



**HAWAI'I COMMUNITY FOUNDATION**  
*Amplify the Power of Giving*

## **REQUEST FOR LETTER OF INTEREST**

The Hawai'i Community Foundation (HCF) is looking for a lead organization or a team of organizations to provide tobacco youth prevention services through a single multi-year statewide grant (January 2017 through June 2019), with sub-grants or contracts as needed. Specifically, we are seeking services to support youth-empowered creation, production, distribution, and evaluation of effective messages to middle and high school students throughout Hawai'i, to persuade them not to start using tobacco products, especially e-cigarettes and other electronic smoking devices.

### Background and Purpose

From 2011 to 2015, e-cigarette use by Hawai'i middle school and high school youth increased by 640% and 440%, respectively, while smoking rates in the same age groups have continued to decline. Nationally, in 2014 e-cigarette use by youth surpassed conventional cigarettes as the most common form of tobacco product consumption. E-cigarette advertising targeted to the youth market is unregulated (unlike combustible cigarette advertising), and there is no organized counter-marketing to youth anywhere in our state to prevent the use of e-cigarettes. Because e-cigarettes are designed to efficiently deliver nicotine through the lungs and the addictive health risks of nicotine are well established, we are proposing a youth prevention program to provide effective statewide counter-marketing targeted to Hawaii's middle and high school youth, to discourage all tobacco consumption with a particular focus on e-cigarettes. The fundamental goal of the project is to reduce the number of youth using e-cigarettes by persuading them not to start. This new youth prevention program will be funded through the Tobacco Prevention and Control Trust Fund administered by HCF.

### Qualifications

A single organization meeting all of the qualifications listed below can propose to provide all of the grant services. However, we recognize that no one organization is likely to have expertise in all of the following areas, therefore we anticipate that a lead organization will put together a team to be able to fully implement an innovative youth driven counter-marketing approach. We anticipate the strongest candidates will be those teams that together can demonstrate expertise in most, or preferably all of the following areas:

- Tobacco prevention and control generally, and the risks and harms of tobacco, nicotine, and electronic smoking devices
- Youth development programs (age range 11 to 18 years)
- Forming and leading youth networks or coalitions to effective results
- Social media marketing and message development
- Video production for smart phone and social media distribution
- Marketing evaluation cycle (message creation, distribution, feedback, learning, revision)
- Program evaluation, including youth-empowered evaluation
- The cultures, languages, communities, and customs of the people of Hawai'i

- Establishing collaborative relationships with diverse stakeholders
- Administration of contracts for services
- Grant management, reporting and compliance.

### Application process

HCF is inviting interested organizations to submit a brief Letter of Interest according to the instructions provided below. Then HCF will select and contact the organizations that appear to be the best qualified based on the letters submitted and will send a formal Request for Full Proposals to those organizations. We hope to make a grant award decision and begin implementation of the services in early 2017.

If you are an organization or team of organizations that meets the qualifications listed above and you are interested in being considered for a youth prevention grant, please submit a Letter of Interest to the Hawai'i Community Foundation as follows:

1. Submit by email to: Tom Matsuda, Program Director  
[tmatsuda@hcf-hawaii.org](mailto:tmatsuda@hcf-hawaii.org)
2. Deadline: Must be received by 5:00 p.m. HST on Monday, October 31, 2016. Submissions received after the deadline will not be accepted.
3. Please answer the following questions in your letter (maximum 5 pages, including attachments):
  - a. Identify the lead organization that would be responsible for the grant.
  - b. Provide the name, title, address, phone number and email address for the contact person from the lead organization.
  - c. If a Letter of Interest is submitted on behalf of a team of organizations, provide the name of each participating organization in the team. Letters can be submitted even if all team members have not been selected at the time of submission.
  - d. After the name of each organization listed in (c) above, describe its history and experience with items listed in the Qualifications section above. If the team is not complete at the time of submission, identify the qualifications that would be provided by team members that have not yet been selected.

Organizations that submit acceptable letters of interest and are selected by HCF for further consideration will be contacted after the deadline with additional information about the submission of a formal proposal. If you have any questions, please contact Tom Matsuda, Program Director, at (808) 566-5549, [tmatsuda@hcf-hawaii.org](mailto:tmatsuda@hcf-hawaii.org).