



2019 Request for Proposals (RFP)

Hawai'i Tobacco Prevention and Control Trust Fund

Community Grants Program - Youth ESD Prevention

Online Application Deadline: Tuesday, November 5, 2019, 4:00 p.m. HST

PURPOSE OF THE RFP

The purpose of this RFP is to prevent the use of Electronic Smoking Devices (ESDs)¹ by Hawai'i youth under age 18. For purposes of this RFP, 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.²

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, 2017³

Grade level	Current use ⁴		Ever Tried	
	2015	2017	2015	2017
Middle School				
State	15.7	15.7	26.3	27.0
Hawaii	15.7	23.0	28.4	35.8
Honolulu	15.4	13.4	25.3	23.8
Kauai	12.9	18.5	24.9	30.0
Maui	18.0	18.3	29.6	32.1
High School				
State	25.1	25.5	45.1	42.3
Hawaii	29.5	34.1	48.7	49.6
Honolulu	23.4	22.0	43.2	39.0
Kauai	18.1	31.3	45.1	45.3
Maui	32.5	32.3	51.6	50.7

Prevalence rates for smoking combustible cigarettes among Hawai'i high school youth have dropped from 29.2% in 1997 to 8.1% in 2017.⁵ 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

¹ "Electronic smoking devices" means any product that can be used to aerosolize and deliver nicotine or other substances to the person inhaling from the device, including but not limited to an electronic cigarette, electronic cigar, electronic cigarillo, or electronic pipe, and any cartridge or other component of the device or related product." Hawai'i Revised Statutes (H.R.S.) §712-1258(7). "Tobacco product" means tobacco in any form, including an electronic smoking device, cigarettes, cigars, snuff, and chewing tobacco, that is prepared or intended for consumption by, or the personal use of, humans." H.R.S. §321-211.

² <https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>

³ 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

⁴ "Current use" means use of an ESD at least one day during the previous 30 days.

⁵ Hawai'i Youth Risk Behavior Survey 2017, Department of Health.

“epidemic” by the Surgeon General of the United States.⁶ 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.^{7,8} Youth who are using ESDs have a higher risk of transitioning to smoking combusted tobacco (cigarettes) compared to youth who do not use ESDs.⁹ A growing body of research is documenting other youth health risks caused by nicotine and the other inhaled ingredients from ESDs.¹⁰

Unlike the laws strictly controlling marketing of other tobacco products to youth, currently there is no legal restriction on marketing of ESDs to youth. 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 26% of Hawai‘i youth have reported that the availability of flavors is a reason they use ESDs.¹¹ 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.¹² 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.¹³

BACKGROUND

Tobacco Use in Hawai‘i & Focus on Priority Populations

Tobacco use, including ESDs, is a serious health problem in the State of Hawai‘i. It causes more preventable disease, death and disability than any other health issue in the state. Currently in Hawai‘i, the adult combustible cigarette smoking prevalence rate is 12.8%.¹⁴ There are still over 136,400 adult smokers in Hawai‘i. Each year, it is estimated that 1,400 Hawai‘i residents die from tobacco-related causes. Estimates of annual smoking-caused monetary costs in Hawai‘i include \$526M in health care costs, \$387M in lost productivity costs, and account for \$141M of all Medicaid expenditures.¹⁵

This RFP and other tobacco prevention and cessation efforts in Hawai‘i are guided by the State’s 2016-2020 Tobacco Use Prevention and Control Five-Year Strategic Plan (“Strategic Plan”)¹⁶ which was developed through

⁶ See, Surgeon General’s Advisory on E-Cigarette Use Among Youth: <https://e-cigarettes.surgeongeneral.gov/documents/surgeon-generals-advisory-on-e-cigarette-use-among-youth-2018.pdf>

⁷ See, for example, Fact Sheet on Youth and Smoking, Surgeon General’s Report on Smoking and Health: https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/fs_smoking_youth_508.pdf

⁸ Trivers, Katrina F., Elyse Phillips, Andrea S. Gentzke, Michael A. Tynan, and Linda J. Neff. “Prevalence of Cannabis Use in Electronic Cigarettes Among US Youth Letters.” *JAMA Pediatrics* 172, no. 11 (November 1, 2018): 1097–99. <https://doi.org/10.1001/jamapediatrics.2018.1920>.

⁹ Berry, Kaitlyn M., Jessica L. Fetterman, Emelia J. Benjamin, Aruni Bhatnagar, Jessica L., Barrington-Trimis, Adam M., Leventhal, and Andrew Stokes. “Association of Electronic Cigarette Use with Subsequent Initiation of Tobacco Cigarettes in US Youths.” *JAMA Network Open* 2, no. 2 (February 1, 2019): e187794–e187794. <https://doi.org/10.1001/jamanetworkopen.2018.7794>.

¹⁰ See, for example: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm

¹¹ Hawaii Youth Tobacco Survey 2017, Department of Health.

¹² Hawaii Youth Tobacco Survey 2017, Department of Health.

¹³ Other messages and resources are needed for youth who already regularly use ESDs and/or are addicted to nicotine, including cessation assistance, which is outside the scope of this grant program.

¹⁴ State of Hawai‘i Behavioral Risk Factor Surveillance System. See, <http://ibis.hhdw.org/ibisph-view/query/result/brfss/Smoke3Cat/Smoke3CatCrude11.html>

¹⁵ Campaign of Tobacco Free Kids (2018) - http://www.tobaccofreekids.org/facts_issues/toll_us/Hawaii.

¹⁶ Hawai‘i Department of Health 2016-2020 Tobacco Use Prevention and Control in Hawai‘i, Five-Year Strategic Plan. <https://health.hawaii.gov/tobacco/files/2013/04/2016TobPlanR.pdf>

community input throughout Hawai'i. The plan provides a comprehensive approach to tobacco control in Hawai'i, with the following goal areas:

- Reduce tobacco-related disparities in population groups in Hawai'i with the highest prevalence rates for tobacco use.
- Prevent the initiation of tobacco use by youth and young adults.
- Promote quitting among adults and youth.
- Eliminate exposure to secondhand smoke.

Despite the overall decline in tobacco use, certain groups in Hawai'i still have disproportionate rates of tobacco use, and therefore disease and fatality, as evidenced by the Hawai'i Behavioral Risk Factor Surveillance System (BRFSS)¹⁷ and other surveys¹⁸. Those with higher smoking rates include:

- Native Hawaiians (21%)
- Persons with mental health and/or substance use challenges (examples include: diagnosed depression 23.8% and heavy drinking 30.6%)
- Lesbian, Gay, Bisexual, Transgender (LGBT) communities (19.9%), and
- Low socio-economic status populations (examples: low income 17.5% and low educational attainment 22.0%).¹⁹

The next Strategic Plan for Tobacco Use Prevention and Control is under development at the time of this RFP. Although the details and strategic direction of the Plan have not been established yet, the recent rapid increase in youth usage of ESDs at rates much higher than adult usage makes it likely that youth will be added as a priority population in the next Strategic Plan for prevention purposes.

Hawai'i Tobacco Prevention and Control Trust Fund

The Hawai'i Tobacco Prevention and Control Trust Fund (Trust Fund) was created by state law following a Master Settlement Agreement (MSA) between most US states and territories and the tobacco industry²⁰. The Hawai'i Community Foundation (HCF) has held and managed the Trust Fund on behalf of the Hawai'i Department of Health (DOH) since 2000.

Pursuant to the contract with the DOH, HCF implements a community grants program as one component of a statewide comprehensive tobacco prevention, education, and cessation strategy to reduce and eliminate tobacco consumption based on the Centers for Disease Control and Prevention's (CDC) goal for comprehensive tobacco control programs. Hawai'i's statewide youth tobacco prevention strategy is implemented through a coordinated effort between DOH's Tobacco Prevention and Education Program, public health advocates, private and non-profit organizations, policy makers, and various communities throughout our state.

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 recently released a separate Request for Proposal for a health communications program that will, in part, conduct a broad statewide media campaign targeted to Hawai'i youth to raise awareness about the risks of

¹⁷ 2017 BRFSS, <http://www.hhdw.org/> under BRFSS Reports, Tobacco Use, Prevalence.

¹⁸ See, for example, Hawai'i Health Data Warehouse - <http://www.hhdw.org/>.

¹⁹ 2017 BRFSS, <http://www.hhdw.org/> under BRFSS Reports, Tobacco Use, Prevalence, and [Tobacco Use Prevention and Control Tracker](#).

²⁰ Hawai'i Revised Statutes 328L-2 (2010).

ESDs in order to prevent youth initiation of ESD use. That program should start in January 2020. 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 Campaign²¹, the Campaign for Tobacco-free Kids²², and the Stanford Tobacco Prevention Toolkit ("Stanford Toolkit")²³. The grant program created by this RFP is based on the Stanford Toolkit, comprised of lesson plans to equip youth with skills to reduce experimentation and use of ESDs.

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 2017 rates (Middle school: 15.7%. High school: 25.5%).
 - 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. 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 tobacco industry marketing tactics to attract and addict youth to tobacco products.
- 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 the external program evaluator to be hired by HCF.
- 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.
- Perform all grant expectations listed in Appendix 1.

ELIGIBILITY

To be eligible for funding under this RFP:

1. The applicant must be a non-profit organization with a 501(c)(3) tax-exempt status.

²¹ <https://www.thetruth.com/>

²² <https://www.tobaccofreekids.org/>

²³ <https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html>

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 that receive funding or in-kind support from organizations that manufacture or sell tobacco products or ESDs are ineligible to apply.
4. Applicants must not have any outstanding final reports due to HCF.
5. 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.

GRANT FUNDS & GRANT TERM

- Grants will be awarded for a one-year period with a possible renewal for a second year depending on results and availability of funds. Typical grant awards will not exceed \$40,000 per year.
- The grant term is expected to begin on January 1, 2020 and end on December 31, 2020, with the possibility of a one-year renewal.
- 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.²⁴
 - 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 that may include:

- 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.

APPLICATION INFORMATION

Submission of proposals for the HCF Youth ESD Prevention Grant program must be completed online through Hawai'i Community Foundation's Nonprofit Gateway at <https://nexus.hawaiicommunityfoundation.org/nonprofit>.

²⁴ Other messages and resources are needed for youth who already regularly use ESDs and/or are addicted to nicotine, including cessation assistance, which is outside the scope of this grant program but may be addressed by the Hawai'i Tobacco Quitline or medical professionals.

Applicants must establish an online account with HCF to access the online application. Note: If you are requesting an account, it may take a few days for you to receive the account information. It's highly recommended you request your account early to allow adequate time to complete the application by the submission deadline.

Timeline

1. Release of RFP: September 2019.
2. **Online Applications Due by: Tuesday, November 5, 2019 at 4:00 pm HST.**
3. Notification of awards will be sent in December 2019.
4. First grant payment will be mailed upon the finalization of grant terms and agreement requirements and any other contingencies outlined in the award letter from HCF.
5. Initial meetings with the program evaluator to discuss evaluation design and data collection tools to occur within the first few months of the grant award.

Parts of Application

The application consists of five main parts:

Part 1. Proposal Narrative (to be submitted through HCF's Nonprofit Gateway)

Part 2. Program Budget (template provided; to be uploaded with application).

Part 3. Other required documents must be uploaded with the application and are listed below under Required Forms.

Instructions

- Only complete applications will be accepted. Applications missing any required documents will be administratively denied.
- 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.
- We recognize the significance of diacritical markings in written Hawaiian as pronunciation guides; however, the online application system is unable to accept diacriticals. Please do not include these in your narrative as it may cause errors in the way the online system processes your proposal.

Proposal Review Process

Proposals will be reviewed by a review team comprised of HCF and DOH staff who do not have any controlling or financial interest in any of the entities submitting proposals. The review team will analyze the merits of each proposal and make recommendations to HCF. HCF will make the final decision on all grant awards.

CRITERIA FOR PROPOSAL REVIEW

The strongest proposals will be those that meet all or most of the following criteria.

- Organization demonstrates that it has history of successful programmatic implementation, strong operational and fiscal administration, and experienced personnel who can effectively lead and oversee services provided under the grant.
- Organization demonstrates that it has substantial relevant experience in tobacco control, youth services or related public health services addressing youth behavioral change.
- Organization demonstrates a clear strategy for adapting the Stanford Toolkit to prevent youth ESD use among youth under age 18 in its service area.
- Organization demonstrates clear, realistic, measurable, and achievable benchmarks and results, and has the capacity to deliver the proposed services under the grant, including the evaluation requirements.

- Organization has strong partnerships with other service providers in its service area that will support the proposed prevention program and increase reach and effectiveness.

PROPOSAL NARRATIVE QUESTIONS

The following character counts are approximate to the specified page lengths based on single-spacing in Arial 12-point font with 1-inch margins.

1. For your organization as a whole, please describe the mission of your organization, the community your organization serves, including who you serve, the geographic areas you serve, and the needs you are working to address or the opportunities you are working to provide. *(max 2,000 characters = 1/2 page)*
2. For the staff who will be managing and delivering youth ESD prevention services under your proposal, please describe their experience, knowledge, and background related to serving youth, tobacco control and prevention, or youth behavior change. Please indicate their names, position titles, and certifications and degrees. How is the work of these staff members integrated with other services provided by your organization? Please identify the staff person who will work directly with HCF's contracted evaluator. *(max 4,000 characters = 1 page)*
3. Which youth age groups will you (and/or your partner organizations, if applicable) serve under this grant? How are they currently served by your organization? Please explain how you will reach these youth to deliver the Stanford Toolkit information. *(max 4,000 characters = 1 page)*
4. What tobacco-related or behavior change-related programs, services or activities is your organization already providing to youth in your community? Please describe what your organization achieved with those programs *over the "past year"* (either fiscal or calendar year is acceptable). Specifically, how much did your organization achieve, how did you measure those results, and what difference did your efforts make for the youth populations you serve? *(max 4,000 characters = 1 page)*
5. If you plan to partner with other agencies to deliver youth ESD prevention services, please indicate each agency you will work with and explain how your organization will work with them to increase reach and effectiveness of your program. *(max 2,000 characters = 1/2 page)*
6. How does your organization as a whole financially support its overall activities and infrastructure? Please describe your organization's typical sources of income or revenue. Please describe any additional sources of income (other than this grant) that will support the proposed youth ESD prevention services. Please indicate whether your organization receives any funding or in-kind support from organizations that manufacture or sell tobacco products or ESDs and, if so, the amount of monetary support or the nature of the in-kind support. *(max 2,000 characters = 1/2 page)*

REQUIRED FORMS - ATTACHMENTS TO BE UPLOADED WITH THE APPLICATION

Proposals missing any of the required forms will be administratively denied.

1. Program Budget Form (download template)
2. One-page board or leadership group list with professional affiliations
3. Financial Statements (audited, if available) for the most recently completed fiscal year
4. Organization's current and previous year's board-approved Operating Budget
5. If applicable, documentation of any partnership arrangement described in your proposal (supporting letter, MOU, etc.)

QUESTIONS ABOUT THIS RFP

Please visit the HCF Tobacco Cessation Grant Program page of our website for more information:
<https://www.hawaiicomunityfoundation.org/grants/tobacco-cessation>.

If you have any questions about registering your nonprofit online or about the online application process, please contact Lisha Kimura at 808-566-5558 or lkimura@hcf-hawaii.org.

If you have any questions about the RFP, you may contact: Larissa Kick at 808-566-5565 or lkick@hcf-hawaii.org. Neighbor Islands may call our toll-free number at 1-888-731-3863.

APPENDIX 1 - Grant Expectations

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 clients who need assistance with quitting tobacco to the Hawai'i Tobacco Quitline 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.

Appendix 1 (continued)

Budget Modification Template Sample

Organization Name:		2020 Tobacco Youth Prevention Grant Program	
I. PROGRAM BUDGET			
CATEGORY <i>Please feel free to amend categories to best fit your program costs. Gray boxes calculate totals automatically.</i>	Approved Budget	Budget Modification Request	Modification (+/-)
REVENUE			
Total Requested from Youth Prevention Grant Program	\$0.00		
Total Revenue Budget*	\$0.00		
EXPENSES			
PERSONNEL SALARIES			
Name of staff, title and FTE	\$0.00	\$0.00	\$0.00
Name of staff, title and FTE	\$0.00	\$0.00	\$0.00
Name of staff, title and FTE	\$0.00	\$0.00	\$0.00
Subtotal	\$0.00	\$0.00	\$0.00
FRINGE BENEFITS			
Name of staff, title and FTE	\$0.00	\$0.00	\$0.00
Name of staff, title and FTE	\$0.00	\$0.00	\$0.00
Name of staff, title and FTE	\$0.00	\$0.00	\$0.00
Subtotal	\$0.00	\$0.00	\$0.00
SUPPLIES/EQUIPMENT			
(list type of supplies)	\$0.00	\$0.00	\$0.00
(list type of supplies)	\$0.00	\$0.00	\$0.00
(list type of supplies)	\$0.00	\$0.00	\$0.00
Subtotal	\$0.00	\$0.00	\$0.00
OUTREACH/MARKETING			
(list outreach/marketing)	\$0.00	\$0.00	\$0.00
(list outreach/marketing)	\$0.00	\$0.00	\$0.00
(list outreach/marketing)	\$0.00	\$0.00	\$0.00
Subtotal	\$0.00	\$0.00	\$0.00
ADMINISTRATIVE/ INDIRECT COSTS (max 10% of total grant request)			
Subtotal	\$0.00	\$0.00	\$0.00
Total Expense Budget*	\$0.00	\$0.00	\$0.00

*Please note: The total revenue budget should match the total expense budget.