

Request for Applications



California Center for Youth Development & Health Promotion “Betting on Our Future” Youth Media Projects

prepared by

California Center for Youth Development & Health Promotion

P.O. Box 5091

Visalia, CA 93278-5091

(559) 733-6496

Fax: (559) 737-4231

Dr. Jim Kooler, Administrator

Tulare County Office of Education

Jim Vidak,

County Superintendent of Schools

California Center for Youth Development and Health Promotion

California Friday Night Live Partnership

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Friday Night Live builds partnerships for positive and healthy youth development that engage youth as active leaders and resources in their community.

www.fridaynightlive.org
www.bettingonourfuture.org

1.0 GENERAL INFORMATION

1.1 Summary

The California Center for Youth Development and Health Promotion (CCYDHP) has a funding opportunity through the Office of Problem Gambling (OPG) to administer performance-based contracts for the creation and production of a multifaceted problem gambling awareness campaign. Funded sites will be required to produce a minimum of one 30-second Public Service Announcement targeting a distinct population. Applicants also have the option of applying for additional components: a long form video, a printed graphic, multilingual versions of projects, and an educational marketing component. Funded sites will be required to attend the “Spotlight Festival” to present their projects and speak about their process in creating and participating in the “Bet on Our Future” awareness campaign. Contracts will be awarded to approximately twenty-six sites. The contracts will be implemented over a nine-month period, beginning October 1st 2016. Projects are due to the CCYDHP by May 12th, 2016; spending authority for these funds will conclude on June 30th, 2017. Additional requirements include the utilization of resources and materials provided by the CCYDHP, participation in on-site BOOF trainings, local premieres of all campaign components, and participation in all program evaluation services. The objective is to empower youth to be advocates of change by raising awareness not only about the risks of problematic gambling behaviors but also by informing others about existing resources through the presentations. The projects will be evaluated for effectiveness in their implementation. All products will be prepared in a format that meets the digital requirements set by the California Office of Problem Gambling and the California Department of Public Health.

Contracts will be awarded following a review and ranking of applications submitted pursuant to this Request for Applications (RFA). Applicant eligibility for applying for

these funds is not limited to sites who currently have Friday Night Live programs, however, sites applying through a Friday Night Live (FNL) program will have priority ranking in the scoring process. All sites applying through an FNL site must be in “good standing” with the California Friday Night Live Collaborative (CFNLC). Sites may apply for up to \$6,000 for the full media campaign project. The CCYDHP and OPG will take into consideration statewide coverage of applications and representation of diverse communities in the review process. Additional contracts may be awarded based on funding availability.

This contract calls for the development and creation of work protected under U.S. copyright law. The work produced under this contract is a “work for hire” and the contractor sells, assigns, and transfers to the California Department of Public Health (CDPH) the entire right, title and interest to the copyright in all work required as a deliverable under this contract. This assignment to CDPH includes any registrations and copyright applications, any renewals and extensions thereof, and in and to all works based upon, derived from, or incorporating the material produced under this contract.

Funding is subject to availability of funds from the California Office of Problem Gambling for the purpose of this project.

1.2 Background

Friday Night Live has demonstrated its success through its ability to focus on a variety of issues of concern to young people. When youth are actively engaged in positive activities with a purposeful role, research shows they are better protected and more prepared to handle the difficult situations life poses. Youth development is clear: involving young people in every level of the process, valuing and supporting youth, promoting the voice of youth, and engaging youth as partners with adults all have a positive impact on young people. Friday Night Live responds to current research and addresses the unique needs of youth in their communities and local environments. The

FNL system has identified a list of program outcomes that are important, achievable, and measurable. These outcomes include process outcomes, or Standards of Practice, which articulate what types of experiences we want young people to have in our programs:

1. A safe environment
 - Physical Safety – to feel safe physically, free from the risk of harm.
 - Emotional Safety – to feel safe emotionally, to feel like they can be who they are.
2. Opportunities for community engagement
 - Knowledge of Community – to learn about their community and its resources.
 - Interaction/Interface with the Community – to interact and work with community members.
 - Communication with the Community – to communicate about the program or youth issues.
 - Contribution to the Community – to give back and serve their community.
3. Opportunities for leadership and advocacy
 - Decision-Making and Governance – to participate in decision-making and occupy leadership roles, such as staff or board roles.
 - Youth Voice – to learn to express their opinions constructively and to hear those of others.
 - Action – to take action on issues or projects they care about outside of the program – in the community, at school.
4. Opportunities to build caring and meaningful relationships with peers and adults
 - Peer Knowledge – to learn about their peers and build relationships

with them.

- Adult Knowledge/Guidance – to learn about the adult staff and build relationships with them.
- Emotional Support – to feel supported emotionally by others in the program.
- Practical Support – to feel like adult staff meets their practical needs.
- Sense of Belonging – to feel like they belong, like they matter to the group and its success.

5. Opportunities to engage in interesting and relevant skill development activities

- Specific Skills – to develop and build specific skills through program activities.
- Challenging and Interesting Activities – to engage in interesting and challenging activities.

In regards to problem gambling, current research shows that parents, educators, and other adults should consider its potential pitfalls for youth. For instance, teen problem gamblers tend to have higher rates of:

- Crime (theft, robbery, embezzlement)
- School problems (e.g., lower grades, truancy, behavior issues)
- Family problems (e.g., withdrawal, behavior issues)
- Peer relationship problems
- Legal and money troubles
- Depression
- Suicidal thoughts and attempts
- Dissociative, "escape" behaviors
- Risk for co-occurring addiction(s), including alcohol and substance abuse

In 2007, seeking to obtain youth voice on the emerging issue of problem gambling, the California Friday Night Live Partnership (CFNLP) along with the Youth Leadership

Institute (YLI), engaged youth in focus group discussions regarding their perceptions of problem gambling and its prevalence in their communities. These focus groups found that gambling behavior is common among youth, takes on many forms, and occurs in many places. Participants report that youth gambling is subject to a variety of influences, such as boredom, peer pressure, media exposure, and the thrill of winning money. Most participants seemed to feel that youth are not capable of gambling responsibly and are more likely to develop problems as a result. (A full report is available at www.bettingonourfuture.org)

1.3 Support Provided for the Project

Support provided for award recipients will include:

- Monthly check-in meetings with CCYDHP staff via conference call, email and/or webinars
- Site visits from CCYDHP staff
- A technical assistance provider in the area of problem gambling prevention will deliver on-site training.
- Dissemination of data and program materials to schools, media, businesses, and the community in support and promotion of project activity. (At the discretion of the site advisor)
- For all components of the projects, the CCYDHP may provide a consultant to provide assistance in shaping the framework of the presentation
- A consultant will assist in evaluating the project
- Coordination of the “Betting on Our Future Spotlight Festival”, June 12-14, 2017 for youth participants to showcase their problem gambling awareness projects; CCYDHP will provide funding for travel, accommodations, and meals for up to four youth and one adult advisor at a reduced cost. Sites may bring additional participants to attend the festival, with travel at their own expense and at a cost recovery rate to be determined, not to exceed \$450.

1.4 Project Goals and Objectives

It is the mission of the California Center for Youth Development and Health Promotion (CCYDHP) and the California Friday Night Live Partnership to

“build partnerships for positive and healthy youth development which engage youth as active leaders and resources in their communities.”

The specific objectives of this R.F.A. are as follows:

- Each award recipient will produce, at minimum the base BOOF campaign (\$3,500):
 - A 30 second public service announcement targeting a specific population, to be determined by the contractor in partnership with the young people in the program. The two options are outlined below:
 - Prevention PSA will target young people 18 and under. The PSA will include/promote the OPT website (www.problemgambling.ca.gov), the California Department of Public Health logo, and the Betting On Our Future logo, only. PSA submissions must be exactly 30 seconds in length, in .mov file, recorded in HD, meet the digital requirements outlined by the CCYDHP and must be submitted to the CCYDHP by May 12, 2017 via dropbox.
 - Treatment PSA will promote treatment services and resources for help that targets adults 18-54. The PSA will include promote the 1-800-GAMBLER helpline and the California Department of Public logo only. PSA submissions must be exactly 30 seconds in length, in .mov file, recorded in HD, meet the digital requirements outlined by the CCYDHP and must be submitted to the CCYDHP by May 12, 2017 via dropbox.

- Premiere their final projects in their local community (i.e. at a local movie theater, film festival, school/classroom screening, community event).
 - Send participants (four youth and one adult) to the "Spotlight Festival" to be held June 12-14, 2017 in Anaheim, CA.
 - Utilize the Friday Night Live Standards of Practice throughout all stages of the project.
 - Adult advisors and youth participants will participate in required on-site and online trainings provided by CCYDHP and their partner agencies.
 - Participate in the overall evaluation efforts of the project and submit appropriate documentation to UCLA Gambling Studies Program.
 - BOOF Training Survey: completed by participants in the initial BOOF training session
 - Retrospective Survey: completed by all youth participants in the BOOF program at the culmination of the project
 - Site Director Questionnaire: completed by adult ally providing direct services to BOOF program participants
 - Focus Group: a representative from each site will participate in and provide experiential feedback at a focus group facilitated at the 2017 Spotlight Festival
 - Utilize the data and materials provided by CCYDHP, in support and promotion of project goals and objectives.
- If applying for additional Long Form Video funding (\$500), each award recipient will produce a project that includes:
 - The California Office of Problem Gambling website
 - The California Department of Public Health logo and the Betting On Our Future logo.

- Premiered in the local community
 - Length: no longer than 4 minutes
 - Recorded in HD and meets the digital requirements outlined by the CCYDHP
- If applying for additional Printed Graphic funding (\$500), each award recipient will produce a project that includes:
 - The California Office of Problem Gambling website
 - The California Department of Public Health logo and the Betting On Our Future logo.
 - Premiered in the local community
 - Size: 2'x3'
- If applying for additional Multilingual Version funding (\$500), each award recipient will:
 - Produce a multilingual version of at least one of the above components funded under this project in Spanish and/or Chinese
 - Subtitles are optional
 - If creating a Chinese language project, please include the Chinese language helpline: 1-888-968-7888
- If applying for additional Educational & Marketing funding (\$1,000), each award recipient will:
 - Implement and complete a problem gambling prevention curriculum (either Stacked Deck or Smart Choices)
 - Distribute one pre-approved press release announcing the various components of their local BOOF campaign
 - Host a press conference about their local BOOF campaign and

problem gambling prevention efforts

- Participate in the “How to Host a Press Conference” webinar facilitated by CCYDHP staff.
- Secure placement of their BOOF PSA on their local public access broadcast station.

1.5 Evaluation

Awardees must participate fully, cooperatively, and in a timely manner in providing data for evaluation purposes of this project. Feedback from the evaluation findings will be provided at various stages of the project to allow program adjustments to be made if necessary. Whenever possible, sites will utilize electronic data collection methods for survey administration and submission.

The evaluation of this project will look at the experience of the young people involved in the program and if the project has met the Friday Night Live Standards of Practice for youth development. The evaluation process may include:

- Regular correspondence with site staff and CCYDHP and/or UCLA staff
- Surveys for youth participants – administration, and receipt of completed surveys will be the responsibility of the funded site
- Participation in focus groups, interviews, and/or questionnaires from the CCYDHP and/or any of its partnering organizations

Evaluation will address the following questions:

- How many young people participated?
- What types of activities were youth engaged in?
- Did efforts raise awareness about problem gambling and existing resources?
- Was the presentation effective in its delivery?

Central to our documentation effort will be the collection of participation information at the site level. Information on each activity/event will be collected and reported in the quarterly report. **These data requirements will be the responsibility of the program sites.**

2.0 REQUEST FOR APPLICATION SPECIFICATIONS

2.1 Award Amounts

- Approximately twenty six sites will be awarded a maximum of \$6,000 for the Betting On Our Future media campaign project. Funding for the projects will be no more than \$6,000 per site for the period of October 1, 2016 through June 30, 2017.
- Payments will be made to Contractor based upon presentation of evidence of completion of the project as measured by CCYDHP.
- Additional contracts may be awarded for projects based on funding availability.

2.2 Eligibility and Funding Requirements

Eligibility for applying for these funds is not limited to Friday Night Live programs, however, priority will be given to those who partner with or submit an application through their local FNL office. Applying FNL programs must be in good standing with the CFNLC.

Applications will be accepted from the County FNL program or from other groups. Friday Night Live programs are responsible for following their local protocol for the application process (i.e. local Alcohol and Drug Program Administrator approval).

Applicants **must meet all** of the following requirements to be considered for funding under this R.F.A.:

- The application must be submitted to the CCYDHP by September 21, 2016.

- The application must meet the Application Requirements (see Section 3.0).

2.3 Disbursement of Funds and Funding Period

- A. ***Disbursement of Funds:*** Funding will be provided through a contract from the California Department of Public Health, Office of Problem Gambling to the Tulare County Office of Education, California Center for Youth Development and Health Promotion and distributed via the applicant entity. Funds must be spent by June 30, 2017.
- B. ***Funding Period:*** Funding will commence on October 1, 2016; with a spending authority that ends June 30, 2017.

2.4 Scope of Proposed Services and Deliverables

Awardees for the Betting On Our Future media campaign will deliver:

1. One youth-led 30-second public service announcement that meets the digital requirements outlined by CCYDHP and premiered at a local community event (i.e. movie theater, film festival, school event).
2. Attendance of 5 participants (1 adult + 4 youth) at the annual Betting On Our Future Spotlight Festival to be held June 13-15, 2016 in Anaheim, CA.
3. Completed surveys for participants.
4. Completed questionnaire for adult ally.
5. One youth-led long-form video that meets the digital requirements outlined by CCYDHP and premiered at a local community event, i.e. movie theater, film festival, school event (if applicable).
6. One original youth-led printed graphic that meets the requirements outlined by CCYDHP (if applicable).
7. Multilingual Versions of at least one above deliverable: PSA, video, and/or printed graphic (if applicable).
8. Participation in the Education & Marketing component (if applicable).

Failing to satisfactorily meet the contract requirements may be cause for withholding reimbursement and jeopardize the contract.

2.5 Specific Contract Requirements

- A. Products developed under this agreement such as programs, identity/promotional items, brochures, printed materials, posters, etc., must be provided to the CCYDHP to gain pre-approval prior to production of products. Approval will be provided in a timely fashion.
- B. Once approved and funded by the CCYDHP, applications submitted under this R.F.A. become public records and documents may be distributed to interested parties and/or the public.

3.0 APPLICATION INSTRUCTIONS

3.1 Application Formatting Requirements

- A. This application encompasses a base project: 1) a 30 second PSA. Additional funding may be awarded for: 1) a long form video 2) printed graphic 3) multilingual versions of the projects 4) education and marketing component.
- B. The Project Work plan portion (Sections 4.0) of the application is limited to four (4) single-sided, 8 ½ x 11 inch, double-spaced, typed pages. Page margins shall be no less than one inch and the document shall be produced in a font that will not create more characters per page than a 12-point font. Pages must be numbered.
- C. All required components of the proposal must be present and follow the sequence of the R.F.A. The applicant's response to each item in this R.F.A. **must** be identified in their application by the same numbers, titles and letters to which the response applies.
- D. The application must contain the following components *in this order*:

1. Application Cover Page (refer to Attachment A)
2. Project Workplan (Section 4.0)

3.2 Scoring the Application

Maximum Score: The maximum score possible for the R.F.A. is 100 points.
The minimum standard for funding is a score of 75 points.

3.3 Timelines

Applications must be received by the submission deadline date: September 21, 2016.

Emails and faxes will be accepted, however, receipt of transmission is the responsibility of the applicant. CCYDHP will not be responsible for transmission errors. Fed Ex (or other service) is recommended.

Submit applications and questions to:

Nani Dodson

California Center for Youth Development and Health Promotion

Tulare County Office of Education

6200 S. Mooney Blvd.

P.O. Box 5091

Visalia, CA 93278

Phone: (559) 733-6496 x1266

Fax: (559) 737-4231

nanid@tcoe.org

Costs for developing proposals are entirely the responsibility of the applicant and shall not be chargeable to the contract, if funded.

An applicant may withdraw his/her proposal by submitting written request for its withdrawal to the CCYDHP. This request must be signed by the applicant.

August 26, 2016: R.F.A. released to County AOD Program offices, County Friday Night Live programs, OPG provider network, and other youth organizations

September 21, 2016: Applications due to the CCYDHP

September 28, 2016: Awards announced

October 1, 2016: Project begins

May 12, 2017: Projects due to CCYDHP

June 12-14, 2017: 2017 Spotlight Festival

June 30, 2017: Spending authority ends

(This timeline is contingent upon a contract between the California Office of Problem Gambling and the Tulare County Office of Education)

3.4 Contact Information

Any questions you may have concerning this R.F.A. should be directed to the California Center for Youth Development and Health Promotion. Questions should be directed to:

Nani Dodson, Program Analyst
California Center for Youth Development and Health Promotion
Tulare County Office of Education
6200 S. Mooney Blvd.
P.O. Box 5091
Visalia, California 93278-5091
Fax: (559) 737-4231
Phone: (559) 733-6496 x1266
E-mail: nanid@tcoe.org

4.0 PROJECT WORKPLAN

4.1 Formatting and Following Instructions Submitting the RFA (5 points)

Refer to Section 3.0

4.2 Statement of Purpose (30 points):

- Provide a statement of purpose and a general project overview. You may use information found in the content of this RFA.
- Provide a narrative statement describing the outcomes to be achieved to both the overall site population and individual youth participants served.

4.3 Demonstrated Readiness (30 points):

This project is intended to fund counties with a demonstrated readiness to implement the project. Please include a paragraph summarizing how youth development theory will be integrated into your model, when implementing the selected project.

4.4 Workplan for Implementation (35 points):

Outline your workplan for implementing your project, utilizing the above stated timeline in section 3.3

**“Betting On Our Future”
APPLICATION COVER PAGE**

APPLICANT ENTITY: _____

Please check all that apply:

- Base Media Campaign (mandatory):
Amount applying for: \$ _____ (\$3,500)
- Long-form Video
Amount applying for: \$ _____ (\$500)
- Printed Graphic
Amount applying for: \$ _____ (\$500)
- Multilingual Versions
Amount applying for: \$ _____ (\$500)
- Education & Marketing
Amount applying for: \$ _____ (\$1,000)

TOTAL amount applying for: \$ _____ (\$6,000 maximum)

NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

CONTACT PERSON:

NAME: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

CHECKLIST OF REQUIRED ATTACHMENTS:

- Application Cover Page
- Project Workplan (Sections 4.0)

SIGNATURE AND TITLE OF INDIVIDUAL AUTHORIZED TO SIGN THIS PROPOSAL:

Signature

Title

Printed Name

Date