



SPARK Tobacco-Free Campus Project Guidelines for 2019-2020 Academic School Year

Deadline for Applications: *Friday, June 28, 2019*

Thank you for your interest in the SPARK tobacco-free campus project, managed by the American Lung Association in Wisconsin and funded by Wisconsin's Tobacco Prevention and Control Program.

Below you will find detailed information regarding the project requirements, important dates and the application process.

Please read these instructions carefully before submitting your application.

Overview:

Approximately 90% of smokers start before the age of 18, and 99% start before the age of 26. This underlines the need to implement effective tobacco prevention programs that eliminate secondhand smoke and tobacco exposure where students live, learn and work.

SPARK works to address tobacco prevention and control with the commitment to partner with Wisconsin colleges and universities to make campuses safer, healthier and cleaner. SPARK aims to support campuses where students, faculty and staff can live and learn tobacco-free. That's why the American Lung Association and Wisconsin's Tobacco Prevention and Control Program came together in 2011 and created SPARK. Since its inception, SPARK has funded over 74 mini-grants and projects. SPARK has worked with 26 different colleges and universities to educate their campuses and communities about tobacco and promote a tobacco-free campus policy.

Along with funding mini-grants and projects, SPARK also provides training and technical assistance and other resources to its applicants, grantees and other partners who work on tobacco control initiatives. Technical assistance is provided through specific and customized online resources, networking calls, one-on-one meetings and communications in accordance with the unique needs of each school receiving project funds.



Who May Apply:

The SPARK tobacco-free campus project is available to any Wisconsin college or university. Project funds are available up to \$1,500 to assist campuses with their tobacco-free campus efforts or to maintain their policy awareness.

These funds are available to any two- or four-year public, private or non-profit higher educational institutions in the state of Wisconsin. These institutions include state community and technical colleges, vocational schools, tribal colleges and universities, and other minority serving institutions of higher education.

Any official entity – department, administrative office, or university approved student organization group or club (with the approval of organization advisor) within the institution may apply. For example, Chancellor's/President's Office, University Health Services/Counseling Center, Communications Department, Facilities Management Department, Student Government Association may apply. Applicants are strongly encouraged to partner with their local multi-jurisdictional tobacco coalition and/or disparity network. Contact SPARK staff to identify and be introduced to local coalition or network contacts.

Applicants must identify a SPARK campus advisor. The advisor must be a member of the institution, either faculty or staff. Students may **NOT** serve as an advisor but are strongly encouraged to be involved with all SPARK projects and initiatives.

SPARK will only accept applications from institutions in Wisconsin.

SPARK will award only one project per campus.

SPARK Project Objectives

Projects are provided to educate campus communities that tobacco in all its forms is a threat, and to assist campuses with their tobacco-free campus efforts or to maintain their policy awareness. The SPARK project's purpose is to support advocacy and education efforts for adoption and implementation of a 100% tobacco-free campus. The policy should be campus-wide, including all university-owned property buildings and vehicles, both indoors and outdoors, and applicable for all students, faculty, staff and visitors.

Campuses are not expected to implement & adopt a tobacco-free policy within the project timeline, however they are expected to provide documentation that there is meaningful work done towards policy adoption.

For institutions with an existing tobacco-free policy, the project is available to assist with promotion and compliance of policy, strengthening the policy, and/or education surrounding tobacco use and its dangers.

Project Requirements:

In order to create a solid foundation for a tobacco-free campus movement, campuses are required to address these topics:

- **SPARK Taskforce:**

The Taskforce will spearhead SPARK project activities and build a coalition that has broad representation on campus. This should include students, staff, faculty, and administration. Roles of the Taskforce include:

- Identify key stakeholders in campus tobacco-free initiatives
- Leverage the connections in different departments/areas of campus for new ideas and synergistic opportunities
- Sustain existing and recruit new coalition members

(Coalition building is about inviting many different partners to the table. Tobacco also disproportionately affects certain populations underlining the importance to have a broad and diverse coalition.)

- **Education Around Tobacco, Tobacco-Free Campus & Tobacco-Related Disparities:**

Appropriate and relevant messaging is key to building and sustaining the tobacco-free campus movement. Successful education messages should:

- Utilize/create SPARK PLUG ideas provided by SPARK or through project funding
- Incorporate SPARK messaging into outreach and education activities
- Include other tobacco products (OTP) presentation provided by SPARK
- Garner earned media by creating or using templates provided by SPARK

- **Participate in ONE additional tobacco education/tobacco-free campus activity per semester:**

Additional educational activities could take place as one of the following:

- Great American Smokeout (GASO)- Third Thursday in November
- Kick Butts Day (March, TBD)
- Other ideas must be pre-approved by SPARK staff

- **Participate in SPARK Networking Call and One on One Meetings/Calls:**

These calls are meant to connect all SPARK schools together to discuss new topics, provide updates, and learn from other campuses. Participation is expected for SPARK Project recipients. If you are not able to participate, SPARK staff can provide additional technical assistance.

- First Call: September 26, 2019 from 10:00 a.m. -11:00 a.m.
 - Call in information will be distributed as date nears
- Second Call: TBD

- **Communicate/Meet with local and state leaders**

As part of tobacco prevention and control sustainability efforts, campuses should outreach to local and state leaders at least once per school year in collaboration with local tobacco coalition.

- This should be done via meetings and/or hearings with legislators, written communication to legislators, and/or letters to the editor, etc.

- **Completed SPARK Workplan**

Part of the application process we ask applicants to fill out the SPARK workplan outlining their plans for the academic school year.

Budget and Use of Funds:

Campuses may request/or be allocated up to \$1,500 for the project period (August 19, 2019- May 31, 2020). Details of fund distribution will be provided to awarded campuses

Project funds can be used for:

Personnel Costs

- Stipends (student, staff, intern) payment of individual

Programmatic Costs

- Surveys (participant raffle prize, handouts with survey link)
- Educational materials (handouts for students/faculty fairs, posters and informational sheets)
- Promotional items for tabling or outreach/educational activities
- Events (refreshments, venue)
- SPARK meetings (food, supplies, travel)
- Signage (tobacco-free campus)
- Printing of SPARK branded materials

Funds cannot be used to:

- Purchase office equipment
- Fund the activities of another organization
- Administrative or Indirect Costs
- **Project funds CANNOT be used for pharmacotherapies, cessation materials, quit kits or cessation programs.**

Project funds must be expended by the end of the project cycle and are contingent on the funding from the Wisconsin Tobacco Prevention and Control Program and is subject to change. Unspent or unallocated funds may result in forfeiture of any remaining balance.

Prior approval from SPARK staff is required for expenditures not listed above **OR** for changes to the approved budget during the course of the project.

No recipient of funds distributed may be used for administrative costs. Administrative costs might include indirect costs, Administrative and Support Services (internal services, administrative costs, audit expenses, etc.).

Budget Narrative:

Using the project budget narrative template in application, please provide a line item explanation and reasoning for expenses. The budget must be cost-effective and appropriate to the scope and nature of the project.

Entire Budget Must Be Spent By May 31, 2020

Important Dates:

Projects will begin August 19, 2019 and continue through May 31, 2020.

Activity:	Date:
Applications Announced	April 2019
Application Deadline	June 28, 2019
Application Review & Edit Process	July 2019
Award Notifications	August 2019
Project Begins	August 19, 2019
SPARK Networking Call (First Semester)	September 26, 2019 10:00 a.m. -11:00 a.m.
SPARK Networking Call (Second Semester)	TBD
Project Cycle Ends	May 31, 2020

All applications will be reviewed by SPARK, the American Lung Association, and the Wisconsin Tobacco Prevention and Control Program. Applicants will be notified of the decision electronically by August.

Campuses are required to sign a Memorandum of Understanding (MOU) agreeing to the terms and conditions of the award.

Reporting Requirements:

In addition to regular communication with SPARK staff, awarded campuses are required to fill out two formal reports (templates provided by SPARK).

Report:	Due Date:
Mid-year report	December 30, 2019
Final project report	June 15, 2020

To Apply:

Submit all documents together, via email or mail to:

Attn: SPARK
American Lung Association
13100 West Lisbon Road, Suite 700
Brookfield, WI 53005-2508

Email: Nicholas.Surita@Lung.org

DEADLINE FOR APPLICATION: JUNE 28, 2019!

Resources:

SPARK:

SPARK is Wisconsin's tobacco prevention program aimed at helping college campuses and universities educate about the dangers of tobacco and assist them in tobacco-free policies. Since 2011, SPARK has awarded 74 mini-grants and funded projects to over 26 different college campuses in Wisconsin. For more information visit: www.SPARKWI.org SPARK is managed by the American Lung Association in Wisconsin and funded by the Wisconsin Tobacco Prevention and Control Program.

American Lung Association:

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease, through research, education and advocacy. Our work is focused on five strategic imperatives: to defeat lung cancer; to improve the air we breathe; to reduce the burden of lung disease on individuals and their families; to eliminate tobacco use and tobacco-related diseases; and to accelerate fundraising and enhance organizational effectiveness to support the urgency of our mission. www.Lung.org

Wisconsin Tobacco Prevention and Control Program:

Tobacco is Wisconsin's leading cause of preventable death and costs the state more than \$4.5 billion annually in health care and lost productivity expenses. The Wisconsin Tobacco Prevention and Control Program (TCP) is dedicated to reducing tobacco's burden. For more information on the TCP's comprehensive efforts as well as fact sheets and quitting resources for tobacco use visit: <https://www.dhs.wisconsin.gov/tobacco/index.htm>

Contact:

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