



**2022-2023**  
**South Dakota Tobacco Control Program**  
**Community/School Partnership Grant**

**Grant Guidance**  
**2022-2023**

**APPLICATION DEADLINE: March 25, 2022, at 5:00 p.m. C.T.**

<http://doh.sd.gov/prevention/tobacco/>

**2022-2023**  
**SD-TCP COMMUNITY/SCHOOL PARTNERSHIP GRANT TIMELINE**

February 4, 2022	Grant Application Release
February 11, 2022	<u>Submission Deadline for Questions</u> Questions for the Technical Assistance must be received by 5:00 p.m. Central Time.
February 15, 2022	<u>Questions and Answers will be posted</u> on the <a href="#">DOH Website</a> .
March 25, 2022	<u>Submission Deadline for Application</u> Grant applications must be submitted through email by 5:00p.m. Central Time
May 6, 2022	<u>Tentative Award Notification</u> Applicants will be notified of funding decisions by email.
June 1, 2022– May 31, 2023	<u>Grant Funding Cycle</u> All grant funds must be expended
May 31, 2023	<u>Final Reports and Success Story Due</u>

**BACKGROUND**

The South Dakota Department of Health (DOH) is the lead agency for the statewide management of commercial tobacco use, prevention, and cessation. The South Dakota Tobacco Control Program’s (SD-TCP) efforts are based on those practices shown to be successful and recommended in *Best Practices for Comprehensive Tobacco Control Programs* compiled by the Centers for Disease Control and Prevention (CDC) and at the local level. The SD-TCP promotes a coordinated effort to prevent commercial tobacco use and reduce the death and disease caused by tobacco use.

The purpose of the Community/School Partnership Grant is to support local community and/or school-based efforts, promote implementation of the [South Dakota Tobacco Control State Plan](#), and foster collaboration among organizations across the state to ultimately reduce the toll of tobacco use in South Dakota. The Community/School Partnership Grant program is designed to link community and/or school tobacco prevention control efforts in order to achieve maximum impact but a partnership is not required for funding opportunities.

The SD-TCP will provide support for the Community/School Partnership Grant recipients with assistance from Regional Tobacco Prevention Coordinators. The Tobacco Prevention

Coordinator (TPC) in your region is available to attend meetings and will be available to provide support and technical assistance throughout the grant period. To find your regional Tobacco Prevention Coordinator, visit [Tobacco Prevention Coordinators - BeFreeSD](#).

Please note that the term “tobacco” in this Plan refers to commercially produced tobacco products only and never the traditional tobacco of our Northern Plains American Indians.

## GRANT OVERVIEW

### Who Can Apply?

Community/School Partnership grants are awarded to local governmental and non-profit community-based organizations, coalitions and groups that support the mission of the SD-TCP. Examples include, but are not limited to, youth clubs or organizational groups focused on the youth population, schools, post-secondary institutions, civic associations, service clubs, healthcare organizations, faith-based organizations, parent groups, neighborhood associations, and local community coalitions.

### Funding Guidelines

The Community/School Partnership grant is designed to invest in projects that address the goals outlined in the *South Dakota Tobacco Control State Plan* ([South Dakota Tobacco Control State Plan | Be Tobacco Free SD \(befreesd.com\)](#)). Grantees should focus their efforts on supporting and implementing policy-based interventions that address two or more of the SD-TCP’s goal areas and that reach large cross-sections of the community. The Community/School Partnership Grant requires one of the strategies that must be focused on creating, improving, implementing, and/or enforcing current policies. If there is not a current policy, the grantee is *required* to establish a policy in the workplan under the selected strategy. Grantees are strongly encouraged to use grant funds to implement community and/or school-based tobacco-free policies that include e-cigarettes. If any of those policies are weak or not existent, applicants should place a priority on improving or creating the tobacco policy. Policy work is one of the best resources to have when it comes to decreasing commercial tobacco use. Please view the *Resources* section at the bottom of this document for model tobacco-free policies to use.

### To be successful, applicants must demonstrate the following:

- a. Ability to bring together key stakeholders (local agencies, partners, individuals) to collectively support proposed activities.
- b. Capacity, competence, and experience to accomplish project objectives and activities.
- c. Services are provided in South Dakota.
- d. Use of research-based tools such as the *CDC’s Coalitions Best Practices User Guide*. Links to these resources are provided in the “Resources” section of this document.
- e. Willingness to collaborate with the SD-TCP.
- f. Assure that funding requested will not supplant funds currently received by the applicant.
- g. Measurable results and responsibilities of partners are outlined in the plan.
- h. A detailed budget appropriate for the level of activities planned.

Applications must be submitted and finalized in Catalyst by 5:00 p.m. Central Time on March 25, 2022. For step-by-step instructions on completing the application within Catalyst, view our Catalyst Walkthrough found on the [DOH Website](#). Once submitted, applications will be considered final, reviewed, and then approved or denied for funding. The SD-TCP reserves the right to reject, in whole or in part, any or all applications, to advertise for new applications, to abandon the need for such services, and to cancel this grant opportunity if it is in the best interest of the SD-TCP.

**The following goals and strategies may be found within the workplan:**

***Note: You must select at least one Strategy under two or more Goal Areas for your application to be considered. The Community/School Partnership Grant requires one of the strategies that must be focused on creating, improving, implementing, and/or enforcing current policies. It is encouraged to use higher impact activities reaching a broader audience to increase funding opportunities. Please see examples below in the Appendix B.***

**Goal Area 1: Prevent tobacco use among youth and young adults.**

- Strategy 1.A: Educate partners, decision-makers, and the public about tobacco marketing and sales tactics that target youth.
- Strategy 1.B: Adopt comprehensive 24/7 tobacco-free buildings and grounds policies at all educational institutions.
- Strategy 1.C: Advance evidence-based policy, systems, and environmental changes that discourage tobacco use among youth and young adults.

**Goal Area 2: Promote quitting of all tobacco products.**

- Strategy 2.A: Implement healthcare systems approaches that promote cessation and tobacco-free facilities.
- Strategy 2.B: Promote interventions that support cessation in community settings like workplaces and schools.
- Strategy 2.C: Enhance existing cessation services to include cessation of emerging products and to leverage new technology.

**Goal Area 3: Eliminate all types of exposure to tobacco use.**

- Strategy 3.A: Advocate for smoke- and e-cigarette-free housing.
- Strategy 3.B: Advocate for tobacco-free parks, recreational areas, and rodeo grounds.
- Strategy 3.C: Advocate for tobacco-free workplaces.

**Goal Area 4: Strive to achieve health equity in tobacco control.**

- Strategy 4.A: Use the Tribal Tobacco Advocacy Toolkit to encourage tribal governments to adopt comprehensive smoke-free air policies.
- Strategy 4.B: Enhance reach of cessation services to priority populations by reducing financial barriers and offering accessible, targeted services.
- Strategy 4.C: Implement approaches that promote cessation at behavioral health facilities, including creating tobacco-free facilities and referring patients to cessation services.
- Strategy 4.D: Educate partners, organizations that serve priority populations, and the public about tobacco-related disparities.

## **Definitions:**

Tobacco or Tobacco Product: Any item made of tobacco intended for human consumption, including cigarettes, cigars, pipe tobacco, smokeless tobacco, and e-cigarettes. The tobacco product definition does not include traditional tobacco.

Vapor Product: any electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or device and any vapor cartridge or other container of nicotine in a solution or other form that is intended to be used with or in an electronic cigarette, electronic cigar, electronic cigarillo, electronic pipe, or similar product or device. The term, Vapor Product, does not include any product approved by the United States Food and Drug Administration for sale as tobacco cessation products and marketed and sold solely for that purpose.

Priority Population: Population of particular focus for tobacco prevention and cessation because a tobacco-related health disparity exists and/or there is a potential for significant impact with this group. South Dakota's five priority populations for tobacco control are: American Indians, people with behavioral health conditions, people of low socioeconomic status, pregnant and postpartum women, and youth (under age 18) and young adults (age 18-24). [South Dakota Priority Populations | Be Tobacco Free SD \(befreesd.com\)](https://www.befreesd.com).

## **APPLICATION GUIDELINES**

The South Dakota Tobacco Control Program will approve or deny applications, and all decisions will be final.

1. The maximum grant award is **\$25,000** per applicant. The SD-TCP reserves the right to grant less than the total amount requested.
2. The minimum grant award is **\$5,000** per applicant.
3. Funding will be based on points allocated on Applicant's Information listed below.
4. Funds may be applied to support existing or new projects. However, applicants must demonstrate the requested funds do not supplant/replace existing funding.
5. Grants are approved for one funding cycle (6/1/2022-5/31/2023). Continued support for subsequent years requires resubmission, review of grant progress, budget management, and availability of grant funds.
6. Past performance of organizations who have previously received SD-TCP funds will be considered when reviewing applications.
7. Late or incomplete applications will not be reviewed.
8. Points will only be given for the required documents. Additional documents will not be considered.

**An application must be completed within Catalyst. The following components are required elements of a completed application and must be included for the consideration of funding opportunities. (See Appendix A for checklist):**

1. **Applicant’s Information.** Please fill out the application in its entirety with the required information below.
  - a. **Contact Information & Fiscal Agent:** Complete all contact information regarding your coalition and fiscal agent. List partnering community and/or schools in the provided section if applicable.
  - b. **Need (5 points):** In the section provided within the application, describe the need in your community for proposed activities. Include supporting data by utilizing the data resources listed under “Resources” and any other tobacco-related data gathered in your community or school district.
  - c. **Capacity (5 points):** In the section provided within the application, describe your organization’s ability to carry out activities. Include a list of your local group’s active membership and/or current community partners. Applicants must demonstrate ability to bring together stakeholders to support proposed activities. If you have participated or are currently receiving capacity building funds with the Department of Health, please make mention within this section, etc.
  
2. **Required Supporting Information (20 points):** This information must be uploaded to the “Attachment” section of the Catalyst Online Application.
  - a. **Policy Information:** If a current policy exists, upload a copy in the attachment section within Catalyst. Grantees are strongly encouraged to use grant funds to implement community and/or school-based tobacco-free policies that include e-cigarettes. If any policies are weak, applicants should place a priority on improving the tobacco policy. If the policy is strong, applicants should place a priority on implementing and/or enforcing the tobacco policy. If there is not a current policy, the grantee is *required* to establish a policy in the workplan under the selected strategy. Submit any tobacco policy updates quarterly to your local Tobacco Prevention Coordinator and a final copy at the conclusion of the funding cycle.

In addition, submit the tobacco use policy for the grantee’s designated fiscal agent. If there is not a current policy, the grantee is *required* to establish a policy in the workplan under the selected strategy.
  - b. **Letters of Support:** Requirements can be found below. Letter(s) should be written by individuals who are authorized to speak on behalf of the organization. One letter is required from each of the areas you are working with for your application to be considered. Note: you may need more than one letter if you are working with other schools/organizations.
    - i. School: Letter(s) from school administration for each school served by this application
    - ii. Community: Letter(s) from community applicant’s agency (such as director, board, or chairperson)
    - iii. Partners: Letter(s) from community partner(s) you are proposing to work with.
    - iv. If your fiscal agent is different from your organization, you will also need a letter of support from your fiscal agent.

\*\* Within the application, if an activity is written to work with a specific partner, a letter is needed from that partner for the activity to be considered. For example, if you are working with a school, said school will need to provide a letter.

- c. **Proof of Organization:** Provide a copy of your fiscal agent’s W-9 and certificate of insurance.

3. **Application Workplan (35 points):** The application contains four Goal Areas.

You must select at least one Strategy under two or more Goal Areas for your application to be considered. If there is not a current policy, the grantee is *required* to establish a policy in the workplan under the selected strategy.

For example, under Goal 1 you need to select at least one of the three strategies. You will then complete the following sections describing the activity/activities, lead person, and time period. For a list of approved activities for each strategy, see Appendix B.

For each Strategy selected, describe in detail how you plan to accomplish the activities in the Activity Name/Description of Activity section. Be specific about how the proposed activity will impact one or all the populations you plan to work with.

Within each selected Strategy, clearly outline who will be responsible for achieving which activities for each specified time frame in the Lead Person section and mark which quarter during the grant period you intend each activity will occur in the Time Period section.

For details on approved DOH Media, please refer to the Media Section below in Appendix D.

4. **Budget. (35 points):**

- a. Applicant must submit their budget using the SD-TCP application Excel document. Once completed, upload into the “Attachment” section of the Catalyst Online Application. **Applicants must provide detailed justification for costs of all activities and stipend requested throughout the workplan.** Grantees may request to use up to 10% of their grant award to cover ancillary costs, such as meeting expense and educational incentive items. All stipend requests must give an approximate number of work hours and will be given at an hourly maximum rate of \$20/hour.
- b. Travel expenses related to SD-TCP sponsored training such as the Spring Tobacco Control Institute, TATU, CATCH My Breath, Lifeskills, and N-O-T will be reimbursed directly by the Tobacco Control Program and should not be included in your budget request.

5. **Quit Kits (only required if doing Quit Kits):** If including the cost of Quit Kits in your budget, please fill out the Quit Kits section in Catalyst. The maximum dollar amount to request for each Quit Kit is \$8.

## PROGRESS REPORTING

Grantees will be required to report on the minimum reporting

1. Complete Quarterly Progress and Fiscal Reports in Catalyst. The first report will be due August 31, 2022. Subsequent Quarterly Progress and Fiscal Reports will be due on the following dates November 30, 2022, February 28, 2023, and May 31, 2023.
2. Submit one success story within Catalyst at the end of the grant cycle.

## AWARD PROCEDURES

Applicants will be notified in May of either a denial letter or acceptance award notification. Successful applicants will be notified through e-mail. Successful applicants will then be required to meet with their Regional Tobacco Prevention Coordinator to finalize work plans and budgets. The grant funding cycle will be June 1, 2022 through May 31, 2023. The SD-TCP reserves the right to grant less than the total amount requested. All funding decisions by the SD-TCP are final.

Successful applicants will receive a portion of their grant award at the beginning of the grant cycle. Pending receipt of the signed Grant Agreement, the remaining funding will be released quarterly.

### **Administrative Requirements:**

- Applicants must maintain current levels of effort supported by other or pre-existing fund sources. Grant funds are to be used for efforts which are new and or a clear expansion of tobacco prevention efforts by successful applicants/grantees
- Ensure grant funds will be used for tobacco prevention only and will not be used to lobby for laws or ordinances.
- Obtain prior written approval for changes to the budget and work plan submitted if changes are requested during the grant year.
- Obtain written approval from the SD-TCP prior to changing grant facilitators or fiscal agents.
- The fiscal agent for the partnership must carry commercial general liability insurance coverage, which cannot be paid for with partnership award funds.
- Maintain phone and email capability. Notify the SD-TCP of any changes in contact information.

### **Requirements:**

- Sign a grant agreement in order to receive grant funds.
- Submit Quarterly Progress and Fiscal reports to the appropriate regional Tobacco Prevention Coordinator.
- Ensure grant deliverables (outlined in grant application and grant agreement) are met.
- At minimum, the grant lead person must complete the South Dakota Tobacco Control Orientation Toolkit training. Additional personnel may be required at the discretion of the regional Tobacco Prevention Coordinator. [Tobacco Control Toolkit - BeFreeSD](#). Upon completion, certificates will be presented once a completion score of 80% or higher is



achieved. Grantee will be required to send completed certificate to your local Tobacco Prevention Coordinator.

- Acknowledge the SD-TCP as the funding source for any SD-TCP funded material. The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD and Find Your Power logos are protected and cannot be utilized without the written permission of the SD-TCP.
- Agree to circulate the SD-TCP's action alerts and promote events through its members and partners.
- Participating school districts are required to take part in the Youth Risk Behavior Survey, Youth Tobacco Survey, or School Health Profiles Survey and submit the necessary forms by the deadline provided.
- Schedule quarterly in-person progress meetings with your regional Tobacco Prevention Coordinator at a minimum.
- Monthly stakeholder meetings are strongly encouraged to ensure timely progress of application goals and strategies.
- Establish and maintain communication with your regional Tobacco Prevention Coordinator (at minimum once per month) including invitations to partnership meetings at least two weeks in advance.
- Submit all meeting minutes to your regional Tobacco Prevention Coordinator within two weeks of the meeting taking place.
- If your partnership, workgroup, or coalition addresses issues other than tobacco control, a subcommittee must be appointed, or the coalition must devote time during each monthly meeting to discuss tobacco issues.
- Assure compliance with reporting requirements.
- At a minimum, the grant facilitator must participate in **four** of the seven webinars from the Community/School Partnership Grant and/or Disparity Grant series organized by the SD-TCP throughout the grant year. If the grant facilitator is unable to participate, a substitute must be appointed to participate in their place.
- At least one grantee representative must attend the 2023 Spring Tobacco Control Institute. It is strongly encouraged to have more than one representative attend. Travel expenses (mileage, lodging, and per diem) related to the Institute will be reimbursed by the SD-TCP. Substitute teacher reimbursement will be available for school representatives.
- Grant funds may be used for booth rentals **only** when booths are designed to counter pro-tobacco influences (i.e. past tobacco company sponsorship/presence at the event) at the event. If requesting funds for booth rental, please explain the pro-tobacco influences at the event in your application.

**This grant will not fund:**

- The purchase of billboards.
- The purchase of popcorn/pharmacy bags.
- Direct services including but not limited to medical and/or dental care, pharmacotherapy, screening, treatment, cessation services for adults, or medical and/or dental testing.
- The purchase of permanent equipment (laptops, printers, TVs, furniture, etc.).
- Political parties, candidates, partisan political organizations, individuals, or "for profit" businesses.

- Materials from any tobacco company, affiliated companies, or groups.
- Grants to individuals, or to organizations with a conflict of interest, including but not limited to those directly or indirectly affiliated with promotion and/or distribution of tobacco products and materials as described in this Grant Application.
- Lobbying activities, research, or construction or renovation.
- To supplant funds from other sources for existing operating expenses, indirect costs, or other expenses of activities currently being conducted.
- Sponsorship or activities that solely promote the partnership.
- Sponsorship of individuals.
- E-Cigarette Vapor Detectors.
- Curriculum materials already funded by SD-TCP such as LifeSkills.

## QUESTIONS

Questions **must be submitted via email to [DOH.info@state.sd.us](mailto:DOH.info@state.sd.us) by 5:00 pm Central Time on February 11, 2022**. They will be posted on the [Department of Health Website](#) on February 15, 2022. Please use “Tobacco Grants Question” in the subject line of your email.

## RESOURCES

Background information and resources to assist applicants in developing their proposals can be found below. This list is not meant to be a complete list of all available resources.

### South Dakota Tobacco Control Program Websites

- [BeFreeSD](#)
- [Tobacco Rethink It](#)
- [SD QuitLine | NEW 2-Week NRT Kickstart Kit](#)
- [Find Your Power](#)
- [Department of Health Website](#)
- [DOH Educational Materials Catalog](#)

### South Dakota Tobacco Control Program Resources

- [South Dakota Tobacco Control State Plan](#)
- [South Dakota K-12 Tobacco Use Model Policy](#)
- [South Dakota Tobacco Control Program Media Library](#)
- [South Dakota Tobacco-Free Rodeo Guide](#)
- [South Dakota QuitLine PROF Training Module](#)

### Data

- [Behavioral Risk Factor Surveillance System](#)
- [Vital Statistics](#)
- [Pregnancy Risk Assessment Monitoring System](#)

- [County Health Rankings](#)
- [Youth Tobacco Survey](#)
- [Youth Risk Behavior Survey](#)

### **National Resources**

- [CDC Best Practices for Comprehensive Tobacco Control Programs, 2014](#)
- [Health Equity in Tobacco Prevention and Control](#)
- [E-cigarette Use Among Youth and Young Adults: Report of the Surgeon General, 2016](#)
- [Know the Risks: E-cigarettes & Young People](#)
- [Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General, 2014](#)
- [Surgeon General Report on Smoking and Tobacco Use, 2012](#)
- [Clinical Practice Guidelines for Treating Tobacco Use and Dependence](#)
- [The Community Guide](#)
- [CDC Media Campaign Resource Center \(MCRC\)](#)
- [FDA Center for Tobacco Products](#)
- [Campaign for Tobacco-Free Kids](#)
- [U.S. Department of Housing and Urban Development Smoke-Free MUH Resources](#)
- [Truth Initiative: Quitting E-Cigarettes Cessation Programs](#)
- [American Lung Association E-Cigarette Cessation Resources](#)

## **Appendix A: Community/School Partnership Grant Application Checklist**

### **Contact information: (10 points)**

- Contact Information & Fiscal Agent entered in Catalyst
- Need
- Capacity

### **Required Documents: (20 points)**

Attach the following information as **one** PDF in the attachment section of Catalyst. For more details see the Catalyst Walkthrough.

- Tobacco Policies: Number of required policies may vary.
  - Current tobacco policy
  - No current policy, the grantee is *required* to establish a policy.
- Letters of Support:
  - School: Letter(s) from school administration for each school served by this application
  - Community: Letter(s) from community applicant’s agency (such as director, board, or chairperson)
  - Partners: Letter(s) from community partner(s) you are proposing to work with.
  - If your fiscal agent is different from your organization, you will also need a letter of support from your fiscal agent.

\*\* Within the application, if an activity is written to work with a specific partner, a letter is needed from that partner for the activity to be considered. For example, if you are working with a school, said school will need to provide a letter.

- Proof of Organization:
  - Provide a copy of your fiscal agent's W-9
  - Certificate of insurance

**Workplan: (35 points)**

- Select at least one Strategy under two or more Goal Areas
- If there is not a current policy, the grantee is *required* to establish a policy in the workplan under the selected strategy.

**Budget: (35 points)**

- Submit detailed budget justification using the SD-TCP application Excel document. Upload into "Attachments" section within Catalyst.

**Quit Kits (if applying for Quit Kits)**

- Complete details for each proposed Quit Kits.

**Application**

- Submit and finalize by 5pm CT on March 25, 2022** in Catalyst.

**Appendix B: Approved Activities**

The SD-TCP requires evidence-based strategies. In the activity description of your application, please make sure to give details regarding your activities including how you intend to do the activity, who the target audience is, and how it is evidence based.

Disclaimer: We are currently in the process of updating toolkits; selected activities in the current toolkits may not be fundable because not being evidence based. Contact your Tobacco Prevention Coordinator if there are any concerns on approved activities.

**Activity Toolkits:**

- [South Dakota Tobacco Control Program Toolkits](#)
- [South Dakota Tobacco Control Program Tribal Toolkits](#)

<b><u>Grant Activities</u></b>	<b><u>Taking Activities to the Next Level</u></b>
Alternative to suspension (i.e., INDEPTH and NOT on Tobacco)	<ul style="list-style-type: none"> <li>- Pair with evidence-based prevention curriculum</li> <li>- Update tobacco policy/consequences</li> </ul>
Čanśaśa/Traditional Tobacco education	<ul style="list-style-type: none"> <li>- Implement commercial tobacco prevention curriculum</li> <li>- Cultural Quit Kits (sage, smudge bowl, cedar, cloth, etc.)</li> <li>- Start a Čanśaśa garden (permanent equipment not included)</li> </ul>
Cessation services in clinical setting	<ul style="list-style-type: none"> <li>- Create/update no smoking policy (include e-cigarettes)</li> <li>- Quit Kits specific to target populations</li> <li>- SD QuitLine promotion for outpatient services</li> <li>- Utilize SD QuitLine services after patient discharge</li> <li>- Staff training/PROF</li> </ul>
Evidence-based curriculums (CATCH, LifeSkills, etc.)	<ul style="list-style-type: none"> <li>- Implement INDEPTH</li> <li>- Pre- and post-tests or surveys</li> <li>- Share data with SD-TCP, partners, stakeholders, decision makers, etc.</li> <li>- Combine with another activity: prevention day/activity, Great American Smokeout, Take Down Tobacco</li> </ul>
Incentive programs for completing education	<ul style="list-style-type: none"> <li>- SD QuitLine warm referrals – Ask, Advise, Refer</li> <li>- Staff training/PROF</li> <li>- Swag items</li> <li>- Cross-impact implementation: receive tobacco prevention and cessation education and information from more than one entity – e.g. receive SD QuitLine information from doctor’s office, WIC, daycare providers, food bank. Partner with schools, after school programs to implement evidence-based prevention curriculums</li> </ul>
Media – Anti-tobacco/cessation campaigns and messaging (Newspaper, radio, sports or events programs, etc.)	<ul style="list-style-type: none"> <li>- Combine with another activity or event: e.g. evidence-based prevention curriculums, Great American Smokeout, Take Down Tobacco, Point of Sale</li> <li>- Post in non-traditional outlets, e.g. school newsletters, bathroom stalls, local community or daily news flyers, water/utility bills, school athletic/activity programs</li> </ul>
Multi-unit housing policy and education	<ul style="list-style-type: none"> <li>- Provide free signage and window clings with approved policy</li> <li>- Provide education to tenants and landlords</li> <li>- Provide Quit Kits to tenants and employees</li> <li>- Post and have SD QuitLine and prevention/cessation materials available in common areas</li> </ul>
Point of Sale	<ul style="list-style-type: none"> <li>- Youth complete the store surveys</li> <li>- Educate youth on tobacco advertising tactics</li> <li>- Provide results to city council, school boards, businesses, partners, and other invested groups</li> <li>- Use survey results in other educational areas: business or finance classes at the schools</li> </ul>

Policy review and update	<ul style="list-style-type: none"> <li>- Present local Point of Sale data, environmental scan, or other data (CDC best practices) to decision-makers</li> <li>- Promote model policy use</li> <li>- Involve youth and/or community in the process</li> </ul>
Prevention/cessation material distribution	<ul style="list-style-type: none"> <li>- Expand partnerships: daycares, schools, fire stations, state agencies, city, clinics, local small businesses, multi-unit housing agencies, etc.</li> <li>- Utilize partners to disseminate information on sports programs and city water bills, receive materials at car seat installation, in small business mailings</li> <li>- Combine with another activity: e.g. evidence-based prevention curriculums, Point of Sale</li> </ul>
Prevention day/activity	<ul style="list-style-type: none"> <li>- Use as a kick-off or wrap-up to implementation of an evidence-based curriculum or education with youth</li> <li>- Led by Teens Against Tobacco Use or other youth group, e.g. Future Farmers of America, Future Business Leaders of America</li> <li>- Combine with another activity: e.g. Point of Sale, evidence-based prevention curriculum</li> </ul>
Promotion of services	<ul style="list-style-type: none"> <li>- Promote SD QuitLine services to partner employees</li> <li>- Promote SD-TCP services to partners and other agencies, e.g. school resource list, trainings, etc.</li> <li>- Expand partnerships: daycares, schools, fire stations, state agencies, city, clinics, local small businesses, multi-unit housing agencies, etc.</li> <li>- Post in non-traditional outlets, e.g. school newsletters, bathroom stalls, local community or daily news flyers, water/utility bills, school athletic/activity programs</li> </ul>
Quit Kits	<ul style="list-style-type: none"> <li>- Add evaluation component, e.g. have provider track certain demographics on who receives Quit Kits, add survey to Quit Kits for recipient to fill out</li> <li>- Cross-impact implementation: e.g. if giving Quit Kits to WIC also partner with fire stations and other agencies that install car seats to give out 2<sup>nd</sup>/ 3<sup>rd</sup> hand smoke and Postpartum Program information, etc. to target the same population</li> <li>- Combine with another activity – INDEPTH/curriculum</li> </ul>
Surveys and assessments	<ul style="list-style-type: none"> <li>- Provide results to city council, school boards, businesses, partners, and other invested groups</li> <li>- Create an action plan</li> <li>- Use to make policy changes</li> </ul>
Trainings and presentations	<ul style="list-style-type: none"> <li>- Pre- and post-tests or surveys</li> <li>- Share data with SD-TCP, partners, stakeholders, decision makers, etc.</li> <li>- Provide follow-up &amp; check-ins after training</li> <li>- Combine with another activity – Point of Sale, environmental scan</li> </ul>

## **Appendix C: Curriculum Stipulations**

Approved curriculums below are either free or can be provided through the SD TCP. Funds may be used to support trainers in implementing into schools. See the example and provided formula below to help you identify costs for this activity.

### **Calculation Tool:**

$$\text{Hours} \times \text{Cost of trainer per hour} \times \text{Number of trainings} = \text{Total}$$

Free Science Based Curriculums	Hours Per Course Required	Cost of Trainer	Number of trainings provided	Total
<a href="#">INDEPTH</a>	4	25	5	\$ 500.00
<a href="#">Catch My Breath</a>	4	25	10	\$ 1,000.00
LifeSkills MS	10	25	10	\$ 2,500.00
LifeSkills HS	10	25	10	\$ 2,500.00

\*NOTE: This is just an example, individual requests may vary.

[Teens Against Tobacco Use \(TATU\)](#) and [Not On Tobacco \(NOT\)](#) still hold their own separate mini-grants and therefore cannot be included in the Community/School Partnership Grant funds. To learn more about TATU or NOT funding contact Ashley Heyne at [ahayne@bhssc.org](mailto:ahayne@bhssc.org)

[Lifeskills](#) curriculum materials can be provided for free. To learn more, contact Tynell Millner [tmillner@bhssc.org](mailto:tmillner@bhssc.org)

## **Appendix D: Media Guidance**

### **Requests for New Media:**

**Special requests for additional media should be limited and must be discussed and approved with the Regional Tobacco Prevention Coordinator (TPC) prior to purchasing any advertising space.**

- The Tobacco Prevention Coordinator will send the request to the South Dakota Department of Health Communications Coordinator for additional clarification and approval.
- Special requests for additional media will only be considered when existing media cannot fulfill the request.

**Please start the process for any special media requests at least two months prior to the deadline.** Set-up, designing, and printing require a significant amount of time.

- If placing a print advertisement in a magazine or newspaper or buying airtime for a radio flight from your local station, please notify the regional Tobacco Prevention Coordinator, at least 6 weeks prior release date.

- Any design or layout work, logo tagging, printing or set-up to create approved special requests will be provided by the SD-TCP’s contracted media agency. Grantees will be invoiced for these services per an agreed upon amount.
- **The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD, and Find Your Power logos are protected and cannot be utilized without the written permission of the SD-TCP.**

### **Media Introductions:**

Media interventions can be powerful tools for preventing tobacco use, promoting, and facilitating cessation, and shaping social norms related to tobacco use. Billions of dollars are spent annually by tobacco companies to make tobacco use more affordable and attractive. Tobacco marketing portrays smoking as a social norm, and young people exposed to these images are more likely to smoke. Total e-cigarette advertising expenditures in print, radio, television, Internet, and outdoors decreased substantially from 133million in 2014 to \$48 million in 2017, followed by an increase to \$110 million in 2018.<sup>1</sup>

### **What are Media Interventions?**

Media Interventions study and use of communications strategies to inform and influence individual and community decisions related to health. They are sometimes referred to as “counter-marketing” because they try to counteract the tobacco industry’s marketing practices.

Media Intervention can be delivered through several strategies:

- Paid media strategies (paying to place ads on TV, radio, billboards, transit, online platforms, or in print media)
- Earned media strategies (generating free coverage in the press and through public service announcements)
- Social media strategies (sharing messages and engaging audiences on social networking sites like Facebook and Twitter)
- Program communications (delivering messages through program websites and stakeholder communications)

Tobacco control communications often focus on the following messages:

- Motivating tobacco users to quit
- Protecting people from the harms of secondhand smoke exposure
- Changing social norms to prevent tobacco use initiation

### **Why are Media Interventions Important?**

Media Interventions are a critical part of comprehensive tobacco control programs. Effective Media Interventions can raise awareness about the dangers of tobacco use, increase community support for tobacco control programs and policies, and reduce tobacco use. In addition, Media Interventions are used to counter tobacco industry advertising and promotion, primarily as the industry increasingly uses new advertising tactics to market products.

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<sup>1</sup> (Fatma Romeh M Ali ,Kristy L Marynak, Yoonsang Kim, Steven Binns, Sherry L Emery, Yessica Gomez, Brian A King, 2019)



**What Media Intervention are Grantee allowed?**

<b>South Dakota Premade Material</b>	<b>Coalition Made (DOH must preapprove all materials before publication) At the Coalition/Grantee Costs</b>	<b>Incentive items <b>Must be paid through ancillary</b> DOH Approval needed</b>
Newspaper Ads (BeFreeSD)	Newspaper Ads (BeFreeSD)	T-shirts
Radio Spots (BeFreeSD)	Radio Spots (BeFreeSD)	Lanyards
Banners (SD-TPC)	Coloring Books/ Coloring Contest	Cups
Poster (Catalog)	Handouts (must prove DOH does not have something similar)	Pencils, Highlighters, Erasers
Handout Materials (Catalog)	Digital Board Messaging	Pins
Building/Property signage/ads	Ads on bills (water, trash, utilities)	Drink Holders
Ads on bills (water, trash, utilities)	Newsletters	Stress Balls
SD QuitLine Stickers (SD-TPC)	Sports/Events Programs	Hot and Cool Packs
Window Clings	School Planners	Candy Wrapper
Pens	Sandwich Broad	Key Chains
	Church Bulletin	Hats
	Stickers (with Coalition Logo, SD QuitLine Info)	Fly Swatter
	Table Tents	Personal Hand Fan
	Calendars	Bandannas
	Awards	Tote Bags
	Posting SD QuitLine info on Policy	Hand Sanitizer
	Banners at Sporting/Community Events	Lip Balm
		Tissues
		Fidget Spinner