

# 2023 Youth ESD Prevention Program Funding Opportunity



**Online Application Deadline: Friday, January 27, 2023, 4:00 p.m. HST**

## OVERVIEW

The purpose of this Funding Opportunity (FO) is to prevent the use of Electronic Smoking Devices (ESDs) by Hawai'i youth under age 18. For purposes of this FO, the term ESDs should be interpreted broadly to include all electronic devices that contain nicotine and other substances, both currently existing and created in the future, and are commonly referred to as e-cigarettes, mods, or vapes. Prevention services provided under this grant will be based on the Stanford Tobacco Prevention Toolkit.

Youth ESD use has rapidly increased in Hawai'i, so that the current statewide user rate for high school is the second highest, and for middle school is the highest in the nation. Some neighbor island current user and ever tried rates are significantly above the overall state rates (see Table 1.1). There is anecdotal evidence of ESD use by 2nd and 3rd grade elementary school students in our state.

Table 1.1. Youth Current and Ever Tried Rates, High School and Middle School, YRBS, 2015, 2017, 2019<sup>1</sup>

Grade level	Current use <sup>2</sup>			Ever Tried		
	2015	2017	2019	2015	2017	2019
<b>Middle School</b>						
State	15.7	15.7	17.7	26.3	27.0	30.6
Hawaii	15.7	23.0	20.3	28.4	35.8	36.2
Honolulu	15.4	13.4	16.4	25.3	23.8	28.1
Kauai	12.9	18.5	22.5	24.9	30.0	37.1
Maui	18.0	18.3	18.7	29.6	32.1	33.4
<b>High School</b>						
State	25.1	25.5	30.6	45.1	42.3	48.3
Hawaii	29.5	34.1	35.4	48.7	49.6	56.5
Honolulu	23.4	22.0	28.0	43.2	39.0	44.5
Kauai	18.1	31.3	35.9	45.1	45.3	51.6
Maui	32.5	32.3	36.4	51.6	50.7	58.1

Prevalence rates for smoking combustible cigarettes among Hawai'i high school youth have dropped from 29.2% in 1997 to 7.6% in 2019. This significant improvement is now being threatened by youth initiation and usage of ESDs that are addicting a new generation to nicotine. The rapid increase mirrors national trends described as an "epidemic" by the Surgeon

<sup>1</sup> Hawaii Health Data Warehouse Indicator Based Information System, DOH, Hawai'i Youth Risk Behavior Survey, <http://ibis.hhdw.org/ibisph-view/query/selection/yrbs/YRBSSelection.html>

<sup>2</sup> "Current use" means use of an ESD at least one day during the previous 30 days.

General of the United States. Despite the 2015 enactment of a Hawai'i state law prohibiting the sale of tobacco products, including ESDs, to persons under age 21, youth access to ESDs continues virtually unabated.

Nicotine is a highly addictive substance. Many ESD products deliver nicotine to the user's lungs at much higher concentrations than smoking combustible cigarettes. Nicotine adversely affects development of the adolescent brain and can increase risk for abuse of other addictive substances, and nationally, 30% of regular users reported using THC. Youth who are using ESDs have a higher risk of transitioning to smoking combusted tobacco (cigarettes) compared to youth who do not use ESDs. A growing body of research is documenting other youth health risks caused by nicotine and the other inhaled ingredients from ESDs.

Unlike the laws strictly controlling marketing of other tobacco products to youth, in Hawai'i currently there is no legal restriction on marketing of ESDs to youth.<sup>3</sup> Manufacturers and retailers aggressively market ESD products to youth through digital and social media, radio, print media and other channels. Many ESD products are flavored and packaged to attract youthful users, and 33.2% in 2019 (up from 26% in 2017) of Hawai'i youth have reported that the availability of flavors is a reason they use ESDs. Many young people in Hawai'i and their parents are unaware that ESDs contain nicotine and may believe that the products are safe to use. Despite the fact that 80% of high schoolers report the perception that all e-cigarettes are dangerous, the prevalence of use continues to rise. Currently in Hawai'i, information or counter-marketing to present the facts about ESDs to youth and to discourage youth initiation is not available to youth in all communities.

The target population for the youth ESD prevention program under this RFP is Hawai'i youth under age 18 who are not using ESDs or who have only experimented, to prevent them from becoming regular ESD users.

#### Youth ESD Prevention in Hawai'i

In the past, the Trust Fund supported various community prevention grant programs mostly focused on preventing Hawai'i youth from starting to smoke tobacco. In 2016, in response to the emerging youth ESD epidemic, the Trust Fund created a new youth prevention grant supporting the creation and distribution of youth-driven messages to prevent initiation of ESD use by middle and high school youth in Hawai'i. The messages created from that grant can be found at <https://808novape.org/>.

The Trust Fund currently supports a health communications program that conducts a broad statewide media campaign targeted to Hawai'i youth to raise awareness about the risks of ESDs in order to prevent youth initiation of ESD use. That program started in January 2020. One of the campaigns currently running under this program is titled Escape the Vape and can be found

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<sup>3</sup> In 2016, Hawai'i made history when it became the first state in the nation to raise the legal age of commercial tobacco sales from 18 to 21, which includes ESDs. However, rates of ESD use by youth have continued to increase as shown in Table 1 since 2015 despite this restriction.

at <https://escapethevapehi.com/>. The grant program created by this RFP is intended to be complementary to and coordinated with that statewide media campaign.

There are national efforts to raise awareness about the risks of ESD use among the nation's youth. Among the most prominent are the Truth Campaign, the Campaign for Tobacco-free Kids, and the Stanford Tobacco Prevention Toolkit ("Stanford Toolkit"). The grant program created by this FO is based on the Stanford Toolkit, comprised of lesson plans to equip youth with skills to reduce experimentation and use of ESDs.<sup>4</sup>

Based on feedback from previous grantee organizations who implemented the Stanford Toolkit, a revised, customized version of the curriculum was created specifically for Hawai'i youth. The new curriculum contains culturally-relevant material, photos, and references that will resonate with the diverse, multi-ethnic cultures of Hawai'i students. Some of the revisions include shortening the number of lessons from 5 to 3, including Hawai'i-specific ESD products, and simplifying the program evaluation requirements.

#### PROGRAM GOALS & EXPECTATIONS

To help address the epidemic of youth ESD use in Hawai'i in alignment with federal and state goals for tobacco prevention and control, the HCF community grants program announces the availability of funds for youth ESD prevention programs that accomplish the following:

- Hawaii youth gain skills to refuse experimentation and use of ESDs.
- The grantee cohort, together with the new statewide media counter-marketing campaign, will help to:
  - Reduce the ESD "current use" prevalence rates for middle and high school youth below the 2019 rates (Middle school: 17.7%. High school: 30.6%).
  - Secondary goal: raise awareness about the risks of youth ESD use among parents and adult relatives of under-18 youth and other adult influencers.

Applicants should explain the strategies to be used to help achieve these goals, the methods to be used to track and measure results of its grant activities, and the data sources to be used.

- Adapt the Stanford Toolkit instructional methods to the needs and circumstances of the youth to be served for maximum reach and impact. At this time, the Stanford Team has developed a version of the Toolkit for Hawai'i youth which organizations will be expected to deliver to their students. Selected programs will be trained on using the Toolkit and best practices in delivering the materials. Although the grant is focused on preventing youth ESD use, the Stanford Toolkit includes information about other forms of tobacco use that can be included in the grant program. Grant-funded activities should emphasize skills development to equip youth so they can recognize and resist tobacco industry marketing tactics to attract and addict youth to tobacco products.

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<sup>4</sup> The general version of the Stanford Toolkit can be found here: <https://med.stanford.edu/tobaccopreventiontoolkit/you-and-me-together-vape-free-curriculum.html>. At this time, the Hawai'i version is not available online but it will be available before grants are awarded.

- As a secondary goal, engage with parents, family members and other adult influencers of youth in the communities served to use the Stanford Toolkit resources so that they can understand and support the reduction of youth ESD use in their families and communities.
- Establish partnerships or leverage existing partnerships with agencies serving youth in the same geographic area, including schools, in order to increase reach to more youth, as appropriate.
- Participate in evaluation of the program by working directly with Stanford University, the external program evaluator.
- Work in collaboration with the Hawai'i State Department of Health and other community stakeholders working to reduce youth ESD use to provide effective, accurate, coordinated, consistent messaging about youth ESD prevention.
- Participate in grantee gatherings and trainings as required by HCF to increase staff knowledge and build program capacity, to network with other youth ESD prevention grantees, and to meet other grantees and vendors of the Trust Fund.
- Participate in the program evaluation, including Toolkit process evaluation forms, student assessments and qualitative interviews.
- Perform all grant expectations listed in Appendix 1.

#### **GRANT FUNDS & GRANT TERM**

- Grants will be awarded for a 15-month period. Typical grant awards will not exceed \$60,000 per 15 months.
- The grant term is expected to begin on April 1, 2023 and end on June 30, 2024.
- HCF reserves the right in its sole discretion to discontinue grant funding if progress is determined to be unsatisfactory. Grant payments are also contingent on the availability of funds from the Trust Fund.
- Grant funds must only be used for the purpose of this RFP and as outlined in the grant expectations (see Appendix 1).
- Youth ESD Prevention Grants will not fund the following:
  - Capital improvements, including capital campaigns, construction, or renovations.
  - Debt reduction or third-party reimbursement.
  - Prevention services targeted to adults age 18 and over, or tobacco cessation services to minors age 17 and under.
  - Indirect rates above 10%.

#### **TRAINING AND OTHER SUPPORT**

Shortly after grants are awarded, HCF will provide a mandatory training on the Stanford Toolkit for Grantee staff who will be implementing the program. Grantees are encouraged to continuously keep up to date on the rapidly evolving ESD industry and youth ESD use. HCF will regularly send out information and resources to assist grantees in reaching their program goals.

In addition to the grant, awarded organizations will receive other support from HCF including:

- Implementation of program evaluation (i.e., assistance with the evaluation tools)

- Use of the evaluation results (i.e., assistance with interpreting and using evaluation report findings)
- A grantee gathering during the grant year to provide updates on ESDs and prevention services, to share successes and challenges to improve services, and to learn from evaluation results.
- Coordination of grant activities and prevention messaging with the Department of Health, the Coalition for a Tobacco-free Hawaii, HCF's youth ESD prevention media campaign vendor, and other tobacco control stakeholders.

## **ELIGIBILITY & REQUIREMENTS**

1. The applicant must be a non-profit organization with a 501(c)(3) tax-exempt status.
2. The applicant must have a history of successful programmatic implementation with Hawai'i youth under age 18 and experienced personnel. Funding will not be provided for start-up organizations.
3. Applicants on the Neighbor Islands are encouraged to apply.
4. Applicants that receive funding or in-kind support from organizations that manufacture or sell tobacco products or ESDs are ineligible to apply.
5. Applicants must not have any outstanding final reports due to HCF.
6. Hawai'i Department of Education schools, charter schools, and independent schools are not eligible to apply. Non-profit applicants can partner with schools and teachers to implement the grant, as appropriate.

## **APPLICATION PROCESS**

### **Online Application**

This application is available for online submission. Beginning January 2022, the Hawaii Community Foundation transitioned to a new Grants Portal. New users may register for an account here [https://hawaiicf.smartsimple.com/s\\_Login.jsp](https://hawaiicf.smartsimple.com/s_Login.jsp). Registered users may log in to their account to submit an application. Please give yourself adequate time before the submission deadline to access the system and familiarize yourself with the application process and requirements.

### **Instructions**

- Only complete and timely applications will be accepted.
- The online application has fillable boxes with character limits. The character counts in MS Word may not match the character counts in the application. If you cut and paste your work into the application, please be sure your text fits the space provided.

## **ORGANIZATION PROFILE**

As part of the online application your organization profile must be certified prior to submission of grant applications and must be certified annually. Information needed to complete your organization's profile includes, but is not limited to, the following:

- IRS 501(c)(3) determination letter (not required if previously applied to the Foundation or if applying through a fiscal sponsor)
- Number of full-time, part-time, or regular volunteer staff
- Organization Mission
- Service Location(s)
- Types of services provided (including age, gender, and target populations served)
- Financial Statements
  - Annual Operating budget for current year
  - Income statement (or profit/loss statement) for the most recently completed fiscal year
  - Balance sheet for the most recently completed fiscal year
  - Audited financial statements are preferred but not required
  - Local units of national organizations must submit local unit financial information
- Board of Directors List

## APPLICATION

The application consists of 4 tabs. Information needed to complete your application includes, but is not limited to the following:

- **Program Overview:**
  - Provide general information and characteristics about the program including program title, duration, area of interest, program location(s), ages and genders served, and the CHANGE sector(s) your program most closely aligns with.
  - For more information about the CHANGE framework, please visit our website <https://www.hawaiicommunityfoundation.org/change>.
  - If you have a fiscal sponsor, you will be asked to identify your fiscal sponsor. Please note, your fiscal sponsor must first be registered in the Grants Portal prior to submitting your application.
- **Program Information:**
  - **Organization Description:** Describe the history and mission of the organization/program. What is the organization's experience implementing this program and staff capabilities to conduct the proposed work? Please specify the organization's experience in youth ESD prevention or other related activities with youth. *(Maximum 2,500 characters = ¾ page)*
  - **Executive Summary:** Provide a brief but concise summary of the applicant's proposed program. This executive summary may be used for different purposes, including external communications, to describe the program should a grant be awarded. *(Maximum 2,500 characters = ¾ page)*
  - **Problem or Opportunity:** Describe the need or opportunity you are trying to address and why this is critical. *(Maximum 3,000 characters = ¾ page)*
  - **Program Activities:** Describe the activities that will be completed to address the need/opportunity. Explain why you chose this approach. Provide a program timeline. Describe how your project aligns with the priority of the fund you are applying. *(Maximum 3,500 characters = 1 page)*

- **Expected Results:** Describe what you hope to achieve and how you will measure the effectiveness of your program. Please include number of students expected to be served and the outcomes to be measured. (*Maximum 3,500 characters = 1 page*)
- **Budget:** Provide your total program budget, amount requested through this application, and upload a copy of your program's budget, showing income and expenses, indicating sources of income that are pending and secured.
- **Support Documents & Certification:** Upload any additional required documents as listed in the application guidelines.

#### **ADDITIONAL REQUIRED DOCUMENTS**

- None

#### **FISCAL SPONSORS**

- Resolution by fiscal sponsor's board of directors authorizing fiscal sponsorship
- Fiscal sponsor's agreement form  
*Both forms can be found at: <http://www.hawaiicommunityfoundation.org/grants/fiscal-sponsor-materials>*
- Fiscal sponsor's IRS 501(c)(3) determination letter

#### **DEADLINE**

Friday, January 27<sup>th</sup>, 2023, 4:00 p.m. HST.

#### **CONTACT INFORMATION**

If you have questions about this funding opportunity, please contact Tricia Mabellos at 808-566-5523 or [tmabellos@hcf-hawaii.org](mailto:tmabellos@hcf-hawaii.org).

For technical assistance with the online application process, please submit a support ticket at <http://hawaiicommunityfoundation.org/ticket>.

## APPENDIX 1

Grantees will be expected to:

1. Perform the scope of work as described in the proposal and/or negotiated at the time of the award.
2. Share performance information with HCF and, as appropriate, with other grantees.
3. Participate in HCF site visits, grantee gatherings, and trainings.
4. Coordinate with any DOH and HCF media campaigns if programs have a media component.
5. Refer youth clients who need assistance with quitting tobacco or ESDs to the My Life, My Quit youth cessation service or to certified tobacco cessation treatment specialists in the community, as appropriate.
6. Submit progress reports to HCF (narrative and financial reports) consistent with the timeline developed by HCF and a final report within thirty days of the grant end date.
7. Notify HCF of any changes to the grant budget and complete a Budget Modification document that must be approved by HCF prior to spending grant monies. See Budget Modification Template Example below.
8. Cooperate with and implement the evaluation to be designed for this RFP to assess processes and outcomes achieved by each funded grantee and the program as a whole.