

**ABORIGINAL TOBACCO STRATEGY
Tobacco Wise
Request for Proposal
2006**

Proposal Deadline Date: September 29, 2006 12:00 pm

For a downloadable version of this document please go to:

www.tobaccowise.com

Or

http://www.cancercare.on.ca/index_AboriginalCancerStrategy.htm

Introduction

Be Tobacco WiseKeep It Sacred

To honor the role of Aboriginal young people as the future of Aboriginal people and the initiators of change in their communities the Aboriginal Tobacco Strategy (ATS) is pleased to announce the availability of project funds for action-oriented Tobacco Wise Projects for young people between the ages of 8-14.

Project funds are available for projects that empower young people; provide experiential opportunities that engage young people; and that build community capacity in tobacco wise knowledge, skills and resources.

Background

The ATS is a program with the Aboriginal Cancer Care Unit in the Division of Preventive Oncology at Cancer Care Ontario. Cancer Care Ontario is the Ontario Government's principal advisor on cancer care and is a provincial resource for the cancer prevention and care system.

The purpose of the ATS is to promote "tobacco wise" communities. A tobacco wise community knows the difference between traditional tobacco and commercial tobacco and has the knowledge, commitment, resources and skills to mobilize and implement strategies to promote and protect the well being of its members.

The Aboriginal Tobacco Strategy Working Group (ATSWG) is a group of Aboriginal people identified for their commitment to and knowledge of tobacco issues in the Aboriginal community. These members represent a cross-section of Aboriginal communities across Ontario. This body of Aboriginal Tobacco Champions, provide guidance to the strategy that is rooted in community-based knowledge and action.

In 2005 the ATSWG developed the Seven Generations Plan. This plan established a vision for addressing the problem of commercial tobacco in our communities. Aboriginal Elders provided knowledge, guidance and input into the plan. The most immediate priorities identified in the plan include: a focus on Aboriginal youth, traditional tobacco, and continued community based capacity building. The committee also identified a need to empower youth through skill development. The 2006-2007 ATS RFP is another step toward fulfilling the Tobacco Wise Seven Generations vision.

For more information regarding the Aboriginal Tobacco Strategy (ATS)

Please visit:

<http://www.tobaccowise.com>

For more information regarding the Aboriginal Cancer Strategy please visit:

http://www.cancercare.on.ca/index_AboriginalCancerStrategy.htm

The Approach

Integration

Studies have shown tobacco messaging is more effective when combined with other issues affecting youth.

- a) In 2006 the ATS asked Aboriginal youth across Ontario if and how they would like to be involved in an Aboriginal Tobacco Strategy. The survey results indicated arts, media and sports activities were preferred by youth as methods for involvement. We strongly encourage applicants to involve young people in promoting the tobacco wise message through these mediums.
- b) We recognize the importance of collaboration with local schools when working with young people. We encourage applicants to link with their local schools to identify in-school components to their project. Some examples of linkages are: school based recruitment of young people to participate in project activities, classroom based sessions, and/or school based events.

Meaningful Involvement

We are looking for projects that engage young people in meaningful and empowering experiences. This type of approach will require creativity, support and an investment from project leaders.

Examples of meaningful involvement include but are not limited to:

- Projects building knowledge and skills, helping to prepare young people for healthy lives as capable, contributing and caring members of their family, community and nation
- Projects engaging young people in planning through active and informed participation and are not designed by adults alone
- Projects involving young people in making the decisions that affect them personally and their communities as a whole.

What kinds of projects are eligible?

In order to support Aboriginal young people on their path to becoming tobacco wise we encourage all applicants to focus their proposals in one or more of the following areas:

Focus Area: Sports and Recreational/Fitness Activities

Projects promoting sports or other fitness activities/events as a healthy and positive alternative to commercial tobacco use; or projects incorporating sports and physical programs into tobacco wise activities.

Some examples include:

- sports/fitness activities including tobacco wise awareness activities during or after games
- tobacco wise sports clinics
- development and circulation of materials to help promote the importance of a tobacco-wise lifestyle as a factor in sports performance
- smoke-free sports and recreational/fitness events
- messages about tobacco wise lifestyles promoted throughout community events

Focus Area: Media

Projects promoting youth created media that provide young people with a place to voice their opinions about tobacco related issues and be heard in the media; or projects promoting education about mass media and its influence on young people.

Some examples include:

- News articles, investigative stories, 'zines, opinion pieces, personal essays, radio announcements, poetry, photography publications
- Young people learning how to use video cameras and audio equipment to document the issues related to tobacco in their communities
- Young people learning skills needed for interviewing, reporting and writing fiction to express their views related to tobacco use
- Young people increasing their awareness of the influence the commercial tobacco industry has on young people through the media
- Young people receiving training to produce a creative radio program. Skills may include: interviewing, how to plan and host a live show, reporting and writing for radio

Focus Area: Art

Project promoting the arts as a healthy and positive alternative to commercial tobacco use; or projects incorporating arts into tobacco wise activities (e.g. activities that promote a positive and powerful tobacco wise message).

Some examples include:

- art activities (e.g. moccasin making, painting, collage, drum making sculpture, mask making) including tobacco wise awareness activities during or after the activity
- performance art (e.g. theatre, traditional dance, drumming, music) promoting tobacco wise messaging
- creation of art pieces (e.g. traditional arts, murals, installation pieces, music, photography) promoting tobacco wise messaging
- smoke-free multi media art events
- messages about tobacco wise lifestyles promoted throughout an art event

Who can apply?

We are looking for applications from but not limited to youth groups, health workers, recreational leaders, teachers, coaches and child and youth workers interested in empowering youth to be good decision makers about their health and initiators of change in their community.

- Any Aboriginal community or non-profit organization
- Groups of children and youth not affiliated with an established organization may apply on their own if they have:
 - a) An agreement with a non-profit organization, school or library, to act as their “Fiscal Sponsor” (see Attachment C). A Fiscal Sponsor is an established group that agrees to hold and manage project funds.

*Please note: If we receive two or more applications from the same community, we might ask you to collaborate with the other applicant(s) to prevent duplication.

What activities are not eligible?

- Projects that duplicate programs or resources that already exist
- Projects that are delivered for profit (organization or individuals)

Amount of funding available

There is approximately \$10,000 available per project.

How will groups be selected to receive funding?

1. We receive the RFP’s
2. We check to see the application is complete and pass it on to the Selection Committee
3. The Selection Committee rates and then selects the projects to be funded

Due to funding limitations, it is possible not all eligible proposals will be selected. Preference will be given to those projects that do not require additional funding for staff.

How will projects be rated?

Meaningful Involvement of Young People (25 pts)

- Clearly explains how the project meaningfully involves young people in the overall project
- Preference will be given to initiatives that clearly explain what tools and skills will be developed and what experiential activities the young people will be engaged in

Project Narrative (15 pts)

- Describes the beginning, middle and end of the project
- Demonstrates your preparation, organization, and thoughtfulness
- Includes one or more of the three key areas of focus (see page 3-4)

Action Plan (10 pts)

- The Action Plan shows clear steps that lead to project completion by February 28, 2007
- The Action Plan clearly identifies how the project will be evaluated
- Action Plans must include, by March 15th, a Final Report which includes project evaluation findings

Budget (15 pts)

- Budget is clearly linked to all activities identified in the project narrative and action plan
- All funds allocated must be spent by February 28, 2007

Community Integration (15 pts)

- Clearly explains how your project is linked with other initiatives/programs within your community.

Evaluation Plan (20 pts)

- Clearly explains what is intended to be accomplished as a result of the project and what will be done to accomplish those ends.
- Clearly describes the impacts/benefits/changes (project outcomes) that will occur as a result of the proposed project. Some examples of impacts, benefits, changes include but are not limited to:
 1. New knowledge/perceptions/attitudes (e.g. youth who realize smoking makes it difficult to breathe, making it more difficult to play sports; or youth who increase their knowledge regarding the manipulative behavior of the tobacco industry)
 2. New skills (e.g. youth develop skills to resist peer pressure to smoke; or youth acquire media skills to develop their own media messages.
 3. New conditions (e.g. increases in smoke free environments)
- Clearly describes how the impacts/benefits/changes (project outcomes) identified will be measured.

***We recommend that you contact Theresa Sandy, Project Coordinator, for technical support regarding evaluation planning prior to submitting your proposal.**

What happens after my project has been selected?

We consider ourselves a resource for your project. We will stay in contact with you to ensure that you receive the technical support you need for project success. An initial telephone meeting will be held with the project contact to discuss project details such as:

- funding agreement
- evaluation.
- reporting
- communication

How does my group apply?

To apply, submit an original application along with required attachments (see application Checklist – Attachment C) to the Aboriginal Tobacco Strategy at Cancer Care Ontario by:

Applying on line at www.tobacchowise.com

Or

http://www.cancercare.on.ca/index_AboriginalCancerStrategy.htm

Or

By faxing a copy to 416-971-6888

Please send an original signed copy by mail with all electronic or faxed applications.

**Send in your completed application by:
12:00 p.m. on September 29, 2006**

Please fax, courier, or mail your completed application to Pamela Johnson, Manager, Aboriginal Tobacco Strategy. All applicants who submit their proposals by fax or on-line will be required to forward the original application package by mail or courier.

Fax: 416-971-6888

E-mail: Pamela.Johnson@cancercare.on.ca

Mail: Pamela Johnson, Manager, Aboriginal Tobacco Strategy
Aboriginal Cancer Care Unit, Cancer Care Ontario
620 University Avenue, Toronto, Ontario M5G 2L7

Help!

If you have any questions please contact:

Theresa Sandy, Project Coordinator, Aboriginal Tobacco Strategy

Telephone: 1-416-971-9800 Ext: 3372.

Email: theresa.sandy@cancercare.on.ca

**Aboriginal Tobacco Strategy
Tobacco Wise Action 2006-2007
Application Form**

APPLICANT DETAILS

This project includes the following parties:

A. Aboriginal Organization/Community _____

B. Independent youth group* _____

*An independent youth group will need to include an adult advisor and a fiscal sponsor. And adult advisor must be a minimum of 18 years old. A fiscal sponsor is a non-profit organization, school or governmental organization that agrees to receive funds and hold them on behalf of an independent youth group.

A) Aboriginal Organization/Community

Please complete this section of the application.

Name of organization: _____

Address: _____

Postal code: _____

Telephone: _____ Fax Number: _____

E-mail address: _____

Website address: _____

Name and title of Project Lead: _____

Telephone: _____ Ext: _____

Email address of Project Lead: _____

B) Independent Youth Group

Please complete this section of the application.

Name of Project Leader: _____

Address: _____

Postal code: _____ Telephone: _____

E-mail address: _____

Youth Action Group Members

Name	Age	Phone	Email

Name of Adult Advisor: _____

(Must be a minimum of 18 years old)

Address: _____ Postal code: _____

Telephone: _____ E-mail address: _____

How is this person qualified to assist your group?

Fiscal Sponsor _____

(Please complete Attachment D for required agreement)

Community Profile

Tell us about your community.

Name: _____

Location: _____

Population: _____

Languages spoken: _____

PROJECT DETAILS

Please answer all questions below. Use a separate sheet to answer. This section should not exceed 5 pages (including Plan of Action and Template and Budget).

Project Name: _____

Project Narrative

- Describe your project. What is going to happen in the beginning, the middle and the end of the project?

Plan of Action

- Complete the Plan of Action template (Attachment A). Please include your evaluation and report writing activities in the Plan of Action.

*Successful applicants may be required to write a more detailed plan of action.

Community Integration

- Explain how your project is linked with other initiatives or programs.

Evaluation Plan

- Explain what will be accomplished as a result of the project
- Describe the impacts/benefits/changes (project outcomes) that will occur as a result of the proposed project.
- Describe how the impacts/benefits/changes (project outcomes) identified will be measured.

*We recommend you contact Theresa Sandy, Project Coordinator, for technical support regarding evaluation planning prior to submitting your proposal

Budget

- Complete the budget template (Attachment B).

Attachment A

Plan of Action Template

WHAT will be done? Please describe your activity from the beginning, middle and end of project.	WHEN will it happen?	WHO will be doing it?	WHO will benefit from this action?

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Attachment B**Budget**

Budget Tobacco Wise Project 2006-2007 Budget			
Please identify in the template below the funding amount your Project will need:			
Budget Item	Estimated Cost	Please define “Estimated Cost” breakdown	Please Identify any “In Kind” contributions
Accommodations			
Consultant Services (e.g. Evaluation Consultant)			
Honoraria (Youth & Elders)			
Facility Rental			
Mailing / Postage			
Printing Publications			
Refreshments / Food			
Supplies			
Telephone			
Transportation			
Other:			
TOTAL FUNDING REQUEST			TOTAL “IN KIND” CONTRIBUTIONS:
ALL INVOICES MUST BE SUBMITTED NO LATER THAN MARCH 15, 2007 TO ENSURE PAYMENT			

Aboriginal Tobacco Strategy Tobacco Wise Youth in Action

2006-2007 Request for Proposals

**Budget
Tobacco Wise Project
2006-2007 Budget**

BINDING SIGNATORIES:

Please indicate the authorized body to which the cheque will be issued: _

Please identify the authorized body who will sign for your organization:

Name: _____ Title: _____

Telephone #: _____ Ext. _____

Signature: _____ Date: _____

OR

Please identify the Fiscal Sponsor to which the cheque will be issued:

Please identify the authorized body who will sign as your Fiscal Sponsor:

Name: _____ Title: _____

Telephone #: _____ Ext. _____

Signature: _____ Date: _____

Attachment C

Checklist for complete application form

Please check that you have completed all the items on this list before you submit your application

Applicant details information has been provided

A) Aboriginal organization/community

Or

B) Independent youth group

All the information requested in the Community Profile is provided

Project Narrative completed

Action plan completed

Evaluation plan completed

Budget Sheet completed

Fiscal sponsorship form is complete (Independent Youth Groups only)

Attachment D

Fiscal Sponsor Agreement

The Aboriginal Tobacco Strategy intends to make funds available to groups of youth who are engaged in addressing tobacco issues in their community. We will not award funds directly to an individual or unincorporated group. However, we want to support a wide variety of youth groups, including those who operate independently, that is, without being affiliated with an established organization.

Independent groups of youth may receive funds if they secure the written agreement of an organization to act as their "Fiscal Sponsor." A fiscal sponsor is a non-profit organization, school, or governmental organization that agrees to receive funds and hold them on behalf of an independent youth group. (Independent groups must also have an adult advisor).

If you are applying for youth action funds as an independent group, please complete the agreement below and have it signed by the appropriate representative of the organization that has agreed to act as your fiscal sponsor.

Executive Director of Fiscal Sponsor Organization: _____

Name of organization: _____

Date Organization Established: _____

Aboriginal Tobacco Strategy Tobacco Wise Youth in Action

2006-2007 Request for Proposals

Fiscal Sponsor Agreement

_____ (Fiscal sponsor) agrees to act as the fiscal Agent for _____ (youth group) for the purposes of an Aboriginal Tobacco Strategy Action project.

The organization responsible for financial management of project funds will:

1. Receive and hold project funds
2. Spend project funds in accordance with the budget included with this application
3. Discuss any significant changes with Aboriginal Tobacco Strategy staff
4. Keep receipts
5. Provide financial reports in accordance with the requirements of the Aboriginal Tobacco Strategy

Fiscal Sponsor Representative

Title

Date

Address

Phone: _____

Fax: _____

Email: _____

Applicants using a Fiscal Sponsor must submit this signed form as a part of their application

Aboriginal Tobacco Strategy Tobacco Wise Youth in Action

2006-2007 Request for Proposals