

# **Tobacco/Vape-Free College Program Grant Guidelines and Application Instructions October 2021**

## **Table of Contents**

1. Grant Guidelines	Page 2
2. 100% Tobacco/Vape-Free Policy Definition	Page 15
3. Application Questions	Page 16

# GRANT PROGRAM GUIDELINES

## DEADLINE FOR APPLICATIONS:

**Thursday, January 20, 2022 at 5:00 p.m. Eastern Time**

Welcome. Thank you for your interest in the Truth Initiative® Tobacco/Vape-Free College Program. In this document, you will find detailed information on the grant requirements, eligibility, application process and key dates.

Please note that this program uses the general term “college” to refer to an institution of higher education such as a university, college, community college, etc.

## OVERVIEW

Support for 100% tobacco-free policies on college campuses has skyrocketed in recent years. The number of college and universities with 100% smoke-free or tobacco-free policies increased five-fold from 446 campuses in 2010 to 2,542 campuses in 2021.<sup>1</sup> With 98 percent of smokers starting before age 26, college campuses are critical to preventing young adults from starting tobacco use, aiding current smokers in quitting and reducing exposure to secondhand smoke for all.

Tobacco-free policies are important for institutions that serve populations disproportionately affected by tobacco — including people in low-income communities, racial and ethnic minorities, LGBTQ individuals, military members and those with mental illness — who have a long and documented history of being targeted by the tobacco industry. Tobacco-free college policies reduce exposure to secondhand smoke, which results in 41,000 adult deaths annually. The surge in e-cigarettes is alarming, with one in five high school students now vaping. The dangers of tobacco use are especially dire now, as the Centers for Disease Control and Prevention has named smoking a risk factor for developing severe illness from COVID-19. Additionally, research shows that young people who reported ever using e-cigarettes were up to five times more likely to test positive for COVID-19.

Since 2015, Truth Initiative has awarded funding to 205 colleges and universities to advocate for, adopt and implement a 100% tobacco/vape-free policy.

**To keep the momentum going, the Truth Initiative Tobacco/Vape-Free College Program is offering grants of up to \$20,000 to minority-serving institutions and community colleges to support the adoption and implementation of a 100% tobacco/vape-free policy.** The goal of the program is to adopt a college-wide policy by December 2023. Grant activities must engage and mobilize the student population and create support among faculty, staff and administration for the policy.

Colleges that were early adopters of 100% smoke or tobacco-free policies may not have included e-cigarettes since the epidemic hadn't hit yet. **To combat the vaping epidemic, Truth**

---

<sup>1</sup> Americans for Nonsmokers' Rights website. Accessed August 31, 2021. <http://www.no-smoke.org/goingsmokefree.php?id=447>.

**Initiative is also offering grants of up to \$10,000 to minority-serving institutions and community colleges to strengthen their 100% smoke-free or tobacco-free policies by adding e-cigarettes.** The goal of the program is to adopt a college-wide policy by December 2023. Grant activities must engage and mobilize the student population and create support among faculty, staff and administration for the policy.

**The project period will start on or around June 1, 2022 and end on December 31, 2023. The deadline for applications is Thursday, January 20, 2022, at 5:00 p.m. Eastern time.**

Grantees will receive technical assistance through an in-person training, webinars and one-on-one consultations throughout the grant period. Please note that Truth Initiative reserves the right to move the training to an online forum.

### **ABOUT TRUTH INITIATIVE**

Truth Initiative is a national public health organization that is inspiring lives free from smoking, vaping and nicotine and building a culture where all young people reject tobacco. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**<sup>®</sup> public-education campaign. Our rigorous and scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco and innovation in tobacco dependence treatment are also helping to end one of the most critical public health battles of our time. Based in Washington, DC, our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit [truthinitiative.org](https://truthinitiative.org).

Truth Initiative recognizes and honors the fact that tobacco may have a sacred cultural place in American Indian life. Many Native American tribes use tobacco for spiritual, ceremonial, and traditional healing purposes. Truth Initiative, therefore, distinguishes traditional, ceremonial, and spiritual use of tobacco from its commercial use. Truth Initiative promotes tobacco control efforts that do not target traditional tobacco.

### **ABOUT truth<sup>®</sup>**

**truth** is the longest-running and most successful national tobacco prevention campaign for youth and young adults. The campaign delivers the facts about tobacco use and the marketing tactics of the tobacco industry so that young people can make informed choices and influence others to do the same. We are credited with preventing millions of young people from becoming smokers and are equally committed to achieving the same results in ending the youth e-cigarette epidemic, including by helping young people quit with our first-of-its-kind quit vaping program for teens and young adults This is Quitting. **truth** is part of Truth Initiative<sup>®</sup>, a national public health organization dedicated to achieving a culture where young people reject smoking, vaping, and nicotine. To learn more, visit [thetruth.com](https://thetruth.com).

## WHO MAY APPLY

Funding is available **only** to minority-serving institutions of higher education (MSIs) and public community colleges in the 50 US states, the District of Columbia, and five US territories which signed the 1998 Master Settlement Agreement (American Samoa, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico, and the United States Virgin Islands). Applicants must be either an MSI **or** a public community college as described below:

- **Minority-serving institutions** are defined by the [Department of Education](#) as institutions of higher education enrolling populations with significant percentages of undergraduate minority students or that serve certain populations of minority students under various programs created by Congress.

Under part F of the Higher Education Act, 20 U.S. Code § 1067q – “Investment in historically Black colleges and universities and other minority-serving institutions,” the following institutions are eligible to receive funds under that section and therefore eligible to apply for a grant under Truth Initiative’s Tobacco/Vape-Free College Program:

- (1) a [part B institution](#) (a historically Black college or university) which was established prior to 1964, whose principal mission was, and is, the education of Black Americans.
  - (2) a [Hispanic-serving institution](#) which has an undergraduate enrollment of at least 25% Hispanic students
  - (3) a [Tribal College or University](#) which qualifies for funding under the Tribally Controlled College or University Assistance Act of 1978 or the Navajo Community College Assistance Act of 1978; are cited in section 532 of the Equity in Educational Land Grant Status Act of 1994; or are designated as eligible for funding by the Bureau of Indian Education.
  - (4) an [Alaska Native-serving institution](#) which has an undergraduate enrollment of at least 20% Alaska Native students
  - (5) A [Native Hawaiian-serving institution](#) which has an undergraduate enrollment of at least 10% Native Hawaiian students
  - (6) a [Predominantly Black Institution](#) which has an undergraduate enrollment of at least 40% Black American students and that is at least 1,000 undergraduate students;
  - (7) an [Asian American and Native American Pacific Islander-serving institution](#) which has an undergraduate enrollment of at least 10% Asian American and Native American Pacific Islander.
  - (8) a [Native American-serving nontribal institution](#) which has an undergraduate enrollment of at least 10% Native American.
- **Community colleges** are defined as institutions that primarily grant two-year associate degrees and are accredited by one of the six regional accrediting agencies.<sup>2</sup>

---

<sup>2</sup> Middle States Commission on Higher Education; New England Association of Schools and Colleges, Commission on Institutions of Higher Education; North Central Association of Colleges and Schools, The Higher Learning

Eligible colleges must fall into at least one of the categories described above.

Eligible colleges include those that **do not currently have a 100% tobacco/vape-free policy (see page 16 for definition)**. For example:

- If your college currently does not have a 100% tobacco/vape-free policy, **you may apply** for up to \$20,000 to adopt a policy.
- If your college has less than a 100% tobacco/vape-free policy, **you may apply** for up to \$20,000 to *strengthen* your policy. For example, if smoking or tobacco use is prohibited in buildings but permitted in designated areas on campus, you are eligible to apply for funds to strengthen your policy to prohibit tobacco use and vaping in all areas.
- If your college currently has a 100% smoke-free or tobacco-free policy and you want to strengthen it to include e-cigarettes, **you may apply** for up to \$10,000 to support the advocacy, adoption, and implementation of a 100% tobacco/vape-free policy
- If your college currently has a 100% smoke-free and vape-free policy and you want to strengthen the policy to add smokeless tobacco, **you are not eligible**.
- If your college currently has a 100% smoke-free or tobacco-free policy and you want funding to support implementation efforts, **you are not eligible**.

Colleges that received or are receiving Truth Initiative funding through the HBCU or Community College Smoke-Free and Tobacco-Free College Grant Program are **not** eligible for this current grant program. In addition, colleges that received funding from the American Cancer Society Tobacco-Free Generation Campus Initiative are **not** eligible for this grant program.

Any official entity – department, administrative unit, sanctioned group or club, etc. – within a college may apply with authorization of the college administration. For example, the college president’s office, nursing department, college health center, facilities management department, or student government may apply. If approved, the grant will be awarded to the college and the official entity that applied (department, administrative unit, sanctioned group or club, etc.) will be responsible for carrying out the grant activities. College foundations may also apply on behalf of the college. Applicants will be required to provide one letter of support for the project from an authorized representative of the college administration.

To avoid any real, potential, or perceived conflict of interest between Truth Initiative’s grant recipients and any tobacco-related entities, grantees must agree that during the grant period: (i) no person working on the grant project will provide services to, or receive services or anything of value from, any “Tobacco Company” (as defined below); and (ii) no funds or anything of value received by grantee from a Tobacco Company shall be used in connection with the grant project. For purposes of this condition, the term “Tobacco Company” means any company that manufactures and/or distributes tobacco and/or tobacco-derived products intended for human consumption (including without limitation e-cigarettes) or any such company’s parents, subsidiaries or affiliates.

---

Commission; Northwest Commission on Colleges and Universities; Southern Association of Colleges and Schools Commission on Colleges; Western Association of Schools and Colleges Accrediting Commission for Community and Junior Colleges

## HOW TO APPLY

All applications must be submitted using Truth Initiative's [online application system](#). Applicants will be required to register and create a user name and password. After registration, click on the option entitled, "Tobacco/Vape-Free College Program – Grant Application Winter 2021," to access the grant application.

All of the questions from the online application are also located starting on page 16 of this document for your reference. When you log onto the application, you will be asked to type some answers directly into the application. For other questions, you will be prompted to upload a document, such as your work plan and budget. You will use a supplied template to develop your work plan and budget. Instructions are included in the following sections.

Please direct questions to Kristen Tertzakian, Director of Community Engagement and Grants at [ktertzakian@truthinitiative.org](mailto:ktertzakian@truthinitiative.org) or 202-615-4015. You will be able to preview, print, and save the entire application in the online system.

## PROJECT WORK PLAN - REQUIRED ELEMENTS

Each grantee is required to complete the following activities during the grant period and the proposal must clearly address all five core project elements:

1. Form a college **taskforce** with broad representation of the campus including students, staff, faculty and administration. The purpose of the taskforce is to spearhead the tobacco/vape-free campus project and carry out project activities including policy development.

You may want to consider including credible sources and spokespeople on the campus; those who can make policy decisions; and those who will oversee enforcement; and smokers themselves. Students must be represented on the taskforce. Other taskforce members may include student leadership; campus health center/wellness center staff; environmental health and safety; campus safety/security; human resources; facilities/maintenance/grounds; student services; president's office; faculty (nursing, health, etc.).

2. **Assess** tobacco-related issues including behavior, attitudes and support among students, faculty and staff. Understanding the nature of the problem is the first step in any policy process. Please note that Truth Initiative will provide a survey with core questions to be conducted at your college. Additional assessments such as focus groups, environmental scans or key informant interviews are encouraged. If your college recently conducted an assessment, please explain in the work plan.
3. **Educate and engage** students, faculty, and staff about the need for and benefits of a 100% tobacco/vape-free campus. This must be done in two ways: a) student engagement and b) education and engagement of adult staff, faculty, and decision-makers. The required elements are described below:

- a. The goal of the **student engagement component** is to inspire youth and young adults to use their creativity and social influence to spread the truth about tobacco and vaping, thereby driving policy change on campus.

All applicants are required to incorporate student engagement into their grant proposal and allocate at least 15% of the total budget to student engagement events and activities.

Grantees will be required to document and report on all student engagement activities.

Your work plan must incorporate these two student engagement activities:

- i. **Recruitment**

Partner with Truth Initiative to recruit two students for the position of “College Leader.” The two College Leaders will serve as **truth** campus ambassadors and co-develop and lead student engagement activities as described in the sections below.

For purposes of the proposal, applicants should describe how they will promote the leadership opportunity and nominate four to five students to be considered by Truth Initiative for this role. Applicants are encouraged to hire the two College Leaders as interns and include stipends or an hourly wage in the proposed budget. Please note that College Leaders are **not truth** or Truth Initiative employees. Any payment must be issued directly by the grantee.

By mid-September 2022, each grantee will identify and nominate four to five students to be considered by Truth Initiative for the two College Leader positions. To assist with the nomination process, Truth Initiative will provide grantees with recruitment materials. Interested students could be non-traditional leaders, including but not limited to the following majors: nursing, theater/ arts, marketing, sociology, political science, etc. These students can also be a part of the student government association or clubs such as environment/garden, social justice, health promotion, etc. The nominees will be required to complete a short online application through [thetruth.com](http://thetruth.com) and interview with Truth Initiative staff. Truth Initiative will collaborate with the grantee to select the two leaders from the pool of nominees. Truth Initiative will have final approval on the selection.

Grantees will be encouraged to involve those students nominated but not selected as College Leaders in other aspects of the grant project.

College Leaders must participate in one in-person training in early November 2022. Truth Initiative reserves the right to move to an online forum. College Leaders will receive supplemental online **truth**-led trainings at least twice each quarter. Trainings will focus on tobacco prevention campaigns, leadership development, community organizing and student recruitment strategies.

**ii. Engage, mobilize and advocate**

All educational activities geared towards students must be developed and executed by the College Leaders to ensure a peer-to-peer experience. For purposes of the proposal, please describe how the project leads will collaborate with and support the two College Leaders to build a tobacco/vape-free college movement through, engagement, mobilization and advocacy, as described below.

During the project period, College Leaders are expected to conduct at least three events or activities per semester to educate and engage the student body. These events are opportunities to recruit a group of student volunteers to build the movement for a tobacco/vape-free policy. Even though College Leaders are charged with creating educational activities, your proposal must include potential student engagement and educational activities through the project period.

- **Engage:** Over the grant period, College Leaders should create and execute at least one event/activity per semester to educate on the dangers of tobacco and vaping and the need for policy change. The activities may be incorporated into existing events on campus such as back to school events, new student orientation, fall fest, or a health fair. Or they may be new, stand-alone events or activities. These events should be outside the box and engaging. (*Examples: host a trivia night with tobacco facts, host a movie screening, create a selfie campaign in support of the policy, petitions for a tobacco-free campus, develop a social media campaign, healthy obstacle courses, or host residence hall discussions about tobacco use and social justice.*) Truth initiative will provide College Leaders with a list of event ideas.
- **Mobilize:** Additionally, College Leaders will be provided with **truth**-branded actions to conduct each semester. Actions will educate on the impact of tobacco and vaping on social justice, the environment and mental health. College Leaders will be provided with a menu of activities and events to execute on campus, along with digital actions. The actions – both on campus and digital - will be *designed and sponsored by truth* to build the campus and national movement for policy change. Additional actions may be introduced to address emerging issues such as flavored tobacco,

menthol, vaping, etc. Participation in these actions is required. You must agree to participate and build the actions into your work plan. Include placeholders for the actions in Fall 2022, Spring 2023 and Fall 2023 semesters.

- **Advocate:** College Leaders are required to execute one high-level action with the goal of advocating for policy adoption with decisionmakers. This action will require College Leaders to take a larger leadership role. Examples include hosting a town hall forum or a rally, meeting with the college president or presenting the policy to the board of directors.

b. **Educate and engage adult staff, faculty, and decision-makers.**

Educational and engagement strategies could include presentations to staff and faculty groups, open forums, earned media, letters of support, petitions, public education events, etc.

4. Identify a plan to address ***tobacco treatment*** for those students, faculty, and staff who are interested in quitting. Sample activities include promotion of the statewide quitline or web-based resources; referring to existing, local services; or providing cessation workshops on campus. Please note that Truth Initiative offers online cessation services such as [BecomeAnEX<sup>®</sup>](#) and [This is Quitting](#). We encourage all participants to discuss how these services may be incorporated in your plan.
5. Develop a ***policy recommendation*** for a 100% tobacco/vape-free policy to present to key decision makers and finalize adoption. The policy must be college-wide, affecting all campuses. The narrative should refer to the application question regarding the college policy approval process and include any relevant activities or steps (for example, presentation to faculty senate or student government association, vote of college council, vote of the board of directors, etc.) along with corresponding dates. Creating an implementation and enforcement plan is strongly recommended. For those grantees that adopt a policy within the project period, efforts for the remaining grant period should focus on policy implementation, enforcement and compliance.

### **Instructions for Developing Your Work Plan**

Use the [supplied template](#) to develop your project work plan based on the requirements above. The plan should be sufficiently detailed to convince reviewers that you have a clear goal, obtainable objectives and reasonable, well-planned activities for the project period. Save your work plan on your computer and upload it to the online application system when prompted.

As you will see on the work plan template, it must include:

- Project goal

- The required project goal for the program is for grantees to adopt a college-wide policy by December 2023.
  - **The policy must be college-wide, affecting all campuses.**
  - The project goal is already included on the work plan template and applies to all grantees.
- Project objectives
    - Develop at least three objectives.
    - The objectives should incorporate all five required core project elements described on pages 6-9. In the past, some colleges have chosen to create an objective or two for each core project element. Others have chosen to incorporate more than one core element into a single objective. You should organize your objectives in a way that best suits your project, as long as you address all core elements.
    - The objectives must be clear, measurable, attainable and time bound.
    - Examples of objectives are: “By August 15, 2022 establish a campus-wide tobacco/vape-free task force with at least 10 members, including at least two student leaders,” or, “By December 2023, engage at least 1/4 of the student population in student-led tobacco prevention education and policy advocacy activities.”
  - Project narrative
    - Describe the activities that will support each objective.
    - Provide detailed information on each of your project activities. For example: What is the activity? How will it be carried out? Why is it important and how does it support the objective? What will be the result of the activity?
    - If you do not have detailed information about a particular activity because planning for that activity will occur during the grant period, explain the activity as much as possible and the steps involved in planning.

**Please note:**

One project lead and the two College Leaders must participate in an in-person training in early November 2022. All travel expenses will be covered by Truth Initiative. Truth Initiative reserves the right to move the training to an online forum.

Grant activities may not include efforts to engage in any political activities or lobbying, including, but not limited to, support of or opposition to candidates, ballot initiatives, legislation, referenda, or other similar activities.

Grantees may not receive funds from other tobacco-related youth serving campaigns (for example, This Free Life or Fresh Empire) during the grant period.

All materials that include the Truth Initiative or **truth** logo or tagline must be approved by Truth Initiative prior to dissemination. Failure to adhere to this requirement is a violation of the agreement and grant funds may be revoked.

All grant activities must be conducted within the United States, D.C. or the U.S. territories listed under “Who May Apply”.

## BUDGET AND USE OF FUNDS

Applicants may request up to \$10,000 or \$20,000 as defined in the eligibility requirements. At least 15% of the total budget must be dedicated to student engagement activities as described in the guidelines (student-led activities for the primary benefit of students). These expenses must be explicitly noted in the budget.

Note that materials needed to execute national **truth** action will be provided to grantees and do not need to be included in the budget.

Allowable costs for **student engagement** (must be at least 15% of total budget) include but are not limited to:

- Printing/production of educational and marketing materials
- Expenses for a student engagement event or advocacy action including speaker fees, room rental, AV equipment, food, and supplies
- Printing/production of items to promote a tobacco-free environment such as pins, buttons, t-shirts, socks, fidget spinners, hacky sacks, etc.
- Incentives for student participation in surveys, research or events
- Student personnel expenses (internship pay, stipends, etc.) are allowable but do **not** count towards the 15% requirement.

Additional allowable project-related costs include:

- Personnel costs including staff time or stipends for student interns. **Personnel costs may not exceed 50% of the total proposed budget.**
- Development and printing of tobacco/vape-free policy signage
- Meeting and event expenses including speaker fees, room rental, AV equipment, and food. **Food expenses may not exceed 40% of the total proposed budget.**
- Photocopying and printing costs
- Postage
- Office supplies
- Indirect costs, not to exceed 8% of direct costs. Indirect costs are considered “overhead” costs that help offset the college’s expenses such as facilities, accounting, and administrative costs associated with carrying out the grant.

Unallowable project-related costs include:

- Nicotine replacement therapy
- Capital expenditures
- Equipment expenses (such as computers, i-pads, camera, film equipment, etc.)

## **Budget Categories**

The budget must provide a line-item explanation and justification for all expenses. Use the following categories to organize your budget:

- A. Personnel
- B. Educational and Promotional Items (tobacco prevention fact sheets, stress balls, socks, fidget spinners, hacky sacks, etc.)
- C. Meeting Expenses (room rental, AV rental, food, etc.)
- D. Printing (posters, signs, etc.)
- E. Photocopying (flyers, materials, etc.)
- F. Supplies (poster board, markers, etc.)
- G. Other (quit kits, etc.)
- H. Indirect Costs (up to 8% of direct costs)

## **Instructions for Developing Your Budget**

Please follow the example format on the next page. Use the [sample budget and instructions](#) to develop your project budget. Note, this is a sample only. Make sure your proposed budget supports the deliverables and activities in your workplan.

You may design your budget in a Word document or an Excel spreadsheet, depending on your preference. Save your budget on your computer. You will be prompted to upload your budget in the online application.

## **Please Note:**

- The budget must be **cost-effective and appropriate** for the scope and nature of the project.
- Ensure that each expense directly relates to specific activities described in your work plan. Applicants must demonstrate to reviewers how the expense supports and is integral to project activities.
- Clearly note expenses related to student engagement.
- **Provide as much detail as possible regarding each expense.** For example, if you are including meeting expenses, provide information about the purpose and objectives of the meeting, how many people will attend, its significance to the project, etc. If you are including speaker fees, provide information on the type of speaker, who you have in mind (if known), topic of the presentation, how the event supports the project, etc.
- Items must be broken down by per unit cost. For example, if proposing funds for personnel, provide the name of position, base salary, amount of time devoted to the project, and total amount of funds requested in the grant.
- Personnel costs may not exceed 50% of the total proposed budget.
- Food expenses may not exceed 40% of the total budget. Food expenses, like all expenses, must be cost-effective and appropriate for the size of the school and nature of the project.

## TECHNICAL ASSISTANCE

Interested applicants are invited to participate in one of two grant information webinars scheduled for October 19 and November 4, at 3:00 p.m. Eastern time. You can register for the webinars on Truth Initiative's [website](#). Participation is optional. The webinar will be recorded and archived on the Truth Initiative website.

Please direct all questions to Kristen Tertzakian, Director of Community Engagement and Grants at [ktertzakian@truthinitiative.org](mailto:ktertzakian@truthinitiative.org) or 202-615-4015.

Please refer to the resource below for further clarification on online application system:

- [Applicant Tutorials](#)

## REPORTING REQUIREMENTS

Requirements include:

- Five financial reports, an interim narrative report and a final narrative report at the end of the grant. Narrative reports must report on the progress made towards the approved project goal and objectives.
- Reporting of events and activities at the end of the semester by College Leaders. Examples of required information could include photos and the number of students reached (see student engagement section on pages 7-9 for more details).
- Scheduled periodic monitoring calls with Truth Initiative program officer. These calls are also an opportunity to receive technical assistance.
- Participation in overall project evaluation by Truth Initiative, such as activity progress reports, online surveys, and submission of documents for review.

## FUNDING DECISIONS AND NOTIFICATION

All applications submitted will undergo a multi-stage review process that will include:

- Review by Truth Initiative staff
- Approval by Truth Initiative's executive management.

Grantees will be selected based on how well each application adheres to the requirements and addresses the application questions included in these guidelines. Organizational capacity will also be considered.

All applicants will be notified by email in early May 2022. Applications will be categorized as one of the following:

- Non-responsive to guidelines;
- Approved and funded; or
- Declined.

The grant award is contingent on the review and approval of all required documents by Truth Initiative. Grantees will be asked to sign a grant agreement outlining the terms and conditions of the award. Truth Initiative will provide 25% of the total award upon execution of the grant agreement. Grantees will receive subsequent payments after submitting each of the required financial reports.

In the event Truth Initiative approves an award, the amount of funding will vary by circumstances, need and program model and may differ from the amount requested. The amount of grant funding is non-negotiable.

Submission of grant application, even one that meets all grant requirements, does not guarantee receipt of an award.

### KEY DATES

<b>Request for Proposal (RFP) Announcement Released</b>	<b>Grant Information Webinar for Potential Applicants</b>	<b>Eligible Funding Amount</b>	<b>Applications Due</b>	<b>Award Notifications</b>	<b>Project Start Date</b>	<b>Project End Date</b>
October 5, 2021	October 19 and November 4 at 3 p.m. Eastern time	Up to \$10,000 or \$20,000, per eligibility	Thursday, January 20, 2022 at 5 p.m. Eastern time	Early-May 2022	On or around June 1, 2022	December 31, 2023

# 100% TOBACCO/VAPE-FREE POLICY DEFINITION

## **What is a 100% tobacco/vape-free campus policy?**

A 100% *tobacco/vape-free policy* prohibits the use of any tobacco product, including, but not limited to, cigarettes, e-cigarettes, cigars, cigarillos, small cigars, pipes, hookah, smokeless tobacco (otherwise known as dip, chew, snuff, spit, and snus) and other smokeless products. primary concern of a tobacco/vape-free policy is overall health, sanitation, and the environment. Also, a comprehensive tobacco/vape-free policy may also address tobacco (including vape) sales, marketing, sponsorship and investments.

The use of tobacco products is strictly prohibited in all indoor and all outdoor campus property, including parking lots, facilities, and vehicles, whether owned, rented, or leased. Designated smoking areas on campus are prohibited. The policy applies to all students, faculty, staff, and other persons on campus, regardless of the purpose for their visit.

Truth Initiative recognizes and honors the fact that tobacco may have a sacred cultural place in American Indian life. Tobacco used for sacred, ceremonial, or traditional purposes may be exempt from policies.

For more information on model campus policies, please visit [Americans for Nonsmokers' Rights](#).

# APPLICATION QUESTIONS

**Note:** This document includes all the application questions you will be required to answer when you log onto Truth Initiative’s [online application system](#). This document is for reference only. You must use the online application system to apply for the grant.

## PROJECT INFORMATION

### **Name of Project\***

Provide the name of your project. Please do not use “Truth Initiative” or the word “truth” in the project name.

*Character Limit: 100*

### **Project Lead and Co-Lead\***

Provide name, title and contact information (include address, email and phone) of project lead and a project co-lead. **Both** a project lead and a co-lead are required. Please see the guidelines as well as the “Staffing Plan” section of this application for more information.

*Character Limit: 600*

### **College Department or Group Responsible for Project\***

Provide name of college department or entity responsible for carrying out project activities. Any official entity – department, administrative unit, sanctioned group or club, etc. – within a college may apply with authorization of the college administration.

*Character Limit: 50*

### **Amount of Funding Requested\***

The maximum amount is \$20,000.

*Character Limit: 20*

## COLLEGE DEMOGRAPHICS

The next several questions gather information about your student population. Please provide the total number of students enrolled for the most recent year available and the racial and ethnic makeup (percentage) of the entire student population.

### **School Year\***

(e.g. 2019-2020)

*Character Limit: 15*

### **Total Student Enrollment\***

*Character Limit: 10*

### **White (%)\***

*Character Limit: 5*

### **Hispanic, Latino or Spanish Origin (%)\***

*Character Limit: 5*

### **Black or African American (%)\***

*Character Limit: 5*

### **Asian (%)\***

*Character Limit: 5*

**American Indian or Alaska Native (%)\***

*Character Limit: 5*

**Native Hawaiian or Pacific Islander (%)\***

*Character Limit: 5*

**Two or More Races (%)\***

*Character Limit: 5*

**Faculty and Employees\***

Provide the number of faculty and staff employed at your institution. Please include full-time, part-time and adjunct faculty.

*Character Limit: 5*

**BACKGROUND AND RATIONALE**

The following questions focus on previous experience towards adoption of a tobacco/vape-free college policy and your institution's approval process for such policy. There are no right or wrong answers. Please keep your answers concise.

Please note: There are character limitations for all questions. Keep in mind that six characters equal approximately one word and 3,400 characters equal approximately one page of text.

**Current Policy\***

Describe the current policy on tobacco use/smoking at your college. If you have multiple campuses, please indicate if the policy affects all campuses. If your college has a written policy, you may attach it as a PDF or Word document. Otherwise, describe the policy below.

*Character Limit: 1750 | File Size Limit: 2 MB*

**Previous and Current Efforts\***

Briefly describe your college's previous and current efforts to work towards a tobacco/vape-free college campus. What are the results of those efforts? Are the administration, faculty, students and staff supportive or reluctant? What is the current campus climate with regards to tobacco use and a tobacco/vape-free policy? Include lessons learned and challenges faced.

*Character Limit: 2500*

**Approval Process\***

Describe the approval process required at your college to adopt a tobacco/vape-free policy.

*Character Limit: 2250*

**EXECUTIVE SUMMARY**

Provide an executive summary of your proposed project including the project goal, objectives, main activities, expected outcomes, project leads, and any other pertinent information. The summary should provide a concise overview of your project implementation plan and provide the reviewers with a clear picture of how the project will flow from beginning to end.

**Executive Summary\***

Please type your executive summary below.

*Character Limit: 3400*

## PROJECT WORK PLAN

Use the Truth Initiative template [work plan](#) and following the instructions on pages 6-10 in the [grant guidelines](#) to create your project work plan. You must first download the [template](#), save it to your computer, complete it and then upload the completed document as instructed below. Use June 1, 2022, as the project start date and December 31, 2023, as the project end date. Projects will start on or around June 1, 2022.

IMPORTANT: You MUST incorporate all required elements in your work plan as described on pages 6-10 in the [grant guidelines](#). Please read the grant guidelines carefully and include all required elements.

### Project Work Plan\*

Upload your project work plan here.

*File Size Limit: 2 MB*

## ANTICIPATED CHALLENGES\*

Please briefly describe in a sentence or two any anticipated challenges to adopting a policy.

## STAFFING PLAN

All applicants must identify a project lead **AND** a project co-lead. The project lead is responsible for the implementation of the grant. The co-lead will assist the project lead in project implementation. Both the project lead and co-lead must be members of the college faculty or staff. Students cannot serve in these roles but are required to be involved with coordination of project activities and advocacy campaigns.

Indicate who will lead the project, including names, titles and brief bios describing their roles on campus, involvement in tobacco or health-related activities, and qualifications for the role as project lead or co-lead.

Describe other key staff who will support the project, including name, title, and role in the grant.

Your plan should demonstrate the skills and value that each person will bring to the project. Your plan should also demonstrate your college's capacity to carry out the project.

### Staffing Plan\*

Please type your staffing plan below.

*Character Limit: 7000*

### Project Lead and Co-Lead Bios

If you wish, you may upload bios of the project lead and co-lead here to supplement your staffing plan described in the previous question. The bios must be saved as one document.

*File Size Limit: 2 MB*

### Fiscal Management\*

Provide the name of the department that will oversee the fiscal management of the grant, including monitoring the grant budget, paying for grant expenses, maintaining receipts and required documents, etc. Departments such as the office of sponsored grants and programs,

office of administration and finance, or accounting office often serve in this role.

*Character Limit: 200*

## BUDGET

### Existing Budget\*

Does your college currently have an existing budget or dedicated funds for tobacco control activities?

- Yes
- No
- Unsure

If yes, please include the amount of funding and name of funder.

*Character Limit: 250*

### Budget \*

Using Truth Initiative's [sample budget and instructions](#) as a guide, please provide your budget and budget narrative.

Please read the [grant guidelines](#) and the [sample budget and instructions](#) carefully before developing your budget and budget narrative. The budget narrative must provide a line-item explanation and cost breakdown for all expenses listed in the budget request form. Ensure that each expense clearly relates to and is referenced in the program work plan.

Refer to the [grant guidelines](#) for information on allowable expenses.

*File Size Limit: 2 MB*

## LETTER OF SUPPORT

### Letter of Support (Senior Official) \*

Please submit as Word/PDF document.

Truth Initiative requires one letter of support for the project from an authorized representative of the college administration. Acceptable positions include college president, board of trustees, vice president of student affairs or academic affairs and other similar senior level officials.

Please refer to the grant guidelines for detailed information.

*File Size Limit: 2 MB*

## COLLEGE STATUS

To be eligible for a grant under the Tobacco/Vape-Free College Program, a college must be a minority-serving institution OR an accredited community college as described on pages 3-5 of the grant guidelines.

### Affirmation of Status as Minority-Serving Institution\*

I affirm that my college is a minority-serving institution as described on pages 3-5 of the grant guidelines.

- Yes
- No

**Type of Minority-Serving. If not applicable, write N/A.\***

- Historically Black College or University
- Hispanic-Serving Institution
- Tribal College or University
- Alaska Native-Serving Institution
- Native Hawaiian-Serving Institution
- Predominantly Black Institution
- Asian American and Native American Pacific Islander-Serving Institution
- Native American-Serving Nontribal Institution
- N/A

**Affirmation of Status as Accredited Community College\***

I affirm that my college is an accredited community college as described on pages 3-5 of the grant guidelines.

- Yes
- No

**Name of Person Providing Affirmation\***

**Title and College Name of Person Providing Affirmation\***

**REQUIRED DOCUMENTS**

**College Approval\***

At most colleges, grant applications must be reviewed and approved by the office of sponsored programs, office of institutional advancement, or a similar administrative, accounting or financial office. Have you verified your college's internal grant application procedure, notified the appropriate departments and obtained the required college approvals prior to submitting this application?

- Yes
- No

**If no, please explain.**

*Character limit: 500*

**Tax Status and Exemption Letter\***

Upload as a Word/PDF document.

- Please submit your college's letter from the IRS exempting the college from taxation as described in Section 501(c)(3) Section 170(c)(1) or Section 511 (a)(2)(B) of the Internal revenue code, or
- If your college is a state entity and does not have an IRS determination letter, you must submit a letter from an authorized senior college official (for example, the college president or vice president of finance and administration) affirming that the college is both 1) a government entity or political subdivision **AND** 2) exempt from federal taxation.

The letter **MUST** be written on college letterhead, dated and signed by a senior college official. This letter is required for all applicants that are considered state/government entities and cannot supply an IRS determination letter that explicitly states that the college is a state/government entity.

Please refer to the grant guidelines for additional information on eligibility.

*File Size Limit: 2 MB*

### **IRS Form 990**

Please submit your college's most recent IRS Form 990 and all schedules, including Schedule A, exhibits and attachments. If your college is not required to submit an IRS Form 990, please explain below.

*File Size Limit: 1 MB*

### **Audited Financials\***

Upload as a Word/PDF document. For institutions required by law to conduct OMB A-133 audit, also known as single audit, please provide a copy of your institution's most recent A-133 audit along with your audited financial statements.

For institutions NOT required by law to conduct an OMB A-133 or single audit, please provide a copy of your institution's most recent audited financial statements.

*File Size Limit: 3 MB*

### **A-133 Audit\***

Is your college required by law to conduct an OMB A-133 audit, also known as a single audit? If so, please ensure that you have uploaded this audit in the previous question.

- Yes
- No

### **FINAL NOTE**

When you hit "Submit" below, your application will be transmitted to Truth Initiative. You should receive a confirmation email shortly after submitting the application. If you don't receive the confirmation email, please check your spam or junk folder. If you need further assistance, contact Kristen Tertzakian at [ktertzakian@truthinitiative.org](mailto:ktertzakian@truthinitiative.org) or 202-615-4015.