

Light & Unite Red Week Stipend Application Form
RISE Drug Free MKE
2023 Program Year

ANNOUNCEMENT

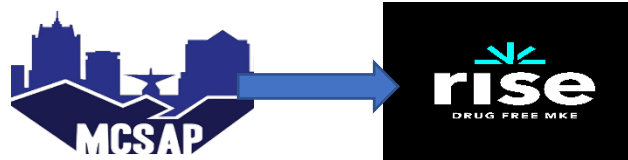
Funder Contact Information:

Community Advocates, Fiscal Agent for RISE Drug Free MKE
Ismael Luna, RISE Drug Free MKE Coordinator
Email: Ismael Luna iluna@communityadvocates.net
Phone: (414) 216-4943

BACKGROUND:

Rebrand

We're thrilled to unveil our refreshed brand identity. While this is a significant change, our core beliefs haven't changed. Over the last year, we have poured immense time and resources into creating a new image. This will help us strengthen our growth and commitments. We hope to continue to work with you all.



What is RISE Drug Free MKE?

RISE Drug Free MKE is a diverse coalition of Milwaukee County partners who prevent and reduce substance use and misuse. Established in 2011, RISE Drug Free MKE (formerly known as MCSAP) is a countywide initiative with a vision of bringing together resources, wisdom, talents and passion to create a happy and healthy community.

Mission: The R.I.S.E. (Resources for Inclusive Substance Education) Drug Free MKE coalition raises awareness on substance (mis)use, and, through inclusive education, elevates our entire community, from our youth to our elders, out of the harms caused by substance (mis)use.”

Substance (Mis)use Prevention

The RISE Drug Free MKE coalition addresses policies, practices and programs in our two current priority areas: preventing youth drug use and preventing prescription drug misuse. Prevention is a complex process that requires more than a singular strategy or approach. A wide

range of factors contribute to alcohol and other drug dependence and substance (mis)use prevention is based on the understanding that these factors vary among individuals, geographic regions, age groups, racial/ethnic groups, and gender groups. Effective prevention is a systemic responsibility involving local, state, and national agencies, organizations, and groups.

Light & Unite Red Week

Light & Unite Red Week is a week-long awareness campaign whose purpose is to put a spotlight on the dangers of substance (mis)use and unite the community to engage in prevention activities, encourage treatment, and support recovery. The Light and Unite Red campaign will coincide with National Drug and Alcohol Facts week starting **March 20 – 26, 2023**. Each day information will be shared about mental health, drugs, risk/protective factors, and ways that parents, educators, college aged adults, and youth can work together to recognize, educate, and defeat substance (mis)use and be mentally well. **This year's theme is mental health promotion and/or reducing stigma with a focus on family centered events.**

Application Information

Program Requirement: Eligible applicants will be 501(c3) tax exempt organizations or a government entity operating within Milwaukee County.

Your proposals goals and objectives must demonstrate your efforts to support and enhance the capacity of your substance (mis)use prevention efforts during Light and Unite Red Week. Efforts could include a focus on, but are not limited to:

1. Underage drinking (age 12-20)
2. Drinking and driving (age 16-34)
3. Adult binge drinking (age 18-34)
4. Opioid use for non-medical purposes (age 20-54)
5. Drinking among pregnant women
6. Mental health promotion
7. Reducing stigma

Selecting Activities

We encourage organizations and coalitions to focus on different environmental strategies with this Light and Unite Red stipend. Description of CADCA's Seven Strategies are included in the appendix.

A list of proposed activities are provided for partners to choose from in the application.

General Information

If your organization is interested in applying for a RISE Drug Free MKE's Light and Unite Red stipend, please complete the attached application using the budget forms provided. Please email

a PDF of your completed application to Ismael Luna at iluna@communityadvocates.net. Email verification of receipt of application will be provided.

Mini Grant award estimated up to \$2,500.00 for the FY23 program year. **Upon availability of funds, up to 8 Mini Grants will be issued.**

Your applications must be received via email by **or before Monday, March 1, 2023 at 5:00 p.m. CST**. Notice of award will be made via email no later than **Friday, March 6, 2023**. Please direct all questions to Ismael Luna at iluna@communityadvocates.net.

All applications should be typed on 8 ½ x 11 inch paper, in 12 pt. font, with one-inch margins. Application should not exceed 3 pages. Do not attach additional letters of support, brochures, or other documents not specifically requested by Community Advocates. Entire application package should be scanned as a PDF and emailed to Ismael Luna at iluna@communityadvocates.net. **Please use subject line: RISE Drug Free MKE Light & Unite Red Stipend Application Submission.**

MINI GRANT AWARD FUNDING: Up to \$2,500.00

NUMBER OF AWARDS: Up to 8 Stipends

Your application should include the following:

- 1. Abstract Page** – include organization's name, contact person and information, and paragraph summary of proposed project.
- 2. Proposed Activities** – Provide narrative on proposed activities that will be accomplished with this stipend. Describe your organization's plan for executing LUR activities. Include anticipated numbers reached, where activities will take place, partnerships, and anticipated outcomes. Please utilize the Seven Strategies for Community Change at the end of this application. **Please include any special considerations in how you will carry out activities in light of COVID-19** (Proposed length – up to 1 page)

Please choose from the list of activities outlined here:

- Social media promotion including boosted posts, snapchat filters, etc.
- Radio PSAs
- Community education events
- Family friendly Alcohol and Drug free events
- Online trivia events
- Public Awareness campaign, including mailers, and posters
- Care Bags(pamphlets about drug facts, wipes, soap, hand sanitizer)
- Other

3. **Proposed Budget** – Complete a budget and provide a written budget narrative justification for each proposed line item. (Appendix – is not included in page count)
4. **Program Report** – All funded partners must agree to submit a written summary of the activities carried out, numbers reached, successes and challenges.

Defining the Seven Strategies for Community Change

1. **Providing Information** – Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).
2. **Enhancing Skills** – Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).
3. **Providing Support** – Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).
4. **Enhancing Access/Reducing Barriers**- Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).
5. **Changing Consequences (Incentives/Disincentives)** – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).
6. **Physical Design** – Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).
7. **Modifying/Changing Policies** – Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).