South Dakota Tobacco Control Program

Disparities Grant

Grant Guidance
2022-2023

2022-2023 SD TCP DISPARITIES GRANT TIMELINE

January 14, 2022	Grant Application Release
March 11, 2022	**Submission Deadline for Application** Grant applications must be **finalized** and **submitted** within Catalyst by 5:00 p.m. Central Time.
April 8, 2022	Tentative Award Notification Applicants will be notified of funding decisions by email.
May 6, 2022	The grantee must accept grant award within Catalyst by 5:00 p.m. Central Time.
June 1, 2022 – May 31, 2023	Grant Funding Cycle All grant funds must be expended during this time.
May 31, 2023	Final Reports Due

BACKGROUND

The South Dakota Department of Health (SD DOH) is the lead agency for the statewide management of tobacco use prevention and cessation. The South Dakota Tobacco Control Program's (SD TCP) efforts are based on practices shown to be successful and recommended in the *Best Practices for Comprehensive Tobacco Control Programs* compiled by the Centers for Disease Control and Prevention (CDC). The SD TCP promotes a coordinated effort to prevent tobacco use and reduce the death and disease caused by tobacco use. The SD TCP is committed to helping develop programs designed to encourage, promote, and support tobacco-free lifestyles and reduce tobacco-related disparities with a health equity focus.

The Disparities Grant is to support the local community and organization-based efforts, promote the implementation of the *South Dakota Tobacco Control State Plan*, and foster collaboration among organizations across the state to ultimately reduce the toll of tobacco use in South Dakota.

The SD TCP support the Disparities Grant recipients with technical assistance on an individual basis through the Tobacco Disparities Coordinator during the grant period.

The SD TCP also provides funding through the Community/School Partnership Grant, which is offered on a similar grant cycle. Please view the *TCP Grant Decision Tool* document, found at https://doh.sd.gov/prevention/assets/TCPGrantDecisionTool.pdf, to determine which program best fits your chosen tobacco prevention and cessation activities. Applicants may apply for both grants if they meet individual grant eligibility criteria.

GRANT OVERVIEW

The purpose of the Disparities Grant is to promote health equity by incorporating a long-term change aimed at reducing disparate tobacco use among the following SD TCP priority populations: youth and young adults, American Indians, pregnant and postpartum women, people of low socioeconomic status (SES), and the behavioral health populations. Full descriptions of each priority population can be found in the *Priority Population Guidelines*, located on https://befreesd.com/about-us/priority-populations/overview/.

Disparities grants are awarded to local governmental and non-profit community-based organizations, coalitions, and groups that support the SD TCP mission. Examples include, but are not limited to, youth groups, schools, post-secondary institutions, civic associations, service clubs, healthcare organizations, faith-based organizations, parent groups, neighborhood associations, and local community coalitions.

The Disparities Grant is designed to invest in projects that address the goals outlined in the *[South Dakota Tobacco Control State Plan](#)*, with a specific health equity focus on one or more of the five identified priority populations as outlined in the "Supporting Evidence" section of the State Plan.

To be successful, applicants must demonstrate the following:

a. Ability to bring together key stakeholders (local agencies, partners, individuals) to collectively support proposed activities.
b. Capacity, competence, and experience to accomplish project objectives and activities.
c. Services must be provided in South Dakota.
d. Use of evidence-based tools such as the *[Tribal Tobacco Policy Toolkits](#)*.
e. Willingness to collaborate with the South Dakota Tobacco Control Program.
f. Requested funding will not supplant funds currently received by the applicant.
g. Measurable results and responsibilities of partners outlined in the evaluation plan.
h. A detailed budget appropriate for the level of activities planned.

APPLICATION GUIDELINES

The South Dakota Tobacco Control Program will approve or deny applications. All decisions will be final.

- The maximum grant award is $25,000 per applicant. The minimum is $5,000. The SD TCP reserves the right to grant less than the total amount requested.
- Funding will be based on points outlined within this guidance.
- Funds may be applied to support existing or new projects. However, applicants must demonstrate that the requested funds do not supplant/replace existing funding.
- Use as much detail as necessary to fully respond to the criteria yet be as concise as possible.
- Applications must be **submitted and finalized** in Catalyst no later than **5:00 p.m. Central Time on March 11, 2022.**
- **Late applications will not be considered.** Once submitted and finalized, applications will be considered final and will be approved or declined for funding. The SD TCP reserves the right to grant less than the total amount requested.

- Prior performance of organizations who have previously received SD TCP funds will be considered when reviewing applications.
- Weight will only be given to the required materials. Additional materials may be attached for clarification but will not be part of your grant's final score.
- The SD TCP reserves the right to reject, in whole or in part, any or all applications, to advertise for new applications, to abandon the need for such services, and to cancel this grant opportunity if it is in the best interest of the SD TCP.
- Grants are approved for one funding cycle (June 1, 2022-May 31, 2023). Continued support for subsequent years requires resubmission, review of grant progress, budget management, and availability of grant funds.

The following components are required elements of a complete application and must be included to be eligible for funding consideration.

I. Application Form (50 points Total)

The application must be completed within Catalyst, an online application platform. Please refer to the *Tobacco Disparities Grantee Catalyst Walkthrough* document for detailed instructions on adding application information and submitting and finalizing your application.

> **Please Note:** If you are an applicant new to Catalyst and do not have a username and password, email DOH.info@state.sd.us with the subject line "Tobacco Grant Log-In" and include the following information in the body of your email:
>
> - First and last name
> - Position/Title
> - Email Address
> - Organization Name
> - Organization Address
> - Phone number
>
> Please contact DOH.info@state.sd.us if you do not receive your Catalyst login within one business day.

This application contains three Goal Areas: **Prevention, Cessation,** and **Tobacco Exposure.** Within each Goal Area there are three categories under which you can plan activities: **Policy, Education,** and **Interventions.** You must select at least one Category within at least one goal area. For those Goal Areas and Categories you choose not to participate in. You may "Opt-Out" to eliminate them from your application.

All activities must have a primary focus on one or more of the five SD TCP priority populations. Applicants should describe or provide a comprehensive plan for how each activity will be implemented and how the activities will specifically target the selected priority population(s).

Evidence-based practices and techniques will take preference in scoring. For more information, refer to the various best practices guidelines and toolkits located in **Appendix B**.

Funds may not be used for the purchase of curriculum of CATCH, INDEPTH, LifeSkills or Not On Tobacco (NOT) programming, as curriculum can be received at no-charge. Funds may be used for the stipend for the instructor's time for CATCH, INDEPTH, LifeSkills, or NOT along with activities and materials (if applicable). To learn more about NOT funding contact Ashley Heyne at aheyne@bhssc.org. To learn more about LifeSkills, contact Tynell Millner tmillner@bhssc.org.

Funding may be used for Teens Against Tobacco Use (TATU) programming only in **non-school entities**. Funding line items for TATU programming have a $2,000 maximum total. The SD TCP will

provide training for the curriculum at an agreed upon time. All schools looking for funding to implement TATU should look for information sent directly to schools in the fall. To learn more about TATU funding contact Ashley Heyne at aheyne@bhssc.org.Additional funding limitations can be found in **Appendix C.**

A list of grant activity examples can be found in Appendix D.

Under *Part One: Coalition Information*, you need to provide all information about your organization. Under Part One, the following information is required:

    i. **Coalition Information (5 Points):** Provide all of the information asked about your coalition/organization. This information will be used for follow-up communications and to develop grant contracts for successful applicants. This attachment must include:

        a. Full organization name
        b. Lead grant contact
        c. Preferred email
        d. Organization address, city, state, zip +4
        e. Phone number
        f. Organization DUNS/unique entity identifier number
        g. Organization's fiscal year
        h. Grant fiscal agent

    ii. **Community Partners (5 Points)**: List all community partners that will be involved in the activities.

    iii. **Need (5 Points)**: Describe the need for the selected population(s) in your community and/or organization for the proposed activities. Include supporting data when possible.

    iv. **Capacity (10 Points)**: Provide a workable capacity plan that can describe your organization's activities and ability to carry out these activities. Explain how the activities impact the priority population(s). Include any evaluation questions to measure impact.

Under *Part Two: Work Plan/Budget*, you will identify your work plan for each goal area (Prevention, Cessation, Tobacco Exposure). You may include more than one activity in a Category. Under each Category, the following information is required:

    i. **Activity Narrative (15 Points)**: Describe in detail the proposed activities, how you plan to accomplish the activities, and the Lead Personnel responsible for achieving each activity. Proposed activities should have a clear connection to the selected priority population(s).

    ii. **Priority Population (5 Points)**: Choose as least one of the five priority populations as the primary focus of your activities: youth and young adults, American Indians, pregnant and postpartum women, people of low socioeconomic status (SES), people with behavioral health conditions.

    iii. **Timeline (5 Points)**: Provide a detailed timeline of activities within the grant period. If overall goals are anticipated to take longer than the grant period, provide an additional long-term timeline with broad goals and objectives.

iv. **Funds**: Provide the amount of funds requested for the activity and the amount of facilitator stipend funds requested. Identify any in-kind contributions, if applicable.

Part Three: Quit Kits are <u>optional</u>. If you are creating Quit Kits, you will identify details about the Quit Kits. This part is optional and will only be required if you plan to provide any Quit Kits in your community.

v. **Quit Kit Details:** Describe in detail the proposed Quit Kits, how you plan to accomplish the activities, as well as the intended recipients of the kits. Proposed activities should have a clear connection to the selected priority population(s) and connected to one of the Goal areas (Prevention, Cessation, and/or Tobacco Exposure).

> A set of performance measures has been established to enhance evaluation for the Tobacco Disparities Grant. Measures include outreach activities, resource dissemination, media and policy. Identify your focus on specific performance measures within your application. If awarded, the Tobacco Disparities Coordinator will work with you on the guidance of your documentation of the Year Target and quarterly performance measures within Catalyst.

II. **Budget (25 Points Total)**

Download the Budget Worksheet Template provided in the "Attachment" section in Catalyst for your budget request. Applicants must provide a sufficient budget narrative to justify costs for selected activities. Funding requests should not include benefits or capital equipment. The completed Budget Worksheet must be uploaded to Catalyst's "Attachment" (See Tobacco Disparities Grant Catalyst Walkthrough document for more information). **YOU WILL NOT USE THE BUDGET SECTION BUILT INTO CATALYST. PLEASE DOWNLOAD THE EXCEL TEMPLATE FROM THE ATTACHMENTS SECTION.**

a. <u>Funding Type</u>: Please organize your budget line items by **salary**, **supplies**, **travel** or **other**. Each category may be used multiple times.
   - Include stipend under the **<u>Salary</u>** category. Provide a detailed justification for the stipend requested. **If the salary exceeds 50% of the requested funds, please provide additional detailed justification.**
   - All costs related to proposed activities, such as supplies, promotion, media, etc. should be requested using the **<u>Supplies</u>** category.
   - Travel expenses related to the Spring Tobacco Control Institute will be reimbursed directly by the Tobacco Control Program and should **<u>not</u>** be included in your budget request.
   - Travel expenses related to Teens Against Tobacco Use (TATU) can be included in your budget request, but you may not request funds at the TATU training for reimbursement if it is included.

b. <u>Category Number</u>: This number should relate directly to the Activity Narrative and detail the Goal and Category where expenses are taking place.

c. Activity Name/Description of Cost: Applicants must provide sufficient budget narrative to justify costs to achieve proposed activities. **This is your funding justification, so please provide detail.**

d. Funds Requested may not exceed a total of $25,000.

e. In-kind contributions are not required for this grant but may be included if they clarify budget requests.

f. Ancillary Costs may not take up more than 10% of the proposed budget. The use of ancillary funds can include meeting expenses and educational incentive items.

NOTE: Please create a separate budget line for each expense (i.e., Salary, Supplies) within each proposed activity.

III. **Required Supporting Information (25 Points Total)**: This information must be uploaded to the "Attachment" section of the Catalyst Online Application (see [Tobacco Disparities Grant Catalyst Walkthrough](#)).

a. Capacity/Sustainability **(15 Points)**
    i. Describe your organization's ability to carry out activities. Include a list of your local group's active membership and/or current community partners. Applicants must demonstrate the ability to bring together stakeholders to support proposed activities. **(Limit 2 pages)**
    ii. If goals are anticipated to take longer than the grant period, demonstrate your organization's ability to maintain services throughout the activities' anticipated timeline. This should include, but is not limited to, alternative funding sources and stable partnerships. **(Limit 1 page)**

b. Letters of Support **(5 Points)**
    i. Applicants should include letters of support from 2 partner organizations. Letters should be written by individuals who are authorized to speak on behalf of the organization.

c. Proof of Organization **(5 Points)**
    i. Please attach a W9 and proof of insurance.

EVALUATION & PROGRESS REPORTING

Grantees will be required to report on activities outlined in their workplan to monitor compliance with grant objectives. The minimum reporting requirements are as follows:

1. Complete Quarterly Qualitative Context, Performance Measure and Budget Reports in Catalyst, and a Final Report with annual results from the evaluation plan.
   a. Quarter 1 Report due **August 31, 2022**
   b. Quarter 2 Report due **November 30, 2022**
   c. Quarter 3 Report due **February 28, 2023**
   d. Quarter 4 Report due **May 31, 2023**
   e. Final Report due **May 31, 2023**
2. Arrange phone calls with the Tobacco Disparities Coordinator after submitting quarterly reports to discuss progress and any technical assistance needs.
3. Work with the SD TCP to select a date for the Tobacco Disparities Coordinator to attend at least one site visit throughout the grant period.
4. Attend at least four webinars and complete the Orientation Toolkit Training provided by the SD TCP.
5. Participate in SD-TCP webinars and complete the Orientation Toolkit Training.
6. Participate in any other evaluation activities requested by the SD TCP.

AWARD PROCEDURE

Applicants will tentatively be notified of funding decisions by April 11, 2022. Successful applicants will then be required to work with the Tobacco Disparities Coordinator to finalize work plans and budgets. The grant funding cycle begins on June 1, 2022 and ends on May 31, 2023. The SD TCP reserves the right to grant less than the total amount requested. All funding decisions by the SD TCP are final.

Successful applicants will receive their grant award every quarter, pending receipt of the signed Grant Agreement and the new state fiscal year's release of funds.

Alternative funding schedules can be discussed with the SD TCP after notification of an awarded application before finalizing work plans and budgets.

Funded grantees must agree to the following requirements:

- Sign a grant agreement.
- Attendance at the 2023 Spring Tobacco Control Institute (date and location will be determined later) by at least one representative from the grantee organization.
- Establish and maintain contact with the Tobacco Disparities Coordinator.
- Complete all activities funded by the SD TCP and outlined in the work plan as part of the grant agreement.
- Acknowledge SD TCP as the funding source for any SD TCP funded material. The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD, and Find Your Power logos are protected and cannot be utilized without the SD TCP's written permission.

- Agree to circulate SD TCP action alerts and promote SD TCP events through its members and partners.
- Obtain prior approval for changes to the budget and work plan submitted if requested during the grant year.
- Obtain written approval from the SD TCP before changing grant facilitators or fiscal agents.
- The fiscal agent must carry commercial general liability insurance coverage that cannot be paid for grant award funds.
- Maintain phone and email capability. Notify SD TCP of any changes in contact information.

Requests for New Media:

- Special requests for additional media should be limited and must be discussed and approved with the Tobacco Disparities Coordinator before purchasing any advertising space. The Disparities Coordinator will send the request to the Communication Coordinator for additional clarification and approval.
- Special requests for other media will only be considered when existing media cannot fulfill the request.
- **Please start the process for any special media requests at least two months before the deadline. Set-up, designing, and printing require a significant amount of time.**
- If placing a print advertisement in a magazine or newspaper or buying airtime for a radio flight from your local station, please notify the Tobacco Disparities Coordinator, at least 6 weeks prior release date.
- Any design or layout work, logo tagging, printing or set-up to create approved special requests will be provided by S.D. Tobacco Control Program's contracted media agency. Grantees will be invoiced for these services per an agreed-upon amount.
- **The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD, and Find Your Power logos are protected and cannot be utilized without the SD TCP's written permission.**
- Please direct questions and requests for additional information to **DOH.info@state.sd.us**. For more information, refer to the various best practices guidelines and toolkits located in **Appendix E**.

TECHNICAL ASSISTANCE

The SD TCP is committed to providing quality technical assistance whenever requested. However, to ensure no preferential treatment, applicants are expected to complete application forms and develop proposals without assistance from DOH or entities with whom the DOH currently contracts. Questions will be taken to clarify any confusion on the application.

To provide uniform technical assistance to applicants, the SD TCP will provide assistance on an individual level. Questions will be taken at any time during the grant application. All questions will be complied with, and answers to all Technical Assistance requests will be posted to the Disparities Grant website in a document titled "Disparities Grant Technical Assistance Q&A". Please check the website periodically for the most updated list of technical assistance requests from all applicants. Please submit any requests for

technical assistance or questions via email to DOH.info@state.sd.us. Please use "Disparities Tobacco Grant Question" in the subject line of your email.

For assistance with Catalyst, please contact Spectrum Health Policy Research, Catalyst Support by calling (770) 935-0958 or emailing support@catalyst120.com.

Appendix A: SD TCP Tobacco Disparities Grant Checklist

Attachments to the Catalyst Online Application:

☐ Budget Excel Worksheet with funds requested not exceeding $25,000 and **detailed** justification **(25 points)**

☐ 2 Letters of support from partner organizations **(5 points)**

☐ Capacity/Sustainability **(15 points)**

☐ Proof of Organization **(5 points)**

    ☐ W9

    ☐ Proof of Insurance

Part One for Catalyst Online Application:

☐ Organization Information **(5 points)**

    ☐ Full organization name

    ☐ Lead grant contact

    ☐ Preferred email

    ☐ Organization address, city, state, zip+4

    ☐ Phone number

    ☐ Organization DUNS/unique identifier number

    ☐ Organization's fiscal year

    ☐ Grant fiscal agent

☐ Capacity and Sustainability statement not exceeding 2 pages **(10 points)**

☐ List of all community partners **(5 points)**

☐ Described the need in the community/organization **(5 points)**

Part Two for Catalyst Online Application (information should be completed under each selected category):

☐ Selected priority populations **(5 points)**

☐ Detailed activity narrative **(15 points)**

☐ Detailed timeline of activities **(5 points)**

☐ Lead Person

☐ Funds Requested

☐ Facilitator Stipend Amount

☐ In Kind Contributions (Optional)

Optional Part Three for Catalyst Online Application:

☐ Quit Kits *(Optional, but include in Budget Sheet under Cessation)*

    ☐ Intended Recipients

    ☐ Number of Hours

    ☐ Total Number of Quit Kits

    ☐ Goal Area

    ☐ Items & Quantity in Quit Kits

    ☐ Cost per Quit Kit

Appendix B: Resources South Dakota Tobacco Control Program Websites

- BeFreeSD
- Tobacco Rethink It
- SD QuitLine | NRT Kickstart Kit
- Find Your Power
- Department of Health Website
- DOH Educational Materials Catalog

South Dakota Tobacco Control Program Approved Curriculums
- CATCH – E-Cigarette Prevention
- Scholastic: The Real Cost of Vaping
- INDEPTH
- LifeSkills (For more information, contact Tynell Millner at tmillner@bhssc.org)
- Not On Tobacco (For more information, contact Ashley Heyne at aheyne@bhssc.org)

Data
- Behavioral Risk Factor Surveillance System
- Vital Statistics
- Pregnancy Risk Assessment Monitoring System
- County Health Rankings
- Youth Tobacco Survey
- Youth Risk Behavior Survey

National Resources

- [CDC Best Practices for Comprehensive Tobacco Control Programs, 2014](#)
- [Health Equity in Tobacco Prevention and Control](#)
- [E-cigarette Use Among Youth and Young Adults: Report of the Surgeon General, 2016](#)
- [Know the Risks: E-cigarettes & Young People](#)
- [Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General, 2014](#)
- [Surgeon General Report on Smoking and Tobacco Use, 2012](#)
- [Clinical Practice Guidelines for Treating Tobacco Use and Dependence](#)
- [The Community Guide](#)
- [CDC Media Campaign Resource Center (MCRC)](#)
- [FDA Center for Tobacco Products](#)
- [Campaign for Tobacco-Free Kids](#)
- [U.S. Department of Housing and Urban Development Smoke-Free MUH Resources](#)
- [Truth Initiative: Quitting E-Cigarettes Cessation Programs](#)
- [American Lung Association E-Cigarette Cessation Resources](#)

South Dakota Tobacco Control Program Resources
- [Local Tobacco Prevention Coordinators](#)
- [South Dakota Tobacco Control State Plan](#)
- [South Dakota Tobacco Control State Plan One-Pager](#)
- [South Dakota Tobacco Control Program Toolkits](#) ("Advocacy Tools" section)
- [South Dakota Tobacco Control Program Tribal Toolkits](#)
- [South Dakota Tobacco Control Program Download Library](#)
- [South Dakota Tobacco-Free Rodeo Guide](#)
- [South Dakota QuitLine PROF Training Module](#)
- [South Dakota Tobacco Control E-Cigarette and Vaping Resource](#)
- [E-Cigarette Presentation](#)

Appendix C: Funding Limitations

- Funds may not be used for CATCH, INDEPTH, LifeSkills, or NOT curriculum.
- Grant funds may not be used to purchase billboards or pay for booth rental at public events such as health fairs or trade shows. Exception: Grant funds may be used for booth rentals only when booths are designed to counter pro-tobacco influences (i.e. past tobacco company sponsorship/presences) at the event. If requesting funding for booth rental, please explain the pro-tobacco influences at the event in your application.
- Funds may not be used to purchase materials or curriculum developed or promoted using tobacco industry funding.
- Funds may not be used for trainings or speakers unless approved by the SD TCP.
- Funds may not be used to purchase of permanent equipment (laptops, printers, T.V.s, furniture, etc.).
- SD TCP will not fund political parties, candidates, partisan political organizations, individuals, or "for-profit" businesses.
- Applicants must not accept funds from any tobacco company or affiliated companies/ groups.
- Funds may not be used for grants to individuals, or to organizations with a conflict of interest, including but not limited to those directly or indirectly affiliated with the promotion and/or distribution of tobacco products and materials as described in this Grant Application.

- Funds may not be used for research, construction, or renovation.
- Funds may not be used to supplant funds from other sources for existing operating expenses, indirect costs, or other expenses of activities currently being conducted. Applicants must maintain current levels of an effort supported by other or pre-existing funding sources. Grant funds are to be used for efforts which are new and or a clear expansion of tobacco prevention efforts by successful applicants/grantees.
- Funds cannot be used for sponsorship or activities that solely promote the grantee. (Example: paid messaging that does not include prevention or cessation messaging)
- Funds must be used for tobacco prevention and cessation activities only and cannot be used to lobby for State of South Dakota laws or ordinances.

Appendix D: Example Grant Activities

Goal 1: Prevention

- Category 1.A: Policy
  - *Examples of Activities:*
    - *K12 extra-curricular activity tobacco-free policy agreements (i.e. training rules).*
    - *Train organizations on and conduct tobacco retail assessments.*
    - *Support evidence-based tobacco prevention education, such as Teens Against Tobacco Use (TATU), Lifeskills, and CATCH My Breath, and include education on tobacco marketing and sales.*

- Category 1.B: Education
  - *Examples of Activities:*
    - *Education through youth activity organizations (i.e. High School Rodeo Association).*
    - *Education and data collection for tribal clean-air policy.*
    - *Industry focused tobacco education (i.e. construction).*
    - *Outreach and education on tobacco prevention and cessation to behavioral health facilities.*
    - *Education on the differences between commercial tobacco and the traditional tobacco of the Northern Plains American Indians.*
    - *Educate by implementing the CATCH curriculum.*
    - *Share tobacco retail assessment findings with communities and decision-makers.*
- Category 1.C: Interventions
  - *Examples of Activities:*
    - *Create a youth/young adult driven tobacco coalition.*
    - *Tobacco interventions in rodeo or other athletic environments.*

    - *Develop and promote mass-reach health communication interventions that discuss the health and financial tolls of tobacco use and transform social norms to prevent tobacco use initiation.*

Goal 2: Cessation

- Category 2.A: Policy
  - *Examples of Activities:*
    - *Healthcare systems change to promote cessation and QuitLine referrals of pregnant and postpartum women.*
    - *Behavioral health facility cessation policy.*
    - *Assist healthcare systems in adopting written comprehensive 24/7 tobacco-free buildings and grounds policies.*
- Category 2.B: Education
  - *Examples of Activities:*

- *QuitLine referral education focused on student health organizations.*
- *Focused tobacco cessation education with high school participants in extra-curricular activities.*
- *Implement evidence-based tobacco cessation programs, such as Not On Tobacco (NOT) curriculum, within school districts and youth organizations.*
- *Partner with communities, post-secondary institutions, K-12 institutions, workplaces, and childcare providers to promote the South Dakota QuitLine services.*
- *Combine education on tobacco with other healthy lifestyle and chronic condition management for a collaborative approach in behavioral health facilities.*
- *Incorporate alternatives to suspension into school tobacco policies, for example offering a health counseling and educational program such as INDEPTH.*
- *Provide tobacco prevention and cessation educational materials for healthcare staff and patients at healthcare facilities and dental offices.*
- Category 2.C: Interventions
  - *Examples of Activities:*
    - *Promoting QuitLine referrals from teachers and coaches within K12 schools.*
    - *Establishing systems for healthcare provider QuitLine referrals of youth and young adults.*
    - *Cessation counseling alternatives for American Indians, pregnant women, or the behavioral health populations.*
    - *EHR referral implementation in IHS facilities.*
    - *Cessation incentive programs for pregnant women and/or people of Low Socioeconomic Status.*
    - *Cessation interventions at service-based locations focused on people of Low Socioeconomic Status.*
    - *Identify emerging programs designed for cessation of e-cigarettes and other emerging products.*

Goal 3: Tobacco Exposure

- Category 3.A: Policy
  - *Examples of Activities:*
    - *Buildings and grounds policies at post-secondary institutions, workplaces, and behavioral health facilities.*
    - *Encourage tribal governments to adopt compressive smoke-free air policies.*
    - *Provide direct assistance to local entities working to implement tobacco-free outdoor areas.*
    - *Promote use of the **Parks and Recreation Tobacco-Free Model Policy** and **Rodeo Grounds Tobacco-Free Model Policy** as tools to support adoption an implementation of comprehensive 24.7 tobacco-free outdoor area policies.*
    - *Assist behavioral health systems in adopting written comprehensive 24/7 tobacco-free buildings and ground policies.*
- Category 3.B: Education
  - *Examples of Activities:*
    - *Education and data collection for Clean Indoor Air Laws on reservations.*
    - *Population specific education on second and third-hand smoke.*
    - *Industry focused tobacco exposure education (i.e. construction).*
    - *Develop a process to make data on priority populations publicly available.*
    - *Educate partners, employers, and the public about the harms of exposure to secondhand and thirdhand smoke and e-cigarette aerosol.*
- Category 3.C: Interventions
  - *Examples of Activities:*
    - *Pediatric cessation interventions, i.e. referring parents/guardians to the QuitLine in the pediatric health setting.*
    - *Promoting QuitLine referrals of spouses or significant others of pregnant and postpartum women.*
    - *Encourage inclusion of tobacco cessation in behavioral health treatment plans.*

- *Provide tobacco prevention and cessation educational materials for staff and patients at behavioral health facilities, programs, and organizations.*
- *Partner with communities, workplaces, and childcare providers to promote comprehensive tobacco-free buildings and grounds policies for workplaces and work vehicles.*

Appendix E: Media Guidance

Requests for New Media:
Special requests for additional media should be limited and must be discussed and approved with the Tobacco Disparities Coordinator prior to purchasing any advertising space.

- The Tobacco Disparities Coordinator will send the request to the South Dakota Department of Health Communications Coordinator for additional clarification and approval.
- Special requests for additional media will only be considered when existing media cannot fulfill the request.

Please start the process for any special media requests at least two months prior to the deadline. Set-up, designing, and printing require a significant amount of time.

- If placing a print advertisement in a magazine or newspaper or buying airtime for a radio flight from your local station, please notify the Tobacco Disparities Coordinator, at least 6 weeks prior release date.
- Any design or layout work, logo tagging, printing or set-up to create approved special requests will be provided by the SD-TCP's contracted media agency. Grantees will be invoiced for these services per an agreed upon amount.
- **The use of the South Dakota QuitLine, Tobacco Rethink It, BeFreeSD, and Find Your Power logos are protected and cannot be utilized without the written permission of the SD-TCP.**

Media Introductions:
Media interventions can be powerful tools for preventing tobacco use, promoting, and facilitating cessation, and shaping social norms related to tobacco use. Billions of dollars are spent annually by tobacco companies to make tobacco use more affordable and attractive. Tobacco marketing portrays smoking as a social norm, and young people exposed to these images are more likely to smoke. Total e-cigarette advertising expenditures in print, radio, television, Internet, and outdoors decreased substantially from 133million in 2014 to $48million in 2017, followed by an increase to $110million in 2018.[1]

What are Media Interventions?
Media interventions study and use of communications strategies to inform and influence individual and community decisions related to health. They are sometimes referred to as "counter-marketing" because they try to counteract the tobacco industry's marketing practices. Media Intervention can be delivered through several strategies:

- Paid media strategies (paying to place ads on TV, radio, billboards, transit, online platforms, or in print media)
- Earned media strategies (generating free coverage in the press and through public service announcements)
- Social media strategies (sharing messages and engaging audiences on social networking sites like Facebook and Twitter)
- Program communications (delivering messages through program websites and stakeholder communications)

Tobacco control communications often focus on the following messages:
- Motivating tobacco users to quit
- Protecting people from the harms of secondhand smoke exposure
- Changing social norms to prevent tobacco use initiation

---

[1] (Fatma Romeh M Ali ,Kristy L Marynak, Yoonsang Kim, Steven Binns, Sherry L Emery, Yessica Gomez, Brian A King, 2019)

Why are Media Interventions Important?
Media Interventions are a critical part of comprehensive tobacco control programs. Effective Media Interventions can raise awareness about the dangers of tobacco use, increase community support for tobacco control programs and policies, and reduce tobacco use. In addition, media interventions are used to counter tobacco industry advertising and promotion, primarily as the industry increasingly uses new advertising tactics to market products.

What media intervention are Grantee allowed?

South Dakota Premade Material	Coalition Made (DOH must preapprove all materials before publication) At the Coalition/Grantee Costs	Incentive items Must be paid through ancillary DOH Approval needed
Newspaper ads (BeFreeSD)	Newspaper ads	T-shirts
Radio Spots (BeFreeSD)	Radio Spots	Lanyards
Banners (TPC)	Coloring books/ Coloring contest	Cups
Poster (catalog)	Handouts (must prove DOH does not have something similar)	Pencils, Highlighters, easers
Handout Materials (Catalog)	Digital board messaging	Pins
Building/Property signage/ads	Ads on bills (water, trash, unities)	Drink holders
Ads on bills (water, trash, unities)	Newsletters	Stress balls
Quitline Stickers (TPC)	Sports/Events Programs	Hot and Cool packs
Window clings	School Planners	Candy wrapper
Pens	Sandwich Broad	Key Chains
	Church bulletin	Hats
	Stickers (with Coalition Logo, Quitline, Info)	Fly swatter
	Table tents	Personal Hand fan
	Calendars	Bandannas
	Awards	Tote bags
	Posting Quitline info on Policy	Hand Sanitizer
	Banners at sporting/ community events	Lip balm
		Tissues
		Fidget spinner