REQUEST FOR PROPOSAL (RFP) NOTICE

DATE: Wednesday, May 10, 2006

TO: Interested Persons

RE: Take It Seriously: Abstinence & Media (TISAM) Project Competitive Grants

FROM: Marilyn Cohen, Ph.D., Director, Teen Futures Media Network, College of Education, University of Washington, with support and funding from Washington State Department of Health

INTRODUCTION
The purpose of this bulletin is to announce the availability of the TISAM Project competitive grants for first time recipients. If you currently have a TISAM grant and wish to apply for a second year, please contact Marilyn Cohen or Barbara Johnson at Teen Futures Media Network. The first year application will be available electronically via the Teen Futures Media Network’s web site:

http://www.teenhealthandthemedia.org

BACKGROUND
The Take It Seriously: Abstinence & Media (TISAM) Project is a part of a statewide effort of the Washington State Department of Health’s Teen Pregnancy Prevention Program. TISAM’s goal is to reduce the number of unintended pregnancies and sexually transmitted diseases (STDs) among Washington teenagers by taking the first important step of impacting their knowledge and attitudes towards abstinence.

TISAM is a teen driven curriculum unit that was developed by high school age teens in five pilot sites across Washington. Working with Teen Futures Media Network, UW, these teens developed a series of five lessons that are designed for presentation by high school age teens to groups of middle school age youth. The five 40-minute lessons that comprise the TISAM unit were pilot tested in both community and school-based settings during 2004. Research results from the pilot indicate that TISAM offers a very promising approach to abstinence education.

Using media literacy as a strategy, TISAM lessons address issues of sex and media, teen pregnancy prevention and STDs as they underscore the rationale for sexual abstinence for the middle school age youth that are the target audience for the program. The lessons are very interactive and include a collection of media images, video clips and group activities.

The TISAM unit has been especially designed to serve as a catalyst for community and school-based projects supporting and promoting abstinence education. The final lesson, Lesson Five leaves teens at the point of deciding what actions they can take both for themselves and their peers to promote and support sexual abstinence. Teens are asked to brainstorm a project idea that they think would be especially important for their community group or school. Ideas have been broad ranging (e.g. all the way from forming media literacy/abstinence-based clubs to expanding and broadening outreach efforts with TISAM presentation teams and/or developing youth-generated media messages and finding effective ways to get these out to their peers.)

Recipients of these competitive grants will be asked to develop their own media literacy/abstinence-education projects based on the TISAM curriculum. All grant recipients will be expected to incorporate presentation of the TISAM curriculum into their project plans.
HIGHLIGHTS
Grant awards range from a minimum of $1,000 to a maximum of $9,000 for one year. The grant time period is from October 1, 2006 to September 30, 2007.

These grants are required to provide a 75% match of nonfederal funds. These funds must be state, local, private, and/or in-kind contributions.

All grant recipients are required to launch their projects with the five-lesson TISAM curriculum unit presented by a team of 2 or more high school age youth who will attend a Teen Futures Media Network training session, which will be held in their local area.

All proposed TISAM Projects must be media literacy based.

FUNDING SOURCES
Funding for this program is provided through the federal Abstinence Education Grant of the US Department of Health and Human Services, Administration for Children and Families. The TISAM Project is administered by the Washington State Department of Health through an interagency agreement with the University of Washington’s College of Education.

ELIGIBILITY
Applicants must be licensed to do business in the State of Washington, with a full service office in Washington State or ability to open one by contract signing. Local Health Jurisdictions, Tribal Health, community groups and organizations, public and private middle/junior and senior high schools or consortia thereof may apply.

TIMELINE
You will find the proposal application located on the Teen Futures Media Network web sites:
http://www.teenhealthandthemedia.org

Download the TISAM Project Request for Proposal File in PDF or word.

To be considered for funding, the original application and two copies of the completed grant application must be submitted with original signatures, and received at Teen Futures Media Network no later than 5:00pm August 31, 2006.

SUBMIT THE COMPLETED AND SIGNED APPLICATION PACKET (ORIGINAL AND TWO COPIES) TO:

Surface Mail:
Teen Futures Media Network
University of Washington
Experimental Education Unit
Box 357925
Seattle, WA 98195

Hand Deliver or Courier:
Teen Futures Media Network
University of Washington
Experimental Education Unit, Room 154
Columbia Road
Seattle, WA 98195

FURTHER QUESTIONS:
If you have questions, please contact Marilyn Cohen, Director, Teen Futures Media Network at (206) 543-9414 or 1-888-833-6638 or email macohen@u.washington.edu