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Memorandum Date: March 26, 2008
Order Date: April 9, 2008

TO: Board of County Commissioners

DEPARTMENT: Children & Families

PRESENTED BY: Alicia Hays, Department Director

AGENDA ITEM TITLE: IN THE MATTER OF APPROVING THE SUBMITTAL OF A BRIEF PROPOSAL TO THE ROBERT WOOD JOHNSON FOUNDATION IN THE AMOUNT OF \$125,000 OVER SIX MONTHS FOR THE BUILDING HEALTHY TEEN RELATIONSHIPS INITIATIVE

I. MOTION

Move to approve submittal of a Brief Proposal to the Robert Wood Johnson Foundation in the amount of up to \$125,000 over six months for the Building Healthy Teen Relationships Initiative.

II. AGENDA ITEM SUMMARY

The Robert Wood Johnson Foundation (RWJ) has issued a Call for Proposals under its Building Healthy Teen relationships Initiative. This program is intended to support the creation and evaluation of comprehensive community-based models of prevention that aim to decrease relationship violence and increase positive, protective relationship skills, particularly among youth ages 10 to 14. The application process includes two stages, submission of a Brief Proposal and, if invited, submission of a full proposal, line-item budget, and budget narrative. Full proposals are to be submitted for a 48-month period, with a budget of up to \$250,000 per year. This agenda item seeks approval for the Brief Proposal only. RWJ application guidelines state that applicants submitting a Brief Proposal should submit a budget for the first six months of the initiative for up to \$125,000; this initial period will be a planning phase.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

Lane County has not submitted an application for funding for this program before. As noted below (Board Goals), related planning efforts have received Board of County Commissioners approval.

B. Policy Issues

This grant application is in line with the County's policies and procedures as well as the purpose and objectives of the Department of Children & Families (DCF). If awarded, the department will administer the grant, and will provide support and

assistance to grant partners. As described below, RWJ has specific staffing requirements related to this initiative. DCF intends to budget for the Project Coordinator and Office/Administrative Assistant positions in the grant budget; Project Director duties will be assigned to the DCF Program Services Coordinator 2 as match.

C. Board Goals

The Comprehensive Community Plan for Services to Children, Youth and Families was approved by the Board of County Commissioners on June 23, 2004 (BO 04-6-23-11) and can be found at:

<http://www.co.lane.or.us/CCF/documents/ComprehensiveCommunityStrategicPlan2004finaljun04.pdf>

It includes the following priority which this funding would help achieve:

High Level Outcome 2: Reduce Domestic Violence

C) Create and sustain broad-based prevention strategies.

C1) Develop a comprehensive, collaborative school-based prevention program for ages 3-18, that is developmentally appropriate and involves student curricula, school staff, and parent engagement. Include prevention strategies for domestic violence exposure, dating violence, sexual harassment or assault, bullying, substance abuse, early pregnancy, AIDS, and related topics with a focus on healthy relationships and asset development. Ensure training and support is adequately provided for teachers/school staff around disclosure.

D. Financial and/or Resource Considerations

RWJ grant guidelines include staffing requirements. The grant budget will include funding for DCF staffing to meet these requirements: 1.0 FTE of Project Coordinator and .5 FTE Office/Administrative Assistant. In addition, DCF will provide .1 FTE of Program Services Coordinator 2 as match to fulfill Project Director expectations. DCF will be responsible for grant administration duties, including development of any contracts and/or intergovernmental agreements, outreach, engagement, and mobilization of community partners to meet the funding goals, facilitation of team meetings, preparation and submission of required fiscal and program reports, liaison with National Program Office and National Evaluation Team, and other outcome monitoring responsibilities.

E. Analysis

The goals and purpose as stated by RWJ for this funding are as follows: "Preventing intimate partner violence (IPV) begins with ensuring that young people's first relationships are healthy ones. IPV is an important determinate of health and well-being and often begins in adolescence with conflict in

relationships. The Building Healthy Teen Relationships program will support the creation and evaluation of comprehensive community-based models of prevention that aim to decrease relationship violence and increase positive, protective relationship skills.”

This initiative is in line with the goals of the Department and Commission on Children & Families related to primary prevention of dating and sexual violence. The goals and intent of this initiative are also in line with youth feedback to the State of Oregon, in the 2008 Statewide Teen Pregnancy Prevention (TPP) and Youth Sexual Health Plan. As stated in this document: “Youth action researchers discovered what was being taught in school did not align with Oregon state law. Young people wanted more information about relationships, rather than just the mechanics of sex and sexuality. Youth were interested in exploring such issues as gender roles and stereotypes, body image, sexual orientation, and domestic violence. Young people also wanted to have more conversations with their parents and religious community about sexual development, and felt that peer-to-peer support and education often wasn’t visible or accessible enough.” This document also includes recommendations for support and education of parents, teachers, and other community members on supporting youth around healthy, safe, respectful relationships.

The funding will support one to three primary partners to come together with the national partners to clearly articulate strategies to impact four core elements:

1. Educate and engage youth in schools and out of school settings. Each site will be required to implement a healthy relationship program targeting middle-school-aged youth in school or out-of-school settings. A growing number of school and community-based programs promote healthy relationship development among adolescents, focusing on concepts such as conflict resolution, communication skills, healthy decision-making, equitable gender roles and self confidence. The most promising of these programs are based on social cognitive frameworks (and curriculum) that are skills-based and experiential. As an essential element of this project, sites will need to engage older teens (ages 15 to 18) as mentors and trainers for their younger peers.

2. Educate and engage teen influencers such as parents, teachers and other mentors. Sites will be expected to implement activities to educate and engage teen influencers (peers and adults) to help them gain the skills to support the creation of safe and respectful youth relationships; increase public attention to this issue; and incorporate healthy relationship concepts into their own relationships. Examples of promising approaches include: working with teachers and coaches to incorporate healthy relationship skill building into class curricula and sports programs; integrating relationship violence prevention into parenting classes and in social settings where parents congregate (religious institutions, sports functions, online parenting communities); and engaging teens as mentors and mediators to support

healthy relationships.

3. Change policy and environmental factors. Sites will be required to implement changes in policy and practice within school, other settings that serve youth and within the larger community. Creating safe and supportive environments in which youth can have healthy relationships will require altering community-level environmental factors that affect teen dating and sexual violence. For example, organizational settings, such as schools and after-school programs, are critical levers for reinforcing positive messages while enforcing explicit expectations and codes of conduct that promote healthy relationships. Other sites such as teen counseling services, reproductive health settings and other youth-serving organizations can integrate messages about healthy relationships and IPV prevention into protocols and practices.

4. Implement communications strategies to promote positive social norms. Site-led communications strategies will connect to and build upon a larger national communications strategy for the initiative. Selected sites will participate with the NPO in the development of initiative-wide social marketing strategies. Because media and technology shape this generation's perceptions and understanding of social norms more than any other previous generation, a leading component of the initiative will be a public education campaign on youth dating violence prevention. A wide range of media and technology will be utilized to deliver messages about violence prevention and healthy relationships, including: phone and text messaging; social media sites such as *MySpace.com*,[®] *Facebook*, *YouTube*[™] and *Second Life*;[®] and local and national youth publications and magazines. Sites will be required to implement a shared communications strategy to reinforce positive messages about healthy relationships.

Our brief proposal will focus on partnering with the school districts in Lane County through the Lane Education Service District and with the Rights, Respect, and Responsibility coalition to infuse and expand on efforts already underway in our County. We intend to engage high-school and college-age youth to guide our planning and implementation activities, and to act as support and role models for younger youth, as defined by the funder (ages 10 to 14).

The primary question from RWJ, for the brief proposal, asks for global objectives and goals related to primary prevention of dating and sexual violence. Our preliminary global objectives include:

1. Increase the capacity, readiness, and willingness of adults and leaders at the many touch-points for youth ages 10 to 14 year old, including parents, coaches, mentors, faith leaders, troop/scout leaders.

2. Increase the engagement, capacity and readiness of older youth (high school age) and young adults (college age) to join with community mobilization efforts and

leadership with younger youth.

3. Ensure youth leadership throughout this project, from submission of application, planning, implementation, and sustainability planning.
4. Increase community readiness and value of youth and youth leadership.
5. Support cascading leadership, supporting college-age young adults and high-school age older youth to take on leadership roles with younger youth with the intent of growing younger youth into leadership.
6. Impact policies of organizations that are more formal touch points for youth ages 10 to 14 to create environments promoting and role-modeling of respectful behavior, youth leadership, training for volunteers and staff.
7. Engage with national partners to in the development of an initiative-wide social marketing strategy.

Administrative Policies and procedures questions for Grant Applications:

1. What is the match requirement, if any, and how is that to be covered for the duration of the grant?

Match will be required in the following amounts over the course of the initiative:

	Award:	Match:
Year one:	\$250,000	20% (\$50,000)
Year two:	\$250,000	30% (\$75,000)
Year three:	\$250,000	40% (\$100,000)
Year four:	\$250,000	40% (\$100,000)

It is not required that the match be secured at the time either the Brief or Full proposal is submitted. However, such resources must be secured within six months of the first project year. As stated above, personnel costs of the .1 FTE of a PSC2 will be included as part of the match. Other sources of in-kind or cash match will be met by other DCF funding that is intended for community mobilization and prevention activities; partner agencies will also be asked to contribute time, meeting space, and other support to help meet the match obligation.

2. Will the grant require expenditures for Material and Services or capital not fully paid for by the grant?

No, all expenditures will be fully paid for by the grant.

3. Will the grant funds be fully expended before county funds need to be spent?

There are no county funds in the grant budget for this application.

4. How will the administrative work of the grant be covered if the grant funds don't cover it?

Administrative expenses will be covered by grant funds. DCF will administer the grant, including contract monitoring and outcome reporting requirements. Grant monitoring tasks of the project director will fall to the DCF PSC2, and will be paid for by other funding available to DCF, as part of the match requirements.

5. Have grant stakeholders been informed of the grant sun-setting policy so there is no misunderstanding when the funding ends? Describe plan for service if funding does not continue.

The grant development team understands that the grant period is four years; further, partners understand that this is a competitive program and there is no plan for continuation funding from RWJ. It is the intention of the funder that sites will begin sustainability planning in the planning phase, in order to enable continued supports beyond the life of this grant program.

6. What accounting, auditing, and evaluation obligations are imposed by the grant conditions?

- Grantees will be expected to meet the Robert Wood Johnson Foundation's requirements for the submission of a final narrative report and financial reports.
- Grantees will also be expected to meet benchmarks over the course of the initiative. These must be met for continued funding.
- In year one, grantees will be expected to participate in an Annual Grantee Meeting and a 2 day training meeting facilitated by the Family Violence Prevention Fund. In subsequent years there will be yearly meetings and other opportunities for grantees to share their expertise, knowledge and experiences. Activities will also include conference calls and on-line collaboration and other meetings.
- Grantees will work regularly with the NPO and RWJF on implementation. Grantees will be asked to be involved with the development and distribution of materials, tools and publications that are a result of the initiative.

Grantees also will be expected to participate in an evaluation of the Building Healthy Teen Relationships program. The Foundation will undertake an overall evaluation of the Building Healthy Teen Relationships initiative, which will focus on key questions about potential sustainability and spread of each site's improvement efforts and the initiative's overall contributions to informing the policy debate and

guiding the design of effective policy and environmental solutions to preventing relationship and sexual violence among youth. All grantees, as a condition of accepting grant funds, will be required to participate in such an evaluation.

The 1.0 FTE PSC, as project coordinator, will be responsible for program reporting, final narrative, and facilitating local participation in required travel, training, and evaluation activities. These activities will be supported by the .5 FTE Office/Administrative Assistant. Both of these positions will be included in the grant budget. Oversight for the initiative will be the responsibility of the PSC1, acting as Project Director.

7. How will the department cover the accounting, auditing, and evaluation obligations? How are the costs for these obligations covered, regardless whether they are in the department submitting the grant or a support service department? Does the department acknowledge that the county will need to cover these costs and it is an appropriate cost incurred by support service departments?

Accounting and auditing costs will be covered by the grant funds. DCF will fulfill reporting requirements. Evaluation activities are being undertaken by the funder.

8. Are there any restrictions against applying the county full cost indirect charge?

The budget to be submitted includes indirect charges; this funding source limits indirect costs to 12% of grant total, but does allow line-item expenditures for some indirect-related costs, such as telephones and PC Replacement. Should the budgeted amount be inadequate, DCF will absorb the excess with OCCF funding that allows for community mobilization and strategic development, as part of the match requirements.

9. Are there unique or unusual conditions that trigger additional county work effort or liability, i.e., maintenance of effort requirements or supplanting prohibitions or indemnity obligations?

No.

F. Alternatives/Options

1. Approve the submittal of the Brief Proposal to the Robert Wood Johnson Foundation for the Building Healthy Teen Relationships Initiative.
2. Decline to submit the Brief Proposal at this time.

IV. RECOMMENDATION

Staff recommend Option 1: Adopt the Order to authorize the County Administrator to sign the Brief Proposal submission.

V. TIMING/IMPLEMENTATION/FOLLOW UP

Brief Proposals must be submitted electronically by noon on Wednesday, April 16th, 2008. Upon Board approval, the Brief Proposal will be finalized for submission. We would be notified by RWJ by mid-May, should we be invited to submit a full proposal. At that time, we would return to the Board to request approval of submission of the full proposal, line-item budget, and budget detail. This proposal would be due by July 8, 2008, with award notifications anticipated by November 15th, 2008.

VII. ATTACHMENTS

Board Order

