

# Request for Proposals: Health Rocks!



## *University of Maryland Extension's 4-H Youth Development Program*



The Maryland 4-H Youth Development Program is proud to announce its request for proposals from youth and adult teaching teams who have an interest in implementing the *Health Rocks!* program. ***Health Rocks!*** is a prevention program that's programmatic model emphasizes youth and adults working together as team teachers. Youth and adult teams teach participants to communicate with others, how to relate to change, and deal with stress. These teams are then able to connect and communicate to youth the importance of making wise decisions about their health.

Through participation in this curriculum, youth develop their decision-making skills and improve ability to resist risky behaviors. These skills help young people to increase their capacity to resist peer pressure and make wise choices about tobacco products and drug use. By learning strategies to enable youth to make choices based on solid scientific information, youth/adult teaching teams enable participants to make healthy lifestyle choices.

Together, youth and adult community member's team teach the *Health Rocks!* program stressing the implementation of health strategies in their local communities. In addition to prevention, an over arching goal is using teens to assist in teaching, thus establishing and building teen role models for the youth participants. Often younger children want to imitate teen behaviors. By having teens work as part of the teaching team, younger participants see teens in positive leadership roles. Ultimately, youth participants replicate the affirmative behaviors they see modeled in these teens. These youth/adult partners increase community health as well as their own internal leadership capability.

Our 2010 Maryland ***Health Rocks!*** grant was awarded as an Institutionalization Grant. We are emphasizing continuing, developing and maintaining financial support to sustain our current and future ***Health Rocks!*** programs. To apply for Health Rocks! funding please answer the following questions about your proposed request for funding (rfp) application.

### **A. Statement of Need:**

The statement of need enables the reader to learn more about the issues. It presents the facts and evidence that support the need for the project.

Describe why the community you are targeting needs this type of programmatic effort? If you are offering a regionalized program include demographic information on each site and community you plan to reach.

## B. The Project Description:

- **Objectives:** Objectives are the measurable outcomes of the program. They define your methods. Your objectives must be tangible, specific, concrete, measurable, and achievable in a specified time period.
- **Goal:** A goal is achievable in the short term (six months) and measurable.
- **Methods:** The methods section describes the specific activities that will take place to achieve the objectives.
  - **Staffing:** Discuss the number of staff, their qualifications, and specific assignments. This area must designate a youth and adult partnership.
  - **Evaluation:** An evaluation plan should not be considered only after the project is over; it should be built into the project. Including an evaluation plan in your proposal indicates that you take your objectives seriously and want to know how well you have achieved them.
  - **Sustainability:** Long-term financial viability of the project to be funded and of the nonprofit organization itself. The 2010 **Health Rocks!** grant is based on developing and achieving a continued **Health Rocks!** presence in our state and in your local communities. Our State Grant is described as a “Institutionalization” grant; therefore these mini-grants should have an emphasis on sustaining current and future **Health Rocks!** programs.
  - **The Budget:** How will you spend the funds allocated towards your program?

C. Contact Information: Include the name, address, telephone, and e-mail of the primary person responsible as the primary investigator for the grant application. All applications are due by September 1, 2010 to Lisa M Dennis at [ldennis@umd.edu](mailto:ldennis@umd.edu). You may contact Lisa Dennis if you have any questions.