

**Request for Applications  
Youth Advocacy Pilot Project**

**Introduction**

The Salt Lake County Health Department (SLCoHD) believes that developing youth leadership and decision-making is essential to building healthy communities. ***This Request for Applications (RFA) is for youth groups in Salt Lake County to engage in advocacy leadership.***

**Optional Informational Session**

SLCoHD will hold an optional virtual information session on **Wednesday, August 7, 2024, 3:00 PM – 4:30 PM MT** to answer questions about the application. The call will be recorded for those unable to attend. Applicants may also submit questions about the application to [rshanson@saltlakehealth.gov](mailto:rshanson@saltlakehealth.gov) or by phone at 385-468-5348.

**Information Session Log On**

<b>Join from the meeting link</b>
<a href="https://slco.webex.com/slco/j.php?MTID=mea6eb6f27adca5b835e0ba5f0f32d34f">https://slco.webex.com/slco/j.php?MTID=mea6eb6f27adca5b835e0ba5f0f32d34f</a> <b>Wednesday, August 7, 2024, 3:00 PM – 4:30 PM MT</b>

**Project Time Period**

One school year, October 1, 2024 - June 30, 2025.

**Funding and Allowable Expenses**

Each recipient will receive \$20,000 to support advocacy projects. Applicants may also receive additional funding for a minimum of 2 adults and 5 youth to attend CADCA Forum in February 2025. See Appendix C for details regarding CADCA.

Funds may be spent on advertising, speaker fees, training, mileage, supplies, venue, food, membership fees, small amounts of personnel, printing, educational materials, and incentives. Funds awarded for CADCA may be spent on conference registration, travel, lodging, meals, per diems, and other travel-related expenses. Other expenses may be considered. All grant funding must directly support the implementation of this project.

Funding may NOT be used for direct lobbying or grassroots lobbying. Direct lobbying is asking a member or employee of a legislative body to take action on specific legislation. Grassroots lobbying is encouraging legislators' constituents to engage in direct lobbying.

**Eligibility**

- Applicants must be a youth group as outlined below.
- Applicant youth groups must be associated with a legal entity that is able to accept and

manage grant funds. Examples of legal entities eligible for funding include schools, school districts, nonprofit organizations, and public agencies. For-profit entities are not eligible to apply.

- Youth groups must be already formed or ready to form.
- Youth groups must consist of at least five (5) youth, ages 14-24 years old, who live in Salt Lake County.
- Applicants that primarily serve youth from zip codes listed in Appendix A will receive preference.

### **Outline of Grant Activities**

The goal of this grant opportunity is to fund eligible youth groups to positively impact health-related issues in their community through the implementation of advocacy projects that build leadership skills and prevention knowledge for participating youth. Each youth group will design and select their own project(s). Youth groups may choose to complete a joint project that engages their youth members altogether and/or individual youth group members may choose to design and implement their own project to complete independently.

#### *Project Requirements and Required Grant Activities*

S�CoHD will work with recipients to ensure all projects meet grant requirements.

1. The projects must be designed and led by the youth with adult support.
2. Recipients will partner with SŁCoHD for technical assistance and other needs (see Partnership section below).
3. Projects must address at least one substance use behavior (underage drinking, vaping, marijuana use, opioids, etc.) or a substance use risk or protective factor. See Appendix B for a list of accepted risk and protective factors.
4. Project activities must be sufficiently thorough and robust to affect community change. One-time stand-alone events with no follow-up activities will generally not be approved. For example, the youth group may choose to host a town hall with the public and elected officials, but there must be follow-up with decision-makers or community members to affect change.
5. Recipients must hold regular youth group meetings, at least monthly, for youth to design, plan, and implement selected project(s). Most projects will require additional time outside of youth group meetings to complete the work.
6. Recipients must submit a project budget for approval.
7. Recipients must submit project and financial reports in a reporting system selected by SŁCoHD.

8. Recipients must complete the following four trainings provided by SLCoHD:
  - a. Advocacy Bootcamp
  - b. Public Speaking
  - c. Project Planning Strategies
  - d. Social Development Strategy
  
9. Optional Grant Activity – Attending CADCA National Forum in Washington, D.C.
  - a. Applicants may apply to receive an additional \$21,500+ to attend the CADCA National Leadership Forum 2025. See appendix C for more information.
    - i. Recipients attending CADCA must bring at least five (5) members of their youth group who have been engaged in this grant’s advocacy project plus at least two (2) chaperones.
    - ii. Applicants may receive additional funding beyond the \$21,500 to take more participants (youth and chaperones) to the CADCA Forum.
      1. Funding will be awarded at \$3,000 per additional traveler.
      2. The total number of travelers approved is dependent upon available funding.
      3. CADCA recipients must inform SLCoHD in writing no later than October 1, 2024 of the total number of travelers they would like to bring.
    - iii. Recipients attending CADCA are solely responsible for coordinating all conference and travel logistics (providing chaperones, making travel arrangements, registering participants, securing any liability waivers and permission slips, etc.). SLCoHD will not assist youth groups in any trip-related arrangements.
    - iv. Trainings must be completed and projects must be identified and approved (with budget submitted and approved) prior to the CADCA Forum in early February 2025. Projects are not required to be completed, just selected prior to the conference.

***NOTE: Please consider the grant requirements carefully to ensure you understand the required activities and feel comfortable committing your youth group to these efforts.***

#### *Examples of Projects*

Youth groups may choose or adapt a project from this list, or they may design and develop their own project that follows project requirements (see below).

1. Research a specific community issue and organize and implement an event (such as a decision-maker dinner or townhall meeting) or campaign (such as a social media campaign or letter-writing campaign) around the issue, then follow up with presentations, trainings, or meetings with key stakeholders (such as decision-makers and elected officials).

2. Become trained in the [CATCH My Breath](#) curriculum (a youth vaping prevention program) and teach a variety of other youth (youth groups, school assemblies, after school programs, etc.) about the dangers and harms of vaping.
3. Learn the Social Development Strategy ([SDS](#)), conduct train-the-trainer sessions with peers, and institute an SDS campaign school or community-wide.

*Note: Please do NOT include a description of your project(s) in your application to this RFA. Project planning and implementation are expected to take place by the youth and their group leaders (with SLCoHD assistance) during the school year, once grantees have been selected.*

### **Partnership with Salt Lake County Health Department (SLCoHD)**

Recipients will be expected to work closely with SLCoHD on their projects. SLCoHD will work with recipients to ensure all projects meet grant requirements. Each recipient's partnership with SLCoHD will look different depending on the nature of the youth group's selected project(s), the recipient's capacity, etc. SLCoHD shall be allowed to attend youth group meetings as decided upon by SLCoHD, and groups may invite SLCoHD to attend meetings as desired.

To support recipient projects, SLCoHD will:

- Provide technical assistance, which may include but is not limited to coaching and training around advocacy, public speaking, events, risk and protective factors, etc.
- Provide the four required trainings.
- Assist youth groups to develop eligible projects.
- Attend occasional youth group meetings.
- Connect youth groups to appropriate public health resources and services.
- Other support services, as needed.

### **Application Process**

Instructions:

Answers to the questions below must be submitted through the Google Form. We recommend saving your answers in a Word or Google Doc to paste into the Google Form when you are ready to submit your application.

Application link: <https://forms.gle/NHHm8bup8sn9hkfH9>

Applications will be accepted until **Saturday, August 31, 2024, at 11:59 pm MT.**

## Application Form

**Applications must be submitted in Google Forms** <https://forms.gle/NHHm8bup8sn9hkfH9>.

*See below for copies of the required application questions.*

1. Applications will be scored on a 50-point scale. The highest-scoring eligible application(s) will be awarded. If multiple applicants tie, awards will be based on order of submission. Please pay special attention to the scoring criteria for each question and ensure your responses meet all criteria. **Title Page: Name and Contact Information. [10 points]**
  - a. Youth Group Name
  - b. Name of Sponsoring Agency (must be an eligible legal entity)
  - c. Geography or Population Served (e.g., town, city, neighborhood, Latinx teens, LGBTQIA, etc.)
  - d. Primary Zip Code(s) Served (see Appendix A)
  - e. Contact Person Name
  - f. Contact Person Email
  - g. Contact Person Phone Number
  - h. Our youth group meets the eligibility criteria: YES / NO
    - Applicants must be a youth group.
    - Applicant youth groups must be associated with a legal entity such as a school, school district, nonprofit organization, public agency, or other legal entity that is able to accept and manage grant funds. For-profit sponsor entities are not eligible to apply.
    - Youth groups must be already formed or ready to form.
    - Youth groups must consist of at least five (5) youth, ages 14-24 years old, who live in Salt Lake County.

*Scoring Criteria: Are all questions answered in full? Is the applicant eligible? [5 points] Does the applicant focus on youth from zip codes listed in Appendix A? [5 points]*

### 2. Tell us about your youth group. [15 points]

- a. Briefly describe the status and history of your youth group:
  - How long has the group operated?
  - What are the group's goals?
  - What kinds of activities does the group conduct?
  - How often does the group meet? [NOTE: If you do not already meet at least monthly, will you be able to increase the frequency of meetings to fulfill grant requirements of meeting at least monthly?]
- b. Tell us about your youth group members.
  - How many youth are generally actively involved in the group each year? [NOTE:

If you do not already meet the minimum of at least 5 youth, will you be able to increase the number of participants to fulfill grant requirements of at least 5 active youth?]

- How much time per week do the youth generally spend on youth group activities?
- How does your youth group empower youth to be community leaders?

*Scoring Criteria: Are all questions answered in full? Are there / will there be at least five youth ages 14-24 years old who live in Salt Lake County actively engaged in the group? Will the group be able to meet at least monthly?*

- 3. Describe the major tasks or steps of your youth recruitment and retention, focusing on ensuring group diversity and offering a positive, inclusive focus. [15 points]**

*Scoring Criteria: Do they have strong strategies to recruit and retain a diverse group of members within the target population? Are they committed to a positive and inclusive environment?*

- 4. Please attach a letter of commitment *on the supporting agency's letterhead* demonstrating the supporting agency's commitment to the project and willingness to manage the grant finances. If you are applying for the CADCA Forum, the letter must state the supporting agency's approval of the travel. [5 points]**

*Scoring Criteria: Full points are awarded if the letter of commitment is included on supporting agency letterhead and demonstrates the supporting agency's commitment to the project and willingness to manage the grant funds. If no supporting agency, full points are awarded.*

**5. Optional: If applying for the CADCA National Leadership Forum**

- Do you have an idea at this time of how many travelers will attend? If so, how many youth + chaperones do you foresee requesting funds for?
- Is your youth group allowed to travel across state lines? YES / NO
- Do you understand and are you able to follow your organization's policies for traveling with youth? YES / NO

**6. Statement of Capacity and Commitment. If awarded, the youth group and supporting agency (if applicable) commit(s) to the Project Requirements and Required Activities listed above. [5 points]**

- Hold regular youth group meetings, at least monthly, and work on the projects outside of youth group meetings, as needed. YES / NO
- Build an environment of inclusion, trust, and cooperation. YES / NO
- Complete 4 trainings, with assistance from SLCoHD. YES / NO

- d. Maintain strong communication and partnership with SLCoHD. YES / NO
- e. Submit required project / financial reports on time. YES / NO
- f. Ensure the youth lead the project, with support from adult sponsors. YES / NO
- g. Ensure projects address a substance use behavior or substance use risk or protective factor. YES / NO
- h. If applying for the CADCA Forum, ensure organizational policies support youth interstate travel. YES / NO

*Scoring Criteria: Are all responses affirmative?*

## **Appendix A – List of Zip Codes**

These zip codes were chosen based on SLCohD's Socio Needs index score, which incorporates economic, education, and employment indicators.

84044

84047

84101

84104

84111

84115

84116

84118

84119

84120

84128



## Appendix B – Substance Use Prevention Risk and Protective Factors

Protective Factors are characteristics that **reduce** the possibility of negative outcomes such as substance misuse and other problem behaviors.

Risk Factors are characteristics that **increase** the possibility of negative outcomes such as substance misuse and other problem behaviors.

Protective Factors	Risk Factors
<b>Community</b>	
Rewards for Prosocial Involvement	Low Neighborhood Attachment
	Laws & Norms Favorable to Drug Use
	Perceived Availability of Drugs
<b>Family</b>	
Family Attachment	Poor Family Management
Opportunities for Prosocial Involvement	Family Conflict
Rewards for Prosocial Involvement	Family History of Antisocial Behavior
	Parental Attitudes Favorable to Antisocial Behavior
	Parental Attitudes Favorable to Drug Use
<b>School</b>	
Opportunities for Prosocial Involvement	Academic Failure
Rewards for Prosocial Involvement	Low Commitment to School
<b>Personal</b>	
Belief in the Moral Order	Rebelliousness
Interaction with Prosocial Peers	Attitudes Favorable to Antisocial Behavior
Prosocial Involvement	Perceived Risk of Drug Use
	Friend's Use of Drugs
	Attitudes Favorable to Drug Use
	Depressive Symptoms
	Rewards for Antisocial Behavior

## **Appendix C – Applying for Funding to Bring Youth to CADCA National Forum 2025***What is CADCA?*

The Community-Based, Advocacy-Focused, Data-Driven, Coalition-Building Association (CADCA) is the leading U.S.-based substance use prevention organization, representing over 5,000 community-based coalitions across the United States and in 23 countries who work to create safe, healthy and drug-free communities. CADCA assists communities by providing the necessary support for coalitions to become stronger, more effective and better able to sustain population-level reductions in illicit drug use rates and related problems.

*What is CADCA’s National Leadership Forum?* Every February, CADCA hosts a National Leadership Forum, a 4-day conference packed with both adult and youth-oriented tracts to learn the latest strategies to fight substance use and misuse and hear from nationally-known experts and policymakers with a full day dedicated to Capitol Hill events. The Forum is held in the Washington, DC area every year, normally the first week of February and brings together more than 3,000 participants representing community anti-drug coalitions, government leaders, youth, addiction treatment professionals, researchers, educators, law enforcement professionals, youth and faith-based leaders. This event is held every year at Gaylord National, located in National Harbor, MD.

In 2025, the CADCA National Leadership Forum will take place February 3-6.

*Why is it important for youth groups to attend CADCA?*

Youth who attend CADCA participate in conference workshops and learn from other youth across the country. The conference offers youth-only classes about strategies for addressing various health and substance use-related issues. Other workshop topics include problem-solving, advocacy, and public speaking. CADCA also hosts youth activities such as a social and a dance to build friendships. Additionally, youth participants will get the opportunity to attend Capitol Hill Day and discuss issues important to them with their state representatives.

*What is required for a youth group to attend the CADCA Forum?*

Recipient is responsible for purchasing a CADCA membership for the organization. Membership costs run up to \$550. Grant funds may be used to purchase this membership.

Recipient is responsible for coordinating and booking all travel arrangements, including but not

limited to, conference registration, flights, hotel rooms, and any per diems your sponsoring agency might require.

Please pay special attention to your and/or your sponsoring agency's policies on youth travel across state lines before applying. Recipient is responsible for ensuring all policies are upheld. Depending on your sponsoring organization, policies may include background checks for chaperones; specific adult-to-youth ratios; liability waivers; parental permission slips, and other considerations.