

**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 communities.***

Purpose:

Provide youth with structured opportunities for community engagement that build practical skills while contributing to stronger, more connected communities.

Vision:

A Salt Lake County where youth actively participate in transforming their communities to be healthier through advocacy and action.

Mission:

1. Provide prosocial opportunities for youth to build skills, gain recognition, and foster strong relationships and a sense of community, all within a framework of healthy beliefs and clear standards.
2. Support youth groups in leading impactful advocacy projects that address substance use and related risk factors, engage decision-makers, and promote lasting community change—through training, guidance, and partnership with the Salt Lake County Health Department.

Grant Time Period

July 2026 to June 2027

Funding and Allowable Expenses

Each recipient will receive \$10,000 for project delivery. Contract funds may be spent on advertising, speaker fees, training, mileage, supplies, venue, food, organizational membership fees, printing, educational materials, personnel (up to \$3,000), stipends, and incentives.

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

- To engage new communities, previous YAGI award recipients are not eligible to apply. Previous unawarded applicants will receive additional points for their application.
- 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.

Outline of Grant Activities

Project Requirements and Required Grant Activities

1. If awarded, recipients will partner with SLCoHD for technical assistance and other needs (see Partnership section below).
2. The project must be designed and led by the youth with adult support.
3. Project activities must be sufficiently thorough and robust to effect 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 effect change.
4. If awarded, recipients must hold regular youth group meetings, at least monthly, for youth to design, plan, and implement their strategies. Most projects will require additional time outside of youth group meetings to complete the work.
5. If awarded, recipients will be required to submit an implementation plan for their selected strategies along with a budget. Reports will also be required through systems specified by SLCoHD. These materials are not part of the application process.

6. If awarded, 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

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

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 pasting your final responses into the Google Form when you are ready to submit your application.

Application link: <https://forms.gle/q4feZUeu6sPHMzZPA>

Applications will be accepted until **June 12th at 11:59 PM MDT**.

Application Questions

Applications must be submitted in Google Forms

<https://forms.gle/q4feZUeu6sPHMzZPA>

See below for copies of the required application questions.

Applications will be scored on a 115-point scale. The highest-scoring eligible applications 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. Scored questions include a scoring criteria box.

1. Eligibility

- a. 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 already be formed at the time of application.
 - Youth groups must consist of at least five (5) youth, ages 14-24 years old, who live in Salt Lake County.

2. How did you first learn about this funding opportunity?

3. What aspect of this funding opportunity most motivated you to apply?

4. Name and Contact Information.

- Youth Group Name
- Name of Sponsoring Agency (if different from above; must be an eligible legal entity)
- Name of person submitting this application
- Title and organization of person submitting this application
- Email address for the person submitting this application
- Phone number for the person submitting this application

5. Briefly describe the status and history of your youth group (3,000 characters permitted)

- How long has the group operated?
- Please describe the population your youth program serves, including geographic area, age range, and any specific community needs or barriers your program is designed to address.
- 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?

Scoring criteria (15 total points possible):

High (11–15): Clear history, structure, and consistent operations; demonstrates ability to meet regularly and complete activities

Medium (6–10): Some detail provided; minor gaps in clarity or consistency

Low (0–5): Limited or unclear information; group capacity uncertain

6. 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 (15 total points possible):

High (11–15): Youth actively engaged and leading; strong examples of leadership and empowerment

Medium (6–10): Some youth involvement; limited leadership detail

Low (0–5): Minimal youth engagement or unclear role

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

permitted)

Scoring criteria (15 total points possible):

High (11–15): Clear, actionable strategies for recruiting and retaining youth; supportive and welcoming environment

Medium (6–10): Basic strategies; limited detail on retention or environment

Low (0–5): Vague or minimal plan

8. Substance(s) of Focus (select at least one):

- a. Alcohol
- b. Marijuana
- c. Tobacco/Nicotine

9. Please explain why you selected the substance(s). What conditions in your community may be contributing to the substance problems (e.g., policies, systems, norms, environments, access, or awareness)? (3,000 characters permitted)

Scoring criteria (10 total points possible):

High (8–10): Clear and compelling reasoning for selecting the substance(s)

Medium (4–7): General reasoning; lacks depth

Low (0–3): Weak or unclear rationale

10. Strategy 1: Supporting Schools. Select at least one activity below that your youth group will implement to address the substance(s) you selected.

CATCH My Breath Ambassadors

Encourage schools in your community to develop or expand a peer-led ambassador program focused on your selected problem.

ASPIRE

Work with schools to adopt this free tool.

Promote **My Life, My Quit**

Increase the use of this cessation resource among youth.

Peer Courts

Establish or strengthen peer courts with restorative justice approaches. Support non-punitive, restorative responses to substance use in schools.

Comprehensive Drug-free Policy Guide for Schools

Review the guide and identify priority areas where schools in your community would like to strengthen efforts (e.g., prevention curriculum, staff training, restorative practices, cessation support, signage and communication, policy updates, etc.).

Stanford REACH Lab's Cannabis Awareness & Prevention Toolkit

Support schools in adopting and implementing this cannabis (marijuana) prevention tool to reduce youth cannabis use.

Botvin LifeSkills

Assess how this curriculum is implemented in local schools and identify opportunities to improve reach, consistency, or effectiveness. For tobacco/nicotine projects: ensure LifeSkills instructors are aware of and utilize the Botvin Health Connections: E-cigarettes and Vaping supplement.

11. Please tell us why you selected the activity or activities. (3,000 characters permitted)

Scoring criteria (20 total points possible)

High (16–20): Provides a clear, compelling rationale for selecting the activity (or activities), supported by a strong and specific understanding of local community conditions (e.g., policies, norms, environment, access, or contributing factors).

Medium (8–15): Offers general reasoning for activity (or activities) selection and demonstrates some awareness of community conditions, but lacks depth, specificity, or clear connection between the two.

Low (0–7): Provides weak or unclear rationale for activity (or activities) selection and shows minimal or no understanding of relevant community conditions.

12. Strategy 2: Engaging Decision-Makers. Select at least one activity below that your youth group will implement to address the substance(s) you selected.

Advocacy Event

Organize a summit, dinner, or other special event to bring together community decision-makers, state and city lawmakers, and other stakeholders to educate them on the problem and solutions.

Public Presentation

Discuss your selected problem and solutions with City Councils, County and Health Boards, School Boards, etc.

One-on-one advocacy visits with lawmakers and decision-makers

Meet directly with decision-makers to share youth perspectives on the selected substance(s) and provide best practices to address them.

13. Please tell us why you selected the activity (or activities). (3,000 characters permitted)

Scoring criteria (20 total points possible)

High (16–20): Provides a clear, compelling rationale for selecting the activity (or activities), supported by a strong and specific understanding of local community conditions (e.g., policies, norms, environment, access, or contributing factors).

Medium (8–15): Offers general reasoning for activity (or activities) selection and demonstrates some awareness of community conditions, but lacks depth, specificity, or clear connection between the two.

Low (0–7): Provides weak or unclear rationale for activity (or activities) selection and shows minimal or no understanding of relevant community conditions.

14. Strategy 3: Assuring Implementation (Assessing how laws and policies are implemented and identifying opportunities for improvement). Select at least one activity below that your youth group will implement to address the substance(s) you selected.

Smoke and Vape Shop Restrictions

Educate municipalities on their legal options to stop issuing licenses to smoke and vape shops (retail tobacco specialty businesses) or to place a cap on how many the municipality will license.

STARS Assessment

Conduct retail assessments using the [Standardized Tobacco Assessment for Retail Settings \(STARS\)](#) to document how tobacco and nicotine products are marketed, priced, and promoted in local stores, and use findings to inform policy and community-level prevention efforts. Develop and advance recommendations to improve local policies, enforcement practices, or resource allocation based on assessment findings. (We can help adapt this to include alcohol as well.)

Signage Assessment

Assess no-smoking signage in businesses, schools, and outdoor areas in your community. Provide signage and work with entities to implement tobacco-free properties (ban smoking/vaping outdoors on their property).

Social Access Assessment

Assess how youth access the selected substance(s) in your community (e.g., parties, peers, adults, or online sources) and identify opportunities to strengthen community policies, enforcement practices, and prevention efforts.

Community Norms and Youth Perception Assessment

Assess how your community communicates about the selected substance(s) (e.g., signage, messaging, communication, events) and how youth perceive its risks and norms, and identify opportunities to improve clarity, consistency, and alignment with prevention goals and address misperceptions.

15. Please tell us why you selected the activity (or activities). (3,000 characters permitted)

Scoring criteria (20 total points possible)

High (16–20): Provides a clear, compelling rationale for selecting the activity (or activities), supported by a strong and specific understanding of local community conditions (e.g., policies, norms, environment, access, or contributing factors).

Medium (8–15): Offers general reasoning for activity (or activities) selection and demonstrates some awareness of community conditions, but lacks depth, specificity, or clear connection between the two.

Low (0–7): Provides weak or unclear rationale for activity (or activities) selection and shows minimal or no understanding of relevant community conditions.

16. 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 and contract compliance.

17. 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. [pass/fail]

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