



## **BE(YOU) TEEN OUTREACH GRANT REQUEST FOR PROPOSAL**

The Fairbanks Wellness Coalition's (FWC) purpose is to foster wellness through primary prevention and advocacy. As part of our work, we hope to prevent the use of teen drinking, dispel the stigma of accessing behavioral health assistance, and promote resilience and wellbeing among teens (ages 12 to 18) in the Fairbanks North Star Borough. As part of our prevention efforts, the FWC is developing positive community norming messages for teens (ages 12-18) that combine emphasizing the positive, hopeful fact that the majority of local teens don't use alcohol, promoting the importance and acceptability of seeking behavioral health services, and educating peers on sources of strength and protective factors against suicide. Positive Community Norms messaging is a proven prevention method developed by the Montana State University Center for Health and Safety Culture, <https://chsculture.org>. The intent of these messages is to communicate that teens do and can partake in healthy activities as a protective factor.

It was decided in 2017 that teen outreach groups are needed to carry out the Alaska Wellness Coalition's Be(You) message that 78% of Alaskan Teens don't drink - from 2013 (77% in the borough in 2015 - applies to the larger student population, 78.8% in 2017 - applies to the borough teen YRBS survey takers). This message is meant to prevent underage drinking.

Why state the positive rather than the negative? People often perceive that the behavior of others is worse than it is for a variety of reasons, e.g. sensationalism in news and social media. Although they themselves aren't necessarily behaving in a negative way, they perceive that more people are engaging in that behavior because it is what they are exposed to. This leads to the likelihood that they themselves may engage in the negative behavior. Once people understand what the actual social norm is, they are more likely to adhere to it, thereby contributing to the positive norm. Be(You) messages are hopeful and also must include the concern, i.e. underage drinking is dangerous. This is based on research through the Center for Health & Safety Culture under Montana State University, [www.chsculture.org](http://www.chsculture.org).

To deliver these messages to those aged 12-18 through positive activities, the FWC is offering grants from \$500-\$7500 to youth-serving organizations to organize a team consisting of at least

one adult advisor and a minimum of five teens. A team may consist of middle school or high school aged teens, or a mix of both. An advisor may apply for multiple grants for multiple teams. There is an optional cash match of 10% of the total amount awarded. No state or federal funds may be used for the optional cash match. This award is contingent on continued funding being awarded by the State of Alaska Department of Health and Social Services.

Proposals will be reviewed on a rolling basis by the FWC. Submit the required proposal documents by email to Jasmine Richardson at [info@fairbankswellness.org](mailto:info@fairbankswellness.org)

- A. Eligibility - Eligible applicants include 501(c)3 nonprofit or equivalent organizations located in the Fairbanks North Star Borough. Equivalent organizations may include tribes, schools, churches, local government agencies, and programs. Ineligible applicants include individuals; for profit, 501(c)4 or (c)6 organizations; organizations not based in the Fairbanks North Star Borough; state and federal government agencies.
- B. Required Proposal Documents
  - a. Agency Questionnaire (Attachment 1)
  - b. Project Budget (Attachment 2)
  - c. Action plan (Attachment 3)
  - d. Job description or resume of the program manager and agency director
  - e. If a 501(c)3 agency, attach a signed W-9
- C. Required Scope of Work (all costs must be included in the budget)
  - a. Use approved Be(You) messages downloadable from the Alaska Wellness Coalition's Be (You) website.
  - b. Plan and implement at least two events open to the focus population (e.g. school assembly, community event). At least one event must take place before January 2023 and the second one completed by May 13, 2023.
  - c. Coordinate with and contribute to statewide Be(You) efforts to ensure local messages are complimentary.
  - d. Participate in at least one prevention-focused or social media training event to increase the team's skills.
  - e. Plan and carry out a FWC approved social media advertising campaign utilizing age-appropriate social media to spread the Be (You) messages among the focus population; to be completed by June 30, 2023.
  - f. Share locally produced PSA with FWC.
  - g. As part of messaging, share the local underage drinking statistics found on the State of Alaska website at:  
<http://dhss.alaska.gov/dph/chronic/pages/yrbs19.aspx>.
  - h. Distribute Be(You) promotional materials provided by the Alaska Wellness Coalition or statewide organizers as needed. Purchase and distribute additional promotional materials (e.g. posters, stickers).
- D. References/Contacts - Please refer any questions to the FWC Wellness Specialist, Jasmine Richardson, (907) 888-3430, [info@fairbankswellness.org](mailto:info@fairbankswellness.org)



**BE(YOU) TEEN OUTREACH  
GRANT APPLICATION**

**Agency Questionnaire**

Email this completed questionnaire and other required proposal documents to the FWC's Wellness Specialist, Jasmine Richardson, at [info@fairbankswellness.org](mailto:info@fairbankswellness.org). If you would like to receive the RFP in a different format, please reach out to Jasmine. Applications will be reviewed on a rolling basis.

Provide the following agency information:

Name:

Mailing Address:

Website:

Point of Contact:

POC Job Title:

POC Email:

POC Phone Number:

Is your agency a 501(c)3? If so, what is the EIN?

If your agency is not a 501(C)3, please explain why it is still relevant:

Years agency has been operating:

**Agency Narrative**

Describe your agency's mission and how this work fits with the mission. Limit your answer to 400 words.

Explain how your staff is qualified to complete the goals of the Be(You) grant. Limit your answer to 400 words.

## Project Budget

<b>Budget Categories</b>	
Salaries/Wages:	
Other Personnel Services:	
Staff Travel:	
Facility (telephone, heating, electric, water/sewer, trash removal, etc):	
Supplies (excluding promotional materials):	
Promotional Materials:	
Total Costs:	
Match (Yes/No):	

Budget Narrative: Provide a description of the budget to include a short explanation of each line item above. Also, include if you are able to meet an optional 10% cash match. If you are able, include how.

## Action Plan

Task	Who is responsible?	End Date

Action Plan Narrative: Describe your action plan to implement and manage the scope of work required. For each task, briefly describe the desired goal and how it will contribute to meeting grant objectives. Limit your response to 750 words.



**Sample Quarterly Reporting, based on FY22**

Which of these options best describes the funded activity? Please indicate only 1.

Local media campaign, speaking engagement, health fairs, information & resource sharing, other.

Which of these options best describes the intended focus population for this activity? Please indicate only 1.

Young children (0-5), Elementary aged children (6-10), Youth (11-18), All children & youth, Young adults (19-24), Seniors/Elders, All adults, Community (all ages), Families (children & parents), Parents, School staff & students, school staff (only), Program staff, Coalition, Statewide audience.

**Sample Quarterly Reporting, based on FY22**

**Be [You]  
FY23 Quarterly Program Report**

**1. Name of Be[You] team coordinator:**

**Name of adult mentor:**

**Number of current team members and their first names (minimum of 5 required):**

**Deliverable #1a. Use approved Be[You] messages downloadable from Alaska Wellness Coalition's Be[You] website.**

- How many Be[You] messages were downloaded and used?
- How were these messages distributed (e.g. social media, events)?

**Deliverable #1b. Plan and implement 5 Be[You] awareness events for local teenagers.**

- How many awareness events were accomplished this quarter?
- Explain who, what, when, where and how of these events.
- How many estimated teens attended each event?

**Deliverable #1c. Coordinate with and contribute to statewide Be[You] efforts to ensure local messages are complimentary.**

- How many statewide [Be You] meetings or teleconferences were represented by Be(You) efforts?

- If there were no meetings or teleconferences held this quarter, did a Be[You] representative communicate via email or phone with statewide Be[You] organizers?

**Deliverable #1d. Plan and carry out an approved social media advertising campaign utilizing age-appropriate social media to spread Be[You] messages among teen-agers; must be completed by June 30, 2023.**

- Has the campaign been approved by FWC?

- How many campaign activities were carried out this quarter? 4 Events

- Approximately how many teens were reached with campaign activities this quarter?

- Was there anything unique about the demographics compared to borough-wide statistics (e.g. age, gender, ethnicity/race) of the teens who attended?

**Deliverable #1e. Share any locally developed PSAs with FWC.**

- Were there any PSAs developed this quarter? If so, please send them as a link in this report or send in a separate email. We did not make any PSAs.

**Deliverable #1f. As part of messaging, share local underage drinking stats provided by the Fairbanks Wellness Coalition.**

- Did messaging this quarter include local statistics?

- How were local statistics shared?

**Deliverable #1g. Distribute any Be[You] promotional materials provided by the Alaska Wellness Coalition or statewide organizers. As needed, purchase and distribute additional promotional materials (e.g. posters, stickers).**

- How many (estimates are fine) and what type of Be[You] promotional items were given away this quarter?

**Deliverable #2a. Acknowledge the Fairbanks Wellness Coalition and the State of Alaska as funders using the guidance in the agreement.**

- Was the FWC acknowledged as a funder this quarter, according to guidance?

- Was the State of Alaska acknowledged as a funder this quarter, according to guidance?

**Deliverable #2b. Maintain an approved budget for \$7500 (includes cash match) utilizing the format provided by the FWC. Budget revisions of 10% or more must be approved by the fiscal agent.**

- Has the budget been approved for this year?

- Are budget revisions of 10% or more needed for this quarter? If so, have they been submitted for approval?

**Deliverable #2c. Provide a minimum of \$250 of in-kind (volunteer time, donated or discounted materials or services provided by team members, or others) documented on forms provided.**

- Include filled out quarterly in-kind forms with submission of this report.

**Deliverable #2d. Report quarterly program progress (minimum 1 paragraph) starting in February to the FWC staff via email at [info@fairbankswellness.org](mailto:info@fairbankswellness.org) the first Friday of the new quarter.**

- Was an email update sent each quarter?

**Deliverable #2e. Provide quarterly program and financial reports by the 15th day following the end of the quarter to the FWC staff ([info@fairbankswellness.org](mailto:info@fairbankswellness.org)) using the forms provided.**

-----

-Are there additional details you would like to share about your efforts?

-How can FWC better support your efforts?

FWC Staff Comments Only:

FWC Grant Review Committee Comments Only: