Tobacco 21
Ohio Education Campaign
Request for Applications
February 2020
GENERAL INFORMATION

Background

Tobacco use continues to be the leading cause of preventable death and disease in the United States and Greater Cincinnati. Preventing initiation of tobacco use and the transition to everyday smoking is a critical component of reducing future tobacco-related death and disease. Nearly 9 in 10 cigarette smokers first tried smoking by age 18 and many transition from occasional use to regular, everyday use during the ages of 18 to 21. Tobacco companies are directly targeting youth and young adults, especially in low-income and predominantly African American communities. Non-white young adults, particularly African Americans, are more likely to start smoking at ages 18, 19 and 20. Raising the tobacco sale age can help reduce racial and ethnic disparities in tobacco use.

The Institute of Medicine concluded that raising the minimum legal sale age of tobacco products to 21 will significantly reduce the number of adolescents and young adults who start smoking (particularly among ages 15 to 17); reduce deaths caused by smoking; and immediately improve the health of adolescents, young adults and young mothers who would be deterred from smoking, as well as their children. By increasing the minimum age of sale to 21 for tobacco products, we can delay the age of first tobacco use and reduce the number of youth and young adults who start smoking.

On Dec. 20, 2019, President Trump signed legislation to amend the Federal Food, Drug and Cosmetic Act to raise the federal minimum age of sale of tobacco products from 18 to 21 years. It is now illegal for a retailer to sell any tobacco product—including cigarettes, cigars and e-cigarettes—to anyone younger than 21. Prior to federal legislation, more than 540 local jurisdictions and 19 states, including Ohio, had passed Tobacco 21 laws. Ohio’s law went into effect on Oct. 17, 2019, making it illegal to give, sell or otherwise distribute cigarettes, other tobacco products, or alternative nicotine products such as e-cigarette and vaping products to any person under the age of 21.

Passing Tobacco 21 is a step toward protecting our youth from the harms of tobacco use and tobacco industry targeting. In order for Tobacco 21 policies to be effective, education, awareness and enforcement mechanisms, such as tobacco retailer licensing, are needed. Local education efforts and enforcement strategies are needed to increase the impact of the federal and Ohio laws. Coordinated marketing and communications is crucial to build support for and educate about public policy efforts to reduce tobacco use.

Interact for Health worked with BLDG, a local creative design firm, to develop a Tobacco 21 Ohio education campaign to spread awareness and educate the community. The resulting campaign materials are being used to align the region in shared messaging and branding to help to educate communities about Tobacco 21, ultimately leading to reduced youth tobacco use.

Interact for Health seeks applications from organizations interested in implementation of an existing Tobacco 21 Ohio campaign to increase awareness of and compliance with Ohio’s Tobacco 21 policy. The campaign materials and resources will be free for use across the state of Ohio; however, this funding is intended to support community efforts in Interact for Health’s service area. See [https://bit.ly/2T2HvMZ](https://bit.ly/2T2HvMZ) for details on the existing campaign.

While the campaign materials have been developed for consistency across the region and state, each community has different infrastructure and communication channels. Interact for Health recognizes that implementation of the Tobacco 21 Ohio campaign will vary across different communities and seeks to support these differing strategies. Projects must focus on educating communities and tobacco retailers using the existing Tobacco 21 Ohio campaign. Campaign materials will be provided to communities and can be adapted for different communication outlets.

Possible implementation strategies include:

- Digital and traditional media advertisements.
- Community and youth education sessions.
- Tobacco retailer outreach and education.

Interact for Health can provide consultation and connect grantees to resources for assistance with digital and traditional media planning.

Interact for Health will award up to $100,000 for these efforts and anticipates these awards will be 6-month to 12-month grants between $10,000 and $20,000, depending on size and scope. Requests must be right-sized for the community, audience and work proposed. Anticipated grantees include coalitions, community organizations and local jurisdictions. These funds are not intended for communities interested in working toward local tobacco retailer licensing and enforcement efforts. To learn more about Interact for Health’s policy efforts, including local tobacco retailer licensing, and related funding visit [https://www.interactforhealth.org/requests-for-proposals/](https://www.interactforhealth.org/requests-for-proposals/).

### Eligibility Criteria

Applicants must:

- Be a public or private nonprofit or governmental organization.
- Provide services in at least one of the eight counties in Southwestern Ohio served by Interact for Health (see below).

If two or more organizations will be collaborating on the project, either organization may take the lead and serve as the fiscal agent, but representatives from each organization must participate in the application process.

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7 The current campaign was developed in conjunction with the Ohio Tobacco 21 law. Kentucky and Indiana do not have state level policies at this time.
Interact for Health’s commitment to equity, diversity and inclusion

Interact for Health has a large service area with diverse communities, and is committed to expanding equity, diversity and inclusion among the grantees it funds. Interact for Health values organizations that have experience working in communities of color and low-income communities, and whose potential staffing of the project is representative of the community they are serving.

Grantee Requirements

Awarded grantees will be expected to do the following throughout the duration of funding:

- Implement the existing Tobacco 21 Ohio campaign materials.
- Work with Interact for Health to develop a campaign plan and metrics.
- Participate in activities as part of the overall evaluation of the initiative.

APPLICATION SELECTION CRITERIA

Interact for Health will use the following criteria to choose proposals to fund. Selected projects will:

- Provide a plan for educating community members and/or retailers on Ohio’s Tobacco 21 policy.
- Engage community and/or youth in education efforts.
- Engage diverse partners appropriate to the jurisdiction.
- Have a realistic timeframe and funding request.
- Demonstrate applicant’s ability and capacity to carry out the project.

Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Workshop (includes introduction to new online application process)</td>
<td>1-2:30 p.m. March 6</td>
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<tr>
<td>Application deadline</td>
<td>5 p.m. March 17</td>
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<tr>
<td>Site visits</td>
<td>March 23-26</td>
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<tr>
<td>Notification of grant award</td>
<td>April 8</td>
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<tr>
<td>Grantee meeting</td>
<td>1-2:30 p.m. April 21</td>
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Application Workshop

Interested applicants who have questions are invited to join the Tobacco 21 Ohio Education RFA workshop from 1 to 2:30 p.m. March 6 at Interact for Health, 3805 Edwards Road, Suite 500, Cincinnati, OH 45209. There is also an option to participate remotely via video conference. To register for both in-person and video, email Megan Folkerth at mfolkerth@interactforhealth.org. Attendance is optional and not required in order to submit an application. Driving directions can be found at https://www.interactforhealth.org/location-directions.

Application Submissions

Completed applications must be submitted no later than 5 p.m. March 17, via Interact for Health’s online grants management system. To begin the application process or to access a PDF of the required application questions, please visit https://www.interactforhealth.org/requests-for-proposals. If you have an open grant or have received a grant from Interact for Health in the past two years, your email address may already be registered in the system. For assistance with the application process, please contact Senior Grants Manager Kristine Schultz at kschultz@interactforhealth.org.

Site Visits

Before selecting projects for funding, Interact for Health staff will conduct a site visit with the potential grantee. Representatives from collaborating organizations are required to attend the site visit. This meeting allows Interact for Health staff to hear more about the proposed project and ask any clarifying questions. Site visits will be conducted March 23-26. Applicants will indicate their preferred timeslot during the application process.

Questions

Interested applicants unable to attend the application workshop should direct questions to Senior Program Officer Megan Folkerth at mfolkerth@interactforhealth.org or 513-458-6631.