

**LOCAL PREVENTION COUNCIL  
OF  
THE BRISTOL COMMUNITY WELLNESS COALITION**

**REQUEST FOR PROPOSALS**

**PROGRAMS AIMED AT UNDERAGE DRINKING, TOBACCO & DRUG USE  
AND OTHER RISKS FACING OUR COMMUNITY**

The Bristol Community Wellness Coalition (BCWC), serving as the Local Prevention Council (LPC), has funding available from the Substance Abuse Action Council of Central Connecticut and seeks Requests For Proposals. Proposals may be submitted by non-profit or public agencies serving the Bristol community to develop and implement programs to prevent or reduce the use of alcohol, tobacco products and other drugs. Secondly, these programs may also address resistance techniques to prevention of other risky behaviors such as gambling and teenage pregnancy. LPC requests that applicants embed cultural competence concepts in all activities sponsored under the grant. Groups who involve youth as resources are encouraged to apply.

Applications must include plans for the development and implementation of prevention programs using one or more of the following strategies: information dissemination, education, alternative opportunities, community-based processes environmental system's change activities and/or problem identification and referral services to prevent substance abuse and other addictive behaviors (see Attachment A for definitions).

A minimum of fifty percent of funds will be distributed to youth-focused programs. In developing a proposal, applicants should be aware that the BCWC must ensure that 25% of total funds distributed will support activities promoted by the Connecticut Coalition to Stop Underage Drinking ([www.preventionworksct.org/ctcoal\\_home.html](http://www.preventionworksct.org/ctcoal_home.html)) and another 25% will support activities promoted by the Mobilizing Against Tobacco for Children's Health (MATCH) Coalition ([www.matchcoalition.com](http://www.matchcoalition.com)).

An LPC review panel will make recommendations for funding to the (BCWC) who will make the final decision. The selection process may approve one or more proposals with a maximum of \$5,175 being given out. We encourage groups to collaborate on projects and we reserve the right to suggest partnerships for similar projects.

Program proposals shall be typed at 12 font, 1.5 – double paragraph spaced and not exceed four (4) pages. Proposals shall include: a program narrative including cultural competency efforts (see Attachment B), goals and objectives, the target population, number to be served, prevention strategy being used, proposed outcomes, an evaluation plan to measure success and a summarized budget of program expenses.

Programs must be conducted between the period of January 6 and June 30, 2010. A summary evaluation of program activities and outcomes must be submitted within 30 days of the end of the grant period (July 30, 2010) with attachments of handouts and a budget showing how the money was used.

Grants can only be awarded to a non-profit organization or public agency. For questions regarding the application process or and further information contact:

Eileen McNulty, Bristol Youth Services at 314-4690  
Aisha Hamid, Bristol-Burlington Health District at 584-7682  
Donna Ousch, United Way of West Central Connecticut at 582-9559.

**Six (6) copies** of the program proposal must be submitted by **Wednesday, December 2, 2009 at 4:30 p.m to:**

Aisha Hamid  
Bristol-Burlington Health District  
240 Stafford Avenue  
Bristol, CT 06010

Final award decisions will be made available on January 6, 2010.

**ATTACHMENT A**  
**Prevention Strategies and Activities**

<b>Strategy: Information Dissemination</b>	
<p><b>Description:</b> The information dissemination strategy provides knowledge of the nature and extent of alcohol and other drug use, abuse and addiction and its effects on individuals, families and communities. It provides knowledge and awareness of available prevention and treatment programs and services and focuses on changing the behaviors related to alcohol and other drugs. This strategy is characterized by one-way communication from the source to the audience with limited contact between the two.</p>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• CT Clearinghouse,</li> <li>• Health Fair,</li> <li>• Health Promotion,</li> <li>• Materials Development (including websites),</li> <li>• Materials Dissemination,</li> <li>• Media Campaign,</li> <li>• Speaking Engagements,</li> <li>• Telephone Information Services</li> </ul>
<b>Strategy: Education</b>	
<p><b>Description:</b> The education strategy provides skill building through the use of structured learning processes. This includes development of critical life and social skills such as decision-making, peer resistance, coping with stress, problem solving, inter- and intra-personal communication, and judgment abilities. This strategy is characterized by a greater degree of interaction between facilitator/instructor and participants as compared with the information strategy. Education programs teach the individual about ATOD abuse and provide the life skills necessary for the individual to prevent ATOD abuse in themselves and another person. Included in this category are programs provided in schools, workplaces, community-based programs and other settings.</p>	<p><b>Activities:</b></p> <ul style="list-style-type: none"> <li>• Children of substance abusers groups</li> <li>• Classroom Educational Services,</li> <li>• Educational Services for Youth Groups,</li> <li>• Parenting/Family Management Services,</li> <li>• Peer Leader/Helper Programs,</li> <li>• Small Group Sessions</li> </ul>

## Strategy: Alternatives

**Description:** The alternatives strategy provides opportunities for participation in activities that exclude alcohol and other drugs. The purpose of creating alternatives is to help people identify and meet those specific psychological, social, physical and spiritual needs which, when unmet, may lead to alcohol and other drug abuse and other destructive behaviors. Alternatives are activities and events that provide opportunities to fulfill basic human needs in positive ways. To design effective alternatives, state-of-the-art research on the diverse characteristics of target populations and a sound planning process must be used. Effective alternatives meet life span related needs, facilitate the development of life skills, and encourage a sense of involvement and commitment

### Activities:

- ATOD-free Social Recreation Events
- Community Drop-in Centers
- Community Drop-in Center Activities
- Community Services (provided by youth/adults)
- Youth/Adult Leadership Functions

## Strategy: Community-Based Processes

**Description:** The goal of this strategy is to involve and assist communities and social institutions to incorporate prevention into their existing services/work and to transfer the knowledge and skills required for them to deliver prevention services. Activities in this strategy include organizing, planning, enhancing efficiency and effectiveness of services implementation, interagency collaboration, coalition building and networking

### Activities:

- Accessing Services and Funding
- Assessing Community Needs
- Community/Volunteer Services to Community Groups (provided by staff to community groups)
- Formal Community Teams
- Community Team Activities
- Training Services
- Technical Assistance
- Systematic Planning
- Focus Group Attendees
- Community Funds Distribution

## Strategy: Environmental

**Description:** Environmental activities have the potential to change the underlying economic, legal, and socio-cultural processes of community systems that contribute to substance abuse. The purpose of the environmental strategy is to seek to change or manipulate the physical environment, laws and policies, the marketplace, community norms and what is communicated to the media. Effective policies promote clear and consistent messages and guidelines. Systems change and social policy issues must be addressed in all systems and at all levels of organizations.

### Activities:

- Environmental Consultation to Communities
- Preventing Underage Sale of Tobacco and Tobacco Products
- Preventing Underage Alcoholic Beverage Sales
- Establishing ATOD-free Policies
- Changing Environmental Codes, Ordinances, Regulations and Legislation
- Public Policy Efforts

## Strategy: Problem Identification and Referral

**Description:** Problem Identification and Referral is a process designed to strengthen the individual and his/her environment by interrupting dangerous behaviors and substituting positive behavioral models. The goal of this strategy is to provide specialized services and support to populations at higher risk by identifying and assisting individuals who are at risk but have not progressed to the point of requiring treatment. Services may occur in schools, colleges, workplaces or community institutions.

### Activities:

- Employee Assistance Programs
- Student Assistance Programs
- DUI/DWI/MIP Programs
- Prevention Assessment and Referral Services
- Case Management (referral, home visits, telephone contacts, service coordination)

## **ATTACHMENT B**

### **Cultural Competence Information Sheet**

Culturally competent service begins with understanding the definition of terms. Diversity is defined as all the elements of self that defines individuals as different, inclusive of the following:

- Culture
- Age
- Race
- Gender
- Sexual Orientation
- Ability/Disability
- Geography
- Social Economics
- Language
- Environment
- Education
- Religion
- Marital Status
- Politics

Cultural Competence is defined as:

“A set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals and enable that system, agency, or those professionals to work effectively in cross-cultural situations.”

(Source: HRSA/DHHS – Indicators of Cultural Competence in Health Care Delivery Organizations)

Each Applicant is requested to demonstrate an understanding of Cultural Competence as it relates to the application process and all activities sponsored under the Grant.