

“Choose Respect”

Teen Dating Violence Prevention

2011 Funding Opportunity

The Division of Prevention and Health Promotion at the Virginia Department of Health (VDH) announces a funding opportunity for community-based organizations (e.g. schools, nonprofits, faith-based groups, fatherhood groups, sexual and domestic violence agencies, youth serving organizations such as Boys and Girls Club or Boy/Girl Scouts, etc.) to implement activities contained in the “Choose Respect Playbook.” It is anticipated that VDH will award funding to 16 organizations in Virginia. Grants of \$3,000 will be awarded to reimburse some expenses incurred in managing the project. These Virginia Department of Health funds may not be used for food. Organizations are encouraged to review the Choose Respect Playbook, other Choose Respect materials, and information on dating violence prevention at www.cdc.gov/chooserespect before applying.

Goal

To increase the capacity of organizations to address teen dating violence on a community-wide scale. The Choose Respect Playbook uses a coordinated approach, enabling users to implement activities on all levels of the social ecological model (i.e. individual, relationship, community, society) and to establish a supportive environment where youth are encouraged to develop healthy relationship skills.

Background

The social ecological model is a public health model that focuses on positive changes at the individual, relationship, community, and society levels. The “Zones” of the Choose Respect Playbook, referring to fields of influence, reflect this model.

Requirements

1. The application must be received in the Virginia Department of Health, Division of Prevention and Health Promotion by 3:00 pm on January 28, 2011. Late applications will not be accepted. It is anticipated that awards will be made by February 4, 2011.
2. The primary point of contact must consult with Erica Williams, Sexual Violence Prevention Specialist at VDH, twice during the implementation period.
3. Each organization selected for funding must implement activities from the Choose Respect Playbook, as outlined in the application, before May 31, 2011.
4. A final project evaluation report must be returned to VDH no later than June 10, 2011.

Payment

\$1,000 will be approved for payment following completion of the first consultation with VDH and the completion of 2 activities from the Choose Respect Playbook, as outlined in the Choose Respect Zone Workplan. \$2,000 will be approved for payment following completion of the remaining activities, as outlined in the Choose Respect Zone Worksheet, and the submission of the project evaluation report.

Application should consist of the following items:

1. Clearly identify the organization applying, person approving the organization’s participation in this

funding opportunity, and the primary point of contact for the project, including: name, title, mailing address, phone number, fax number, and email.

2. Provide a list of planning team members.
3. Provide the Organization Assessment Worksheet.
4. Provide a completed Choose Respect Zone Worksheet that details a plan to complete one of the options below:
 - **Complete at least 6 activities from Zone 1 (Youth).** Organizations implementing this option must reach a minimum of 100 youth, ages 11-18. Organizations may repeat activities with different youth audiences.
 - **Complete at least 5 activities from Zone 2 (Adults).** Organizations implementing this option must reach a minimum of 80 adults. Organizations may repeat activities with different adult audiences.
 - **Complete at least 4 activities from Zone 3 (Community)**
 - **Complete at least 3 activities from Zone 4 (Policy).** No funds can be used for lobbying activities (i.e. Zone 4 activity “Get It on the Agenda”).
 - **Complete at least 3 activities from Zone 1 (Youth) and at least 2 activities from Zone 2 (Adults).** Organizations implementing this option must reach a minimum of 50 youth and 40 adults. Organizations are strongly encouraged to host an event or events that bring together multiple stakeholders in the community.
 - **Complete at least 1 activity from each Zone.** Organizations implementing this option must reach at least 15 youth with the activity from Zone 1 and at least 15 adults with the activity from Zone 2.
5. Provide a brief explanation (1 page or less) of how the Choose Respect Zone Worksheet will be implemented. If project involves Zone 1 or 2, describe if the organization will: implement each activity with a separate group of participants, implement multiple activities at a single event, meet multiple times with the same group to implement different activities, or use a combination of these approaches. Describe your rationale.

6. Indicate agreement to submit the required project evaluation report.

Scoring of the Proposal/Application

The proposal will be judged on:

Quality of Choose Respect Zone Workplan	45%
Narrative response explaining Zone Workplan	25%
Quality of Organization Assessment Worksheet	15%
Agreement to submit report(s)	10%
Planning Team list	5%

Questions and Submission

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