

House District All  
Senate District All

THE TWENTY-SIXTH LEGISLATURE  
HAWAII STATE LEGISLATURE  
APPLICATION FOR GRANTS & SUBSIDIES  
CHAPTER 42F, HAWAII REVISED STATUTES

Log No: 35-0

For Legislature's Use Only

Type of Grant or Subsidy Request:

GRANT REQUEST - OPERATING

GRANT REQUEST - CAPITAL

SUBSIDY REQUEST

REC'D JAN 21 2011

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): JUDICIARY  
STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN):

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual: HAWAII METH PROJECT

Dba:

Street Address: 999 BISHOP STREET, 24<sup>TH</sup> FLOOR, HONOLULU HAWAII 96813

Mailing Address: SAME

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name CINDY ADAMS

Title EXECUTIVE DIRECTOR

Phone # 808 529 6253

Fax # 808 529 6208

e-mail CADAMS@HAWAII METH PROJECT.ORG

3. TYPE OF BUSINESS ENTITY:

- NON PROFIT CORPORATION  
 FOR PROFIT CORPORATION  
 LIMITED LIABILITY COMPANY  
 SOLE PROPRIETORSHIP/INDIVIDUAL

6. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:

HAWAII METH PROJECT PROGRAM

4. FEDERAL TAX ID #: [REDACTED]

5. STATE TAX ID #: [REDACTED]

7. AMOUNT OF STATE FUNDS REQUESTED:

FY 2011-2012: \$ 1,000,000

8. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:

- NEW SERVICE (PRESENTLY DOES NOT EXIST)  
 EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$0  
FEDERAL \$0  
COUNTY \$0  
PRIVATE/OTHER \$ 1,500,000

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

[REDACTED]  
AUTHORIZED SIGNATURE

CINDY ADAMS, EXECUTIVE DIRECTOR  
NAME & TITLE

1/14/2011  
DATE SIGNED

## Application for Grants and Subsidies

*If any item is not applicable to the request, the applicant should enter "not applicable".*

### I. Background and Summary

This section shall clearly and concisely summarize and highlight the contents of the request in such a way as to provide the State Legislature with a broad understanding of the request. Include the following:

1. A brief description of the applicant's background;

The Hawaii Meth Project is a statewide prevention program whose goal is reducing methamphetamine use among teens, ages 12-17, and young adults, 18-24. Launched in June 2009, the Project educates Hawaii's young people about the risks and dangers of methamphetamine so that if they are ever presented with the opportunity to try Meth, they can make a more informed decision.

Based on the successful Meth Project model launched in Montana in September 2005, the Hawaii Meth Project focuses on prevention, enlisting the following strategies to achieve its goals:

- 1) Outreach and Education--Public service messaging and school and community outreach activities, and
- 2) Public Policy--Federal, state, and local governments.

2. The goals and objectives related to the request;

The overall goal of the Project is to reduce methamphetamine use among teens across the state. The following are anticipated outcomes that would be supported by the State grant:

1. Increase teen awareness about the risks and dangers of Meth use by doubling the number of students we reach in intermediate, and high schools statewide. We will accomplish this by leveraging relationships with Peer Education Program coordinators, school-based counselors, other DOE faculty, the Teen Advisory Council, and teen volunteers. We plan to reach a total of 50,000+ students by the end of FY2011.

2. Increase the level of peer-to-peer education by doubling the number of teen volunteers and Facebook fans statewide. We know that peer outreach is a key factor in affecting attitudes and behavior among teens. By increasing the number of teen volunteers, we will effectively increase peer outreach. We currently have 250 teen volunteers and 71% of our Facebook fans, 1100 fans, are between the ages of 13-24. We hope to have 500+

teen volunteers and over 2200 Facebook fans between ages 13-24.

3. Increase broader community awareness about the risks and dangers of Meth use by doubling our statewide community outreach. We will accomplish this by participating in more community-based events and developing deeper partnerships with the Boys and Girls Clubs, YMCA, and YWCA. We have participated in over 45 community events to date. We plan to participate in over 100 events by the end of CY2011. Breaking the cycle of multi-generational meth use and addiction requires that we educate and reach out to the broader community, including youth-based service groups and parents and families. We need the whole community to participate in the prevention effort.

4. Continue to drive significant changes to teen attitudes about the perception of meth and increase the level of parent-child conversations in order to lay the groundwork for a change in behavior. In 2009, 44% of teens statewide believed there was great risk in using Meth. In 2010, that increased to 54%. In 2009, 56% of teens said their friends would give them a hard time if they thought they were using Meth. In 2010, that number increased to 67%. In 2009, 48% of teens said they had a conversation with their parents in the past year about Meth. In 2010, that frequency increased to 54%. We are hoping to see statistically significant increases in all three areas with the 2011 survey.

**3. State the public purpose and need to be served;**

Methamphetamine use in Hawaii is estimated to cost \$500 million each year. Meth imposes a significant and disproportionate burden on individuals and our communities in money spent on treatment, healthcare, and foster care services, as well as the costs of crime and productivity loss associated with use of the drug. According to the U.S. Department of Justice, Hawaii has one of the largest user populations per capita in the nation with local law enforcement agencies identifying Meth as their greatest drug threat and most often associated with property and violent crime. The financial and social consequence of Meth abuse in Hawaii is devastating with overburdened jails and prisons, reduced employee productivity, and increased foster care, healthcare, and treatment costs.

Following are methamphetamine statistics specific to Hawaii:  
--Hawaii ranks #5 in the nation for Meth use by people age 12 and older;  
--75% of Hawaii's drug enforcement operations are attributed to Meth, greater than all other types of drugs combined;  
--90% of federally sentenced drug cases involve Meth; and  
--Workforce Meth use increased 33% in 2009 over 2008 and 70% in Q2 2010 over Q2 2009.

Educating teens about the highly addictive nature of this drug and the devastating effects of addiction is key to reducing the socioeconomic burden to Hawaii's taxpayers and keeping our families and communities whole.

4. Describe the target population to be served; and

Our primary target audience is teens, ages 12-17, and secondarily young adults, 18-24.

5. Describe the geographic coverage.

Our coverage is statewide.

## II. Service Summary and Outcomes

The Service Summary shall include a detailed discussion of the applicant's approach to the request. The applicant shall clearly and concisely specify the results, outcomes, and measures of effectiveness from this request.

1. Describe the scope of work, tasks, and responsibilities;

On a weekly basis throughout the school year we spend 3-5 days per week in intermediate and high schools (public and private) speaking with teens in health, peer education, social studies, journalism, physical education, and digital media classes, and school assemblies. We also participate in after school programs such as After School AllStars and About Face and work with the program directors in Boys and Girls Club and YMCA community centers across the state. We also spend time reaching out to and educating families, counselors, business and community leaders, and youth-based service groups.

Combined with public service messaging, direct contact with teenagers and families helps to make the message real, give it context and emphasis, so that teens are able to talk about their own experiences, ask questions, share their thoughts and concerns, and we are able to encourage positive social influences and a dialogue with their peers and parents.

We do not ask schools or community groups to contribute to offset our outreach and education costs. We strongly believe we have to provide the education service at no cost in order to reach a broad audience. We have a 35-40 minute presentation we take to the schools and into the communities. We also distribute our Not Even Once wristbands, DVDs, posters, and stickers as tools to remind teens about their commitment to remain Meth-free.

2. The applicant shall provide a projected annual timeline for accomplishing the results or outcomes of the service;

Depending on release of funding, the projected timeline for completion of the objectives and results described in Section I, item 2 above is within 24 months.

3. The applicant shall describe its quality assurance and evaluation plans for the request. Specify how the applicant plans to monitor, evaluate, and improve their results; and

The Hawaii Meth Project is modeled after the national Meth Project which is based on quantitative and qualitative research and expert review.

1. Increase teen awareness about the risks and dangers of Meth use by doubling the number of students we reach in intermediate, and high schools statewide.
  - a. Monitor and Evaluate--We track the number of schools and students.
  - b. Improve Results--We constantly look for new opportunities, through community contacts and our Teen Advisory Council. We try to get to as many schools as we can. We also update our presentation as new data and information becomes available from methamphetamine experts.
2. Increase the level of peer-to-peer education by doubling the number of teen volunteers and Facebook fans statewide.
  - a. Monitor and Evaluate--We track the number of volunteers in a robust constituent relationship management software database. We are able to identify teens specifically. Additionally, Facebook reporting allows us to monitor our fan base and demographics.
  - b. Improve Results--We constantly look for community events and activities that allow us to reach out to teens and implement Facebook capabilities to increase our teen fan base.
3. Increase broader community awareness about the risks and dangers of Meth use by doubling our statewide community outreach.
  - a. Monitor and Evaluate--We track the number of community events and activities we participate in as well as the number of volunteers.
  - b. Improve Results--We leverage these events and activities to find out about other upcoming events. As we grow our volunteer base and meet new community leaders, they are enthusiastic sources of information on opportunities in the community.
4. Continue to drive significant changes to teen attitudes about the perception of meth and increase the level of parent-child conversations in order to lay the groundwork for a change in behavior.
  - a. Monitor and Evaluate--We perform an annual spring survey that is IRB-certified and approved by the Hawaii DOE and H AIS.

- b. Improve Results--We leverage the survey results to determine if there are changes needed to the public service messages and outreach presentations.

We also track third-party data such as Youth Risk Behavior Survey results, and data published by National Institute on Drug Abuse, Office of National Drug Control Policy, Department of Justice, SAMHSA, and Diagnostic Laboratories LLC among others. We solicit feedback from our audiences--teens, families, recovered addicts, and business and community leaders--when we are in schools, treatment facilities, and at community events and in meetings.

4. **The applicant shall list the measure(s) of effectiveness that will be reported to the State agency through which grant funds are appropriated (the expending agency). The measure(s) will provide a standard and objective way for the State to assess the program's achievement or accomplishment. Please note that if the level of appropriation differs from the amount included in this application that the measure(s) of effectiveness will need to be updated and transmitted to the expending agency.**

1. Increase teen awareness about the risks and dangers of Meth use by doubling the number of students we reach in intermediate, and high schools statewide. We will accomplish this by leveraging relationships with Peer Education Program coordinators, school-based counselors, other DOE faculty, the Teen Advisory Council, and teen volunteers. We plan to reach a total of 50,000+ students by the end of FY2011.

2. Increase the level of peer-to-peer education by doubling the number of teen volunteers and Facebook fans statewide. We know that peer outreach is a key factor in affecting attitudes and behavior among teens. By increasing the number of teen volunteers, we will effectively increase peer outreach. We currently have 250 teen volunteers and 71% of our Facebook fans, 1100 fans, are between the ages of 13-24. We hope to have 500+ teen volunteers and over 2200 Facebook fans between the ages of 13-24.

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2009, 56% of teens said their friends would give them a hard time if they thought they were using Meth. In 2010, that number increased to 67%. In 2009, 48% of teens said they had a conversation with their parents in the past year about Meth. In 2010, that frequency increased to 54%. We are hoping to see statistically significant increases in all three areas with the 2011 survey.

### III. Financial

#### Budget

1. The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.
2. The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2011-2012.

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$500,000		\$500,000		\$1,000,000

3. The applicant shall provide a listing of all other sources of funding that they are trying to obtain for fiscal year 2011-2012.

The Campbell Foundation and James Campbell Company recently made a \$300,000 challenge grant with a 1:1 match requirement. We are awaiting word on our federal funding request which will also require matching funding. Other sources of funding we are trying to obtain for fiscal year 2011-2012 include Bank of Hawaii Foundation, Castle Foundation, Swayne Foundation, Cooke Foundation, Florence Foundation, WalMart Foundation, HMSA Foundation, First Hawaiian Bank Foundation, Hawaiian Telcom, A&B Foundation, ABC Stores, FICOH, ASB/HEI, Armstrong Builders, Friends of Hawaii Charities, county funding, and Federal appropriations for a total of \$1.5 million.

### IV. Experience and Capability

#### A. Necessary Skills and Experience

The applicant shall demonstrate that it has the necessary skills, abilities, knowledge of, and experience relating to the request. State your experience and appropriateness for providing the service proposed in this application. The applicant shall also provide a listing of verifiable experience of related projects or contracts for the most recent three years that are pertinent to the request.

The Hawaii Meth Project is based on the successful Meth Project Model. The national Meth Project, based in Palo Alto,

California, has invested more than \$20 million in developing the model, which was first deployed in Montana in September 2005. The Hawaii Meth Project leverages this investment, including ongoing creative development for media campaigns, focus group testing, and research and analysis of the program's accomplishments.

The model is based on quantitative and qualitative research and expert review including the National Institute on Drug Abuse's Scientific Advisory Board, University of California, Los Angeles' renowned brain scientist and addiction and methamphetamine expert Dr. Richard Rawson, and University of Illinois' Illinois Institute of Government and Public Affairs. Hundreds of hours of research with experts and focus groups were conducted. Results from annual Meth Use & Attitudes Surveys, national and state Cost of Meth Studies, and third-party research are analyzed and tracked to measure progress and impact of the Meth Project public service message campaigns and community outreach and education.

The Meth Project has presence in eight states—Arizona, Colorado, Georgia, Hawaii, Idaho, Illinois, Montana, and Wyoming. The Montana Meth Project launched in September of 2005 and since that time has seen a 63% decline in teen Meth use, 72% decline in adult Meth use, and 62% decline in Meth-related crime. Arizona's teen Meth use has declined by more than 65% and Wyoming and Idaho are already experiencing a 50% decline in teen Meth use according to their Youth Risk Behavior Surveys.

According to the Hawaii Meth Project's 2010 Hawaii Meth Use & Attitudes Survey, 54% of Hawaii teens now see great risk in taking Meth once or twice, up 10 points from one year ago; 67% of teens (up 11 points) say their friends would give them a hard time for using Meth; 54% of teens (up 6 points) say they have discussed the subject of Meth with their parents in the past year; and 86% of teens say the Hawaii Meth Project ads made them less likely to try or use Meth.

**B. Facilities**

The applicant shall provide a description of its facilities and demonstrate its adequacy in relation to the request. If facilities are not presently available, describe plans to secure facilities. Also describe how the facilities meet ADA requirements, as applicable.

NOT APPLICABLE.

**V. Personnel: Project Organization and Staffing**

**A. Proposed Staffing, Staff Qualifications, Supervision and Training**

The applicant shall describe the proposed staffing pattern and proposed service capacity appropriate for the viability of the request. The applicant shall provide



the qualifications and experience of personnel for the request and shall describe its ability to supervise, train and provide administrative direction relative to the request.

The Hawaii Meth Project has two full time employees--Ms. Cindy Adams, Executive Director, and Ms. Jennifer Phakoom, Program Manager.

Cindy Adams is Executive Director of the Hawaii Meth Project and responsible for driving the project's strategic direction, community outreach and education, fund development efforts, and business operations.

Adams' business career has spanned more than 25 years and has included serving in various management roles in business development, strategic planning, sales and marketing, and operations for organizations ranging from start-up technology firms to established service companies in Hawaii, California, New Jersey, and Massachusetts.

Adams, who was born in Japan and raised in the Islands, received a bachelor of business administration degree from the University of Hawaii. While in the Bay Area she volunteered at the Neonatal Intensive Care Unit at Santa Clara Valley Medical Center, where she provided care to addicted babies among others. She is a board member of Hawaii's Opportunity Probation with Enforcement (HOPE) program.

Jennifer Phakoom, who has non-profit experience, is primarily focused on school outreach and education. She is in schools 3-5 days each week speaking with students in public and private intermediate, middle, and high schools.

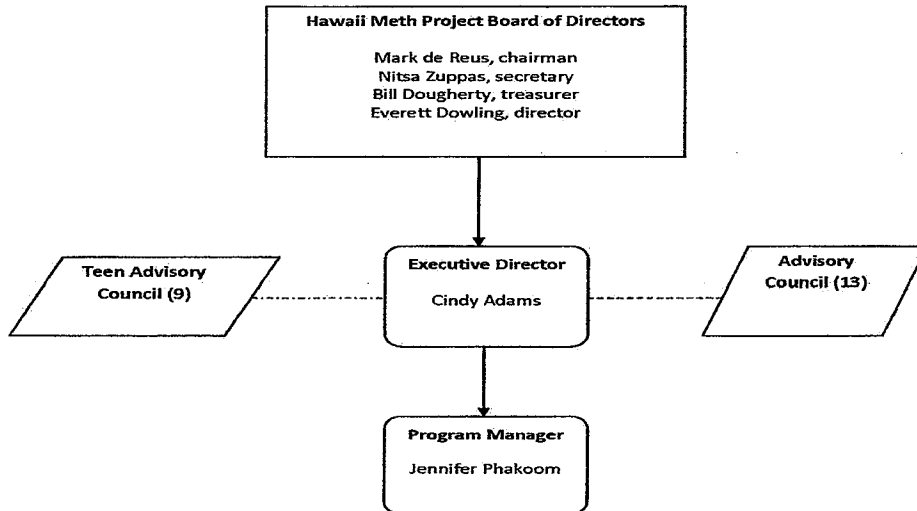
We have a significant reliance on volunteers for community outreach scalability, especially with community events and activities participation. Hawaii Meth Project volunteers come from many different backgrounds and experiences. Over 400 of the 1600 volunteers are teenagers engaged in peer outreach. Many of the adults come from families directly affected by crystal meth addiction; some are in recovery themselves. Their willingness to share of their experiences is a tremendous asset in educating others. This year we started to take people in recovery with us to the schools.

## **B. Organization Chart**

The applicant shall illustrate the position of each staff and line of responsibility/supervision. If the request is part of a large, multi-purpose organization, include an organizational chart that illustrates the placement of this request.

See Organization Chart below.

**HAWAII METH PROJECT ORGANIZATION CHART**  
Revision: 12292010



**VI. Other**

**A. Litigation**

The applicant shall disclose any pending litigation to which they are a party, including the disclosure of any outstanding judgement. If applicable, please explain.

NOT APPLICABLE


**B. Licensure or Accreditation**

Specify any special qualifications, including but not limited to licensure or accreditation that applicant possesses relevant to this request.

NOT APPLICABLE

**BUDGET REQUEST BY SOURCE OF FUNDS**  
(Period: July 1, 2011 to June 30, 2012)

Applicant: Hawaii Meth Project

<b>BUDGET CATEGORIES</b>	<b>Total State Funds Requested (a)</b>	<b>(b)</b>	<b>(c)</b>	<b>(d)</b>
<b>A. PERSONNEL COST</b>				
1. Salaries	115,000			
2. Payroll Taxes & Assessments	34,300			
3. Fringe Benefits	14,200			
<b>TOTAL PERSONNEL COST</b>	<b>163,500</b>			
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island	60,000			
2. Insurance	4,000			
3. Lease/Rental of Equipment				
4. Lease/Rental of Space				
5. Staff Training				
6. Supplies	4,000			
7. Telecommunication	6,500			
8. Utilities				
9. Outreach materials (wristbands, brochures, DVDs, posters, stickers)	70,000			
10. Public Service Message Campaign	682,000			
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>826,500</b>			
<b>C. EQUIPMENT PURCHASES</b>	<b>10,000</b>			
<b>D. MOTOR VEHICLE PURCHASES</b>	<b>0</b>			
<b>E. CAPITAL</b>	<b>0</b>			
<b>TOTAL (A+B+C+D+E)</b>	<b>1,000,000</b>			
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	1,000,000	Cindy Adams	808-529-6253	
(b) Other	1,500,000	Name (Please type or print)	Phone	
(c)			1/14/2011	
(d)		Signature of Authorized Official	Date	
<b>TOTAL BUDGET</b>	<b>2,500,000</b>	Executive Director		
		Name and Title (Please type or print)		



## BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: Hawaii Meth Project

Period: July 1, 2011 to June 30, 2012

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Dell Latitude Laptop	2.00	\$4,000.00	\$ 8,000.00	
HP laserjet B/W and Color printers	2	\$1,000.00	\$ 2,000.00	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>	<b>4</b>		<b>\$ 10,000.00</b>	

**JUSTIFICATION/COMMENTS:** The laptops and printers will be used for statewide outreach-related presentations, managing the website and Facebook, generating and distributing our quarterly newsletter, tracking and management tools such as the volunteer database, and outreach handouts.

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

**JUSTIFICATION/COMMENTS:**

## BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: Hawaii Meth Project

Period: July 1, 2011 to June 30, 2012

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS REQUESTED	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2009-2010	FY: 2010-2011	FY:2011-2012	FY:2011-2012	FY:2012-2013	FY:2013-2014
PLANS	NA			NA		
LAND ACQUISITION	NA			NA		
DESIGN	NA			NA		
CONSTRUCTION	NA			NA		
EQUIPMENT (2 laptops and 2 printers)	10000			10000		
<b>TOTAL:</b>	<b>10,000</b>			<b>10,000</b>		
<b>JUSTIFICATION/COMMENTS:</b> The laptops and printers will be used for statewide outreach-related presentations, managing the website and Facebook, generating and distributing our quarterly newsletter, tracking and management tools such as the volunteer database, and outreach handouts.						

**DECLARATION STATEMENT  
APPLICANTS FOR GRANTS AND SUBSIDIES  
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant acknowledges that said applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to section 42F-103, Hawaii Revised Statutes:

- (1) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant or subsidy is awarded;
- (2) Comply with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
- (3) Agree not to use state funds for entertainment or lobbying activities; and
- (4) Allow the state agency to which funds for the grant or subsidy were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and ensuring the proper expenditure of the grant or subsidy.

In addition, a grant or subsidy may be made to an organization only if the organization:

- (1) Is incorporated under the laws of the State; and
- (2) Has bylaws or policies that describe the manner in which the activities or services for which a grant or subsidy is awarded shall be conducted or provided.

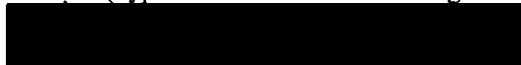
Further, a grant or subsidy may be awarded to a non-profit organization only if the organization:


- (1) Has been determined and designated to be a non-profit organization by the Internal Revenue Service; and
- (2) Has a governing board whose members have no material conflict of interest and serve without compensation.

For a grant or subsidy used for the acquisition of land, when the organization discontinues the activities or services on the land acquired for which the grant or subsidy was awarded and disposes of the land in fee simple or by lease, the organization shall negotiate with the expending agency for a lump sum or installment repayment to the State of the amount of the grant or subsidy used for the acquisition of the land.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Hawaii Meth Project  
(Typed Name of Individual or Organization)



 (Signature)

Cindy Adams  
(Typed Name)

1/14/2011  
(Date)

Executive Director  
(Title)