**Media Campaign Mini-Grant Application 2018**

**PA STOP Opiate Abuse Campaign**

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| Name of Organization/s |  |
| County/Counties |  |
| Name/s of Individuals Completing Application |  |
| Phone Numbers /Email Addresses |  |
| Main Contact Individual |  |

**Introduction**

The Commonwealth Prevention Alliance (CPA) announces the availability of 19 mini grants valued at $8,000 each to use PA Stop campaign materials to improve community health. CPA is in the fourth year of the PA Stop Opiate Abuse campaign to prevent opioid misuse funded by a grant from the Pennsylvania Commission on Crime and Delinquency (PCCD). More information is available at pastop.org.

These mini grants will be offered to Single County Authorities and community coalitions in an effort to broaden the reach of this very important message to the citizens of the Commonwealth.

The purpose of these grants is to provide creative media with accurate information to parents, caregivers, concerned adults, employers, workplaces, and other interested entities. CPA will offer these mini-grants through a competitive process to qualified organizations that will be able to implement a comprehensive environmental media campaign in their communities. If awarded, CPA will provide technical support in the development of your campaign.

**Please provide the following information to verify your organization’s commitment and ability to utilize this funding in your area in the most effective manner.**

Describe your level of involvement with the Commonwealth Prevention Alliance (CPA) currently or in the past.

* CPA member
* Attend regional CPA/coalition meetings
* CPA conference attendee
* On the CPA Board of Directors

SCA’s

Describe your level of collaboration with community partners/ coalitions.

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Describe some past accomplishments and provide information on how they were funded.

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**Coalitions**

Describe your level of collaboration with your local Single County Authority (SCA).

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Describe your level of collaboration with other prevention partners in your area.

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Describe some past accomplishments and provide information on how they were funded.

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Would you plan to supplement this prevention mini grant with some additional opiate specific funds? **Yes No Unsure**

The PA STOP Opiate Abuse funds may be released during the summer months. Do you have the workforce capacity to begin work immediately upon being awarded?

**Yes No Unsure**

**Data Gathering/Planning Process**

A media plan for a specific county or area should include input from the collaborative partners. Promotion, acceptance, and effectiveness depend on this. As you begin creating a media outreach campaign using PA Stop materials, organize your approach using the six steps described in SAMHSA’s Strategic Prevention Framework.

* **Refer to the Call to Action Section of the Next Step Tool Kit for Examples**.

1. ***Assessment***

**During the assessment phase, seek information and data to define the specific problems you are hoping to solve using PA Stop Media Materials.** This process is often iterative--that is, it starts with a concern, followed by research on the degree of the problem, which leads to a better defined problem supported by data.

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| Initial Concern: |
| Data Source: |
| Refined Problem: |

1. ***Capacity***

**During the capacity building phase, take stock of the resources (staff time, financial, existing and potential partner organizations, and especially local media) you will have to dedicate to your PA Stop campaign.** You cannot begin planning your media campaign without a clear understanding of the resources you can dedicate to it.

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| Staff Time: |
| Financial Resources: |
| Partner Organizations: |
| Local Media Opportunities: |

1. ***Planning***

**Planning is a process of creative problem-solving taking into account the goals of your outreach campaign and the resources you have available to you**. In other words: planning should take into account both assessment *and* capacity.

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| Target Audience: |
| Goal: |
| Strategies: |
| Media Materials: |
| Time Frame: |
| Evaluation Process: |

**\*The next 3 steps involve the implementation and evaluation processes. You will not need to complete all portions until after the campaign; however, you can state your intentions and then include the information in a summary after completion.**

1. ***Implementation***

**During the implementation process, you will enact your media outreach plan, but it is necessary to remain flexible as barriers and opportunities emerge.** Here, the concepts of fidelity and adaptation are important.

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| Fidelity-Was the program implemented as intended? |
| Adaptation-What modifications had to be made to be successful? |
| Further comments: |

1. ***Evaluation***

**Your campaign’s approach to evaluation depends on your stated goals and the type of data you have available to measure your success**. Some goals are easier to measure than others (for example, increasing call volume to your local SCA and membership in your local community coalition are both easy to measure, whereas increasing awareness about the risks of prescription medication is harder to measure).

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| Process/es for Gathering Evaluation Data: |
| Actual Data Compiled: |
| Possible Conclusions: |
| Additional Comments |

1. ***Sustainability***

**PA Stop is designed to help your organization become more effective.** That is, to conduct better media campaigns, to better market your Single County Authority or community coalition, to better resist stigma, and/or to create better collaborations among stakeholders to prevent and address addiction. Sustainability is an important consideration for any public health program, especially if financial or staff resources may change over time.

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| How will you continue to maintain consistent prevention messages? |

**Upon completion of our campaign we will submit a summary describing implementation, fidelity, evaluation, and sustainability to CPA.**

**In an effort to have applications come in in a staggered fashion, there are two submission deadlines:**

**May 16th 2018 and June 30th, 2018**

**\*Hard copy submissions must be postmarked by June 30, 2018 to be considered.**

**We the undersigned have the authority and qualifications to apply for the mini-grant being offered:**

**Signature/s of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_**

**Title**

**Signature/s of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_**

**Title**

**Please submit this application electronically and in hard copy to:**

Michelle Goehring

Mercer County BHC

8406 Sharon Mercer Rd.

Mercer, PA 16137

michelleg@mcbhc.org