be very creative with the funding you will receive and only those proposals that best align with this initiative will be awarded. Funds can be used for curriculum materials, classroom educational materials, tobacco focused activities for youth and parents, video and photo contests, virtual and drive thru events or other creative ideas to engage and educate youth on the dangers of tobacco use.

Awards will be announced by mid March.

INSTRUCTIONS

Please submit a proposal of no more than 2 or 3 pages that includes: **(10)**

1. **Summary of Proposal.** In no more than two paragraphs, describe the item(s) or activities proposed, the project goals, the non-duplicate number of youth and adults to be educated. **(25)**
2. **Need for funding:** In no more than 3 paragraphs, explain why this funding is needed. Include current tobacco initiatives/education and how this funding will enhance those efforts or be used to create new programs. Include demographics on students, population and community served and how this funding will make a difference. **(25)**
3. **Description of the Program:** Describe in greater detail the proposed item(s) or activities. Include timeline, materials that will be used, description of the target population, number of students and adults that will be reached, evaluation methods, and plans for sustainability. **(20)**
4. **Line Item Budget:** Provide justification for all funding requested in the proposal. Include specific costs of proposed materials. Acceptable expenses are educational materials, publicity of activities, travel expenses, and classroom supplies. **(20)**

SPECIAL CONSIDERATIONS

1. Each school funded is **REQUIRED TO REGISTER** for **KICK BUTTS DAY** and register the event on the Kick Butts Day website. Ideas for activities are also available on the website. Also, included in Appendix A are suggestions; schools are encouraged to design their own activities with student involvement. Failure to register and participate in **KICK BUTTS DAY** will negatively impact an organization's future funding.
2. Each school funded will be required to submit a detailed one page report at the end June 17, 2022 on their project. **Also, a technical support session will be scheduled in March to follow-up and to discuss any questions or concerns.**
3. Funding will be reimbursed to awardees. All receipts of expenditures will be required for **full reimbursement**. Please provide the following as you spend out funds: **receipts, an invoice for the amount to be reimbursed, and a cover letter on letterhead with directions for reimbursement.**
4. Awardees will meet with the Tobacco Coordinator to discuss project implementation.
5. Awardees must agree to at least one site visit by the Tobacco Coordinator.

APPENDIX A - IDEAS FOR SCHOOL BASED PREVENTION ACTIVITIES

1. **Educational materials:** Purchase teaching aids for classroom instruction. Lungs, other models, posters, curriculum etc. Site resources:

healthedco.com

learntobehealthy.org

discoveryeducation.com

etr.org

teachervision.com/smoking/resource/3582.html

2. **Art creativity:** Students can participate in an art creativity design event. A committee of adults or peers chooses the best design. Funds could pay for school apparel to be imprinted with the winning design to use as prizes and awareness education the rest of the year.

3. **Video challenge:** In teams of 2-4, the students can film themselves making a commercial with anti-tobacco smoking messages, how to say no messages, not selling tobacco to minors messages, dangers of vaping etc. The video with the most likes wins.

4. **Selfie Challenge:** Students take selfies of themselves individually or in groups showing different ways of saying no to vaping. They can be posted to Instagram or elsewhere. Could turn it into a contest and offer prizes.

5. **Clean it up:** If you notice cigarette butts near the school, a great activity would be for the students to go around with orange flags and mark where all the cigarette butts are or hold a clean-up event around the school or community for community service project hours. Educate youth on the dangers of smoking and the environmental health aspect of tobacco use.

6. **Be creative.** Share your own ideas on how you will educate your youth and the community about tobacco, secondhand smoke, and electronic smoking devices through this COVID-19 pandemic.