

2018-2019

NORTH DAKOTA

PARENTS LEAD MINI GRANTS

INVITATION TO APPLY (ITA)

— NORTH DAKOTA —
BEHAVIORAL
HEALTH

PARENTS LEAD.ORG

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FUNDING OPPORTUNITY DESCRIPTION

ELIGIBLE APPLICANTS

Applications will be accepted from North Dakota public schools and/or public school districts.

PROGRAM GOAL

The primary goal of the Parents Lead Mini Grant program is to decrease underage drinking through comprehensive implementation of the Parents Lead program.

Objective 1: Increase knowledge and recognition of Parents Lead among the general public

Objective 2: Increase parental protective behaviors (ongoing conversations, positive role-modeling, monitoring, support) by parents of school-age children, adolescents, and young adults

Objective 3: Increase utilization of Parents Lead by multi-disciplinary professionals, including school faculty and staff

The program must target the general population, parents of school-age children, adolescents, and young adults, and inter-disciplinary professionals.

CONTRACT DATES

The contract will run from November 1, 2018 through May 31, 2019.

EXPECTATIONS/SCOPE OF WORK

- Vendor shall coordinate with any community organizations or programs currently implementing substance abuse prevention efforts, including Parents Lead, in order to maximize benefit, avoid duplication and leverage, redirect and realign resources. A list of Behavioral Health Division funded communities currently implementing substance abuse prevention efforts can be found by reviewing the [North Dakota Substance Abuse Prevention Community Strategy Matrix](#)
- By November 15, 2018, Vendor shall submit a structured implementation plan outlining the activities the school/school district plans to implement, following template in Attachment B and Attachment D.
 - The plan must align with the following requirements:
 - At least two activities for communicating to the general public (e.g. newspaper advertisement, article, or editorial; posters/flyers; etc.).
 - At least five different activities for reaching parents.
 - At least three different activities for reaching school or school district faculty and staff.
 - At least two activities for reaching non-school or school district professionals.
 - Ensure sustainability of Parents Lead (e.g. link Parents Lead website on school website; integrate Parents Lead into existing/ongoing emails or newsletters; etc.)
- Vendor shall implement strategies and activities through May 31, 2019.
- Vendor is required to participate in any Training and Technical Assistance (T/TA) opportunities provided by the State. Vendor can request additional technical assistance or support to the State at any time.
- Vendor is required to submit monthly reports on or before the 10th of each month to the State beginning in December 2018 (for the month of November 2018), following the template in Attachment C.
- Ensure the development of new Parents Lead resources or communication tools follow the [logo usage guidelines](#) and design standards of Parents Lead by submitting for approval before use.

FUNDING AVAILABILITY AND DISTRIBUTION

The ten schools or school districts with the highest score based on the scoring rubric in Attachment A will be awarded \$1,000 to implement plans through May 31, 2019.

APPLICATION AND SUBMISSION INFORMATION

DEADLINE FOR ITA SUBMISSION

Applicants must submit completed *Invitation to Apply (ITA)* form by **October 29, 2018** to Jessica Rudnick at jlrudnick@nd.gov.

REVIEW PROCESS

Completed ITAs will be reviewed by the Behavioral Health Division. Allow up to one week following the application deadline for notice of award.

CONTACT INFORMATION

For questions, please contact Jessica Rudnick at jlrudnick@nd.gov or 701-328-8602.

INVITATION TO APPLY FORM

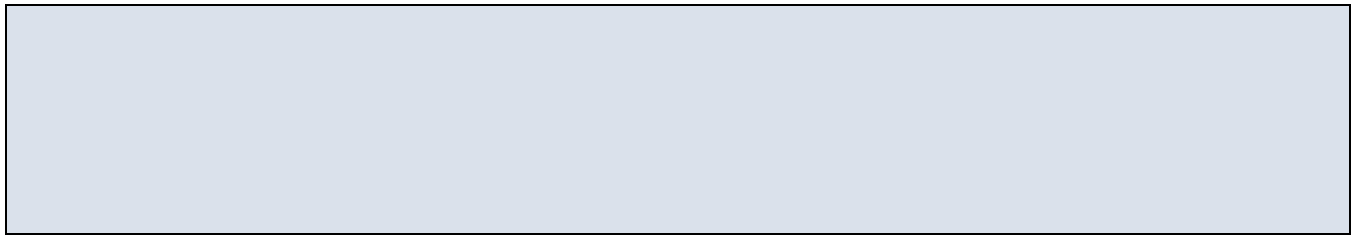
| | |
|-----------------------------|--|
| School/School District Name | |
| Contact Person | |
| Job Title/Position | |
| E-mail | |
| Phone | |
| Address | |

Describe your school/school district and/or community's **PROBLEMS** and **NEEDS** for substance abuse prevention implementation.

Describe any **EXISTING RESOURCES** (e.g. community groups, parent-teacher conferences, school websites, email listservs, teacher in-service trainings, additional funds, supportive individuals, etc.) that can assist with successful implementation of the Parents Lead program.

Describe in detail how you will implement Parents Lead based on the requirements identified in the scope of work, including activities, timelines, goals, and how Parents Lead can be sustained.

Describe your school/school district's experience with implementing substance abuse prevention efforts (e.g. curricula, lesson plans, health fairs, etc.) Were these efforts successful?



STOP!

End of application

ATTACHMENT A: SCORING RUBRIC

| IDENTIFICATION OF EXISTING PROBLEMS, NEEDS, AND RESOURCES Rating Scale (20 Point Maximum) | | |
|----------------------------------------------------------------------------------------------|----------------------------------------------|-------|
| POINT VALUE | EXPLANATION | SCORE |
| 0 | None. Not addressed or response of no value. | |
| 1-5 | Fair. Limited applicability. | |
| 6-10 | Good. Some applicability. | |
| 11-15 | Very Good. Substantial applicability. | |
| 16-20 | Excellent. Total applicability. | |
| PLAN CREATIVITY, ORGANIZATION, AND DETAIL Rating Scale (40 Point Maximum) | | |
| POINT VALUE | EXPLANATION | SCORE |
| 0 | None. Not addressed or response of no value. | |
| 1-10 | Fair. Limited applicability. | |
| 11-20 | Good. Some applicability. | |
| 21-30 | Very Good. Substantial applicability. | |
| 31-40 | Excellent. Total applicability. | |
| SCOPE OF WORK REQUIREMENTS ADDRESSED Rating Scale (20 Point Maximum) | | |
| POINT VALUE | EXPLANATION | SCORE |
| 0 | None. Not addressed or response of no value. | |
| 1-5 | Fair. Limited applicability. | |
| 6-10 | Good. Some applicability. | |
| 11-15 | Very Good. Substantial applicability. | |
| 16-20 | Excellent. Total applicability. | |
| SUSTAINABILITY IS CONSIDERED IN PLAN Rating Scale (10 Point Maximum) | | |
| POINT VALUE | EXPLANATION | SCORE |
| 0 | None. Not addressed or response of no value. | |
| 1-2 | Fair. Limited applicability. | |
| 3-5 | Good. Some applicability. | |
| 6-8 | Very Good. Substantial applicability. | |
| 9-10 | Excellent. Total applicability. | |
| PAST EXPERIENCE WITH SUBSTANCE ABUSE PREVENTION EFFORTS Rating Scale (10 Point Maximum) | | |
| POINT VALUE | EXPLANATION | SCORE |
| 0 | None. Not addressed or response of no value. | |
| 1-2 | Fair. Limited applicability. | |
| 3-5 | Good. Some applicability. | |
| 6-8 | Very Good. Substantial applicability. | |
| 9-10 | Excellent. Total applicability. | |
| SCORE TOTAL Rating Scale (100 Point Maximum) | | |
| TOTAL POINT VALUE | SCORE TOTAL | |
| 100 | | |

ATTACHMENT C: MONTHLY REPORT (DUE MONTHLY STARTING DECEMBER 10TH)

- 1. Provide a detailed description of what was accomplished this past month and what activities are planned for the next month, referencing your implementation plan. Add additional rows as needed.**

***Once Implementation Plan is submitted, complete the following:**

| Parents Lead implementation activities | |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------|
| What was accomplished this month (referencing your implementation plan) | What is planned for next month (referencing your implementation plan) |
| | |
| | |
| | |

- 2. Provide a RESOURCE/MATERIAL dissemination report by completing the table below.**

| TYPE | TOPIC/DESCRIPTION <i>(identify which strategy this communication supports)</i> | QUANTITY |
|----------|-----------------------------------------------------------------------------------|----------|
| Poster | | |
| Flyer | | |
| Brochure | | |
| Handout | | |
| Other | | |

- 3. Provide a MEDIA dissemination report by completing the table below.**

| TYPE | TOPIC/DESCRIPTION <i>(identify which strategy this communication supports)</i> | REACH |
|------------|-----------------------------------------------------------------------------------|-------|
| Television | | |
| Radio | | |
| Newspaper | | |
| Facebook | | |
| Other | | |

- 4. Describe any presentations, trainings, meetings, networking or collaboration that occurred with other community organizations or programs currently implementing substance abuse prevention efforts, including Parents Lead.**

| Date | Strategy | Description |
|------|----------|-------------|
| | | |
| | | |
| | | |

- 5. For any presentations, trainings, or educational activities provided relating to Parents Lead implementation, report the total number of individuals (if "0", enter "0"):**

| CATEGORY | TOTAL NUMBER OF PEOPLE |
|------------------|------------------------|
| Total Attendance | |
| A. Age | |
| 0—4 | |
| 5—11 | |
| 12—14 | |
| 15—17 | |
| 18—20 | |
| 21—24 | |
| 25—44 | |

| | |
|----------------------------------------|--|
| 45—64 | |
| 65+ | |
| Age Not Known | |
| B. Gender | |
| Male | |
| Female | |
| Gender Not Known | |
| C. Ethnicity | |
| Hispanic or Latino | |
| Not Hispanic or Latino | |
| Ethnicity Unknown | |
| D. Race | |
| White | |
| Black or African American | |
| Native Hawaiian/Other Pacific Islander | |
| Asian | |
| American Indian/Alaska Native | |
| More Than One Race | |
| Race Not Known or Other | |

6. Describe any lessons learned or needs from State Training and Technical Assistance (TTA)

ATTACHMENT D: PARENTS LEAD IMPLEMENTATION EXAMPLES

The following information provides activity implementation examples to assist with completing the Parents Lead Implementation Plan due November 15, 2018. The following activities are examples; you may implement additional or different activities than those listed below.

-
- ✓ Resources can be found by visiting www.parentslead.org/parents or www.parentslead.org/professionals.
 - ✓ Marketing materials can be found by visiting www.parentslead.org/communities/toolkit.
-

IMPLEMENTATION REQUIREMENT 1

At least two activities for communicating to the general public.

-
- ✓ Submit a print ad to your local newspaper
 - ✓ Submit content from an existing Parents Lead handout or flyer to your local newspaper
 - ✓ Write an editorial to the local newspaper supporting underage drinking prevention
 - ✓ Order or print Parents Lead posters and utilize a staff or student groups to hang them in local community, such as restaurants, sports arenas, clinic waiting rooms, or other businesses where families frequent.
 - ✓ Share Parents Lead materials at community-wide events.
-

IMPLEMENTATION REQUIREMENT 2

At least five different activities for reaching parents of students.

-
- ✓ Send Parents Lead handouts or content in emails to Parents.
 - ✓ Attach Parents Lead handouts, flyers, or content in school newsletter.
 - ✓ Hand out Parents Lead resources at parent-teacher conferences.
 - ✓ Distribute Parents Lead materials or promotional items to parents attending school sporting events.
 - ✓ Send the Parents Lead Activity Book home with students to complete with their parents.
-

IMPLEMENTATION REQUIREMENT 3

At least three different activities for reaching school or school district faculty/staff.

-
- ✓ Distribute Parents Lead for Professionals Handouts in faculty/staff mailboxes.
 - ✓ Invite Parents Lead staff from the ND Behavioral Health Division to present at a teacher in-service.

- ✓ Share Parents Lead information and materials at teacher in-service.
 - ✓ Invite Parents Lead staff from the ND Behavioral Health Division to present at a staff meeting.
-

IMPLEMENTATION REQUIREMENT 4

At least two activities for reaching non-school or school district professionals.

- ✓ Attend a community coalition meeting to share what your school or school district is doing to promote Parents Lead.
 - ✓ Connect with community behavioral health professionals such as mental health counselors, addiction counselors, county social services, or others with whom the school may interact to share information about Parents Lead professional resources.
 - ✓ Invite professionals who may interact with students and/or their parents to present at a teacher in-service and share Parents Lead materials with them in return.
-

IMPLEMENTATION REQUIREMENT 5

Ensure sustainability of Parents Lead.

- ✓ Embed a visible link to Parents Lead on the school website.
 - ✓ Integrate Parents Lead materials/resources into every school newsletter.
 - ✓ Incorporate messages from Parents Lead into ongoing or standing emails to parents.
 - ✓ Incorporate messages from Parents Lead into ongoing or standing emails to parents.
 - ✓ Weave Parents Lead messages or resources into classroom activities or curricula.
-