

**Wisconsin Tobacco Prevention and Poverty Network  
Template for Drafting Application for 2011  
DUE JUNE 17, 2011**

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RURAL COMMUNITIES/SMALL CITIES GRANT**

**1. Background:**

Reducing tobacco use among low socioeconomic status (SES) populations remains a challenge for many state tobacco control programs. In 2005, Wisconsin developed a statewide network on tobacco prevention and poverty to address tobacco related disparities based on the National Network on Tobacco Prevention and Poverty model funded by the Centers for Disease Control. While the model has proved to be adoptable by states, Wisconsin remains one of the few states that funds a statewide network to reduce tobacco use among the poor.

The Wisconsin Tobacco Prevention and Poverty Network (WTPPN) has focused on building the capacity of nontraditional partners in tobacco control. The goal of the network is to engage social service, faith-based and community organizations to embrace tobacco control as a secondary mission.

The Salvation Army, one of the largest social service organizations in the world, remained outside of the tobacco control movement until their involvement at the National Network level in 2000. In 2005, the Wisconsin Divisional Headquarters of the Salvation Army became the administrative agency for the Wisconsin Tobacco and Poverty Network. Since its inception, the WTPPN has demonstrated effectiveness in developing and implementing tobacco prevention and cessation practices among low SES populations. Developing partnerships with service providers outside of the tobacco control movement is crucial to the WTPPN's efforts to reduce the burden of tobacco use in poor communities in Wisconsin.

**2. Application:**

The Wisconsin Tobacco Prevention and Poverty Network is pleased to offer the opportunity for organizations to submit an application to address the disparate use of tobacco among those

living in poverty. This year we are offering project grants to organizations/programs that provide services and/or community outreach to low socio-economic status (SES) youth and families in rural communities and/or smaller cities.

Project grants are offered to agencies interested in supporting the overall goals of the Wisconsin Tobacco Prevention and Poverty Network to reduce the burden of tobacco among low SES populations.

### **3. Funding Levels:**

Grants will be awarded in the amounts of \$10,000 to \$12,000.00. Funding is available to organizations interested in supporting the WTPPN in meeting its program objectives in one or more of the following areas:

- Program Sustainability (Education)
- Network Development and Maintenance
- Youth Involvement and Fighting Against Corporate Tobacco (FACT)
- Other Tobacco Products (OTPs)
- Treating Tobacco Dependence

### **4. Agencies receiving funding must adhere to the following requirements:**

- Refusal of all funding from the tobacco industry or any of its affiliates
- Maintenance of a 100% smoke-free air policy for their agencies
- Assurance that staff are trained in tobacco control best practices and receive an orientation to the WI TPCP and tobacco control movement
- Participation in TPCP or other tobacco control trainings and technical assistance efforts
- Recognition of the TPCP as the source of funding on program written materials, reports and publications and when providing tobacco control presentations at local, state or national workshops or conferences. The following statement must be used: "This program/project is funded by the Wisconsin Tobacco Prevention and Control Program through the Wisconsin Tobacco Prevention and Poverty Network."
- WTPPN participation by:
  - Regular attendance and participation at Network meetings
  - Provide updates and reports
  - Participation in Multi-Jurisdictional Coalition meetings
  - Participation in special projects as assigned.
- Submit timely responses to WTPPN requests for information and required reports.

## 5. Acceptable Strategies and Required Activities

All funded agencies will develop at least one community partner to assist in outreach and advocacy efforts.

<b>Objective 1: Program Sustainability (Education)</b>	
<b>Objective Statement:</b> By December 31, 2011, three strategies in support of tobacco control program sustainability will be implemented.	
<b>Deliverables:</b> A report to include: 1) the number and description of strategies implemented in support of tobacco control program sustainability, 2) results achieved, 3) network and community members involved and 4) copies of any related educational or media advocacy materials. A reporting template will be provided by the WTPPN.	
<b>Acceptable Strategies</b>	<b>Acceptable Activities</b>
1. Outreach and Education to Key Local and State Leaders	1.1 Conduct personal meetings or visits to provide education and resources  1.2 Write letters to policy makers, business leaders and other key audiences  1.3 Share resources, experiences, and information with colleagues, health departments and other organizations via list-serves, e-mails, mail, websites and social networking sites  1.4 Educate local and state governments  1.5 Organize legislative forums, women of influence events or legislative breakfasts  1.6. Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders
2. Identification of Supporters through Grassroots Activities To Involve Individuals in Sustainability Efforts	2.1 Conduct presentations on the burden of tobacco and how program sustainability (funding and resources) can reduce this burden  2.2 Recruit and train local individuals to provide education and information on sustainability efforts  2.3 Promote involvement in tobacco control listservs and submit completed postcards and/or listings of supporters to state partners  2.4 Develop partnerships and connections with existing groups in the community  2.5 Utilize a newspaper insert to educate the community and identify program sustainability supporters  2.6 Engage and involve 18-24 year olds in activities supportive of identifying supporters through grassroots activities
3. Media Advocacy	3.1 Write and encourage submission of letters to the editor  3.2 Conduct editorial board visits  3.3 Hold press conferences and/or write press releases

<b>Objective 1: Program Sustainability (Education)</b>	
	<p>3.4 Provide updates to media on relevant reports, findings and information</p> <p>3.5 Set up interviews with local experts on relevant news events or reports for radio or television news programs</p> <p>3.6 Organize guest columns to provide education</p> <p>3.7 Work with print and television reporters to develop feature stories</p> <p>3.8 Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications</p> <p>3.9. Collaborate with 18-24 year olds in planning and implementing media advocacy to support program sustainability activities</p>

<b>Objective 2: Network Development and Maintenance</b>	
<b>Objective Statement:</b> By December 31, 2011, three strategies to support network development and maintenance of a locally-based WAATPN will be implemented.	
<b>Deliverables:</b> A report to include: 1) the number of strategies implemented, 2) a description of the specific strategies and activities implemented, (3) results achieved and (4) a copy of the 2012 Network strategic recruitment plan (SRP). A reporting template will be provided by the WTPPN.	
<b>Required Strategies</b>	<b>Required Activities</b>
1. Continued Development and Maintenance of a Functioning Network	<p>1.1 Develop and maintain a network structure</p> <p>1.2 Conduct regular and on-going communication</p> <p>1.3 Promote and recognize network activities and successes both internally and externally</p>
2. Completion of Key Stakeholder Assessment	<p>2.1 Develop and/or maintain a list of policy makers</p> <p>2.2 Develop and/or maintain a list of media outlets</p> <p>2.3 Compile and maintain a list of supporters using the template provided by the TPCP</p>
3. Actively Participate in the Network Advisory Group	3.1 Rotate facilitation of quarterly meetings
4. Completion of a 2012 Strategic Recruitment Plan (SRP) Process	4.1 Utilize the required TPCP SRP process, template and materials

**Objective 3: Other Tobacco Products (OTP)**

*This objective was designed to offer flexibility to respond to emerging priority OTP policies. Acceptable activities that support this objective are listed. However, the WTPPN understands and supports the implementation of unique activities for this objective. To assure that unique activities will officially qualify toward this objective, please contact your contract administrator for prior approval. In 2011, the WTPPN may add additional acceptable and/or required strategies and activities in response to emerging policy priorities.*

**Objective Statement:**

By December 31, 2011, three strategies in support of other tobacco products (OTP) policy will be implemented.

**Deliverables:**

A report to include: 1) the number and description of the specific strategies and activities implemented in support of OTP policy, (2) results achieved, (3) network and community members involved and (4) copies of any related educational or media advocacy materials. A reporting template will be provided by the WTPPN.

Acceptable Strategies	Acceptable Activities
1. Outreach and Education to Key Community Groups and Organizations	1.1 Conduct personal meetings or visits to provide education and resources  1.2 Conduct presentations to educate members of local organizations or agencies  1.3 Share resources, experiences, and information with colleagues, health departments and other organizations via list-serves, e-mails, mail, websites and social networking sites
2. Outreach and Education to Key Local and State Leaders	2.1 Conduct personal meetings or visits to provide education and resources  2.2 Write letters to policy makers, business leaders and other key audiences  2.3 Educate local and state governments  2.4 Organize legislative forums, women of influence events or legislative breakfasts  2.5. Engage and involve 18-24 year olds in activities supportive of outreach and education to key local and state leaders
3. Media Advocacy	3.1 Write and encourage submission of letters to the editor  3.2 Provide updates to media on relevant reports, findings and information  3.3 Work with print and television reporters to develop feature stories  3.4 Conduct outreach for placement of relevant articles in small news outlets, newsletters, or community list-serves or other organizations' newsletters or publications  3.5. Collaborate with 18-24 year olds in planning and implementing media advocacy to support their OTP policy-focused activities

**Optional Objective 4: Youth Involvement and Support**

**Objective Statement:**  
 By December 31, 2011, three strategies to actively engage a FACT youth group in support of tobacco control policy and sustainability activities will be implemented.

**Deliverables:**  
 A report to include: (1) the number and description of strategies implemented in support of youth advocacy efforts, (2) results achieved, (3) network and youth members involved, (4) youth reporting of activities on fightwithfact.com and (5) copies of any related educational or media advocacy materials. A reporting template will be provided by the WTPPN. TPCP.

Acceptable Strategies	Acceptable Activities
1. Development and/or Maintenance of an Active FACT Group	1.1 Hold FACT meetings on a regular basis 1.2 Conduct year-round FACTivisms* 1.3 Recruit 20 new members 1.4 Implement the FACTivism Kit
<p><i>* Acceptable FACTivisms that support the 2011 FACT campaign theme and messaging will be provided by the FACT movement. This list will contain many approved FACTivisms to keep groups active year-round. FACT applauds originality and understands its members create unique FACTivisms on a regular basis. To make sure original FACTivisms will officially qualify toward this objective, please contact the FACT Field Guru for prior approval and technical assistance.</i></p>	
2. Outreach and Education to Key State Leaders	2.1 Conduct two meetings with state legislators, one with a state representative and one with a state senator 2.2 Engage FACT youth in activities, such as active participation in meetings, events and hearings
3. Media Advocacy	3.1 Garner 3 earned media hits as a direct result of the implementation of the FACT Activism Kit and/or the outreach and education of key state leaders

<b>Objective 5: Treating Tobacco Dependence</b>	
<b>Objective Statement:</b> By December 31, 2011, one strategy to support evidence-based or promising practices for treating tobacco dependence focused on tobacco-related disparities will be implemented.	
<b>Deliverables:</b> A report to include: 1) the number and description of strategies implemented to support treating tobacco dependence focused on tobacco-related disparities, (2) results achieved, (3) documentation of the active role of the disparities network, (4) copies of any related educational or media advocacy materials and (5) a copy of the protocol or policy detailing implementation. A reporting template will be provided by the WATPPN.	
<b>Acceptable Strategies</b>	<b>Acceptable Activities</b>
1. Promotion and Implementation of Treating Tobacco Dependence Services	1.1 Promote the Wisconsin Tobacco Quit Line  1.2 Organize and/or offer Freedom from Smoking or other evidence-based or promising practice programs (Prior approval from TPCP contract administrator is required.)  1.3 *Plan and implement an evaluation component for activities conducted
2. Work with Agencies or Organizations to Implement a Policy and/or Protocol to Identify and Refer Clients to Evidence-Based or Promising Practice Programs and/or Services for Treating Tobacco Dependence	2.1 Identify and meet with agencies or organizations who serve populations with tobacco-related disparities to discuss potential policy and/or protocol development and implementation  2.2 *Provide education and training on best and promising practices for treating tobacco dependence focused on populations with tobacco-related disparities  2.3. *Provide education, training and technical assistance on sample treating tobacco dependence policies and protocols  2.4. Work with agency or organization leadership and staff to develop and implement policies and protocols  2.5. Provide follow-up information and resources  2.6. *Plan and implement an evaluation component for activities conducted  <i>*WATPPN will provide training and technical assistance for evaluation activities, treating tobacco dependence best and/or promising practices and sample policies and protocols.</i>

## 6. Unacceptable Activities

- Direct and indirect lobbying.
- Provision of primary tobacco prevention education within the classroom.
- Provision of school-based cessation classes and/or services.
- Provision of general teaching or counseling positions or services.
- Provision of treating tobacco dependence pharmacotherapies.
- Efforts focused on voluntary tobacco control policy change with the exception of tobacco dependence treatment policies.
- Paid media.

## 7. References:

### Federal Regulations/Guidelines:

- 2006 Surgeon General's Report on the Health Consequences of Involuntary Exposure to Tobacco Smoke, <http://www.surgeongeneral.gov/library/secondhandsmoke/>
- CDC Best Practices for Comprehensive Tobacco Control Programs, [http://www.cdc.gov/tobacco/stateandcommunity/best\\_practices/pdfs/2007/BestPractices\\_Complete.pdf](http://www.cdc.gov/tobacco/stateandcommunity/best_practices/pdfs/2007/BestPractices_Complete.pdf)
- Clinical Practices Guideline: Treating Tobacco Use and Dependence, 2008 Update <http://www.ncbi.nlm.nih.gov/bookshelf/br.fcgi?book=hsahcpr&part=A28163>
- The Guide to Community Preventive Services: Tobacco Use, <http://www.thecommunityguide.org/tobacco/index.html>
- U.S. Food and Drug Administration, <http://www.fda.gov/TobaccoProducts/default.htm>

### State of Wisconsin Statutes:

- Wisconsin Act 12 which prohibits smoking in several enclosed places. A summary of Act 12 is available at the Legislative Council Web site at: <http://www.legis.state.wi.us/2009/data/acts/09Act12.pdf>
- Tobacco Retailer Compliance with Wisconsin Law (ss.134.66)
- Tobacco Compliance Investigations Law (ss.254.916)

### TPCP Policies/Guidance:

- Bringing Everyone Along: A Strategic Plan to Eliminate Tobacco-Related Disparities in Wisconsin <http://dhs.wisconsin.gov/tobacco/pdf/files/DHSReport2008LowRes.pdf>
- 2009-2014 Wisconsin Tobacco Prevention and Control Plan, <http://www.tobwis.org/uploads/media/TobaccoStatePlan2009-2014.pdf>
- Wisconsin State Health Plan: Healthiest Wisconsin 2020: <http://www.dhs.wisconsin.gov/hw2020/>

8. **Submission information:**

Written applications must be submitted by mail or electronically no later than

4:00 p.m. Central Standard Time

**Friday June 17, 2011**

**Mail or deliver applications to:**

Kevin Reeder, MSW, CSWM

Social Services Director

The Salvation Army

Wisconsin/Upper Michigan Division

11315 W. Watertown Plank Rd.

Wauwatosa, WI 53226-0019

[wtpn@usc.salvationarmy.org](mailto:wtpn@usc.salvationarmy.org) □

**For questions, contact:**

Lorraine Lathen, Jump at the Sun Consultants, LLC

262.643.4526

[llathen@jumpatthesunllc.com](mailto:llathen@jumpatthesunllc.com)

**Late or faxed Applications will be rejected.**

**The Salvation Army reserves the right to reject any Applications.**

**LEGAL NAME OF APPLICANT:**

**TITLE OF APPLICATION:**

**CONTACT PERSON:**

**ADDRESS:**

**TELEPHONE:      FAX:**

**E-MAIL:**

**TAX IDENTIFICATION NUMBER:**

**DOLLAR AMOUNT REQUESTED: \$\_\_\_\_\_      MATCH: \$\_\_\_\_\_**

**Area of Focus (check all that apply)**

- Program Sustainability (Education)
- Network Development and Maintenance
- Other Tobacco Products (OTPs)
- Youth Involvement and Fighting Against Corporate Tobacco (FACT)
- Treating Tobacco Products (OTPs)

The application template on the following pages provides structure and highlights the information that should be included in your application for funding in 2011. As you address each of the areas you will need to tailor the specifics to fit your intervention, readiness to disseminate, involvement with the Network, commitment to advocacy, etc. Feel free to add any other information that you feel is important to include.

**Organizational Overview [15 Points]** Briefly describe the mission of your organization and your agency's capacity to implement the proposed work.

- Briefly describe the population(s) that will be reached through your project.
- Briefly describe the need for services provided through your activity.

**Project Description [45 Points]**

- Provide a concise overview of how you will implement your selected objective(s) – what it is and what you will be doing and a time line.
- Identify in what way community partners are involved in your activity
- List any other community partners or external resources that might be used to support the success of your project
- Describe your intent to participate and provide support for Network activities, including:
  - Attending quarterly meetings

- Participating in summits, workshops or other special meetings
- Engage in advocacy and policy work
- Provide semi-annual project reports (mid-year and end-of-year)

**Outcomes and Evaluation [25 Points]** (There must be a measurable evaluation component to receive funding for this contract period).

- How will you measure success? List key outcome measures: Describe your evaluation process, how you will collect data? Will you evaluate both the process and impact of your project?
- Attach your evaluation tools (see attached).

**Accountability [15 Points]**

- State who the lead person directing is and providing oversight to this project. (provide a brief biography, describing experience and education)
- List other staff that are involved and include their position and role with the Project (provide a brief biography, describing experience and education)

**Budget**

\$10,000.00 to \$12,000.00 for grants to be used between July 1, 2011 and December 31, 2011. Provide a proposed budget that includes program expenses and other anticipated items linked to Network activity.

EXPENDITURES	DETAILS	AMOUNT
<b>TOTAL</b>		

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