

I. Overview of Funding Opportunity

a. Introduction

The Louisiana Campaign for Tobacco-Free Living (TFL) is a statewide, non-profit tobacco control program. TFL implements and evaluates comprehensive tobacco control initiatives that prevent and reduce tobacco use and exposure to secondhand smoke. TFL envisions a healthier Louisiana through 100% tobacco-free living.

TFL is driven by these goals:

- To prevent the initiation of tobacco /vaping use among youth.
- To eliminate exposure to secondhand smoke.
- To promote quitting among youth and adults.
- To identify and eliminate cancer and other tobacco-related health disparities.
- To facilitate effective coordination of statewide tobacco control initiatives.

TFL/Next Era - Diversity, Equity, and Inclusion:

Next Era, a program of The Louisiana Campaign for Tobacco-Free Living (TFL), is committed to diversity equity and inclusion as these are also essential elements of positive youth development. There are several groups in Louisiana who remain at high risk for tobacco use and suffer disproportionately from tobacco- related illness, disease, and death. Youth and young adults are huge targets of the tobacco industry, and they are well represented in populations at high risk for tobacco use like African Americans, persons with low-income, the LGBTQ+, persons in rural areas, persons who suffer from, or diagnosed with at least one chronic illness, and persons who suffer from, or diagnosed with a behavioral or mental health illness. A significant portion of TFL's work focuses on these vulnerable or marginalized populations; thus, TFL understands the importance of diversity, equity, and inclusion practices and the need to create safe spaces with its programs. We respect and value diverse life experiences and heritages, and we work to ensure that all voices are valued and heard. We are committed to modeling diversity, equity, and inclusion, and we strive to maintain an inclusive environment with equitable treatment for all. Next Era youth are part of an environment where they can safely come together and participate in decision making processes without any discrimination, harassment, or bias.

TFL Diversity & Inclusion Statement

"TFL characterizes diversity as representing the differences and similarities of all of us that include, for example, individual characteristics (e.g., disability, age, education level, poverty status, rural/urban setting, race, ethnicity, and sexual orientation), values, beliefs, experiences and backgrounds. TFL characterizes inclusion as creating a work environment and programming in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully as their self to TFL's mission."

b. Background

Since 2007, TFL has engaged youth of diverse backgrounds in a variety of tobacco control and advocacy activities through its Next Era (formerly DEFY) initiative. Next Era is a Louisiana youth-driven advocacy movement that seeks to reduce the influence of the tobacco industry and promote tobacco-free lifestyles. The overall goal for TFL youth initiative is to reduce youth tobacco use rates in Louisiana.

c. Purpose of Funding

The purpose of TFL’s Next Era Youth Advocacy Grants (NEAGs) is to reach communities with effective and evidence-based tobacco (including vaping) prevention and control practices. Tobacco use is the number one cause of preventable death in the United States and around the world. Youth tobacco use in any form is unsafe. Almost no one starts smoking after age 25—nearly 90% of smokers started smoking by age 18 and 99% started by age 26. Comprehensive, sustained, multi-component programs can prevent young people from starting to use tobacco. Successful strategies include mass media campaigns, higher tobacco prices, smoke-free policies, evidence-based school programs and sustained community-wide efforts.

Next Era aims to train and engage Louisiana youth as advocates to:

- Become competent leaders by developing competency in five key areas:
 - *Communication*
 - *Teamwork*
 - *Personal Branding*
 - *Professionalism*
 - *Project Management*
- Educate their peers and adults about the influence of the tobacco industry.
- Inform policy change in their communities and statewide.
- Prevent the initiation of tobacco use among youth.
- Eliminate exposure to secondhand smoke.
- Promote quitting among youth and adults.
- Identify and eliminate cancer and other tobacco-related health disparities.

In line with such aims, TFL seeks to provide funding and technical assistance to select youth organizations and schools to implement effective and sustainable tobacco control strategies, with the goal of decreasing youth tobacco use in the state of Louisiana.

d. Award Information

Grant Program:	Next Era
Scope of Work:	Tobacco Prevention & Control Advocacy with Youth (14-18)
Amount of Award:	\$5,000
Program Period:	October 1, 2022 – June 15, 2023

II. Program Description

a. Overview of Activities & Milestone Payments

Selected youth organizations and schools will have the opportunity to be awarded up to \$5,000 for the completion of the following activities:

<p>Successful Next Era Training Participate in the 2022-23 Program Orientation (virtual) Attend the entire Next Era member training for Advisors. Facilitate online youth training applications.</p>	500.00
<p><i>Youth Orientation.</i> Ensure youth have turned in their parent permission forms prior to training. Youth without forms will not be allowed to participate in the training. At least 5 youth must attend the full training.</p>	500.00
<p>Community Presentation Present to the city-parish council, school board or mixed audience of community leaders. <i>1st Completed</i> <i>2nd Completed</i></p>	250/ presentation
<p>Youth Education Provide peer education to other youth at school or in the community.</p>	250.00
<p>Youth Summit Northern Louisiana: Take Down Tobacco Day</p>	1000.00
<p>Events 1st completed 2nd completed Next Era members successfully complete approved community event. One event is to be done with the Regional Manager in your area. If no RM is available, then the organization can plan two individual events.</p>	400/event
<p>Cessation: Activities that promote the text quit line Text VAPEFREE to 873373 and the Quitline 1-800 QUIT NOW www.QuitWithUsLA.org</p> <ul style="list-style-type: none"> • Virtual and Social Media promotion • Presentation promotion 	200
<p>Media and Communications Create a community-based media campaign.</p>	250
<p>Community Service Project</p>	600
<p>Social Media Next Era groups to have a social media page (Quarters 3, Jan-Mar and 4 April-June)</p>	100/quarter



Tell Your Story Next Era Members to tell their story (3 rd and 4 th quarters)	100/ quarter
Total Available Funding*	\$5,000

Grantees should review all plans in association with these activities with the TFL Youth & Policy Manager.

Grantees are encouraged to pursue additional activities beyond this scope of work, in coordination with their respective Regional Manager.

Funds will be awarded quarterly upon the receipt of report, based on the successful completion of the activities outlined above. Payments are fixed and awarded for activities successfully completed, otherwise known as “milestones”.

b. Explanation of Activities & Measures of Success

Adult Coordinator

The designated Adult Coordinator will be responsible for leading the Next Era team and coordinating the completion of grant activities. Adult Coordinator responsibilities include:

- Recruiting and maintaining a Next Era team (more details below).
- Scheduling and facilitating a minimum of 5 Next Era team meetings during the program period.
- Attending required meetings and participating in required calls.
- Submitting quarterly reports.
- Create and Manage a Social Media page for your group

The Adult Coordinator should be an active member of their organization or school with a commitment to fostering youth development. The Adult Coordinator will serve as a liaison between the organization or school and TFL.

The Adult Coordinator must have current background checks on file with their organization or school and TFL prior to beginning work with the Next Era team. The Adult Coordinator must provide a valid driver’s license and state required automobile insurance coverage. The fiscal agent must provide proof of the organization’s liability insurance.

Measures of Success:

Completed agreement, attendance at meetings, participation in calls, submission of reports, etc.

Next Era Team

The Adult Coordinator will be responsible for facilitating the formation of a Next Era team. Next Era teams consist of youth 14-18 years who are interested in:

- Learning about advocacy and how youth can make positive changes in their communities.
- Educating their peers and adults about the influence of the tobacco industry
- Engaging with legislators around creating policy change
- Interacting with youth from across the state of Louisiana
- Participating in special events and activities

If an existing youth group within the organization or school has not already been identified, the Adult Coordinator will be responsible for recruiting youth to participate. A model Next Era team has at least 5 active members.

The Next Era team should meet a minimum of 5 times during the program period (at least bimonthly) however the Next Era team should meet as often as necessary to fulfill the activities outlined within this scope of work.

Measures of Success:

Next Era team meeting agendas, notes, and sign-in sheets

Social Media *Requirement*

Having and maintaining a consistent social media presence is extremely important for our Next Era Advocates. It improves engagement and provide opportunities for empowering our youth to use social media and engaging content to communicate, share information and build new networks.

Next Era groups are required to have a social media page on one or all the following, Facebook, Instagram and Twitter.

- All group social media pages are required to follow or like Next Era on all social media platforms.
- Next Era group Social Media pages are required to share at least two of Next Era post on their page a month.
- Post pictures and description of community events and presentations before and after they happen.
- Post photos and/or videos of activities at least once a month.
- Advisors and students are encouraged to follow Next Era social media pages.

Measures of Success:

Event photos and Social Media posting

Community Presentation- Healthier Air For All

Using the information gathered from the completion of the Next Era training, each Next Era team, with guidance from the Youth Program and Policy Manager and Regional Manager, will formulate a message about tobacco industry marketing tactics in the community that will be used to engage community leaders to encourage them to take action to protect youth. Each Next Era team should present to the city-parish council, school board or mixed audience of community leaders at least once during the

program period. This presentation should be adult facilitated, and youth led. Youth should speak firsthand about their experiences observing tobacco marketing in the community and provide recommendations around how they may be able to work collaboratively with the community leaders around implementing ordinances and/or policies that protect youth and the greater community from tobacco. Create a virtual and in person presentation.

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.

Youth Education

The Next Era teams are essential to empowering other youth to create and support tobacco-free schools and communities. With guidance from the Youth Program and Policy Manager, each Next Era team will provide at least one session of peer education focused on key points like the dangers of tobacco use, the manipulative practices used by the tobacco industry to target youth and other priority populations and how youth can create positive change in their schools and/or communities. This peer education may take the form of a presentation, classroom lesson, assembly, performance, etc. The peer education should reach a sizeable portion of the school or community. Additional details and ideas will be discussed during the Adult Coordinator Training. TFL will be available to provide ongoing support and technical assistance throughout the program period around the planning of this activity or event.

Activities

- Create the best PSA: tobacco/vape/nicotine prevention video that includes at least 1 up to date statistic. To be posted to social media and Next Era website.
- Create a virtual and in person presentation for peer education to include key points like the dangers of tobacco use, new and emerging products, manipulative practices used by the tobacco industry and how youth can create positive change. To be given in a classroom lesson, assembly, performance, etc.

Measures of Success:

Event photos, Social Media posting, sign-in sheets, agendas, etc.

Youth Summit Northern Louisiana: Take Down Tobacco Day

Take Down Tobacco Day is a National Day of Activism that empowers youth and young adults to stand out, speak up and seize control against the tobacco industry. Take Down Tobacco Day is organized by the Campaign for Tobacco-Free Kids and will next be held on April 1, 2023. The purpose of the summit is to educate youth on the dangers of tobacco/vaping, targeting tactics; healthy behaviors and how to advocate.

Next Era Advocates will have an active role in the planning and execution of the Youth Summit.

Visit <http://www.takedowntobacco.org> for more information.

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.,

Community Events- Healthier Air For All or a Day of Action

Each Next Era Team must attend or host two community events of its choice like community fair, a virtual event around a day of action (i.e., GASO, No Menthol Sunday, World Not Tobacco Day, etc.), festival etc. Additional details and ideas will be discussed during the Adult Coordinator Training. TFL will be available to provide ongoing support and technical assistance throughout the program period around the planning of this event/activity/initiative. Must be pre-approved by TFL.

Activities

- Community Events (in person and/or virtual) around a day of action.
- Create event or partner with existing event.
- Partner with Regional Manager

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.

Cessation- Virtual Presentations and social media

According to the 2019 Louisiana Youth Tobacco Survey, 14.6% of youth in Middle School and of high school students were using tobacco products. Close to 95 percent of smokers try their first cigarette before the age of 21. Vaping has reached epidemic levels and it is important to continue to fight against nicotine and tobacco.

Promote phone-based cessation.

Develop a plan to promote a smart phone-based cessation program for youth (e.g., Live Vape Free). Text VAPEFREE to 873373 Promote the Louisiana Quitline (1-800-QUIT-NOW) www.QuitWithUsLA.org to educate the public that it serves youth. The Quitline is available for ages 13 and up.

Measures of Success:

Event photos, sign-in sheets, media coverage, social media post (if applicable), etc.

Youth Media and Communication

Work with youth to conduct a school or community-based media campaign utilizing free sharable media from CDC or developed by the youth based on best practices. Plan local activities (examples include daily announcements, flyers, health fairs, special events) as part of national campaigns. Ensure that tobacco use prevention and/or cessation is addressed.

<https://www.cdc.gov/tobacco/multimedia/shareable/index.htm#ideos>

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.,

Community Service Project

To reinforce community engagement, social awareness, leadership and promoting positive civic action Next Era advocates will plan and execute a community service project for their community. This community service project should benefit the community and strengthens Next Era ties to the community and broadens your support network, exposing you to people with common interests,

neighborhood resources, and fun and fulfilling activities. The Youth Program and Policy Manager and Regional Manager are available for assistance.

<https://blog.prepscholar.com/community-service-projects>

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.,

Tell Your Story

Storytelling builds connection, spreads a message, and helps everyone to understand the unique experience of the storyteller. This is also true in advocacy and the work that our youth do in the community. At the end of quarter 3, January-March, and quarter 4 April-June, the youth will have an opportunity to share their story. This could be one single person in the Next Era group or multiple people. This task will be to use whichever medium they would like (print, audiovisual, verbal, art, etc.) The purpose is to have the Next Era Advocates share a brief story on their experience during that quarter and how it has impacted them during that quarter.

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.,

Professional Development

Evaluations help determine what works well and what could be improved in a program or initiative. The Next Era youth will receive a training on Evaluation and perform an evaluation of an event or presentation they perform within the year. The purpose is to help the Next Era Advocates to understand evaluation process and the impact of their work.

Activities

- Decide which event or presentation to evaluate
- Create an evaluation tool
- Evaluate the event and submit results to TFL Youth Program and Policy Manager

Measures of Success:

Event photos, Social Media posting, sign-in sheets, media coverage (if applicable), etc.,

Youth Advisory Board (Voluntary)

To reinforce Next Era’s goal of empowering youth to use their voice as agents of change in their community, we are creating a space where they can be part of informing and advising on policies and practices that directly impact them. We have three vacant spots on the Youth Advisory Board.

This board will convene on a quarterly basis and as needed for any special projects that come up.

Applications will be sent out with detailed information on the requirements, benefits and how to apply.



d. Grant Monitoring, Reporting & Disbursement of Funds

Selected youth organizations and schools will have the opportunity to be awarded up to \$3,500 over the program period for the completion of grant activities. Grantees will be required to submit quarterly progress reports identifying completed activities and requesting payment. TFL will provide a report template at the initiation of the program period. Supporting documentation, as outlined above as measures of success, will be required for funds disbursement.

e. Technical Assistance & Support Services

TFL staff will work collaboratively with grantees throughout the program period. TFL staff will provide ongoing support and technical assistance in person, by phone and via email to ensure the successful fulfillment of the activities outlined within this scope of work. This technical assistance and support will focus on strengthening the quality, improving the coordination, and supporting the sustainability of regional and statewide tobacco control efforts aimed at preventing youth tobacco use. A contract will be used to further outline the terms and conditions of this partnership.