

House District 40

Senate District 19

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

Log No: 15-0

For Legislature's Use Only

Type of Grant or Subsidy Request:

GRANT REQUEST – OPERATING

GRANT REQUEST – CAPITAL

SUBSIDY REQUEST

"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): DOH/ ALCOHOL AND DRUG ABUSE DIVISION

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): _____

1. APPLICANT INFORMATION:

Legal Name of Requesting Organization or Individual:

Coalition for a Drug-Free Hawaii

Dbas: Drug-Free Hawaii

Street Address: 1130 N. Nimitz Hwy, Suite A-259
Honolulu, HI 96817

Mailing Address: Same as above

2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:

Name ALAN SHINN

Title Executive Director

Phone # (808) 545-3228 x29

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e-mail ashinn@drugfreehawaii.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:

SUBSTANCE ABUSE PREVENTION /SOCIAL NORMS YOUTH LEADERSHIP PROJECT

4. FEDERAL TAX ID #: _____

5. STATE TAX ID #: _____

7. AMOUNT OF STATE FUNDS REQUESTED:

FY 2012-2013: \$ 140,000.00

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 \$ 120,000.00

FEDERAL \$ _____

PRIVATE/OTHER \$ _____

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:

ALAN SHINN, EXECUTIVE DIRECTOR

JANUARY 31, 2012

AUTHORIZED SIGNATURE

NAME & TITLE

DATE SIGNED

Application for Grants and Subsidies

I. Background and Summary

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

The Coalition for a Drug-Free Hawaii (CDFH) is a private non-profit 501(c)(3) organization established in 1987 with the mission *to reduce and prevent drug abuse in Hawaii through awareness, education, and action*. A highly regarded leader in the substance abuse prevention field in Hawaii, CDFH has established a wide range of strategies and programs that serve to meet the needs and vision of communities throughout the State. CDFH provides innovative programs and services with expertise in designing and implementing effective prevention programs for youth; strengthening families; advancing gender specific programming for girls in Hawaii; building grassroots partnerships to create healthy, drug- and violence-free communities; providing excellence in training and technical assistance, and establishing collaborative relationships with public and private agencies. CDFH has an excellent history of accomplishments in providing evidence-based substance abuse prevention programs and services for youth, families, and communities in Hawaii.

2. The goals and objectives related to the request:

CDFH is proposing this project to implement the Social Norms Youth Leadership Project at Kapolei High School which was developed to meet the need for effective prevention strategies to reduce and prevent underage drinking among youth. The social norms message "So HI Above the Influence" was created by students in Fall 2011 and is currently being piloted at the school through posters, t-shirts, flyers, and lunchtime activities. This request is being made to implement the campaign for the 2012 – 2013 school year to provide continuity and strength behind the social norms message and establish its effectiveness as a model program for schools throughout the State. A training for youth, school personnel, and community-based service providers will be conducted to extend the program to other schools and agencies.

Goal: To reduce and prevent underage drinking among youth in Hawaii by implementing the "So HI Above the Influence" social norms youth leadership project for youth ages 14-17 at Kapolei High School (KHS).

Objective 1: Implement the "So HI Above the Influence" program at KHS to promote social norms that deter underage drinking and increase students' knowledge about the harm and risks of alcohol use.

Objective 2: Establish and facilitate a Youth Team to identify issues that impact youth knowledge, attitude, and behavior regarding underage drinking and take action and leadership by developing and implementing a school-based social norms campaign.

Achievement of the objectives and outcomes of the proposed project will result in an assets-based approach to underage drinking prevention. This includes increased availability and access to activities to prevent underage drinking, media and student outreach to call attention to the facts about underage drinking, effective prevention campaigns to promote social norms that deter youth alcohol use, increased student’s knowledge about the harm and risks of alcohol use, increased awareness and action by school personnel, effective school-community partnership, and peer leadership to sustain the normative messages. The assets gained among the students, school, and community will form the foundation for expanded underage drinking prevention efforts with families, other sectors of the community, and school complexes which can become part of the collective effort to prevent and reduce underage drinking in Hawaii.

3. State the public purpose and need to be served:

This project is proposed to address the pressing need for effective interventions that work to reduce and prevent underage drinking among youth in Hawaii. Underage drinking continues to be the most prevalent problem among youth ages 12-17 in the State of Hawaii and specifically the school community of Kapolei High School. This problem has been identified through data collected at the community, County, and State levels and reflects the critical need for effective interventions that address underage drinking and associated risk and protective factors.

The 2003 Hawaii Student ATOD Use Study (DOH, 2003) shows that **youth in the Kapolei community continued to report *early use of alcohol, higher lifetime prevalence for alcohol, and higher 30-day alcohol use* than any other substance use across all grades. When compared to the Statewide and City and County of Honolulu results from the same study, the Kapolei community reflects higher alcohol use across virtually all grades (8th through 12th) for both *lifetime prevalence* and *30-day use*.** With respect to statewide trends, the greatest increases in *30-day alcohol use* from 2003 to 2007 use were among 6th and 8th graders which are cause for concern since these students are now high school and college-age youth.

Grade:	6th	8th	9 th	10th	11 th	12th
Kapolei Community 2003	11.9	38.5	48.7	55.4	73.0	74.4
Honolulu C & C 2003	11.4	34.5	45.9	54.7	64.9	69.6
Statewide 2003	13.2	36.8	48.2	59.1	68.4	72.5
Statewide 2007	15.6	36.2	–	56.5	–	72.4

Table 1: Lifetime Prevalence for Alcohol Use (DOH, 2003 and 2007)

Grade:	6th	8th	9 th	10th	11 th	12th
Kapolei Community 2003	1.9	16.6	20.2	29.9	38.0	38.6
Honolulu C & C 2003	3.2	13.4	16.9	24.7	29.1	33.3
Statewide 2003	3.9	14.6	19.2	27.0	32.3	36.3
Statewide 2007	7.8	18.4	–	28.3	–	40.8

Table 2: 30-Day Alcohol Use (DOH, 2003 and 2007)

With respect to risk and protective factors, although the study shows that a majority of youth perceive alcohol use to be risky and harmful, the percentage of *lifetime prevalence* and *30-day use of alcohol* continues to rise. This suggests that while youth are aware of the risks and consequences of alcohol use, they still choose to participate in underage drinking. Many factors may influence this choice including perceived social norms and social pressures to use alcohol. Faced with pressure to use, youth may think that even though it's risky and harmful to drink alcohol, it is still acceptable because they have friends who use alcohol. Two underlying risk factors that may contribute to youth's decision to use alcohol despite their knowledge of the risks are *favorable attitudes toward ATOD* (defined as perceptions that it is not wrong for young people to engage in ATOD use; acceptance of these behaviors) and *friends' ATOD use* (defined as having several close friends who engage in ATOD use.) Both risk factors have been found to be higher on average for youth in the Kapolei community than for the City and County of Honolulu.

The 2009 CDC Youth Risk Behavior Survey (YRBS) results shows **Hawaii high school youth at significantly greater risk with increases in all risk behaviors associated with alcohol.** In 2009, 28.6% of youth reported they *drank alcohol for the first time before age 13* compared to 21% in 2007 and higher than the national 21.1%. All other risk indicators for alcohol use also increased including *lifetime prevalence* increasing from 58.7% in 2007 to 68.6% in 2009; youth having *had five or more drinks of alcohol in a row in the past 30-days* increasing from 14.9% to 22.4% and *30-day alcohol use* increasing from 29.1% to 37.8%. The results for individual grade levels show that virtually every grade level reported increases across all measures related to alcohol use. Results for Hawaii compared with national results showed statistically significant higher risk behavior among Hawaii youth related alcohol use, early initiation of alcohol and marijuana use, suicide, and risky sexual behaviors.

The Hawaii Student ATOD Use Study: 2007-2008 Comprehensive Report (Goebert, 2009) offers state-level data indicating that continued prevention education efforts for youth with respect to underage drinking; tobacco, marijuana, and other drugs; and strategies that address risk and protective factors are needed for youth throughout the State. Results of the study identify **alcohol as having the highest lifetime substance use rate among all grades and alcohol as having the highest reported percentages as a substance that students used when they tried a substance for the first time.** Conclusions included that **early initiation of binge drinking, peer substance use, peer approval of substances, family exposure to substances, unclear rules related to substance use, and perceived availability of substances** were found to be important factors associated with youth substance abuse and dependence.

Data from these three surveys present a troubling overview of the **upward trend in youth alcohol use in the State indicating the need for effective alcohol prevention programs across all grade levels and the immediate need for programs that can address the current high school population.**

The expected results of this project have far reaching potential as a model for reducing and preventing alcohol use among 12–17 year olds through school-community partnership, youth leadership, and application of an evidence-based/school-based social norms campaign. The **positive impact of the proposed intervention for communities will be seen in the long term outcomes of** significantly decreased favorable attitudes toward alcohol use; increased knowledge about the harm and risks of alcohol use; decreased alcohol use among youth; increased youth involvement in a school-based underage drinking prevention program; and increase recognition of students' contributions by school personnel. These outcomes can be achieved through statewide and targeted underage drinking efforts including replicating this intervention at schools throughout the State. The impact of this intervention is even stronger with the collective student voice and consistent normative message that most youth do not drink alcohol and are making healthy choices.

4. Describe the target population to be served:

The target population to be served consists of youth at Kapolei High School with an enrollment of 2,107 students. Student ethnicities at Kapolei High School include primarily: 29.2% Native Hawaiian; 24.8% Filipino; 13.4% Caucasian; 7.3% Japanese; 5% African American; 4.9% Samoan; and a mix of others. Of students at Kapolei High School, 29.6% receive free/reduced lunch. During the 2010 – 2011 school year, 218 students (10% of the student population) were responsible for 288 suspensions. These suspensions included serious offenses of 151 (52%) Class A: Burglary, robbery, sale of dangerous drugs; 96 (33%) Class B: disorderly conduct, trespassing; 40 (14%) Class C: Class cutting, insubordination, smoking; and 1 (<1%) Class D: Contraband (e.g. possession of tobacco.) (State of Hawaii DOE, 2011)

5. Describe the geographic coverage:

The proposed project will be implemented in the Kapolei community at Kapolei High School.

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:

CDFH believes that effective prevention programs begin with community vision, respond to community needs, fill gaps in service, and build on community resources. Reflecting our mission, CDFH's approach to youth programs incorporates awareness, education, and action to provide youth with resources, meaningful experiences, and role models to strengthen life skills and build future potential. CDFH programs

incorporate evidence-based curriculum adapted to local cultures and settings combined with community-based efforts.

Scope of Work

The proposed service activities have been developed in partnership with Kapolei High School students and school personnel in response to the concern of underage drinking among youth in Hawaii. This request is made to support the Social Norms Youth Leadership Project to implement their social norms campaign during the 2012 – 2013 school year at Kapolei High School. The social norms message “So HI Above the Influence” was created by students in Fall 2011 and is currently being piloted at the school through posters, t-shirts, flyers, and lunchtime activities. This project will carry forth the strength of this message for current KHS students into the next school year and instill this message with incoming students to establish the norm of being alcohol-free and above the influence.

This project is based on an environmental prevention approach using a campus-based media campaign and other youth-driven strategies to address misperceptions about alcohol use. Studies have shown that youth tend to perceive their peers' level of drinking to be higher than it actually is which in turn influences their own drinking behavior. The “So HI Above the Influence” media campaign addresses these misperceptions by (1) communicating norms using data from surveys that indicate most youth do not use alcohol, (2) educating students on facts related to alcohol and underage drinking, and (3) offering an opportunity to change the "public conversation" around alcohol use among students, staff, and the local community. Posters, school announcements, articles in the school newspaper, campus displays, lunchtime activities, and other media are used to communicate factual information about alcohol and promote the campaign message. A pilot test of the message “So HI Above the Influence” promoted through Youth Team members wearing t-shirts printed with the message resulted in peers asking questions about the message which initiated conversations about underage drinking and making healthy choices.

The “So HI Above the Influence” program was adapted from the Challenging College-age Alcohol Abuse (CCAA) program, a nationally recognized evidence-based program to reduce underage alcohol use. CDFH successfully adapted this program for high school-age youth in Hawaii. The program model is composed of five steps to develop a social norms media campaign. During the current project funded through the City & County of Honolulu SPF-SIG funds ending May 31, 2012, CDFH staff and the Youth Team have completed Steps 1 – 4 and are implementing Step 5 by rolling out the social norms media campaign during the 2011 – 2012 school year.

Step 1: Collect and Analyze Data and Select the Preliminary Campaign Message. Youth Team members provided information and gathered feedback from their peers about perceptions, attitudes, beliefs, knowledge, and consequences of alcohol use. The data was reviewed and youth created the

campaign message "So HI Above the Influence" reflecting HI or Hawaii Above the Influence.

Step 2: *Format, Placement and Design.* Youth Team members identified the most effective ways to promote the social norms message including how students prefer to get their information, where they typically get this information, and in what form they like to receive information. Messaging formats (posters, postcard flyers, advertisements, videos) were selected by how and where students report having the most visual and sensory impact such as on classroom bulletin boards, on hallway notice boards, in the library, distributed by students, websites, in-school morning news broadcasts, youth zine (magazine) publications, rallies, etc. These promotional pieces are monitored in terms of shelf-life or how long they are displayed.

Step 3: *Produce Pilot Ads.* The Youth Team selected designs and photo images to use in the campaign including graphic designs created by a student printed in school colors and existing photos of Youth Team members engaged in alcohol-free, healthy lifestyle activities. These designs include the following elements: a normative by-line message, an engaging photo of student(s) and/or familiar locations, and a recognizable logo. The overall goal is to engage students on an optimistic, emotional level with material that is intelligent, accurate, familiar, and non-preachy.

Step 4: *Conduct Market Tests.* The Youth Team is currently pilot testing the campaign with t-shirts, poster rotations, and lunchtime activities, and incentive give-a-ways for students on campus. Key informant, group interviews, and/or brief interviews with students are being conducted to gain insight into campaign messages, effectiveness, and impact.

Step 5: *Implement the Campaign* will feature regular and frequent exposure of the target population to the normative message. These messages will be delivered in youth-selected format and methods of communications identified as effective during the current development phase of the project. (Please see attached examples of social norms media.)

This request for a grant is to implement Step 5 of this program during the 2012 - 2013 school year. Support for this proposed second year of implementing this campaign will provide the regular and frequent exposure of the normative message which is a key factor in providing a strong and consistent message for youth which in turn will produce positive results and outcomes. Media promoting the message "So HI Above the Influence" will be rolled out at the beginning of the school year and continue during the year to saturate student body with the fact that most youth do not use alcohol and create an environment of non-use and choosing to stay away from alcohol. Positive, fun, and healthy choices will be promoted and demonstrated to reinforce the norm of

being alcohol-free and increase unfavorable attitudes toward underage drinking. The campaign will consist of print media (posters, flyers, banners), audio-visual media (in-school morning news, psa), social media (website, facebook, twitter, tumblr), informational materials (brochures, displays), incentives (wrist bands, t-shirts, pens, stickers), announcements (newsletter, school broadcasts), and activities (lunchtime activities, rallies, presentations) to increase awareness and create hype about campaign. Special events will be planned and implemented during Drug Free Hawaii Awareness Week/Month (February) and Alcohol Awareness Month (April) activities to highlight campaign activities. The attached **Timeline/Implementation Plan** details project activities including Youth Team activities, social norms media campaign implementation, and a training on the social norms media and youth leadership model.

The project will sponsor a social norms youth leadership training in spring 2013 to showcase the program and encourage other schools to adopt the program through their health, peer education, or related classes. Participants will include youth, school personnel, administrators, funders, educators, and service providers. This training will feature youth who will share about the project, their leadership activities, and the impact they saw among their peers as a result of the program. School personnel will provide their perspective and ways the program can be integrated into their existing curriculum and student activities. CDFH staff will plan and facilitate the training as well as discuss evaluation results and school-community partnerships to support future replications. The Youth Team and CDFH staff will create a visual documentary of the campus-wide media campaign to present at the training. Youth leadership development activities will be conducted for youth and school partners to inspire action and generate possibilities for future implementation.

The attached **Program Logic Model** is the framework for program development based on the target population's needs in terms of risk and protective factors for underage drinking. This table presents the relationship between needs in the targeted community, proposed activities, project objectives, immediate outcomes, and the desired long term outcomes. The identified needs are to reduce youth's *favorable attitudes toward ATOD use* and *friend's alcohol use* as underlying risk factors that contribute to the problem of underage drinking in the school community. Since the intervention will be school-based, a protective factor in the school domain, *opportunities and rewards for prosocial involvement*, will also be addressed to strengthen the project's impact and outcomes.

Tasks and Responsibilities

Please see attached **Timeline/Implementation Plan** for tasks and responsibilities.

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

Please see attached **Timeline/Implementation Plan**.

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:

Quality Assurance Plan

CDFH has an existing Quality Assurance (QA) plan for its programs which covers the mission, the specific services and their delivery, staff qualifications, consumer eligibility, standards, and evaluation. The agency's core values include excellence and integrity which calls for quality staffing, programming, and service provision. The QA plan serves as a guide for managers, supervisors, and staff to monitor and improve the quality and excellence of CDFH services. This plan is composed of an agency overview, a quality assurance process for staff, a quality assurance process for program implementation; and a framework for quality assurance that includes QA components, key processes, and responsible staff.

CDFH provides supervision and support for staff seeking credentialing as Certified Prevention Specialist (CPS). Currently CDFH staff include seven CPSs (Program Director, all three Program Managers, and three Project Coordinators). Certified staff will provide supervision and serve as preceptors for staff seeking to apply for certification. CDFH will engage project staff in further workforce development activities as approved and directed by ADAD including coursework required as a prerequisite for the CPS certification.

With respect to fiscal and administrative QA, CDFH administrative and fiscal staff have the knowledge, experience and ability to provide administrative support to staff and manage government contracts having successfully received and administered numerous federal and state grants since 1988. These grants included those funded by ADAD, Office of Youth Services, DOE, State Judiciary, City and County of Honolulu, SAMHSA CSAP, CMHS, OJJDP, and USDOE.

Quality Assurance and Evaluation Plan.

The Program Director and Program Manager will provide oversight of the implementation process and quality assurance during delivery of the program to ensure fidelity. Both CDFH staff were trained by Dr. Jeff Linkenbach in the social norms theory and application and involved in adapting the evidence-based CCAA program. Fidelity will continue to be maintained in the proposed project by continuing the CCAA program's five-step process.

The evaluation plan includes process and outcome assessments. The assessments will: (a) monitor and measure progress toward achieving program objectives and outcomes and (b) provide the project with regular feedback necessary to guide informed decision-making, effective implementation, and ongoing modification and improvement of the program.

Process Evaluation. The purpose of the process evaluation is to monitor and assess program fidelity, evaluate service process, and obtain information that will guide effective program implementation. The process evaluation will document (1) the project activities that were implemented and if these activities correspond to the prescribed timeline and procedures; (2) who provided (e.g., program staff) what prevention activities; (3) how many individuals participated in the intervention and how participants perceived and evaluated the program; (4) what factors may have hindered as well as facilitated effectiveness of project implementation and how barriers were overcome. To answer these questions, data will be collected using the following proposed process evaluation measures.

- (1) Activity Log and Attendance Forms. To monitor project activities, timeline, and number of participants. The log will be completed by project staff.
- (2) Youth Team Survey. Program participants will be asked to evaluate program elements and implementation including suggestions for program improvement and other comments.
- (3) Project Reports. The staff will report their perceptions and evaluation of the project's progress, program elements, program implementation barriers and supports, and program accomplishment.

Outcome Evaluation. The purpose of the outcome evaluation is to determine the effectiveness of the program in meeting the projected immediate outcomes as specified in the Program Logic Model. We anticipate that the program will be effective in: (1) increasing student awareness and knowledge about underage drinking and associated risks; (2) decreasing favorable attitudes toward alcohol use; and/or (3) positively impacting their decision to avoid underage drinking. Data will be collected using the following outcome evaluation measure.

- (1) Student Survey. A sampling of students (100) will be surveyed at each school using a survey adapted from an original social norms media campaign survey developed by the University of Hawaii Social Science Research Institute. Standard protocols will be used to ensure quality control, confidentiality, and security of data.

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.

Measures of Effectiveness

The project's effectiveness will be measured by progress toward fulfilling objectives and achievement of the proposed immediate outcomes. These immediate outcomes will also provide the results that demonstrate this intervention as a model that can be

replicated in other schools to reinforce island-wide underage drinking efforts. School-community partnerships are the key to maximizing resources to prevent underage drinking and this model offers a framework for program planning and implementation as well as builds on the existing infrastructure of the schools and assets of its students. The project's immediate outcomes are detailed below:

1) 60% of the sampling of youth (100) who provide feedback on the social norms media campaign will indicate that it was effective in increasing awareness and knowledge about underage drinking, challenging their attitudes about alcohol use; and/or impacting their decision to use.

Students at Kapolei High School (KHS) will receive the social norms media campaign through media messages relayed through various methods of communications. A sampling of youth representing the student body population will be recruited to complete student feedback surveys about the campaign and its impact. Youth will also be recruited to serve as key informants to provide input and assess effectiveness of the campaign.

2) 80% of the 10 Youth Team members will demonstrate school involvement and leadership through active participation in project implementation.

A ten member Youth Team will be established at KHS and facilitated by CDFH staff as a youth leadership group for implementing the campaign and conducting program evaluation. Outreach and recruitment for the Youth Team will be conducted by project staff, school personnel, and service providers in the school setting. Students who are selected to be on the team will be notified and acknowledged as providing leadership for the project that will make a difference for their peers who are being impacted by the prevalence and problems associated with underage drinking. The Youth Team, CDFH, and partners will provide the information, networks, contacts, and resources within the school and student body to successfully implement the campaign.

3) 100% of active Youth Team members will be acknowledged for contributions by school personnel and the Partnership.

Acknowledgment and retention of youth on the team will be encouraged by arranging possible community service credits through the school for their involvement during the year and supporting their commitment to the project by facilitating teambuilding, making the project fun and engaging, providing joint activities for youth from various youth leadership groups, valuing youth's contributions to the group and project, acknowledging final products as rewarding achievements, providing ongoing training opportunities, and celebrating accomplishments. The Partnership will host a recognition celebration at the end of the project for the Youth Team members.

The anticipated numbers of participants to be served are 10 Youth Team members and 2,100 students in the 9–12 grades at Kapolei High School.

III. Financial

Budget

1. **The applicant shall submit a budget utilizing the enclosed budget forms as applicable, to detail the cost of the request.**
Please see attached budget forms.
2. **The applicant shall provide its anticipated quarterly funding requests for the fiscal year 2012-2013.**

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total Grant
\$30,000	\$30,000	\$40,000	\$40,000	\$140,000

3. **The applicant shall provide a listing of all other sources of funding that they are trying to obtain for fiscal year 2012-2013.**
 - ◆ Aloha United Way Substance Abuse Impact Funding
 - ◆ Hawaii Community Foundation
4. **The applicant shall provide a listing of all state and federal tax credits that have been granted within the prior three years. Additionally, the applicant shall provide a listing of all state and federal tax credits they have applied for or anticipate applying for pertaining to any capital project, if applicable.**
Not applicable.

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.

Since 1987, Coalition for a Drug-Free Hawaii (CDFH) has been providing innovative programs and services with expertise in designing and implementing effective prevention programs for youth; strengthening families; advancing gender specific programming for girls in Hawaii; building grassroots partnerships to create healthy, drug- and violence-free communities; and establishing collaborative relationships with public and private agencies.

CDFH has an excellent history of accomplishments in providing substance abuse prevention programs and services for universal, selective, and indicated populations in

Hawaii. CDFH's initiatives, selected evidence-based programs, and project activities stem from expressed needs and identified risk and protective factors found in each population and community to be served. The success of CDFH in accessing effective programs for communities comes from researching substance abuse resources, evidence-based programs, and best practices; collaborating with existing community resources; and establishing new resources and partnerships. CDFH has been successful in achieving outstanding outcomes through its program and services as evidenced through formal independent evaluation as well as its internal evaluation process. Independent evaluations conducted by the University of Hawaii, Social Science Research Institute found successful outcomes for the Lifelines Hawaii Alcohol and Suicide Prevention Project 2010 and Hawaii Girls Street Smart SA/HIV Prevention Project 2008 funded by SAMHSA, CSAP; the Second Step Hawaii Program 2005 funded by SAMHSA, CMHS; Social Norms Media Project – Ecstasy and Other Club Drugs 2004 funded by SAMHSA, CSAP; and the Strengthening Hawai'i Families Program (SHF) 1989 funded by SAMHSA, CSAP.

Specific to social norms media programs, CDFH introduced the evidence-based CCAA social norms program in 2004 and adapted it as the *"Know Better" Campaign* in partnership with DOH ADAD, Kalaheo High School, and Anthology Marketing Group through a grant award from CSAP. Through the City and County of Honolulu SPF-SIG funded Social Norms Media Project (2010 – 2012) CDFH replicated the *"Know Better"* model and strengthened the youth leadership component with youth taking the responsibility for developing the message *"So HI Above the Influence,"* creating the products, and facilitating campus activities to promote their message. CDFH has expertise in all components of the proposed program: CCAA adaptation and implementation, school-community partnerships, training service providers in evidence-based program implementation, and statewide campaigns.

In the area of youth leadership development and youth activism, CDFH has a long track record of facilitating youth-driven efforts including a statewide Youth Advisory Board initiated in 1988 that planned, organized, and implemented an annual Youth-Helping-Youth Conference for over 150 youth from across the State. In 2000, CDFH recruited and facilitated a statewide Girls Advisory Board that focused on promoting gender-specific programs for girls through the Hawaii Girls Project. In 2004, CDFH created the Youth Team for the *"Know Better" Campaign* at Kalaheo High School and in 2010 CDFH established the Kapolei High School Youth Team which created the *"So HI Above the Influence"* campaign. CDFH continues to integrate youth driven projects into its school and community-based programs such as underage drinking prevention efforts conducted by youth to educate merchants in the Ewa Beach community about product placement and media messages directed at youth. CDFH's TeenLink program is driven by its Youth Leadership Team composed of high school students from public and private schools on Oahu.

CDFH has well over 24 years of experience developing and implementing services related to the proposed program as well as partnering with collaborating agencies and key stakeholders to effectively manage and implement services for youth and families in communities throughout the State. A listing of verifiable experience pertinent to the proposed project includes:

1. **Social Norms Media Project “So HI Above the Influence”** Campaign at Kapolei High School and Castle High School. (City and County of Honolulu 2010 – 2012)
2. **Lifelines Hawaii Suicide & Alcohol Prevention Project** at Kapolei High School and Farrington High School. (SAMHSA, CSAP 2010 – 2012)
3. **TeenLink Hawaii** – Statewide Youth Leadership and Information/Resource Services. (DHS, Office of Youth Services 2007 – 2012)
4. **Social Norms Media - Ecstasy and Other Club Drugs Prevention Project “Know Better” Campaign** at Kalaheo High School. (SAMHSA, CSAP 2004 - 2006)

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.

CDFH’s main office is located at 1130 N. Nimitz Highway, Suite A259 which houses the central management, administrative, and fiscal functions of the agency as well as the Prevention Resource Center. CDFH employs a smoke and drug-free workplace policy with all staff, volunteers, and visitors. This office site has adequate facilities that meet all administrative, program, and staff needs including necessary space (staff office areas and program areas), furniture (desks, chairs, filing cabinets, and tables), computer system including email and internet access, equipment (phone fax, copier, scanner printer), and storage area.

The Social Norms Youth Leadership project will be implemented at Kapolei High School in a designated classroom and other campus venues (courtyard, cafeteria, auditorium) which meets all the requirements as applicable to program participant’s safety and well-being. Other activities will be implemented in partnership with sites/facilities determined as equipped and able to meet the needs of program participants and the requirements for a safe, accessible environment for participants. (e.g. Parks and Recreation facilities, community agencies, etc.)

ADA Requirements and Special Assistance

CDFH is in full compliance with all laws and regulations relating to the Americans with Disabilities Act (ADA) and has space that is handicapped accessible. CDFH and its partner organizations will also work to provide specific accommodations for program participants as needed and appropriate. CDFH has developed a plan for making services accessible to those with speech, hearing, psychological, and other conditions which may

be handicapping. This plan incorporates accessing resources through the Hawaii Speech, Language, Hearing Association; Bilingual Access Line; Mental Health America of Hawaii, and CDFH's Family Intervention and Training Services which provides counseling, training, technical assistance, consultation, and referral.

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.

Proposed Staffing

The proposed staffing pattern constitutes the most effective utilization of the service delivery team in implementing the program's scope of services as experienced and demonstrated by the Social Norms Media Project over the past year. It is based on agency organizational structure and designating staff with the best pool of knowledge, experience with the program, and skills to provide excellence in program administration, management, and implementation. Staff have been implementing the program since 2010 and have positive, healthy, caring, and lasting relationships with the youth and school personnel. The staffing needed to coordinate and implement the project consists of:

- ♦ **Program Director (Cheryl Kameoka)**, responsible for contract and fiscal management, quality assurance, overall program and budgetary oversight, staff supervision, program effectiveness, and accountability.
- ♦ **Program Manager (Renee Peiler)**, responsible for project management; supervision of the Project Coordinator; training in the social norms program model; implementation of project goals; program evaluation and reporting; direction and support for direct services.
- ♦ **Project Coordinator (Melissa Manuel)**, responsible for coordination of services and daily operation of the program; oversight and implementation of direct services and program activities; establishing and maintaining collaborative relationships with partners, supervision of the Prevention Specialist, and progress reporting and evaluation.
- ♦ **Prevention Specialist (To be hired)**, responsible for implementation of direct services and program activities with the Project Coordinator.

The service capacity for the proposed project is presented in the chart below.

Service Activity	# of staff	FTE	Participant/Staff Ratio	Capacity
Youth Team Meetings	2	1.5	10 youth/2 staff	24 meetings
Social Norms Media Campaign	3	2	2,100 students/3 staff	6 printed media 2 audio/visual media 2 social media 4 lunch activities 2 school wide events

Staff Qualifications

Please see attached **job descriptions** and **resumes** for specific responsibilities, qualifications, and experience of the proposed personnel.

Supervision and Training

Supervision and training of project staff will be provided by the Program Director, Program Manager, and Project Coordinator.

Cheryl Kameoka, CPS will serve as the Program Director and supervise the Program Manager. She has over 23 years of experience in the substance abuse prevention field directing prevention programs in Hawaii and on the mainland serving Asian and Pacific Islander populations. Her expertise is in all aspects of prevention program development, implementation, and administration for numerous federal, state, and local grants. Ms. Kameoka has served as key personnel in initiating CDFH’s work to adapt evidence-based programs for youth, families, and communities in Hawaii. She has been the Program Director at CDFH for over 20 years and oversees the administrative, fiscal, and program management of all CDFH programs. She has been trained in the CCAA and social norms marketing model and established the project that introduced the Social Norms Media Project to Hawaii. She coordinated the research component with the University of Hawaii to demonstrate effectiveness of the program for youth in Hawaii and served as a key personnel in its adaptation for Hawaii schools.

Renee Peiler, CPS will serve as the Program Manager and supervise the Project Coordinator. She has over 13 years of experience in managing, developing, and implementing prevention programs for youth, families, schools, and communities in Hawaii. She is CDFH’s senior program manager and has served as key personnel in CDFH’s work to adapt evidence-based programs including the *Strengthening Hawai'i Families* program, the *“Know Better” Campaign*, the *“So HI Above the Influence”* campaign, and *Second Step Hawaii* program. Ms. Peiler has been trained in the CCAA and social norms marketing model and served

as manager for the CCAA “*Know Better*” Campaign project at Kalaheo High School and the “So HI Above the Influence” campaign at Kapolei High School. She currently oversees TeenLink Hawaii, a teen information website and service that increases awareness, conducts education, and provides information and referral regarding critical health and social issues impacting youth in Hawaii. Her expertise is in strengthening families, youth leadership, gender-specific programs, and working with youth-school-community partners to implement evidence-based programs.

Melissa Manuel, CPS will serve as the Project Coordinator and supervise the Prevention Specialist. She has been with CDFH for over 3 years and is currently implementing the Social Norms Media Project at Kapolei High school. She has also coordinated and facilitated the *Second Step Hawaii* Program while helping to establish and strengthen services and collaborative efforts in the Kapolei and Kalihi communities. Her expertise is in the development and delivery of all services of the Social Norms Media Project and she maintains strong relationships with project partners.

CDFH is committed to providing quality services and recognizes that staff development and relevant training is essential in maintaining high standards of service provision. An initial orientation is conducted within 30 days of employment for all new employees for the purpose of acquainting staff with such information as its policies and procedures, expected codes of conduct, expected practices for prevention staff including use of current prevention concepts and program strategies, theory, research, and best practices findings upon which prevention services and programs of the agency are based. In addition all CDFH staff receive orientation on the services provided through the Prevention Resource Center and all available resources on-site, through community partners, and online. CDFH has been providing training for its staff for over 24 years resulting in excellent services throughout the State.

Supervisors work with staff to identify training needs, develop a training plan and access ongoing training opportunities. Training plans directly relate to each staff's job description and job responsibilities and reflect the needs of specific programs and the agency as well as training to keep current in the field. All staff receive training on specific information about the types of drugs; their chemical makeup, physical harmfulness, psychological effects, and sociological impacts on families and communities; CSAP prevention strategies; Code of Ethical Conduct for Prevention; SAPST; and other topics relevant to their position. In addition they are trained in Client Confidentiality, HIV/AIDS, risk factors associated with TB, and CPR/First Aid. Each staff monitors the progress of staff development/ training plans with their supervisor.

In-service training, educational presentations, briefings, and information dissemination is provided each month at staff meetings. Other relevant training and educational opportunities throughout the year are approved through immediate supervisors, Program

Director, and/or the Executive Director. CDFH staff regularly attend trainings conducted through CDFH's Hawaii Pacific Center for Excellence (HPCE) which was established in 2010 to provide training and technical assistance for prevention and treatment practitioners throughout the State and the Pacific. HPCE works to ensure that practitioners in Hawaii are able to access quality training to support excellence in their programs and services.

Administrative support and direction is provided to all CDFH staff through the agency management team (Executive Director, Program Director, and Managers) and human resources functions of the agency including personnel policies and procedures, employee benefits, information/referral as needed, and other support services.

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.

The attached *Organization-wide Chart* and *Program Chart* illustrate the structure, lines of responsibility, supervision, and functions for key services and staff positions. The Program Chart also diagrams CDFH's relationship to partners in the community. These organizational charts are maintained and annually updated.

VI. OTHER

A. Litigation

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

CDFH has no pending litigation to which it is a party and no outstanding judgment.

B. Licensure or Accreditation

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

CDFH's Program Director and Program Managers are Certified Prevention Specialists in the State of Hawaii. The Project Coordinator for the proposed project is also a CPS in the State of Hawaii. CDFH staff who are not CPSs or are working toward their CPS are supervised and mentored by CDFH CPS credentialed staff.

ATTACHMENTS

- A. Program Logic Model
- B. Timeline/Implementation Plan
- C. Budget Forms
 - i. Budget Request by Source of Funds
 - ii. Budget Justification: Personnel – Salaries and Wages
 - iii. Budget Justification: Equipment and Motor Vehicles
 - iv. Budget Justification: Capital Project Details
- D. Declaration Statement – Chapter 42F, Hawaii Revised Statutes
- E. Job Descriptions
- F. Resumes
- G. Program Organization Chart
- H. Organization-wide Chart
- I. Examples of Social Norms Media developed by youth at Kapolei High School

Program Logic Model
Social Norms Youth Leadership Project

Goal: To reduce and prevent underage drinking abuse among youth in Hawaii by implementing the “So HI Above the Influence” social norms youth leadership project for youth ages 14-17 at Kapolei High School (KHS).

Needs: Reduce Risk and Increase Protective Factors	Activities	Objectives	Immediate Outcomes	Long Term Outcomes
Risk Factors to be Reduced through Education and Environmental Change				
<i>Individual/Peer Domain:</i> Favorable attitudes toward alcohol, tobacco, and other drugs Friends' alcohol use	Social Norms Youth Leadership Campaign	Implement the “So HI Above the Influence” program at KHS to promote social norms that deter underage drinking and increase students’ knowledge about the harm and risks of alcohol use.	1) 60% of the sampling of youth (100) who provide feedback on the social norms campaign will indicate that it was effective in increasing awareness and knowledge about underage drinking, challenging their attitudes about alcohol use; and/or impacting their decision to use.	Significantly decrease favorable attitudes toward alcohol use. Significantly increase knowledge about the harm and risks of alcohol use. Significantly decrease alcohol use among youth.
Protective Factors to be Strengthened through Youth Leadership and School-Community Partnership				
<i>School Domain:</i> Opportunities & rewards for prosocial involvement	Youth Leadership Team	Establish and facilitate a Youth Team to identify issues that impact youth knowledge, attitude, and behavior regarding underage drinking and take action and leadership by developing and implementing a school-based social norms campaign.	2) 80% of the 10 Youth Team members will demonstrate school involvement and leadership through active participation in project implementation. 3) 100% of active Youth Team members will be acknowledged for contributions by school personnel and project partners.	Significantly increase youth involvement in a school-based underage drinking prevention program. Significantly increase recognition of students’ contributions by school personnel.

Social Norms Youth Leadership Project Timeline/Implementation Plan and Project Management

Action Steps/Activities	Responsible Staff	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
START-UP		2012						2013					
CDFH Staffing													
Identify/hire project staff	PD/PM	x											
Orient & train staff	PD/PM	x											
School-Community Partnership													
Convene meeting with key school personnel to announce sustaining project, discuss project timeline and implementation activities/events, and solicit ideas and feedback.	PD/PM/PC	x											
Announce project award to school faculty/staff, parents, students, community	PM/PC/PS		x										
Further develop project and discuss status of current underage drinking problem/issues	PM/PC/PS		x										
Review and confirm Implementation Plan & Timeline	PM/PC/PS		x										
Youth Team													
Purchase and coordinate program supplies and incentives for youth team activities	PC	x											
Create informational materials and documents for recruitment and enrollment of new youth	PM/PC	x											
Recruit students for Youth Team	PC/PS		x										
Develop training plan and coordinate logistics for meetings	PM/PC/PS		x										
Research on issues relating to underage drinking prevention	PM/PC/PS	x	x	x									
Introduce and/or review social norms theory, model program, past campaign, media messages and market analysis to the youth team	PM/PC/PS			x									
Convene Youth Team Meetings	PM/PC/PS		x	x	x	x	x	x	x	x	x	x	x
SOCIAL NORMS MEDIA CAMPAIGN													
Step 1 - 4: Campaign Planning													
a. Continue to gather current information on student perceptions, beliefs, attitudes, knowledge, and consequences of alcohol use	PM/PC/PS/Youth Team		x	x	x	x							
b. Continue to identify positive social norms regarding alcohol and underage drinking	PC/PS/Youth Team		x	x	x	x							
c. Continue to gather student feedback on where they get information and in what form, and for guidance on campaign message, format, design, placement, etc. Adjust as needed	PC/PS/Youth Team			x	x	x	x						
d. Create additional campaign print media, informational materials, announcements, products, incentives, etc. to reinforce campaign normative messages	PM/PC/PS/Youth Team			x	x	x	x						

Action Steps/Activities	Responsible Staff	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
		2012						2013					
Step 5: Implement the Campaign													
a. Continue campaign with as much regular and frequent exposure to students	PC/PS/Youth Team				x	x	x	x	x	x	x	x	x
b. Continue to saturate student body with campaign message, print media, audio-visual media, social media, informational materials, incentives, announcements, and activities to increase awareness and create hype about campaign	PM/PC/PS/Youth Team				x	x	x	x	x	x	x	x	x
c. Evaluate campaign strategies, visibility and effectiveness. Incorporate changes (adjust message, placement, and scheduling)	PC/PS/Youth Team			x	x	x	x	x	x	x	x	x	x
d. Together with existing school groups, plan and implement Drug Free Hawaii Awareness Week/Month (February) and Alcohol Awareness Month (April) activities to integrate into campaign activities	PC/PS/Youth Team							x	x	x	x		
TRAINING													
Meet with key school faculty/staff, youth team, community agencies and others to plan and coordinate a social norms media training for interested adults and youth	PD/PM/PC			x									
Plan and coordinate logistics, speakers, registration, training agenda, training materials, and	PD/PM/PC				x	x	x	x	x	x			
Conduct training	PD/PM/PC/PS									x			
EVALUATION, REPORTING, AND SUSTAINABILITY													
Survey students (sampling of 100 youth) to provide feedback on the social norms campaign, measure outcomes in terms of effectiveness of the campaign, increase awareness and knowledge about underage drinking.	PM/PC											x	
Administer project questionnaires to youth team and key school personnel/staff.	PM/PC											x	
Share overall survey and questionnaire results with Youth Team, school, and interested community members/organizations.	PD/PM/PC											x	x
Submit required quarterly and year end reports.	PD/PM/PC				x			x			x		x
Develop, implement, and review plan for sustainability	PD/PM/PC/PS								x	x	x	x	x

Key to abbreviations: CDFH - Coalition for a Drug-Free Hawaii; PD - Program Director; PM - Program Manager; PC - Project Coordinator; PS – Prevention Specialist

BUDGET REQUEST BY SOURCE OF FUNDS
(Period: July 1, 2012 to June 30, 2013)

Applicant: Coalition for a Drug-Free Hawaii

BUDGET CATEGORIES	Total State Funds Requested			
	(a)	(b)	(c)	(d)
A. PERSONNEL COST				
1. Salaries	66,250			
2. Payroll Taxes & Assessments	8,613			
3. Fringe Benefits	7,950			
TOTAL PERSONNEL COST	82,813			
B. OTHER CURRENT EXPENSES				
1. Airfare, Inter-Island				
2. Insurance	300			
3. Lease/Rental of Equipment				
4. Lease/Rental of Space	7,128			
5. Staff Training	500			
6. Supplies	480			
7. Telecommunication	900			
8. Utilities	1,000			
9. Local Mileage	1,500			
10. Bus Transportation	1,428			
11. Audit Services	1,500			
12. Postage	300			
13. Publication & Printing	500			
14. Repair and Maintenance	600			
15. Program Activities	11,000			
16. Administration	29,051			
17.				
18.				
19.				
20.				
TOTAL OTHER CURRENT EXPENSES	56,187			
C. EQUIPMENT PURCHASES	1,000			
D. MOTOR VEHICLE PURCHASES				
E. CAPITAL				
TOTAL (A+B+C+D+E)	140,000			
SOURCES OF FUNDING		Budget Prepared By:		
(a) Total State Funds Requested	140,000	Mary Navor	545-3228 x30	
(b)		Name (Please type or print)	Phone	
(c)			Jan 31, 21012	
(d)		Signature of Authorized Official	Date	
TOTAL BUDGET	140,000	Alan H. Shinn	Executive Director	
		Name and Title (Please type or print)		

BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: Coalition for a Drug-Free Hawaii

Period: July 1, 2012 to June 30, 2013

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME ALLOCATED TO GRANT REQUEST B	TOTAL STATE FUNDS REQUESTED (A x B)
Program Director	100%	\$67,000	5%	\$ 3,350.00
Program Manager	100%	\$48,000	30%	\$ 14,400.00
Project Coordinator	100%	\$35,000	100.0%	\$ 35,000.00
Prevention Specialist	50%	\$27,000	50%	\$ 13,500.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
TOTAL:				66,250.00
JUSTIFICATION/COMMENTS:				
All described position FTE will be dedicated to the contract.				

Applicant: Coalition for a Drug-Free Hawaii

BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: Coalition for a Drug-Free Hawaii

Period: July 1, 2012 to June 30, 2013

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Dell Vostro Laptop Computer	1.00	\$800.00	\$ 800.00	800
Software - MS Office 2010	1.00	\$200.00	\$ 200.00	200
			\$ -	
			\$ -	
			\$ -	
TOTAL:	2		\$ 1,000.00	1,000

JUSTIFICATION/COMMENTS:

Laptop computer will be used by project staff for project related tasks.

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
Not Applicable			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
TOTAL:				

JUSTIFICATION/COMMENTS:

Applicant: Coalition for a Drug-Free Hawaii

BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: Coalition for a Drug-Free Hawaii

Period: July 1, 2012 to June 30, 2013

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ALL SOURCES OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED	OF FUNDS	FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2010-2011	FY: 2011-2012	FY:2012-2013	FY:2012-2013	FY:2013-2014	FY:2014-2015
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS:						
Not Applicable						

Applicant: Coalition for a Drug-Free Hawaii

**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.

Coalition for a Drug-Free Hawaii

(Typed Name of Individual or Organization)



(Signature)

January 31, 2012

(Date)

Alan H. Shinn

(Typed Name)

Executive Director

(Title)

COALITION FOR A DRUG-FREE HAWAII

JOB DESCRIPTION

JOB TITLE: Program Director

SUPERVISOR: Executive Director

QUALIFICATIONS: Master's degree in human services, health, or related field or equivalent experience. Five years experience in prevention programming, program development, administration, and supervision. Demonstrated successful grant writing skills. Knowledge of substance abuse, related issues, and research-based prevention strategies. Working knowledge of outcome measures, milestones, benchmarks, and program evaluation. Excellent oral and written communication skills. Ability to lift and carry 25-30 lbs. Valid Hawai'i driver's license and access to automobile required.

TASKS AND RESPONSIBILITIES:

- 1) Plan, develop, coordinate, and evaluate new and existing programs and activities of the Coalition for a Drug-Free Hawaii in conjunction with the Executive Director.
- 2) Oversee recruitment, orientation, and supervision of qualified program staff.
- 3) Oversee the administrative, fiscal, and program management of all CDFH programs for quality assurance and contractual compliance.
- 4) Provide direct supervision of program managers and project managers/coordinator(s).
- 5) Serve on the CDFH management team to advance organizational development and research and development of programs and new initiatives.
- 6) Assist the Executive Director in the preparation of grant applications and legislative testimony, fundraising, and investigation of new sources of funding.
- 7) Serve as a representative of the Coalition; attend workshops, meetings, seminars, advisory board meetings, etc., as assigned, to maintain communication and program coordination with other agencies, groups, and individuals.
- 8) Assist the Executive Director in planning, developing, and coordinating public awareness initiatives.
- 9) Perform other related duties as assigned by the Executive Director.

COALITION FOR A DRUG-FREE HAWAII

JOB DESCRIPTION

JOB TITLE: Program Manager

SUPERVISOR: Program Director

QUALIFICATIONS: Master's degree in human services, health, or related field or equivalent experience. Two years experience in contract management and staff supervision. Experience in substance abuse prevention field and delivery of curricula-based knowledge. Program development, planning, and grant writing skills. Knowledge of current substance abuse prevention research-based strategies. Demonstrated ability to establish and maintain effective working relationships with diverse ethnic and socio-economic groups in Hawai'i. Effective oral and written communication skills. Ability to manage multiple priorities and diverse assignments. Ability to lift and carry 25-30 lbs. Valid Hawai'i driver's license and access to automobile required.

TASKS AND RESPONSIBILITIES:

- 1) Work with the Program Director to plan, develop, coordinate, and evaluate new and existing programs and activities of the Coalition for a Drug-Free Hawaii.
- 2) Provide day-to-day administration and direct supervision of program staff to ensure contractual compliance and high quality service provision.
- 3) Manage the fiscal and administrative operations of programs including budget preparation and monitoring; program documentation and reporting.
- 4) Work with the CDFH management team in the areas of: organizational development, research and development of programs and new initiatives, preparation of grant applications and legislative testimony, fundraising, and investigation of new sources of funding.
- 5) Serve as a representative of the Coalition; attend workshops, meetings, seminars, advisory board meetings, etc., as assigned, to maintain communication and program coordination with other agencies, groups, and individuals.
- 6) Assist in development of local and statewide public awareness initiatives.
- 7) Perform other related duties as assigned by the Program Director.

COALITION FOR A DRUG-FREE HAWAII
JOB DESCRIPTION

JOB TITLE: Project Coordinator – Social Norms Youth Leadership Project

SUPERVISOR: Program Manager

QUALIFICATIONS: Bachelor's degree or equivalent experience in human services or related field. Three years experience working with youth and facilitating groups. Two years experience coordinating projects and serving in a supervisory capacity. Experience working in the school setting and/or implementing school-based programs. Knowledge of current substance abuse prevention research-based strategies. Demonstrated ability to establish and maintain effective working relationships with diverse ethnic and socio-economic groups in Hawai'i. Effective written and oral communication skills. Able to lift and carry 25-30 lbs. Valid Hawaii driver's license and access to insured vehicle required.

TASKS AND RESPONSIBILITIES:

- 1) Develop, coordinate, implement, and evaluate programs and activities of the Project.
- 2) Work collaboratively with project partners including school personnel, youth, and others to effectively implement and promote awareness of the program.
- 3) Coordinate and oversee daily operations of the project which include all planning and implementation of the social norms media campaign; recruitment, training, and supervision of the Youth Team; and communicating effectively with school personnel.
- 4) Assist with the coordination and implementation of evaluation activities including data collection, surveys (pre, post, and follow-up) and documentation.
- 5) Assist the Program Manager with fiscal and administrative operations of the project (i.e. budget monitoring, program documentation, policies, and procedures).
- 6) Prepare oral presentations, press releases, and other informational materials to increase awareness about the Project and its activities.
- 7) Assist with preparation of quarterly and annual reports, and other statistical reports as required by those funding sources.
- 8) Serve as a representative of the Coalition for a Drug-Free Hawaii in providing informational materials and presentations to increase awareness and educate school personnel and community agencies about the programs and activities of CDFH.
- 9) Perform other related duties as assigned by the Program Manager.

COALITION FOR A DRUG-FREE HAWAII
JOB DESCRIPTION

JOB TITLE: Prevention Specialist – Social Norms Youth Leadership Project

SUPERVISOR: Project Coordinator

QUALIFICATIONS: Bachelor's degree or equivalent experience in human services, health, or related field. Two years experience working with adolescents including youth at risk. Experience working in the school setting and/or implementing school-based programs. Experience in teambuilding and facilitating youth groups. Demonstrated ability to establish and maintain effective working relationships with diverse ethnic and socio-economic groups in Hawai'i. Effective written and oral communication skills. Able to lift and carry 25-30 lbs. Valid Hawai'i driver's license and access to insured vehicle required.

DESIRABLE QUALIFICATIONS: Knowledge of substance abuse prevention, specifically alcohol and underage drinking prevention and its physical, psychological, and sociological impacts on the individual, families, and communities. Experience in developing multi-media educational resources.

TASKS AND RESPONSIBILITIES:

1. Work with the Project Coordinator to develop and implement the Social Norms Youth Leadership Project.
2. Work collaboratively with youth, school personnel, and others to effectively implement the social norms media campaign.
3. Assist with the recruitment, training and supervision of the Youth Team.
4. Work with the Project Coordinator and Youth Team to create printed media such as posters, fact sheets, and promotional materials; audio visual media; social networking media; and school activities to promote social norms that deter underage drinking and increase students' knowledge about the harm and risks of alcohol use.
5. Assist with the coordination and implementation of evaluation activities including data collection, surveys, and documentation.
6. Prepare oral presentations, press releases, and other informational materials to increase awareness about the Social Norms Youth Leadership Project and its activities.
7. Maintain program documentation and records to assist with the preparation of quarterly and annual reports, and other statistical and narrative reports as required by funding sources.
8. Serve as a representative of the Coalition for a Drug-Free Hawaii (CDFH) in providing informational materials and presentations to increase awareness and educate school personnel and community agencies about the programs and activities of CDFH.
9. Perform other related duties as assigned by the Project Coordinator.

Cheryl Kameoka, CPS, ICPS
98-903 `Ilie`e Street
Aiea, Hawaii 96701
(808) 485-0712

EDUCATION

Master of Arts in Clinical Art Therapy, 1985. Loyola Marymount University, Los Angeles, California.
Bachelor of Fine Arts, 1980. University of Hawaii at Manoa, Honolulu.
University of San Francisco, 1982. San Francisco, California.
Academy of Art University, 1982. San Francisco, California.

EXPERIENCE

Coalition for a Drug-Free Hawaii, Honolulu, HI

Program Director September 1990 - Present

Responsible for administering, developing, directing, and evaluating statewide prevention programs of the agency; grant writing for federal, state, and private funds securing over \$18 million to develop and implement effective prevention programs in Hawai'i; management staff supervision; and management team functions.

Asian American Drug Abuse Program, Los Angeles, CA

Director of Prevention April 1988 - August 1990

Responsible for developing, directing, and evaluating prevention and early intervention programs of the agency. Directed efforts to establish prevention initiatives in Asian and Pacific Islander communities in Los Angeles County.

Coastal Asian Pacific Mental Health Center, Los Angeles County Mental Health Department, CA

Marriage, Family and Child Counselor Intern June 1989 - August 1990

Provided individual and family therapy; conducted assessment, diagnosis, and referral.

Asian American Drug Abuse Program, Los Angeles, CA

Prevention Coordinator July 1986 - April 1988

Responsible for coordinating and supervising staff and daily activities of the prevention unit.

West Los Angeles Treatment Program, Health Care Delivery Services, Los Angeles, CA

Counselor/Art Therapist September 1985 - July 1986

Provided substance abuse counseling with primary focus on heroin addiction and methadone treatment.

AFFILIATIONS

Hawai'i Strategic Prevention Framework State Incentive Grant Advisory Committee, 2006 - present

Hawai'i Substance Abuse Prevention Advisory Committee (HSAPAC), 2001 – 2004.

Advisory Committee Member, The Federal Center for Substance Abuse Prevention's Western Center for the Application of Prevention Technologies (CAPT), 1999 – 2003.

Executive Board Member and Secretary, National Asian Pacific American Families Against Substance Abuse (NAPAFASA), 1999 – 2001; Board Member, 1992 – 2001.

Renee Peiler
1264 Ala Amoamo Street
Honolulu, Hawaii 96819
(808) 839-0569

Work Experience:

Coalition for a Drug-Free Hawaii - Program Manager 2/00 - present
Certified Prevention Specialist (CPS) Certification 9/11 - present

- Provide day to day administration and direct supervision of program staff to ensure contractual compliance and high quality service provision
- Plan, develop, coordinate and evaluate programs and activities
- Collaborate with funding sources, schools, facilitators, evaluators, community organizations, businesses, community members and prevention practitioners to maintain communication and program coordination
- Work together as part of the CDFH Management Team to establish agency policies/procedures, plan events, coordinate activities and represent CDFH in the community

Governmental Grant Experience:

1998-2001 Program Manager (2/00-6/01), Prevention Specialist (7/98-2/00), *Strengthening Hawai'i Families Ho'omua Project* grant awarded by U.S. Department of Education, Safe and Drug-Free Schools and Communities Program for \$1,249,541.

2001-2005 Program Manager (9/01-12/05), Community-Initiated Prevention Intervention Grant, *Strengthening Hawai'i Families Ho'omau Project* grant awarded by U.S. Department of Health and Human Services, SAMHSA, Center for Substance Abuse Prevention for \$1,200,000.

State/City Funded Grant Experience:

2002 – present Program Manager, *RADAR Network Center (2002–2007)*, *Ko'olauloa Community Partnership State Incentive Grant (2002–2005)*, *Ice Awareness and Education (2003-2005)*, *Hawaii Ecstasy Prevention Program (2004-2007)*, *Strengthening Hawai'i Families (2005–2006)*, *Second Step Hawaii (2009-present)* awarded by Department of Health – Alcohol and Drug Abuse Division (ADAD); *Underage Drinking Prevention Program (2004-2005)* awarded by Department of Transportation; *Strengthening Hawai'i Families (2006–2008)*, *Girls Circle Program (2007-2008, 2009-2011)*, *Second Step Hawaii (2009-2011)*, *TeenLine Hawaii (2007-present)*, awarded by Department of Human Services – Office of Youth Services, *Social Norms Media Project (2010–present)*, awarded by C & C of Honolulu SPF SIG.

Coalition for a Drug-Free Hawaii - Prevention Specialist 7/98-2/00

- Responsible for coordination and implementation of the Strengthening Hawaii Families program within the school and community
- Work collaboratively with school personnel, health and human service agencies and others to establish operational sites of the SHF program
- Conduct outreach and recruitment of facilitators and families
- Oversee SHF facilitators and monitor implementation of curriculum activities

Play-n-Learn Children's Center - Lead Teacher

2/96-3/97

- Plan and implement daily age appropriate activities
- Ensure a safe, learning environment to encourage growth and development
- Evaluate and communicate child's progress with parents
- Assist in the preparation of NAEYC accreditation award

Kapiolani Medical Center for Women and Children - Financial Counselor

4/95-9/95

- Verify and calculate patient's medical insurance and responsibilities
- Explain procedures for patient billing and medical charges
- Assist in patient's eligibility for obtaining medical insurance and social service assistance

State of Hawaii, Department of Human Services - Income Maintenance Worker III

8/92-5/95

- Determine eligibility for services (food stamps, financial and medical assistance)
- Verify validity of client statements
- Issue benefits and communicate federal and state policies to clients
- Refer clients to community resources and work programs

Kalihi YMCA - State of Hawaii, A+ Program Leader/ Site Coordinator

1/88-12/90

- Plan activities for youth (outdoor games, music, dance, creative arts, drama) for after school program
- Tutor and assist children with homework
- Supervise site and insure safety of staff and children
- Maintain daily rapport with parents

Educational Background:

Bachelor of Science- Family Resources

University of Hawaii- Manoa, May 1992

References:

Cheryl Kameoka

Program Director

Coalition for a Drug-Free Hawaii

1130 North Nimitz Hwy. Suite A-259

Honolulu, HI 96817

(808) 545-3228 ext. 28

Michelle Park

Program Manager

Coalition for a Drug-Free Hawaii

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Honolulu, HI 97817

(808) 545-3228 ext. 37

Kalei Kailihiwa

Program Specialist

Kamehameha Schools

1850 Makuakane Street

Honolulu, HI 96817

(808) 842-8527

Melissa Manuel, CPS

94-278 Kupulau Place
Mililani, HI 96789
808.636.5989
kiasia22@aol.com

Objective

To be employed in an organization and in a position that will allow for personal growth as well as career advancement.

Education

2009-Present	Chaminade University of Honolulu Master of Science in Counseling Psychology/Marriage and Family Therapy	Honolulu, HI
2006-2008	Chaminade University of Honolulu Bachelor of Science in Behavioral Science/Concentration in Social Services	Honolulu, HI
1999-2004	Leeward Community College A.A Liberal Arts	Pearl City, HI
1995-1999	Mililani High School High School Diploma	Mililani, HI

Work Experience

10/11- Present Substance Abuse Rehabilitation Program/Naval Health Clinic Hawaii
Pearl Harbor, HI

Substance Abuse Counselor, Internship

- Bio, psycho and social assessment for military personnel and families for proper level of treatment for substance abuse.
- Co-facilitate discussions for Intensive Out-patient group therapy.
- Co-facilitate educational Impact classes on Drug and Alcohol.

08/08-Present Coalition for a Drug-Free Hawaii Honolulu, HI

12/10 - Present

Social Norms Media Project, Project Coordinator

- Develop, coordinate, implement, and evaluate programs and activities of the Social Norms Media Project that focused on Underage Drinking.
- Led Underage drinking and alcohol trainings, discussions, and campaign planning with a local High School youth team.
- Prepare monthly, bimonthly, and or/quarterly reports, and other statistical reports as required by the funding sources.

LifeLines: A Suicide Prevention Program, Facilitator

- Assist Lifelines project staff with the development, coordinate and implementation of evaluation activities including data collection, surveys (pre, post, and follow-up) and documentation.
- Co-facilitate program to students in the Peer Education Program.

- Led discussions and activities with youth.

12/09– Present

Girls Circle Program and Second Step Hawaii Violence Prevention Project, Project Coordinator

- Develop, coordinate, implement and evaluate programs and activities for evidence based, Girls Circle Program and Second Step Violence Prevention Project. Work collaboratively with school personnel, community/civic organization services, community members and parents to coordinate project activities for the youth.
- Co-facilitate a violence prevention curriculum to elementary and middle school youth.
- Provide supervision to project staff.
- Prepare oral presentations, press releases, and other information materials to increase awareness about the programs and their activities.
- Prepare monthly, bimonthly, and or/quarterly reports, and other statistical reports as required by the funding sources

4/10

7th Annual Hawai`i Conference, Presenter

- The 7th Annual Hawai`i Conference, Preventing, Assisting & Treating Child, Adolescent and Adult trauma, presented by Institute on Violence, Abuse and Trauma (IVAT). The presentation was entitled “Prevention Through Heart and Culture” and focused on the effectiveness of culturally relevant programs with the diverse cultures here in Hawaii. I proudly shared about the Second Step Hawaii’s adaptation process, curriculum, implementation overview and success.

8/08 - 12/09

Girls Circle Program and Second Step Violence Prevention Project, Prevention Specialist

- Work collaboratively with the Project Coordinator to organize and implement the Girls Circle Program and Second Step Program
- Co-facilitated and lead group discussions with the youth and assisted in organizing the Second Step Family Nights, and conduct recruitment and retention of participants in the Second Step program.
- Work collaboratively with community-based activities that support youth in Kalihi, such as a Sports for life clinic.
- Coordinate community services in the Moanalua and Kalihi community.

07/00-11/08 **Longs Drug Stores**

Mililani, HI

Pharmacy Ancillary Clerk

- Customer service, handling of medication, third party billing, typing/10-key, faxing/copying.
- Entering prescription orders, creating/updating patient’s health and insurance information in the computer.

02/08-05/08 **Hale Kipa INC.**

Honolulu, HI

Internship: Wise Guys, Teen Pregnancy Prevention Program

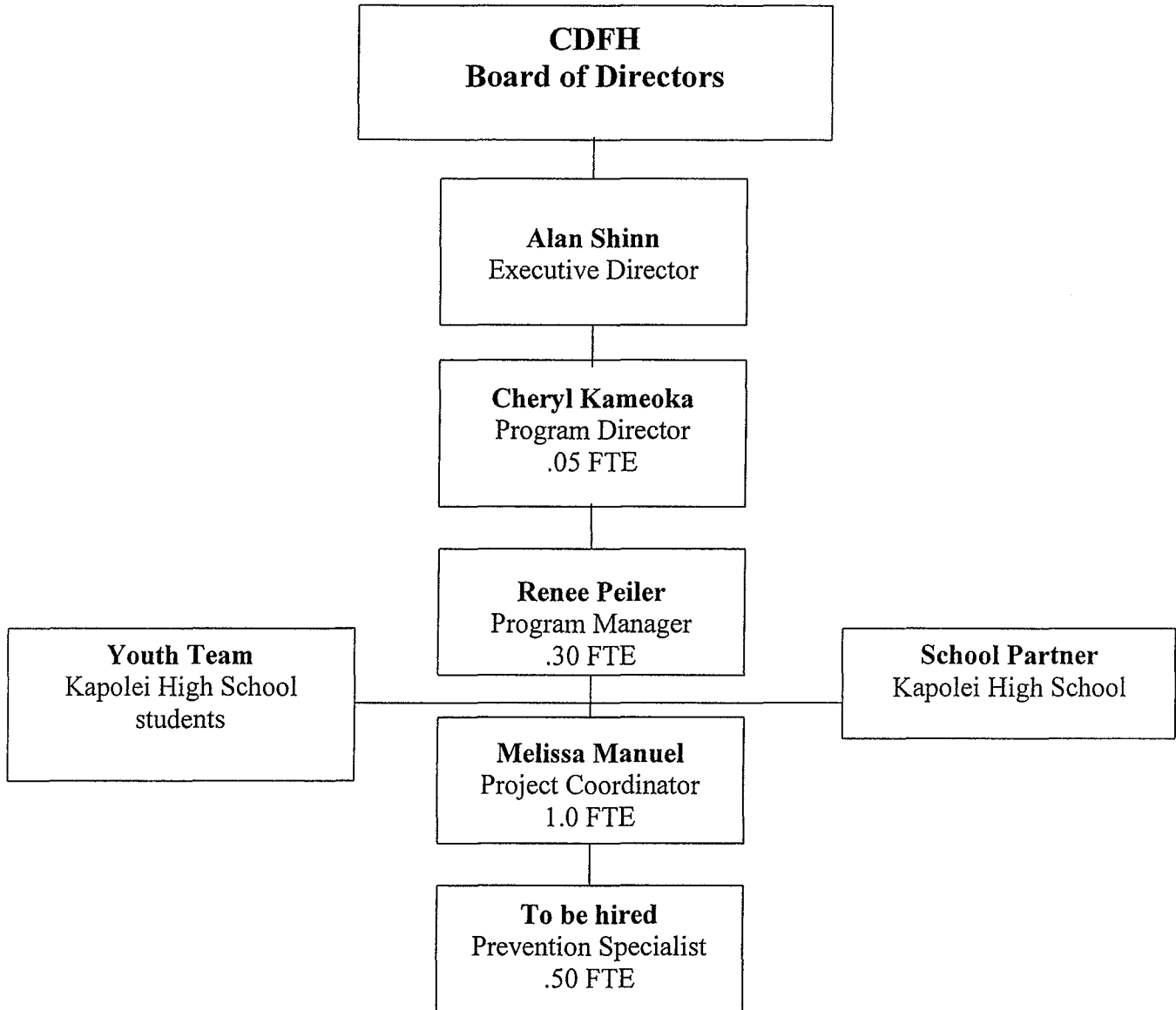
- My internship duties were to teach and work with adolescent students from ages 13-15 at a school-based teen pregnancy prevention program. The curriculum for the program builds on values, positive decision making and positive attitudes towards sexual behavior and reduces teen pregnancy, STI, and HIV/AIDS.

Skills

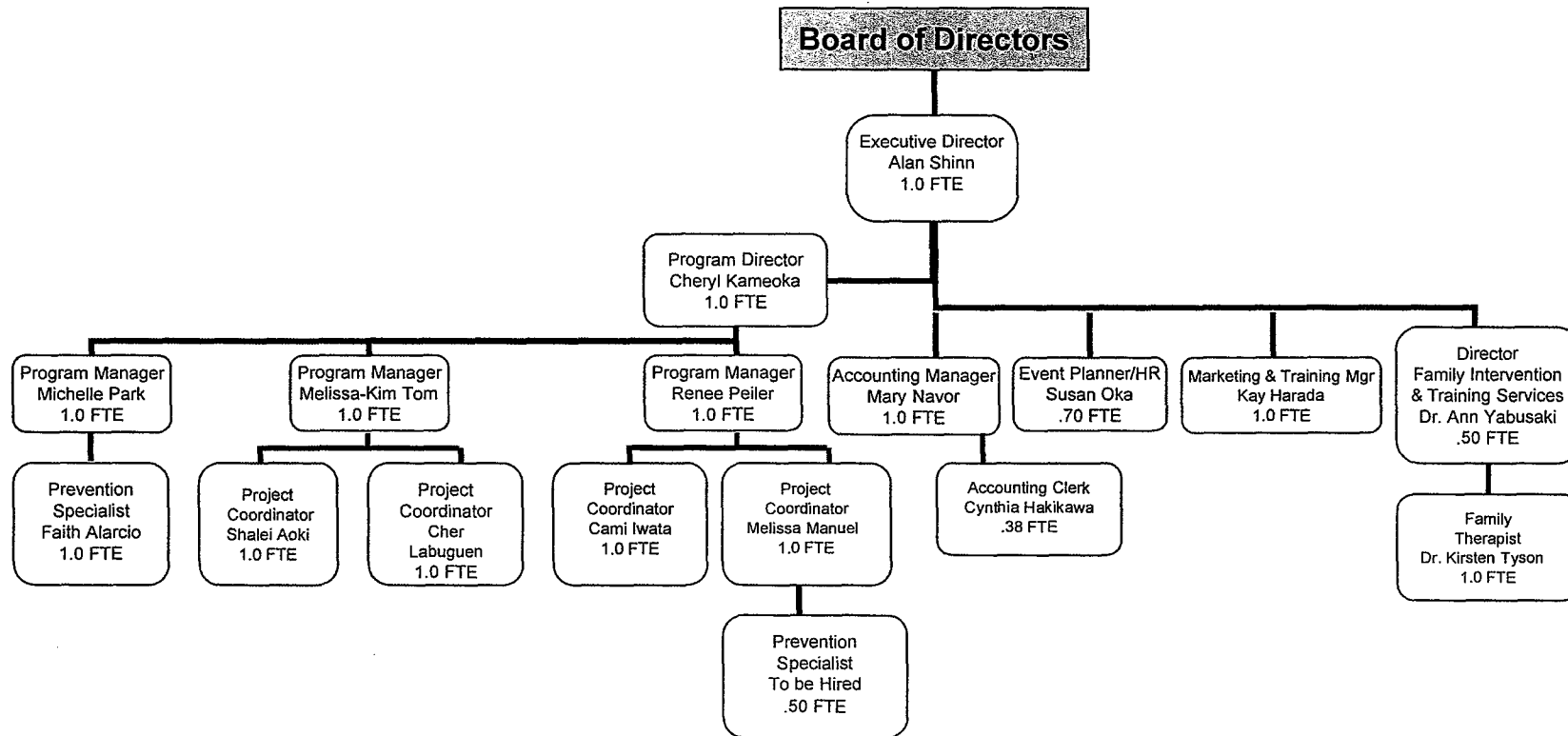
I am a very sociable person. I enjoy interaction with people, passionate in helping others and have great people skills. I am a team player, well organized, very efficient, fast learner and have the ability to multi-task. I am self-motivated and have the willingness to learn and develop new ideas. Devoted and responsible in all job tasks. I have the sensitivity to work with youth, teens, and families of diverse backgrounds.

REFERENCES AVAILABLE UPON REQUEST

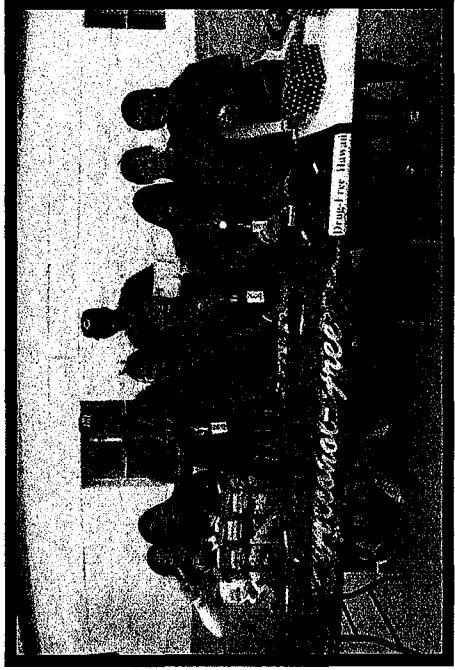
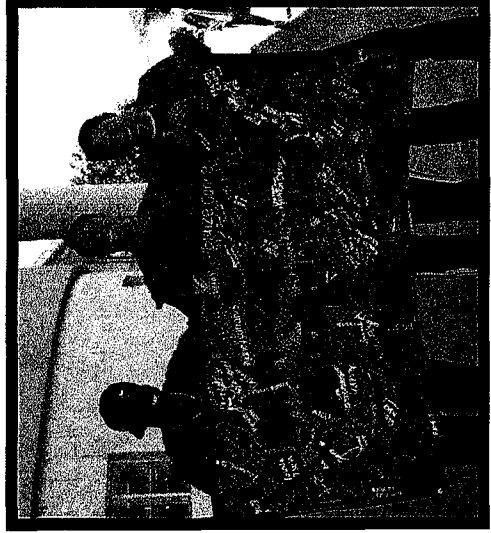
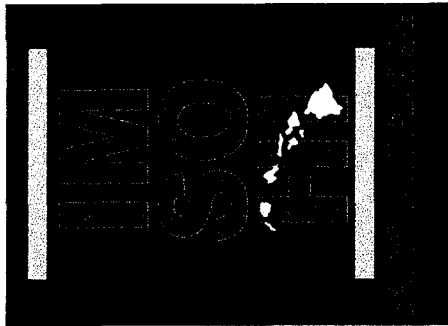
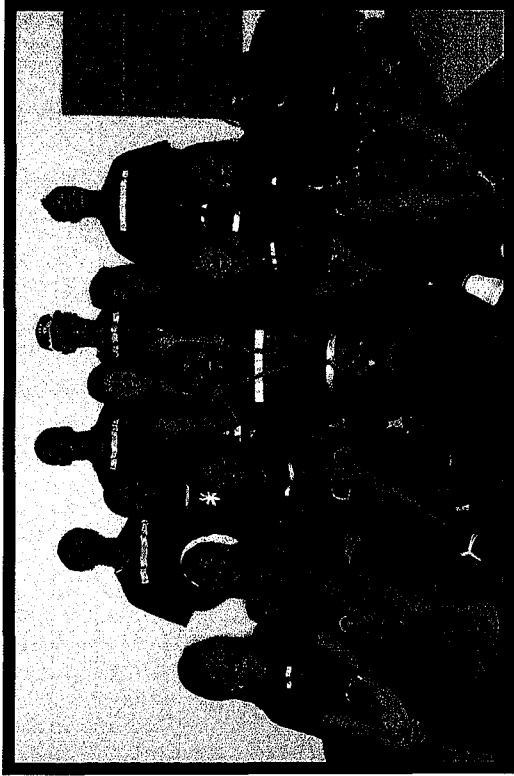
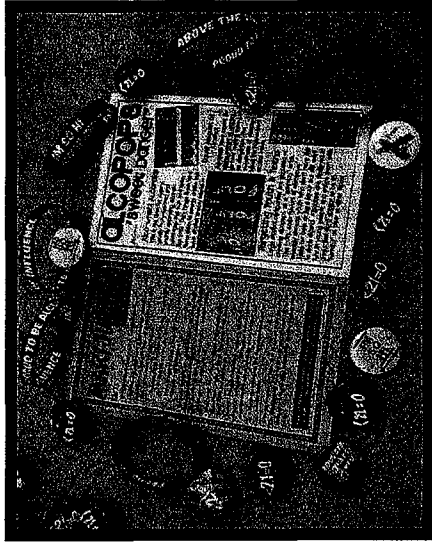
COALITION FOR A DRUG-FREE HAWAII
Program Organization Chart
Social Norms Youth Leadership Project



Coalition for a Drug-Free Hawaii



Kapolei High School
Social Norms Media Project
Youth Team



“I love to SURF.
Beach brings me peace.”

IMO
ISO
FII

Above the influence

**Alcohol causes a decrease in
hand-eye coordination
and impairs judgment.**

**IMSO
FBI**

Above the Influence

