2024-2025

South Dakota Tobacco Control Program

Tobacco Youth & Community Engagement

Request for Application Guide

2024-2025

APPLICATION DEADLINE: March 15, 2024, at 5:00pm CT

Request for Application Information (RFA) can be found at:

https://quittobaccosd.com/resources/request-for-application

https://doh.sd.gov/programs/grant-opportunities/

2024-2025

TOBACCO YOUTH & COMMUNITY ENGAGEMENT REQUEST FOR APPLICATION TIMELINE

January 19, 2024	Application Release & Recorded Video Posted on [QuitTobaccoSD](#)
March 15, 2024 by 5pm CT	**Submission Deadline** for Application within Catalyst120
April 26, 2024	Tentative Award Notifications *Applicants will be notified of funding decisions by email.*
Within 10 business days of award notification	Awarded recipient must accept RFA award within Catalyst120 by 5:00pm CT.
June 1, 2024- May 31, 2025	RFA Funding Cycle
May 31, 2025	Final Reports & Success Story Due

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 Tobacco Youth & Community Engagement RFA is to support local community and organization-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 Tobacco Youth & Community Engagement RFA is designed to focus on engaging youth and young adults as well as their community in tobacco including tobacco prevention (including e-cigarettes) and cessation.

The SD-TCP will provide support for the Tobacco Youth & Community Engagement awarded 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 funding cycle. To find your Regional TPC and ask questions, visit QuitTobaccoSD.

The SD-TCP also provides funding through the Disparities RFA, which is offered on a similar funding cycle and focused on priority populations in South Dakota. Please view the *TCP RFA Decision Tool*, found at QuitTobaccoSD, to determine which program best fits your chosen tobacco prevention and cessation activities. Applicants may apply for both RFAs if they meet individual RFA eligibility criteria and do not duplicate activities within both RFAs.

Please note the following definitions regarding this work:

- <u>Tobacco or Tobacco Product:</u> Any item made of commercial tobacco intended for human consumption, including cigarettes, cigars, pipe tobacco, smokes tobacco, nicotine pouches, and e-cigarettes. *This does not refer the traditional tobacco of our Northern Plains American Indians.*
- <u>Vapor Product:</u> Any electronic cigarette, electronic cigar, electronic cigarillo, 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 device. The term 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.

RFA OVERVIEW

The Tobacco Youth & Community Engagement RFAs are awarded to local government and non-profit community-based organizations, coalitions, and groups that support the SD-TCP mission. Examples include, but are not limited to, youth groups, schools, post-secondary institutions, civic associations, service clubs, healthcare organizations, faith-based organizations, parent groups, neighborhood associations, and local community coalitions.

The Tobacco Youth & Community Engagement RFA is designed to invest in projects that address the goals outlined in the *South Dakota Tobacco Control State Plan*:

- Goal 1: Prevent tobacco use among youth and young adults.
- Goal 2: Promote quitting of all tobacco products.
- Goal 3: Eliminate all types of exposure to tobacco use.
- Goal 4: Strive to achieve health equity in tobacco control.

Applicants are required to select at minimum <u>one goal</u> area but are welcome to apply for all goal areas as they see applicable.

Awarded Recipients should focus their efforts on supporting and implementing evidence-based interventions and activities that specifically focus on youth (under 18 years old), young adults (18-24 years old), or community-based efforts to learn about tobacco prevention and cessation.

Although <u>not required</u>, applicants are strongly encouraged to use RFA funds to create, improve, implement, and/or enforce policies that include e-cigarettes. Especially in youth or young adult attended facilities or events. Policy work is one of the best resources to have when it comes to decreasing commercial tobacco use.

Partnerships between entities are encouraged to complete activities, but not required.

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. Provide services 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 (using given Excel template) appropriate for the level of activities planned.

APPLICATION GUIDELINES

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

1. The maximum RFA award is **$25,000** per applicant. The minimum RFA award is **$5,000** per applicant. The SD-TCP reserves the right to fund less than the total amount requested.
2. RFAs are approved for one funding cycle (June 1, 2024- May 31, 2025). Continued support for subsequent years requires resubmission, review of RFA progress, budget management, and availability of grant funds.
3. 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 RFA opportunity if it is in the best interest of the SD-TCP.
4. Use as much detail as necessary to fully respond to the criteria yet be as concise as possible.
5. Funding will be based on points allocated within this RFA guidance.
6. Funds may be applied to support existing or new projects. However, applicants must demonstrate the requested funds do not supplant/replace existing funding.
7. Past performance of organizations who have previously received SD-TCP funds will be considered when reviewing applications.
8. Weight will only be given for the required materials/documents. Additional materials/documents will not be considered as part of your RFA's final score.
9. Late or incomplete applications will not be considered for review. Once an application is submitted, it is considered final and will be approved or declined for funding upon review.
10. **Applications must be submitted within Catalyst120 by 5:00p.m. Central Time (CT) on March 15, 2024. Technical assistance will be available until 3:00pm CT on submission date.**

Applications must be completed within Catalyst120. For step-by-step instructions on completing the application within Catalyst120, view our Catalyst120 Walkthrough found on QuitTobaccoSD .

The following components are required elements of a complete application and must be included to be eligible for funding consideration. (See Appendix A for Catalyst120 Submission Checklist).

> **Please Note:** If you are an applicant new to Catalyst 120 and do not have a username and password, email Hilary.Larsen@state.sd.us with the subject line "Tobacco RFA Log-In" and include the following information in the body of your email:
>
> - First and last name
> - Position/Title
> - Email Address
> - Organization Name
> - Organization Address
> - Phone number
> - Identify RFA you are planning to apply for

Catalyst120 Application

Part 1: General Information

Please fill out the application in its entirety with the required information below.

1. **Contact Information & Fiscal Agent:** Complete all contact information regarding your contact information and fiscal agent. List partnering partnerships that will be within your application if applicable.
2. **Need/Capacity/Sustainability (15 points):** Provide a brief description regarding the need in your community for the proposed activities. If you can provide data gathered in your community, please do. Also address your organization's ability to carry out these activities while bringing together stakeholders. Explain how you plan to have sustainability throughout the funding year. (Limit to an estimated 15 sentences).
3. **Required Supporting Documents (15 points):** This will be completed by attaching documents within the "Attachment" section.
   a. **Organization/Fiscal Agent Policy:** Submit the tobacco use policy for the applicants designated fiscal agent. If there is not a current policy, the awarded recipient is *required* to establish a policy in the workplan under the selected strategy.
   b. **Letters of Support**: Applicants should include letters of support from 2 partner organizations. Letters should be written by individuals who are authorized to speak on behalf of the organization. Letters may not be written by a SD-TCP staff member or contractor.
   c. **Additional Policies (if applicable):** If a workplan intends to work on improving or enforcing a policy (other than fiscal agent), please provide a current copy of the policy.
   d. **Proof of Organization:** Provide a copy of your fiscal agent's W-9 and certificate of commercial general liability insurance.

Part 2-5: Workplan Activities (35 points)

The application contains four Goal Areas. There are no requirements on how many Goal Areas are covered. You may apply for more than one activity within a Goal Area. Within the workplan, you will

find there are separate text boxes for activities. Below is a reference to appendix for the following assistance when writing your workplan.

- Appendix B: Approved Activities & Guidance
- Appendix C: Approved Curriculum Information
- Appendix D: Funding Limitations
- Appendix E: Media Guidance

Activity Requirements: For each activity, describe in detail the proposed activities, how you plan to accomplish the activities, how it is evidence-based, and identify the timeframe this activity will take place. Be specific how this activity will impact the population you are working with. Including information on how you plan to evaluate your activities is encouraged.

At the end of each Goal Area, there are three questions regarding if any of the activities within this Goal Area include media, what kind of media, and QuitKit/Educational kits.

If an activity includes providing signage, see the FAQ found at QuitTobaccoSD regarding stipulations.

A small selection of promising practices have been pre-approved for this RFA. If you are applying for one of these activities, justification is required. In order to apply for a promising practice activity, you must also include other evidence-based activities within your application other than QuitKits or Educational Kits. To see the pre-approved list, see Appendix B.

Part 6: QuitKit/Educational Kit Details (only required if doing Kits)

Kits are optional activities and should not take up more than 15% of your total budget. The 15% limit is reflective of time associated with assembling and delivering kits and cost of kit supplies. Justification for going over the 15% total budget can be provided in 'Special Notes'.

Kits cannot be the only activity in a workplan. Other activities within one of the four goal areas must be present.

If you are creating a QuitKit and/or Educational Kits throughout your application, you will be required to fill out this section of the application. Required information includes:

- Identify if QuitKit or Educational Kit
- Identify which Goal Area(s) and Activity Number(s) does this kit applies.
- Intended Recipients
- Number of Estimated Hours –Hours are associated with assembling and delivering of kits.
- Estimated Number of Kits
- Items & Quantity for Kits
- Cost per Kit - The maximum dollar amount to request per Kit is $8.
- Special Notes (not required) – if the hours identified go over the 15% total guidance, you may justify here. This could include if you do more than just assemble and deliver kits. For example, holding an educational meeting with clinic staff to learn about the kits.

Educational Kits include items that provide prevention and cessation education to whom it is being delivered in an effort to spread knowledge and awareness. This may include but is not limited to brochures, business cards, pamphlets, activity worksheets, etc.

QuitKits are for someone who is ready to quit tobacco use. Items are targeted towards educating someone on how to help, where they can get assistance, and tools that can help them throughout their quitting process, if not until they can get professional help.

Part 7: Media Justification (Over 50% Budget)

The SD-TCP knows that sometimes media activities are needed and/or can take over 50% of a budget. If your total media is over 50%, provide justification on why your media is so high and what your intentions are with media and how it will impact and reach your target audience. If you have any additional information regarding your plan to strengthen your justification, please feel free to include.

For additional media guidance, see Appendix E.

Budget (35 points)

YOU WILL NOT USE THE BUDGET SECTION BUILT INTO CATALYST120. PLEASE DOWNLOAD THE EXCEL TEMPLATE FROM THE ATTACHMENTS SECTION.

Applicant must submit their budget using the Budget Worksheet Template provided in the "Attachment" section in Catalyst120. Applicants will download the document, complete, and reupload their budget into "Attachments" (See the Catalyst120 Walkthrough for more information). Applicants **must provide detailed justification for costs** of all activities and stipend requested throughout the workplan.

Budget request guidelines:

- Ancillary Costs may not take up more than 10% of the awarded budget. Ancillary costs can include meeting expenses and educational incentive items.
- Stipends requests must give an approximate number of work hours and will be given at an hourly maximum rate of $23/hour. Justification for a higher stipend can be provided but is not guaranteed to be awarded. If higher stipend is denied by SD-TCP, rate will be altered to the maximum rate.
- Media total will be limited to 50% of applicant's total budget. If over 50%, applicants are able to provide a justification within Part 7 of the Catalyst120 application.
- In-kind contributions are not required for this RFA but may be included if they clarify a budget request.
- If planning travel for an activity, the proposed budget must use the state mileage rate which can be found at https://bhr.sd.gov/files/travelrates.pdf.
- Travel expenses related to SD-TCP sponsored training such as the Tobacco Control Institute and approved curriculum trainings will be directly reimbursed by the SD-TCP and should not be included in your budget request.
- Administration/Salary fees may include time for completing RFA agreement requirements.
  - This includes time of reporting, meeting with Regional TPC, and attending four of seven Best Practice webinars. Please note, the RFA only requires one person to attend webinars.

Although we welcome more than one person from an awarded recipient to attend, we will only pay for one attendees' time.

- o Time for work around social media associated RFA activities is limited to 10 hours per quarter.

PROGRESS REPORTING

Awarded recipients will be required to report on the minimum reporting:

1. Set Target Performance Measures Goals in Catalyst120 with your TPC in June 2024.
2. Complete Quarterly Performance Measures, Qualitative Context, and Fiscal Reports in Catalyst120. Reporting schedule is as follows:
    a. Quarter 1 due August 31, 2024
    b. Quarter 2 due November 30, 2024
    c. Quarter 3 due February 28, 2025
    d. Quarter 4 due May 31, 2025
3. Success story submission must be completed by the end of the funding cycle. Submission can occur by using the proper template provided by SD-TCP and uploading into Catalyst120 or doing an interview with your Regional TPC.
4. Schedule quarterly in-person progress meetings with your Regional TPC at a minimum.
    a. Although not required, monthly stakeholder meetings are strongly encouraged to ensure timely progress of application goals and strategies.
5. Check-in monthly via email, virtual, or phone with Regional TPC at minimum.

> A set of performance measures has been established to enhance evaluation for the Tobacco Youth & Community Engagement RFA. Measures include outreach activities, resource dissemination, media, and policy. If awarded, your Regional TPC will work with you on the guidance of your documentation of the Year Target and quarterly performance measures within Catalyst120.

AWARD PROCEDURES

Applicants will be notified regarding denial or acceptance award status through email by April 26, 2024, or as soon as the SD-TCP can notify applicants. Successful applicants will then be required to meet with their Regional TPC to finalize work plans and budgets. The RFA funding cycle will be June 1, 2024-May 31, 2025. The SD-TCP reserves the right to award less than the total amount requested. All funding decisions by the SD-TCP are final.

Awarded applicants are eligible to receive reimbursement for work after a RFA Agreement/contract has been signed and the first invoice is submitted. Reimbursement payments are contingent on timely receipt of progress reports and submitted fiscal invoices.

Awarded recipients must agree to the following requirements:

- Awarded recipients organization/fiscal agent holds a tobacco-free policy. If policy is not in place, organization/fiscal agent agrees to implementing a policy within the funded RFA year.

- Awarded recipients will not accept funds from any tobacco company or affiliated companies/groups.
- Complete all activities funded by the SD-TCP and outlined in the workplan as part of the RFA agreement.
- RFA funds are to be used for efforts which are new and or a clear expansion of tobacco control efforts.
- Ensure RFA funds will be used for tobacco control efforts not associated with lobbying for laws or ordinances.
- Obtain prior written approval for changes to the budget and workplan submitted if changes are requested throughout the funding year.
- Obtain written approval from the SD-TCP prior to changing of RFA facilitators or fiscal agents.
- The fiscal agent must carry commercial general liability insurance coverage that cannot be paid for with RFA award funds.
- Maintain phone and email capability. Notify the SD-TCP of any changes in contact information.
- Acknowledge SD-TCP as the funding source for any SD-TCP funded material. The use of the South Dakota QuitLine, Honor Every Breath, Vaping Sucks, More Good years, Watch Your Mouth, The Last Smoke logos, and any SD DOH brands are protected and cannot be utilized without the SD-TCP's written permission.
- Agree to circulate the SD-TCP's action alerts and promote events through its members and partners.
- Follow progress reporting requirements.
- At minimum, the RFA lead person must complete the [South Dakota Tobacco Control Orientation Toolkit](#) training. Additional personnel may be required at the discretion of the Regional TPC. Upon completion, certificates will be presented once a completion score of 80% or higher is achieved. Awarded recipients will be required to send completed certificate to your Regional TPC.
- If using SD-TCP funds to work with a school district, the participating school district agrees 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.
- Establish and maintain communication with your TPC (at minimum once per month) including invitations to meetings at least two weeks in advance.
- At minimum, the RFA facilitator or awarded recipients representative must participate in **four** of the seven webinars in the Best Practices Webinar series.
- Attend the 2025 Tobacco Control Institute (date and location to be determined) by at least **two** representatives from awarded recipient organization. If two representatives are unavailable, awarded recipients will be required to reach out to their TPC for guidance <u>prior</u> to registration deadline.

TECHNICAL ASSISTANCE & QUESTIONS

The SD-TCP is committed to providing quality technical assistance whenever requested. However, to ensure no preferential treatment, applicants are expected to complete application forms and develop proposals without assistance from DOH or entities with whom the DOH currently contracts. Questions will be taken to clarify any confusion on the application. Some commonly asked questions have been compiled and posted already on QuitTobaccoSD titled *South Dakota Tobacco Control Program RFA 2024-2025 FAQ.*

Questions can be submitted to the SD-TCP via email to DOH.info@state.sd.us. Please indicate in email title "Tobacco Youth & Community Engagement RFA Question". Every question will be provided with individual assistance. All questions will be compiled and shared periodically on QuitTobaccoSD for all applicants to be provided the same information. The SD-TCP reserves the right to not update this document after March 1, 2024.

For assistance with Catalyst120, please contact Spectrum Health Policy Research, Catalyst Support by calling (770) 935-0958 or emailing support@catalyst120.com.

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

- QuitTobaccoSD
- SD QuitLine | Ready to Quit?
- Vaping Sucks
- More Good Years
- The Last Smoke
- Honor Every Breath
- Department of Health Website
- DOH Educational Materials Catalog

South Dakota Tobacco Control Program Resources

- South Dakota Tobacco Control State Plan
- South Dakota Tobacco-Free Model Policies
- South Dakota Tobacco Control Program Media Library
- TRAIN South Dakota: Learning Network

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 Evidence Based User Guides

- o Guides available for: Best Practices for Comprehensive Tobacco Control Programs-2014, Partnerships, Cessation, Healthy Equity, Putting Evidence into Practice, Youth Engagement, Native Communities, Mapping Techniques, and more.
- [E-cigarette Use Among Youth and Young Adults: Report of the Surgeon General, 2016](#)
- [Know the Risks: E-cigarettes & Young People](#)
- [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: Catalyst120 Submission Checklist

Attachments to Upload in Catalyst120:
- ☐ Required Supporting Documents **(15 points)**
  - o Organization/Fiscal Agent Policy
  - o TWO Letters of Support
  - o Additional Policies (if applicable)
  - o Proof of Organization
    - ▪ W-9
    - ▪ Certificate of commercial general liability insurance
- ☐ Budget Excel Worksheet with <u>detailed</u> justification **(35 points)**

Part 1: General Information
- ☐ Contact Information & Fiscal Agent
- ☐ Need/Capacity/Sustainability **(15 points)**

Part 2-5: Workplan Activities (35 points)
- ☐ Proposed activity
  - o Description
  - o Identified timeframe
- ☐ End of each Goal Area with proposed activities:
  - o Answered all 3 questions regarding media usage, types of media usage, and kits.

Part 6: QuitKits/Educational Kit Details (only required if doing Kits)
- ☐ Identify if QuitKit or Educational Kit
- ☐ Identify which Goal Area(s) and Activity Number(s) does this kit applies.
- ☐ Intended Recipients
- ☐ Number of Estimated Hours
- ☐ Estimated Number of Kits
- ☐ Items & Quantity for Kits
- ☐ Cost per Kit
- ☐ Special Notes (not required)

Part 7: Media Justification (Only if over 50% of total budget)
- ☐ Justification on media budget total being over 50% of total budget.

CLICK SUBMIT!

APPENDIX B: Approved Activities & Guidance

For each activity, describe in detail the proposed activities, how you plan to accomplish the activities, how it is evidence-based, and identify the timeframe this activity will take place. Be specific how this activity will impact the population you are working with. Including information on how you plan to evaluate your activities is encouraged.

The SD-TCP is currently updating toolkit activities. Activity details and a list of activity ideas can be found in a PDF document titled "RFA Fundable Activities 2024-2025" at QuitTobaccoSD.

If an activity includes providing signage, see the Q&A found at QuitTobaccoSD regarding stipulations.

A small selection of promising practices have been pre-approved for this RFA. If you are applying for one of these activities, justification is required. In order to apply for a promising practice activity, you must also include other evidence-based activities within your application other than QuitKits or Educational Kits. Pre-approved activities may still have limitations/allowances based on event or activity. Therefore, the SD-TCP reserves the right to reject an activity, in whole or in part.

Pre-approved promising practices include:

- Hidden in Plain Sight (Note: The SD-TCP will not fund purchase of tobacco products)
- Prevention education day or event
- Coloring or drawing contest
- Purchasing of advertisements (such as banners) at events to promote tobacco education (Ex: Rodeo events)
- Innovative educational experiences (Does not include speakers, unless SD-TCP staff or partners are unqualified to speak on the topic.)

APPENDIX C: Approved Curriculum Information

Funds may not be used for purchasing of approved curriculum; although, funding may be used toward lesson supplies and time of service preparing, presenting, and completing follow up of the curriculum activities. Remember stipend requests will be given at an hourly maximum rate of $23/hour unless provided justification for a higher rate is approved. To estimate a cost estimation, you may use the following calculation:

Hours x Cost of trainer per hour x Number of trainings = Total

Don't forget to calculate if you are implementing a curriculum more than once

Curriculums SD-TCP Offers Assistance

(Supports free trainings and helps purchasing of curriculum materials)

CATCH My Breath	INDEPTH	Wyman's Teen Outreach Program® (TOP®)
• 5th-12th grade • 4 lessons • Mini-lessons available for K-8th on substance misuse. • Training and materials are free	• Alternative to suspension curriculum • 4 sessions • Training and materials are free	Details of this program are still being worked out within the SD-TCP. If you are interested in completing this program within your 2024-2025 workplan, please indicate in application and budget for roughly 25-30 hours for one cycle of the program. Facilitator training will be directly reimbursed separately from the TYCE RFA.
Samantha Skunk • K-4th • Prevention • Peer to peer presentation • Materials available for checkout from SD-TCP	Not On Tobacco • Alternative to suspension/Cessation • Ages 14-19 • 10 sessions • Facilitator training is $400	
Botvin LifeSkills (Elementary through High School)	Too Good for Drugs (Elementary through High School)	

Curriculums SD-TCP Supports but No Assistance Provided

- NOT for Me (Self-guided module for students)
- Vaping: Know the Truth (Self-guided module for students 8-12th grade)
- Project SUN: Stop the Use of Nicotine (Youth cessation for American Indian youth) – if interested contact SD-TCP for more information.
- You and Me, Together Vape-Free (Stanford Medicine Tobacco Prevention Toolkit)
- My Healthy Futures (Stanford Medicine Tobacco Prevention Toolkit)

If you have any questions regarding a specific curriculum, contact Hilary Larsen at Hilary.Larsen@state.sd.us. She will direct you to the staff member who can best help you.

APPENDIX D: Funding Limitations

Funds may not be used for/to:

- Purchasing CATCH, Botvin LifeSkills, INDEPTH, or NOT curriculum or facilitator training fees; although, funding may be used toward lesson supplies and time of service preparing, presenting, and completing follow up of the curriculum activities.
- Purchase billboards or pay for booth rental at public events such as health fairs or trade shows. Exception: RFA funds may be used for booth rentals only when booths are designed to counter pro-tobacco influences (i.e. past tobacco company sponsorship/presences) at the event. If requesting funding for booth rental, please explain the pro-tobacco influences at the event in your application.
- Purchase of popcorn or pharmacy bags.
- Purchase E-Cigarette Vapor Detectors.
- Purchase or accept any materials or curriculum developed or promoted using tobacco industry funding.
- Trainings or speakers unless approved by the SD-TCP.
- Purchase permanent equipment (laptops, printers, T.V.s, furniture, etc.)
- Sponsorship or activities that solely promote the awarded recipients. (Example: paid messaging that does not include prevention or cessation messaging).
- Sponsorship of individuals.
- RFA to individuals, or to organizations with a conflict of interest, including but not limited to those directly or indirectly affiliated with the promotion and/or distribution of tobacco products and materials as described in this RFA Application.
- Supplant funds from other sources for existing operating expenses, indirect costs, or other expenses of activities currently being conducted. Applicants must maintain current levels of an effort supported by other or pre-existing funding sources. RFA funds are to be used for efforts which are new and or a clear expansion of tobacco prevention efforts by awarded recipients.
- Lobbying activities, research, construction, or renovation.
- 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.
- Political parties, candidates, partisan political organizations, individuals, or "for profit" businesses.

APPENDIX E: Media Guidance

South Dakota Tobacco Control Program's Media Library can be found at
https://quittobaccosd.com/resources/media-library

What are Media Interventions?
Media interventions study and use 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, Instagram and X (formerly known as 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.

Examples of media interventions allowed:

South Dakota Premade Material (awarded recipients must tell TPC of any media placement)	Coalition Made (DOH must preapprove all materials before publication) At the awarded recipient's costs	Incentive items Must be paid through ancillary DOH Approval needed
Newspaper ads (QuitSD)	Newspaper ads	T-shirts
Radio Spots (QuitSD)	Radio Spots	Lanyards
Banners (TPC)	Coloring books/ Coloring contest	Cups
Poster (catalog)	Handouts (must prove DOH does not have something similar)	Pencils, Highlighters, easers
Handout Materials (Catalog)	Digital board messaging	Pins
Building/Property signage/ads	Ads on bills (water, trash, unities)	Drink holders
Ads on bills (water, trash, unities)	Newsletters	Stress balls
Window clings	Sports/Events Programs	Hot and Cool packs
Pens	School Planners	Candy wrapper
	Sandwich Broad	Key Chains
	Church bulletin	Hats
	Stickers (with Coalition Logo, Quitline, Info)	Fly swatter
	Table tents	Personal Hand fan
	Calendars	Bandannas
	Awards	Tote bags
	Posting Quitline info on Policy	Hand Sanitizer
	Banners at sporting/ community events	Lip balm
	Usage of any SD-TCP branding or ads (QuitSD)	Tissues
		Fidget spinner

Budget Allocation:
Media costs should not makeup more than 50% of the budget. If awarded recipients request more than 50%, they most provide justification for the additional funding and will be reviewed on a case-by-case bases. When requesting more than 50% for media, awarded recipients must provide a narrative on how the awarded recipients plan on evaluating the success of their media efforts.

Media Requests & Stipulations:

Media guidelines set by the SD-TCP are created to protect the program's brands and ensure standards. If using SD-TCP funds, details regarding media guidelines and submitting requests are as follows:

- Media requests must be <u>discussed and approved</u> with the SD-TCP prior to purchasing any advertising space. Failure to receive approval may lead to termination of funding agreement.
- Preapproval from the SD-TCP is needed for any development, creation, or altering of materials (such as handouts, signage, radio scripts, ads, etc.). Awarded recipients must justify why they cannot use premade materials provided by the SD-TCP with request and allow for an approval timeline of up to 10 business days.
  - Awarded recipients will be provided details regarding available ads and what size, color, and formats they are provided in for free in June 2024. If these items do not meet an awardees need and/or require altering of design, layout, logo tagging, printing or set-up to create approved materials is required by the SD-TCP or their contracted media agency, awarded recipients will be <u>invoiced</u> for these services per an agreed upon amount beforehand.
- On any developed or created materials, the awarded recipients will agree to include a statement stating, "Material was developed with funding provided by the Tobacco Youth & Community Engagement RFA."
- Complete any media training requirements established by the SD-TCP to use SD-TCP branding and ads.
- Follow the Social Media Guidelines outlined by the SD-TCP. Please note that social media guidelines are constantly being updated due to the ongoing development and changes that occur with social media (See page 18).
- The use of the South Dakota QuitLine, Honor Every Breath, Vaping Sucks, More Good years, Watch Your Mouth, The Last Smoke logos, and any SD DOH brands are protected and cannot be utilized without the SD-TCP's written permission.
- Awarded recipients will work with their RFA Coordinator to submit media requests for the quarter in for review and approval by the 1st of each quarter. Emergency circumstances or changes to media plans can be discussed with the SD-TCP at time of need.
- Time for work around social media associated RFA activities is limited to <u>10 hours per quarter</u>.

Timeline for Media Requests

Any item that needs to be reviewed must be submitted at a **minimum of 10 business days** to allow for proper channels to have time to process your request. For any ads that need to be modified in any way, please add an additional 5 business day (total of 15 business days) to your timeline when the request is submitted. If you know more than two weeks in advance, we encourage you to submit earlier to accommodate for any questions and/or if staff are out of the office. The <u>10 days begins when the State receives the media request</u>. If you are aware of your RFA Coordinator being out of office, please plan accordingly or request a second contact while they are out.

Please note that if edits would be requested before approval, it could take longer to go through the approval process.

In emergency cases or responses to current events, the SD-TCP can work with you on expediting this timeframe.

Social Media Guidelines

Please note that social media guidelines are constantly being updated due to the ongoing development and changes that occur with social media. These guidelines are in relevance to anytime you would be using SD-TCP funds.

- Social Media that is <u>NOT</u> allowed to be used by any means by organizations who receive funding from SD-TCP: Tik Tok
- SD-TCP Funds may be used for boosting posts, paying for ads, or geofencing on social media platforms. Limitations will apply and be announced in May/June 2024.
- Funds can only be used for tobacco related material that is educational or showcasing a RFA approved activity within your workplan.
- Any social media usage utilizing SD-TCP or other state logos MUST be pre-approved prior to the Quarter it is being posted. Once a post/ad is approved it is good for the current funding year.
- Anything created that states "funded by Department of Health, RFA funding, or Tobacco Control Program" must have pre-approval.
- If an organization has SD-TCP funds, Social Media postings that reflect SD-TCP RFA activities must be pre-approved.
- If creating own posts has nothing with SD-TCP logos, funding wording, or can be linked to the funding provided, they do not need pre-approval.
- Organizations are welcome to share SD-DOH/TCP social media page posts without altering them.
- If an organization is going to post on its social media photos, videos, or ads that have people from an event or community, they are responsible for gathering a form of consent (ex: media release).
- If an organization uses its social media page for event sharing, it can request that DOH social media pages help promote it.
- It is highly encouraged that if a coalition or organization has a social media account, such as a Facebook page, they have this separate from their account.
- Organizations need to use extreme caution when responding to comments. Suppose the organization is unsure how to respond to a specific comment. In that case, they can contact their RFA Coordinator for guidance.
- SD-TCP funds will not pay for any funds associated with influencers on any social media platform.