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## REQUEST FOR PROPOSALS – SECONDHAND SMOKE EDUCATION VIDEO

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TO: ALL INTERESTED PARTIES  
FROM: KIDS INVOLUNTARILY INHALING SECONDHAND SMOKE (KIISS)  
DATE: AUGUST 8, 2007  
SUBJECT: REQUEST FOR PROPOSALS – SECONDHAND SMOKE EDUCATION VIDEO

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### GRANT PURPOSE:

Kids Involuntarily Inhaling Secondhand Smoke (KIISS), in participation with First 5 Placer Children and Families Commission, is inviting mini-grant funding proposals. The purpose of this mini-grant is to fund a project that will 1) increase awareness among high school students about the dangers of secondhand smoke, particularly to children; 2) educate high school students on ways to protect themselves and their loved ones; 3) allow students to use their creativity to communicate with other students, using current technology.

### GENERAL INFORMATION:

- Grants will be awarded up to a maximum of \$3,000.00 to produce the video. In the budget portion of this application, detail how you would use the money (i.e. equipment, outside services such as editing, travel expenses like gas, paying a prize or bonus to students for outstanding work).
- All proposals must be received by **September 21, 2007 at 5:00 pm**. Please make sure you give your proposal time to make its way through the mail by the above deadline (late applications will not be accepted).
- Funds must be spent prior to **March 31, 2008**.
- The final video(s) must be delivered to KIISS on DVD prior to **March 31, 2008**.

### If awarded:

- Grantee will submit an invoice for payment to initiate the funding process to begin the project. Generally, funding will take up to three weeks after the invoice is received.
- Grantee will provide brief monthly reports updating KIISS on its progress and activities, and a short final narrative report and final budget report. The final narrative will describe project activities, and what was learned during the course of the project, including what difference the project made in the knowledge and/or lifestyles of the participants. Grantees that do not turn in the monthly reports or final reports in a timely manner, or deliver the video(s) by the deadline may be asked to refund the grant award. The final report and budget will be due on or before April 14, 2008.

- KIISS and First 5 Placer Children and Families Commission reserve the right to use, reproduce, distribute, and air the DVD contents delivered under this grant project.

**In order to be funded, applicants must clearly demonstrate:**

- Youth are partners with adults on the project, and have meaningful input into the development, organization, and implementation of the project.
- Access to necessary technology and expertise to complete the project according to the terms of the proposal.
- Teen parenting classes will receive preference, should they submit a proposal and meet all requirements. We strongly encourage all interested parties to apply however.

**ELIGIBLE PARTICIPANTS:**

- High school classes, high school extra-curricular activity groups or teams of students may submit proposals.
- At least two teenagers 13-18 years old must participate in the production of the video.
- An adult advisor/mentor must participate in the production of the video.
- The class/activity group or team must be enrolled as students of a high school within Placer County, California.

**CRITERIA:**

- The video must discuss the dangers of secondhand smoke exposure, especially to children ages prenatal to five, and ways to protect yourself and your loved ones from secondhand smoke. Topics the video must incorporate, include but are not limited to the following:
  - 1) What is secondhand smoke; 2) why is secondhand smoke so dangerous; 3) health risk of secondhand smoke; 4) health risk to kids; 5) the dangers of pregnancy and secondhand smoke; and 6) solutions for protecting yourself and children from secondhand smoke.
- The project must produce either: 1) a bilingual video in English and Spanish; 2) an English video with Spanish subtitles, or; 3) two separate videos, one in English and one in Spanish.
- Each video must be at least 7 minutes and less than 15 minutes long.
- All videos should be free of copyright materials.
- Videos should be submitted to KIISS on DVD.

**PRODUCTION RULES**

- Actors in the DVD must not break any laws when making the video
- No real alcohol or other drugs may be used in the video.
- No alcohol or tobacco brand labels may be shown in the video.

- Videos must be accompanied by talent release forms for each actor, voice over assistant.
- The video must contain, in the intro or at the end, a statement to the effect that it was funded by KIISS and First 5 and must display their logos.

### **DECISIONS AND NOTIFICATION:**

Proposals will be reviewed by KIISS staff, who will consider ability to produce (including access to and knowledge of the necessary technology), budget, concept, and opportunity for youth to participate. Applicants will be notified of award status by October 1, 2007.

### **SUBMITTING YOUR PROPOSAL:**

Use the attached Secondhand Smoke Education Video Proposal and Secondhand Smoke Education Proposal Budget forms to complete your proposal. Mail the original proposal with an original signature AND three copies to:

Kids Involuntarily Inhaling Secondhand Smoke (KIISS)  
800 Micro Court #505  
Roseville, CA 95678

All proposals must be received by **September 21, 2007 at 5:00 pm (late proposals will not be accepted)**. Please make sure you give your proposal time to make its way through the mail by the above deadline.

For further information, call Jean Carter or Paul McIntyre at (916) 780-0226 or email [jeanc@kiiss.org](mailto:jeanc@kiiss.org).



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## SECONDHAND SMOKE EDUCATION VIDEO PROPOSAL

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Mark the box: that best describes the participants:

- High school class     High school extra-curricular club     Team of high school students

Description of class/club/team: \_\_\_\_\_

Main contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Adult advisor/mentor: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Work/Cell Phone: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Name of high school: \_\_\_\_\_

Address of high school: \_\_\_\_\_

County in which high school is located: \_\_\_\_\_

Approximate number of youth participating: \_\_\_\_\_ Approximate age of youth participating: \_\_\_\_\_

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**PLEASE ANSWER EACH OF THE FOLLOWING QUESTIONS. ANSWERS MUST BE TYPED AND ATTACHED, AND MUST NOT EXCEED 3 PAGES.**

1. Please mark the box that describes which of the three video options you intend to produce:
 

A bilingual video in English and Spanish                       An English video with Spanish subtitles

Two separate videos, one in English and one in Spanish.
2. Describe the key concepts (vision, or storyboard ideas) you have for the video(s). These concepts may change as you go into production.
3. What previous experience do you or your technical advisor have in making videos?
4. Do you have access to the technical equipment and software necessary to produce a video? Explain.
5. What type of technical assistance is available to you during production?
6. Describe how you will get feedback from youth on the content, format, and style of your video before you complete the final version.
7. What challenges do you anticipate in developing the video(s)? Describe how you may get through these challenges.
8. Please have the advisor describe how he/she envisions his/ her role on this project.
9. Please have the advisor describe his/her previous experiences working with youth.
10. Please explain how you plan to ensure that the Spanish language in the video is grammatically correct.
11. The video(s) must be delivered by the March 31, 2008 deadline. Please give a rough timeline for completing the various parts of the project.



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**SECONDHAND SMOKE EDUCATION VIDEO PROPOSAL BUDGET**

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Budget – How would you spend the money? Be as specific as possible, including why you included the budget item.

- Total for the project cannot exceed \$3,000.00
- Funding for an advisor may not exceed \$25/hour AND may not exceed a total of \$500
- List items clearly (can use table below or use a separate attachment)

<b>Item(s) and purpose</b>	<b>How much?</b>
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total</b>	<b>\$</b>