

**Request for Applications  
Youth Advocacy Pilot Project**

**Introduction**

The Salt Lake County Health Department (SLCoHD) believes that developing youth leadership and decision-making is essential to building healthy communities. ***This Request for Applications (RFA) is for youth groups in Salt Lake County to engage in advocacy efforts to promote healthy youth.***

**Optional Informational Session**

SLCoHD will hold an optional virtual information session to answer questions about the application. Details for this session will be posted on the grant website. The call will be recorded for those unable to attend. Applicants may also submit questions about the application to [rschanson@saltlakecounty.gov](mailto:rschanson@saltlakecounty.gov) or by phone at 385-468-5348.

**Information Session Log On**

**Join from the meeting link**

<https://slco.webex.com/slco/j.php?MTID=m682d81ee0a797a66a8c84e369c8d0c9e>

**Project Time Period**

The 2025-2026 school year.

**Funding and Allowable Expenses**

Each recipient will receive \$20,000 to support advocacy projects selected through this grant. Applicants may also receive additional funding for a minimum of 2 adults and 5 youth to attend the Community Anti-Drug Coalitions (CADCA) Forum in February 2-5, 2026. See Appendix C for details regarding CADCA.

Contract funds may be spent on advertising, speaker fees, training, mileage, supplies, venue, food, membership fees, small amounts of personnel, printing, educational materials, and incentives.

Funds awarded for CADCA may be spent on conference registration, travel, lodging, meals, per diems, and other CADCA travel-related expenses.

Other expenses may be considered. All grant funding must directly support the implementation of this project.

Funding may NOT be used for direct lobbying or grassroots lobbying. Direct lobbying is asking a member or employee of a legislative body to take action on specific legislation. Grassroots lobbying is encouraging legislators' constituents to engage in direct lobbying.

## **Eligibility**

- Applicants must not have been awarded Youth Advocacy Grant Initiative (YAGI) funding in the previous grant year.
- Applicants must be a youth group as outlined below:
  - Applicant youth groups must be associated with a legal entity that is able to accept and manage grant funds. Examples of legal entities eligible for funding include schools, school districts, nonprofit organizations, and public agencies. For-profit entities are not eligible to apply. If a youth group does not have legal status and ability to manage grant funds, they may work with a sponsoring fiscal agency that applies on the youth group's behalf and manages grant funds and contract compliance.
  - This funding is meant to support existing youth groups and not to create a new group. Youth groups must be already formed at time of application.
  - Youth groups must consist of at least five (5) youth, ages 14-24 years old, who live in Salt Lake County.
  - Although applicants do not have to be a school-based organization, youth groups that recruit students from Title I schools will be given priority (*listed in Appendix A*).

## **Outline of Grant Activities**

### *Project Requirements and Required Grant Activities*

SLCoHD will work with recipients to ensure all projects meet grant requirements.

1. The project must be designed and led by the youth with adult support.
2. Recipients will partner with SLCoHD for technical assistance and other needs (see Partnership section below).
3. Project must address at least one substance use behavior (underage drinking, vaping, marijuana use, opioids, etc.) or a shared risk or protective factor related to depression/anxiety, delinquency, school drop-out, teen pregnancy, or violence. See Appendix B for a list of accepted risk and protective factors.
4. Project must address at least one environmental strategy (strategies 4-7) from the list below (*please see Appendix D for additional information*):

**CADCA'S**  
**SEVEN STRATEGIES**  
**for Community Change**



5. The project must include plans to educate community decision-makers, i.e., local, state, or federal policy makers. Examples of these educational activities include letter writing initiatives, in-person meetings with policymakers, educational events (such as a policymaker dinner), visiting lawmakers during the legislative session, etc.
6. Project activities must be sufficiently thorough and robust to affect community change. One-time stand-alone events with no follow-up activities will generally not be approved. For example, the youth group may choose to host a town hall with the public and elected officials, but there must be follow-up with decision-makers or community members to affect change.
7. Recipients must hold regular youth group meetings, at least monthly, for youth to design, plan, and implement the selected project. Most projects will require additional time outside of youth group meetings to complete the work.
8. Recipients must submit a project budget for approval (*reference Appendix E*).
9. A project proposal will be required using templates provided by County. Participating youth will be required to present their proposal(s) in person to SLCoHD staff prior to project proposal approval.
10. Recipients must submit project and financial reports in a reporting system selected by SLCoHD.
11. Recipients must complete the following **in-person** trainings provided by SLCoHD (the audience for these trainings is the adult advisors to the youth group):
  - a. Advocacy Bootcamp
  - b. Project Planning Strategies

- c. Social Development Strategy
- d. CADCA orientation for the groups attending CADCA

12. Optional Grant Activity – Attending CADCA National Forum in Washington, D.C.

- a. Applicants may apply to receive an additional \$21,500+ to attend the CADCA National Leadership Forum February 2-5, 2026. See appendix C for more information.
  - i. Recipients attending CADCA must bring at least five (5) members of their youth group who have been engaged in this grant’s advocacy project plus at least two (2) chaperones.
  - ii. Applicants may receive additional funding beyond the \$21,500 to take more participants (youth and chaperones) to the CADCA Forum.
    - 1. Funding will be awarded at \$3,000 per additional traveler.
    - 2. The total number of travelers approved is dependent upon available funding.
  - iii. **Recipients attending CADCA are solely responsible for coordinating all conference and travel logistics** (providing chaperones, making travel arrangements, registering participants, securing any liability waivers and permission slips, scheduling meetings with legislators, etc.). **SLCoHD will not assist youth groups in any trip-related arrangements, planning, scheduling, logistics, etc.**
  - iv. The advisor trainings must be completed and project proposals approved (with budget submitted and approved) prior to the CADCA Forum in early February 2026. Projects are not required to be completed, just selected prior to the conference.

***NOTE: Please consider the grant requirements carefully to ensure you understand the required activities and feel comfortable committing your youth group to these efforts.***

*Examples of Projects*

Youth groups may choose or adapt a project from this list, or they may design and develop their own project that follows project requirements (see below).

- 1. Research a specific community health issue and organize and implement an event (such as a decision-maker dinner or townhall meeting) or campaign (such as a social media campaign or letter-writing campaign) around the issue, then follow up with presentations, trainings, or meetings with key stakeholders (such as decision-makers and elected officials).
- 2. Become trained in the [CATCH My Breath](#) curriculum (a youth vaping prevention program) and teach a variety of other youth (youth groups, school assemblies, after school programs, etc.) about the dangers and harms of vaping.

3. Learn the Social Development Strategy ([SDS](#)), conduct train-the-trainer sessions with peers, and institute an SDS campaign school or community-wide.

**Note: Please do NOT include a description of your project(s) in your application to this RFA.**

Project planning and implementation are expected to take place by the youth and their group leaders (with SLCoHD assistance) during the school year, once grantees have been selected.

### **Partnership with Salt Lake County Health Department (SLCoHD)**

Recipients will be expected to work closely with SLCoHD on their projects, and effective communication is critical to our success. Delays in responding to County may result in delays in approvals, payments, and other items that will impact the success of your project. SLCoHD will work with recipients to ensure all projects meet grant requirements. Each recipient's partnership with SLCoHD will look different depending on the nature of the youth group's selected project(s), the recipient's capacity, etc. SLCoHD YAGI project staff shall be allowed to attend youth group meetings as decided upon by SLCoHD, and groups may invite SLCoHD to attend meetings as desired.

To support recipient projects, SLCoHD will:

- Provide technical assistance, which may include but is not limited to coaching and training around advocacy, public speaking, events, risk and protective factors, etc.
- Provide the required trainings.
- Assist youth groups to develop eligible projects.
- Attend occasional youth group meetings.
- Connect youth groups to appropriate public health resources and services.
- Other support services, as needed.

### **Application Process**

Instructions:

Answers to the questions below must be submitted through the Google Form linked below. We recommend saving your answers in a Word or Google Doc first and then paste your final responses into the Google Form when you are ready to submit your application.

Application link: <https://forms.gle/qzmtPgMkXuNukge78>

Applications will be accepted until **Friday June 13<sup>th</sup>, at 11:59 PM MDT.**

## Application Form

**Applications must be submitted in Google Forms** <https://forms.gle/qzmtPgMkXuNukge78>

*See below for copies of the required application questions.*

Applications will be scored on a 50-point scale. The highest-scoring eligible application(s) will be awarded. If multiple applicants tie, awards will be based on order of submission. Please pay special attention to the scoring criteria for each question and ensure your responses answer each question in full and meet all scoring criteria.

### 1. Title Page: Name and Contact Information. [10 points]

- a. Youth Group Name
- b. Name of Sponsoring Agency (must be an eligible legal entity)
- c. Geography or Population Served (e.g., town, city, neighborhood, etc.)
- d. Contact Person Name
- e. Contact Person Email
- f. Contact Person Phone Number
- g. Our youth group meets the eligibility criteria: YES / NO
  - Applicants must be a youth group.
  - Applicant youth groups must be associated with a legal entity such as a school, school district, nonprofit organization, public agency, or other legal entity that is able to accept and manage grant funds. For-profit entities are not eligible to apply and are not eligible to be a sponsoring agency.
  - This funding is meant to support existing youth groups and not to create a new group. Youth groups must be already formed at time of application.
  - Youth groups must consist of at least five (5) youth, ages 14-24 years old, who live in Salt Lake County.
  - Although applicants do not have to be a school-based organization, please tell us how your youth group recruits students from Title I schools (*listed in Appendix A*).

*Scoring Criteria:*

*Are all questions answered in full? Is the applicant eligible? [5 points]*

*Does the applicant articulate how they recruit from Title I schools listed in Appendix A? [5 points]*

### 2. Tell us about your youth group. [15 points] (3,000 characters permitted)

- a. Briefly describe the status and history of your youth group:

- How long has the group operated?
  - What are the group's goals?
  - What kinds of activities does the group conduct?
  - How often does the group meet? If you do not already meet at least monthly, will you be able to increase the frequency of meetings to fulfill grant requirements of meeting at least monthly?
- b. Tell us about your youth group members. **(3,000 characters permitted)**
- How many youth are generally actively involved in the group each year?
  - How much time per week do the youth generally spend on youth group activities?
  - How does your youth group empower youth to be community leaders?

*Scoring Criteria: Are all questions answered in full? Are there / will there be at least five youth ages 14-24 years old who live in Salt Lake County actively engaged in the group once a contract is in place? Will the group be able to meet at least monthly?*

3. **Describe the major tasks or steps of your youth recruitment and retention**, focusing on ensuring group diversity and offering a positive, inclusive focus. **[15 points] (3,000 characters permitted)**

*Scoring Criteria: Does the group have strong strategies to recruit and retain a diverse group of members? Are they committed to a positive and inclusive environment?*

4. **If a sponsoring agency is required to meet the eligibility requirements for this application, please attach a signed letter of commitment on the sponsoring agency's letterhead demonstrating the sponsoring agency's commitment to the project and willingness to manage the grant finances.** If you are applying for the CADCA Forum, the letter must state the sponsoring agency's approval of the travel. **[5 points]**

*Scoring Criteria: Full points are awarded if the letter of commitment is included on sponsoring agency letterhead and demonstrates the sponsoring agency's commitment to the project and willingness to manage the grant funds. If no sponsoring agency, full points are awarded.*

**5. Optional: If applying for the CADCA National Leadership Forum**

- a. Do you have an idea at this time of how many travelers will attend? If so, how many youth + chaperones do you foresee requesting funds for?
- b. Is your youth group allowed to travel across state lines? YES / NO
- c. Do you understand and are you able to follow your organization's policies for traveling with youth? YES / NO

**6. Statement of Capacity and Commitment. If awarded, the youth group and sponsoring**

**agency (if applicable) commit(s) to the Project Requirements and Required Activities listed above. [5 points]**

- a. Hold regular youth group meetings, at least monthly, and work on the projects outside of youth group meetings, as needed. YES / NO
- b. Build an environment of inclusion, trust, and cooperation. YES / NO
- c. Complete the required trainings, with assistance from SLCoHD. YES / NO
- d. Maintain strong communication and partnership with SLCoHD. Delays in responding to County may result in delays in approvals, payments, and other items that will impact the success of your project. YES / NO
- e. Submit required project documents such as proposals, budgets, reports, etc. on time. YES / NO
- f. Ensure the youth lead the project, with support from adult sponsors. YES / NO
- g. Ensure projects address a substance use behavior or substance use risk or protective factor. YES / NO
- h. If applying for the CADCA Forum, ensure organizational policies support youth interstate travel and that your capacity allows for the coordination of this activity independently YES / NO

*Scoring Criteria: Are all responses affirmative?*







## Appendix A – Title I Schools

Utah Schools Directory: <https://www.schools.utah.gov/schoolsdirectory>

## Appendix B – Substance Use Prevention Risk and Protective Factors

Protective Factors are characteristics that **reduce** the possibility of negative outcomes such as substance misuse and other problem behaviors.

Risk Factors are characteristics that **increase** the possibility of negative outcomes such as substance misuse and other problem behaviors.

<b>RISK FACTORS</b> Risk factors increase the likelihood young people will develop health and social problems.	<b>DOMAIN</b>	<b>PROTECTIVE FACTORS</b> Protective factors help buffer young people with high levels of risk factors from developing health and social problems.
<ul style="list-style-type: none"> <li>• Low community attachment</li> <li>• Community disorganisation</li> <li>• Community transitions and mobility</li> <li>• Personal transitions and mobility</li> <li>• Laws and norms favourable to drug use</li> <li>• Perceived availability of drugs</li> <li>• Economic disadvantage (not measured in youth survey)</li> </ul>		<ul style="list-style-type: none"> <li>• Opportunities for prosocial involvement in the community</li> <li>• Recognition of prosocial involvement</li> <li>• Exposure to evidence-based programs and strategies (some are measured in youth survey)</li> </ul>
<ul style="list-style-type: none"> <li>• Poor family management and discipline</li> <li>• Family conflict</li> <li>• A family history of antisocial behaviour</li> <li>• Favourable parental attitudes to the problem behaviour</li> </ul>		<ul style="list-style-type: none"> <li>• Attachment and bonding to family</li> <li>• Opportunities for prosocial involvement in the family</li> <li>• Recognition of prosocial involvement</li> </ul>
<ul style="list-style-type: none"> <li>• Academic failure (low academic achievement)</li> <li>• Low commitment to school</li> <li>• Bullying</li> </ul>		<ul style="list-style-type: none"> <li>• Opportunities for prosocial involvement in school</li> <li>• Recognition of prosocial involvement</li> </ul>
<ul style="list-style-type: none"> <li>• Rebelliousness</li> <li>• Early initiation of problem behaviour</li> <li>• Impulsiveness</li> <li>• Antisocial behaviour</li> <li>• Favourable attitudes toward problem behaviour</li> <li>• Interaction with friends involved in problem behaviour</li> <li>• Sensation seeking</li> <li>• Rewards for antisocial involvement</li> </ul>		<ul style="list-style-type: none"> <li>• Social skills</li> <li>• Belief in the moral order</li> <li>• Emotional control</li> <li>• Interaction with prosocial peers</li> </ul>

Source: Center for Disease Control and Prevention

## **Appendix C – Applying for Funding to Bring Youth to CADCA National Forum 2026**

### *What is CADCA?*

The Community-Based, Advocacy-Focused, Data-Driven, Coalition-Building Association (CADCA) is the leading U.S.-based substance use prevention organization, representing over 5,000 community-based coalitions across the United States and in 23 countries who work to create safe, healthy and drug-free communities. CADCA assists communities by providing the necessary support for coalitions to become stronger, more effective and better able to sustain population-level reductions in illicit drug use rates and related problems.

### *What is CADCA's National Leadership Forum?*

Every February, CADCA hosts a National Leadership Forum, a 4-day conference packed with both adult and youth-oriented tracts to learn the latest strategies to fight substance use and misuse and hear from nationally-known experts and policymakers with a full day dedicated to Capitol Hill events. The Forum is held in the Washington, DC area every year, normally the first week of February and brings together more than 3,000 participants representing community anti-drug coalitions, government leaders, youth, addiction treatment professionals, researchers, educators, law enforcement professionals, youth and faith-based leaders. This event is held every year at Gaylord National, located in National Harbor, MD.

### *Why is it important for youth groups to attend CADCA?*

Youth who attend CADCA participate in conference workshops and learn from other youth across the country. The conference offers youth-only classes about strategies for addressing various health and substance use-related issues. Other workshop topics include problem-solving, advocacy, and public speaking. CADCA also hosts youth activities such as a social and a dance to build friendships. Additionally, youth participants will get the opportunity to attend Capitol Hill Day and discuss issues important to them with their state representatives.

### *What is required for a youth group to attend the CADCA Forum?*

Recipient is responsible for purchasing a CADCA membership for the organization. Membership costs run up to \$550. Grant funds may be used to purchase this membership.

Recipient is responsible for coordinating and booking all travel arrangements, including but not limited to, conference registration, flights, hotel rooms, and any per diems your sponsoring agency might require.

Recipient is responsible for arranging any meetings, events, or outings for their group. This includes arranging for youth to meet with legislators and other decision-makers.

Please pay special attention to your and/or your sponsoring agency's policies on youth travel across state lines before applying. Recipient is responsible for ensuring all policies are upheld. Depending on your sponsoring organization, policies may include background checks for chaperones, specific adult-to-youth ratios, liability waivers, parental permission slips, and other considerations.

## **Appendix D – CADCA’s National Coalition Institute: Defining the Seven Strategies for Community Change**

### **Individual Strategies:**

1. Providing Information – Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).
2. Enhancing Skills – Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).
3. Providing Support – Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).

### **Environmental Strategies:**

4. Enhancing Access/Reducing Barriers – Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).
5. Changing Consequences (Incentives/Disincentives) – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).
6. Physical Design – Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).
7. Modifying/Changing Policies – Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

## Appendix E

Budget template link (subject to change):

[https://docs.google.com/spreadsheets/d/11BS\\_VV2YH-mvggM1aPc9kuS6n-5NEinA](https://docs.google.com/spreadsheets/d/11BS_VV2YH-mvggM1aPc9kuS6n-5NEinA)