

*Speaker 1:* - C Office. And on behalf of all of our partners that are here today, thanks for coming and learning about the Drug Free Communities Grant. Now let me tell some of the stuff that's gonna be going on today so you kinda have an idea of what's happening and what the flow is. First of all, we've got a great team sitting over here to the left of me – the right of you – who are running our sound and doing some AV help for us today. What happens here today is actually being audio recorded, synced to the PowerPoint, a transcript of everything we say is being created, and all that goes onto the DFC website in the next few days for people who can't be here with us to have the same benefit that you guys get. So I tell you that to remind you, don't say anything mean or ugly because it's gonna be permanent record.

The second thing is, in front of you, you have a whole bunch of these nice yellow cards. Now the reason for those yellow cards is two-fold. First of all, you can wad them up and throw them at us if you don't like what we're saying. The second thing is – well see, the upside about those cards is they're not aerodynamic and you can't throw them very far, so only the people in the front row are gonna have any fun with that. But what we ask that you do, as we go through the day today, what we can't do is have you raise your hands, take questions from the audience and stop the process. Okay? Because that does a couple things. First of all, it would make it very difficult for the people who are trying to use this on the Internet to have a clue what you said because there's gonna be 500 of you guys in here today – it's kinda hard to move a microphone around, right?

So if you'll write your questions down, when you finish writing your question down, hold it up. Hold that yellow card up. We have some of our **SAMHSA** project officers are gonna be walking around, they'll pick that card up, and during the course of the day we'll be filtering those cards based on have you asked a question that we know we're gonna answer somewhere on down the road? Then we probably aren't gonna stop and answer that question. If you've asked a question that we evidently missed something or made something confusing, then we're gonna filter that to the right person on the dais to answer that question. We'll have several breaks and stops to do question and answer, but we're gonna do it via those yellow cards. Okay?

Now one of the things that we do to encourage you to come back from breaks and not hang out and caffeine-up in the hallways and go to lunch for four hours, is we'll actually come back from breaks with a question and answer period. Okay? So if you have asked questions, be sure and be back here on time so that we can, in fact, answer them for you. So those are the basic ground rules for how we're gonna do questions and answers today. So the process, though, is we are here to teach you how to respond to the Drug Free Communities request for applications. This is not a training about how to be a coalition or what are outcomes or what are environmental strategies. If you still have those questions, chances are you might be in a little bit softer position than you would prefer to be in applying for this Grant application. There are lots of resources. As we wrap up the afternoon this afternoon, Jane Callahan, with the National Coalition Institute, is gonna talk about some of those ideas and also how to access some help that the institute has in terms of training and technical assistance to help beef-up your ability to effectively compete for the Grant. Okay?

Having said all that, what I'd like to do is we'll start really quick with some introductions of folks who are currently in the room. I'm going to ask Jamie Marshall, who is Branch Chief with

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the Substance Abuse Mental Health Services Administration – we’re actually gonna show you a really neat graphic in a few minutes that explains what all this is – but they are our federal partners that help administer the Drug-Free Communities program. And Jamie, if you would, introduce your team that you have here today.

*Marshall:* Good morning, everyone. Welcome. I’m Jamie Marshall, and I’m representing the Drug-Free Communities management team from **CSAP**. And we’re happy to see so many people here today. WE have a very large staff at CSAP, and it’s my pleasure to introduce them to you today - the folks that are here – I think some folks might be caught in traffic, so I’m gonna do that by team. We have four teams. The first one is led by Costella Green. Unfortunately, most people are in the back so if you want to see who they are you’re gonna have to get a wave. Miss Costella, if you’d let folks know who you are. Members of her team are Shawn Cook, Jennifer Williams-Clark and Charlie **Roukus**.

And team two is Dr. Tom **DeLow** is the team leader – in the very back there. And we have Commander Cynthia **Rubio** on that team, Captain Gil Rose, and Lieutenant Commander **Candece** Griffin. Oh, and I see **Lavenicia** Sugars has joined us as well back there. Great. On Dan Fletcher’s team, who is up here on the dais, we have Charlotte Olsen in the room, and I believe Olivia Propst, in the very back there. And Miss Linda Bass on team four is the team leader, and members of her team, Lieutenant Commander Toby Mansroyal, Lieutenant Dexter Pritchett, and Lieutenant Angela Richardson, who you will be hearing quite a bit from this afternoon. So I think that’s it. Did I miss anybody? Thank you.

*Speaker 1:* All right. Thanks, Jamie. I’d also like to introduce Barbara Orlando. Barbara is with the Division of Grants Management at SAMHSA and she’s gonna introduce her staff that are here after lunch today when she gets to her portion on how do we fill out the fun federal forms. See, there we go. And my good friend, Jane Callahan, the Director of the National Coalition Institute at \_\_\_\_\_. Let’s give all these guys a round of applause, okay? Ready for this? Shannon Weatherly, who is doing the Carol Merrell behind the PowerPoint today is the other part of team DFC at the White House. So we’re glad to have Shannon with us. So give Shannon a round of applause.

All right, we’re gonna be here for a while today. Okay? We want to make this as informative to you as we can. If you were with us yesterday for either the Surviving Five to Six or How to Be a Peer Reviewer, we were trying to cram all the stuff we’re doing today into a 60 minute workshop. So if you were with us yesterday, you heard us talking – anybody ever see the Star Wars movies? Raise your hands. So you saw Star Wars. Now then, did anybody ever see Mel Brooks’ spin-off on the, Space Balls? Okay. Yesterday we were working at ludicrous speed – remember ludicrous speed when Space Ball went plaid? Well, we’re gonna try not to go to ludicrous speed and go plaid today. If you haven’t seen the movie, I’m really not crazy – go rent it. It’s actually kinda funny.

What we want to do today is spend some time helping you understand the context of the Drug-Free Communities program, who the partners to this program are, what type of funding and what types of funding the Congress gives us, and what types of communities we’re looking to fund. We’re then gonna open up the RFA. You’re gonna see what we would refer to as a very hard

stop in the middle of my “Hey, this is a great program,” we’re gonna jump from that to eligibility criteria, which is very important. When we do that, we’re gonna say, “Okay, everybody pay attention.” If you need caffeine, then now’s the time to get it because we’re gonna start jumping into that stuff. So we’re gonna try and really direct your attention to those things that are the most important in our minds.

I want to ask you to do a couple things. Do you have the RFA in front of you? If you don’t, get it out. How many of you guys have already read the request for applications? Raise your hand. Good job guys. Awesome, well-done. Let me get a sense of the audience here if we can right quick. How many of you all will this be your first time applying for a Drug-Free Communities support program Grant? Raise your hands. So we’ve got a lot of folks applying first time. Hey, we’re glad to have you guys. Good luck. Okay? Good luck. We’re gonna give you some information hopefully that will help. Those of you who are applying for a year six Grant – in other words, you’ve had a five-year cycle, you’re now trying to come back for a second cycle. How about you guys raise your hands. So we’re about half and half in the room today.

One of the things you guys might want to do is network some. Talk to each other and find out what is it like in the wee hours of the morning, when you’re rushing to get your application done – it reminds you kind of a college cram exam, and it’s really helpful to have somebody to pick up the phone and go, “Oh my God, do they really mean that we have to do this?” Okay? So I encourage you guys to network, talk to each other today. But what we are going to do for you in terms of the PowerPoint is an adjunct, it’s a learning aid. The RFA is what’s important. You’re here to learn how to respond to the request for applications – not the PowerPoint. So as we walk through it today, Angela and Barbara and everybody who’s working with this, we’re gonna draw you into specific pages of that request for applications. If you have a highlighter, a pen, a pencil, a crayon, sticky notes – whatever you’ve got – pull those out now because it’s gonna be very helpful to you, in my opinion, to have that RFA with notes on the RFA and not on the PowerPoint slide sheet. Because it’s the RFA that you’ve gotta spend time in, okay?

So get that RFA out and get ready to start writing some notes on the RFA. Because that’s what’s most important. As we’ve been telling folks for years now, the Drug-Free Communities Support program RFA is an open-book test. So we ask you some very deliberate questions, we expect some very pointed answers, and we give you the answer sheets in attachment 14 – the score sheets – so you know exactly how your Grant is scored. Have you ever responded to an RFA where we told you how it gets scored and we even give you the score sheets? We’re kinda odd that way but we think that helps you hopefully give us a better product, and have you better prepared to respond to requests for applications.

All right. Let’s talk a little bit about the Drug-Free Communities Program and what we hope to accomplish. If you’re here today and you are trying to build a community coalition that organizes and informs your community about the youth substance abuse problems in your area, and seeks to mobilize multiple sectors of your community to respond to that problem and to own their portion of that problem, then you’re in the right room at the right place and the right time. Because Drug-Free Communities is designed to fund community coalitions to create environmental change at the community level. We’re changing policies, we’re changing norms,

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we're mobilizing the community, we're informing the community so that they can actually go do something. We're speaking the language of each of the sectors.

The reason the law requires the 12 sectors, and if you don't know what that is we're gonna get into it in a few minutes, is we expect that for you to be able to do that successfully, for you to actually have a community coalition that can create change, is you can't be a one-person shop trying to change the world; that you have to have the help and support and knowledge of your community. Next slide please. So as we go through the day today, we're going to keep harping on the idea that as you respond to the request for applications, you're telling us a story about what you coalition is doing in your community to change those attitudes, perceptions, norms and beliefs. This request for applications is a story. You're gonna start with defining who are you and where are you serving. You're gonna go into what's your problem, you're gonna talk about your capacity, your planning, your implementation. And all the way through your evaluation. But it's a story.

And those of you that will score the highest are the ones that that entire story keeps the same logic trail throughout all the chapters. Okay? And that logic trail is embedded in the fact that you are responding to a community problem by applying community resources. Next slide please. So Drug-Free Communities was created by Congress in 1997 as an attempt to mobilize communities around the country. We like to say local problems need local solutions. There are currently 769 Drug-Free Community sites, 800 Drug-Free Community Grants in the field. The reason for the difference in those two numbers is some of our Grantees also have a DFC mentoring Grant.

So we have 800 Grants in the field, in all 50 states; Palau, American Samoa, Guam, Puerto Rico and the US Virgin Islands – every U.S. protector. You guys are as different from each other as we colloquially say in the south, as soup to nuts. Right? That you are everywhere – from Alaska to Florida, from Maine to Texas. No two of you are necessarily alike. We in Washington can't know what your local problems are and we can't presume to know what local resources you may or may not have. So Drug-Free is designed for you to tell us what's going on at your community level, and to give us a game plan for how to fix that problem.

So as we look at the Grant field, this year you'll be able to apply, hopefully for \$125,000.00. I shouldn't say hopefully – setting context because the next slide actually has a little blurb to remind us of that. Congress has yet to pass the FY09 Appropriations Bill. So all the things we talk about today are based on our assumption that the Appropriations Bill will pass and that the Drug-Free Communities program will maintain its mark-up in both the Senate and the House Bills, right now at \$90,000,000.00. So that being the case, we expect to award this year's Grantees that are coming into the program Grants at \$125,000.00. Next slide please. What we hope to have happen from that is when you get those Grants and you leverage that money dollar for dollar, because we require you to have a one to one match, the philosophy for this program is that if the Federal Government can come in, take a small amount of resource to help you get your community engine started and get it running, and that we use other community resources to do that, then you don't become dependent on the Federal Government's resource.

The idea is that we're with you either five years or ten years – you can only have up to ten years of funding if you're in the DFC program. So the idea here is we want to get you going, we want to wean you off that Federal money and we want to go do that again somewhere else, and give another community who stood up to do the same thing you guys are doing. The two things that we're looking for you to do are to strengthen the community, bring those folks together, train them, inform them, empower them, coordinate them, direct them, guide them – however you want to phrase that – to reduce youth drug use. At the end of the day, you're here to save lives, kids' lives in your community. All right? Next slide please.

We've already hit that part – we hope to have 130 awards this year, about \$17,000,000.00 in new Grant funding. Let's go ahead and go through that so we can go ahead and get to the important stuff. One more. Okay. So we talked a couple minutes ago about the Substance Abuse Mental Health Services Administration, ANCAT – this community anti-drug coalition institute. You have this graphic in your handouts today. Sometimes folks wonder, wait a minute, who's on first and what happens at the Federal level? Basically enough, we are a coalition at the Federal level, okay? So we're a coalition building community coalitions. In 1997 when Congress created the Drug-Free Communities Act, they vested the authority for making and awarding Grants with the White House Drug Policy Office. So the White House Drug Policy Office gets the appropriation, \$90,000,000.00, and we sub-contract with the Substance Abuse Mental Health Services Administration, through what the government calls an inter-agency agreement, to actually administer the program for us.

The reason we do that is it would be kind of redundant for us to go out and hire bright folks like these project officers and Grants management specialists that you see in the room. So to save you some tax money, we find somebody else who's already doing a good job at that, and we partner with them to actually administer the program. So \$4,500,000.00 of the program goes to SAMHSA for the management and oversight, another \$2,000,000.00 of the program goes to National Coalition Institute – Jane and Karema and their staff do training, technical assistance, research and elevation to help make you guys better. Whether you're in DFC or not, that money is designed to help community coalitions around this country to form, grow, mature, be successful, and hopefully successfully compete. I shouldn't have had that second cup of coffee this morning – successfully compete for a Drug-Free Communities support program Grant. One of the things I'm proudest of is ninety-two cents of every dollar that Congress gives this program goes to you.

Ninety-two cents of every dollar Congress gives us for the Drug-Free Communities support program goes to you at the local level. It does not stop in your Governor's office, it does not stop in your County Council office, it does not stop in your Mayor's office. It goes from us to you. Thank you. We're pretty psyched about that. When we look at this Administration's plans for what we're trying to do in the substance abuse field, think about those talking points. You guys are out there to mobilize your community, save kids' lives, ninety-two cents of every dollar is going directly to you, and as I'm gonna show you in a minute, we can prove that what you are doing works. So give yourselves a round of applause guys. That's good stuff. So we created Drug-Free Communities and five years ago now, we started a National Cross-Side Evaluation Program. If you've been with us this week at **CAGDA**, you've heard a number of members of

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Congress talk to us about the importance of being able to prove are you spending the money well, are you making a difference?

Sandy Levin yesterday at the Award's lunch stood up and said, "Hey, you've gotta bring us data – you've got to be able to prove to us it works." This is a tough economic time, right? And so we don't need to be wasting tax dollars in places that's not making a difference. So five years ago we started a National Cross-Side Evaluation of the program. The three substances that are the most common to the most of you guys are alcohol, tobacco and marijuana. So if we look at all the Grantees that we have, some of you are doing Meth and prescription drugs, ecstasy, club drugs – you're doing lots of great stuff. But they three that we see the most across the most of you are alcohol, tobacco and marijuana. So that's what we based our cross-side evaluation over the last five years – to find out do Drug-Free Communities make a difference. Does mobilizing the community have an impact, does focusing on youth have an impact, and can we create environmental change?

So what we did is we took the Youth Risk Behavior Surveillance System, otherwise known as YRBS, from the Centers for Disease Control – notice how we're not using all the acronyms? That's tough for us in Washington. We take the YRBS data and we take your data and we compare you state by state. And we look to see, compared to YRBS, what's happening in your state as a whole, how are you and your community different than what's happening in your state? Across those three drugs. Let's take a look at the next slide. Let me grab the fancy pointer over here. Okay, I'm gonna go to the one on my left. In case you're wondering what we've got here, this top line right here is the Youth Risk Behavior Surveillance System data. As you know, it comes in every two years. So that's why you have data points in '01, '03, '05 and '07.

The bottom line is the average mean of all of you guys in terms of what you're doing to reduce youth drug use in your community. This slide specifically is backup. What we know is not only do you have a lower use of tobacco compared to the rest of your state, you are declining – that slope is declining certainly with tobacco a whole lot faster than the rest of your state. So where we're putting money, you are A) you have lower use of tobacco and B) you're reducing it at a faster rate than the rest of your state. Let's go to the next slide. Because when you look at alcohol, look how dramatic it is with alcohol. Anybody here not have a youth drinking problem in your community? All right? I was in Law Enforcement for a long time, we used to have to go bust those parties up. We all know that alcohol abuse is one of the leading killers of our young people, right? Leading contributor to the cause of death of teens.

So you guys, not only are you doing a great job of reducing use, but look how fast that declination line is – look how fast that slope's going down and the difference you guys are making. Now remember, we're preaching to you – do environmental strategies. Now those of you that have been to some of the trainings that the Institute has done, we talk about things like the marketing mix, right? Product, price, place, emotion – that's how you impact a lot of the environment. That's easy to do with tobacco and alcohol – you know who has licenses, you know where it's being sold, you know where the vending machines are – if you're in California you know where the marijuana vending machines are. So it's a lot more difficult, though, to do that with illicit drugs. Can we have the next slide, with marijuana. The one thing that really surprised us that we were really happy to see is your work even carries to illicit drug use with

marijuana. And that's great news because it's not like you can go down the street and say that that 7-11 is where all the kids are buying their beer, because it's not that 7-11, hopefully, where all the kids are buying the marijuana.

So what we know, in conclusion – next slide – is that you guys are, in fact, successful. You've done a great job, you've really made a difference. For those of you that are here that are going into year six, your data is in there. For those of you that are here that want to go into year one, that's our expectation of you. We expect you to have great results by bringing your community together and doing environmental strategy. Without those results, Congress cannot, in good faith, continue to fund this program. Do we agree on that? That's not fair and appropriate. So as we talk about this request for applications today, I want you to see past the black and white that's on that page in front of you. I want you to have firmly in your mind as you write this, the problem that exists at your community level. I want you to bring your community together and I want to see kids at your table talking to you about how you make that kind of difference at your community level. I'm a 43 year old father of a 12 year old going on 25, okay? I don't understand his world, I don't pretend to understand his world. But my job is to help learn from him so I can help him navigate his world. The same thing for us as coalition leaders guys.

If our primary goal is to strengthen the community to reduce youth drug use, by God you've gotta have youth in the room. Okay? Let's go to the next slide. Let's talk about requirements. Pull out your RFA and go to page 13. Okay. The first thing I want to do is kinda walk you through how this Grant process works for you guys before we jump into it. We've got a pretty unique process for this that hopefully makes some good sense to you. The first thing that happens, you guys have to return your application to us by the 20<sup>th</sup> of March. All right? When you return that application to us, two things happen to it when it comes in the front door; it is reviewed to make sure that you have the appropriate page count, margins, type fact, you met the deadline. All those kind of administrative pieces are dealt with. The second thing that happens is CSAP and ONDCP staff sit down and we talk a look at your application to ensure that you meet the statutory eligibility for this program, and we're gonna describe in very minute detail in a just a moment what that eligibility is.

Once you clear that hurdle, your application then goes to three people just like you, somewhere else in the country who are doing Drug-Free Communities, Grant activity, mobilizing their community to reduce youth drug use, and they will read and score your Grant. Those three scores comes back to SAMHSA, they are averaged, and we start with the highest score and we fund down the list until we run out of money. Kind of transparent, huh? That is the way it works. So the natural question is, well where have you been running out of money lately? I've been with the program for three years now, and we traditionally run out of money somewhere in the 72 to 75-point range. So if you're looking to have a competitive application, then you need to be scoring in the upper 70's, 80's – I really want your score in the 90's. Okay? I want to see A students. Because A students, more than likely, hit the ground running and are turning out outcomes very quickly, which is beneficial to your community, it's beneficial to the overall evaluation program. All right? But that's the way the process works.

Now then, this is the point where we have the hard stop. You do not go to peer review if you do not meet the basic eligibility criteria of this Grant. You do not go to peer review if you do not

meeting the eligibility criteria that begins on page 13 of your RFA. It doesn't matter how great your application is, it does not matter how needy your community is, if you do not give us the ability to check these boxes for you, it doesn't matter how much we like you, love you and want more of you out there doing it, we cannot by law move your application forward. When Congress created Drug-Free, they said there are certain eligibility criteria that we, as the administrators of this program, are responsible for ensuring that you meet every year. What we've tried to do for you in this request for applications is demystify what that it. Because nothing drives me more crazy – well, actually there are some things that drive me more crazy, but it has to do with, again, my 12 year old son. Nothing professionally disappoints me more than not being able to move a Grant forward that's a really good application because somebody forgot to check a box.

We've told a lot of you that have been in these workshops before or that have been with us for the last several days, do not over think this process. We are trying to be as transparent as we know how; don't read more into this than there is. Relax, pay attention, and have someone double check your work before you send it to us. Okay? This eligibility criteria is critically important. And because it is that important, we have gone to the most micro-level detail that I could think of to tell you how to satisfy these concerns for us. So let's start on page 13 and let's talk about 12 sectors. For you to be funded, by the time you submit your application for this Grant on March 20<sup>th</sup>, you have to have at least one person representing those 12 sectors – and for those who are listening on the Internet right now – youth, parents, business, media, schools, organizations serving youth, law enforcement, religious and fraternal organizations, civic and volunteer groups, healthcare professionals, state and local government agencies and other organizations involved in reducing substance abuse. Hah. It's on page 13.

Now then, we also tell you, in very deliberate ways, because it says right here – eligibility requirements. If you look to the right, how to document. Okay? Now then, don't tell us that Jack Claypool, PhD, is your youth representative. Doogie Houser was a pretty funny show, but I'm pretty convinced that Neal Patrick Harris was not a 12-year old doctor. Okay? When we talk about youth, it has to be a youth 18 or under, and when we talk about these sectors – I'm gonna back up just one minute before I get down to talking about these individual sectors. If you are trying to create community level change, if you're trying to change norms, if you're trying to change behaviors and policies, if your school sector representative is the assistant teacher in your kindergarten class, does that individual have the ability to change school-based policies for you? Probably not. What we're looking for is for you to have the decision makers at your table – the police chiefs, the superintendents, the principal, the healthcare leaders. We want to see people who are organized to help change. And guys, this is a networking process – you are community mobilizers. When you bring a youth to the table, don't bring your own child and call it the youth. Okay? That's not realistic.

What youth organizations exist in your community? What youth groups are currently meeting? Are they in schools? Are they in churches? Who, at the youth level, as a youth, leads those youths? Bring that youth to the table. Because he or she is networking with other kids, because we're trying to exponentially expand your reach, right? If all you have is the ability to reach one kid in your community, are you changing attitudes, behaviors and norms? Probably not. So look for these sector representatives that have the ability to connect your with other people. This is

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networking, this is social marketing. We're trying to get you to spread those tentacles out. A lot of you come to us and say well wait a minute, I'm in a rural community. When you see, for example, media and you say I don't have a TV station, I don't have a radio station, I don't have daily newspaper. If you don't have those, tell us you don't have those and go find somebody who helps inform your community. It may be a church bulletin, it may be a weekly community newsletter, it may something coming out from the local YMCA, the rec facility. Find places where mass communications are going out that you can tap into to help spread your word, and then tell us that's why that person is your media rep.

If you've got radio, television and newspapers, go after them guys. If you don't, explain if you don't and tell us who those sector representatives are. We ask you to give us a table so that we can look down each of those sectors, match it with a name and an organization to make sure they're there. You may find this tough to believe, but several years ago when I first came to the program and we'd go out and visit some coalitions, we'd go talk to Chief Jamie Marshall, who are listed as a sector representative as the Police Chief and say hey, we're really appreciate you being part of the local Drug-Free Community coalition. Interestingly enough, occasionally the Chief would go, "What? What coalition?" So we had a problem with some folks putting down names that really weren't part of the coalition. Don't do that. We'll find you out. All right? One of the ways we do that is we ask you to get a memorandum of understanding from that individual representing that organization. And that actually does two things for us. Let's say, for example, you neglect to drop this grip, or part of it gets cut off, you lose something or forget to put something in there. So if we miss it in the grid we can then turn to those MOUs and see if they're there. So it gives you a safety valve.

Remember we said one sector not at the table means you can't go to peer review. Twelve sectors – all it takes is one of those not being there and we can't fund the application. So having an MOU from those sector representatives is actually very helpful to you and to us because it ensures you've got a safety valve. Second to that, people often ask us, "Well wait a minute, can I put more than one person down in each of those sectors?" Yes, you can. As a matter of fact, we expect your coalition to have more than one person from those sectors. And if you want to make sure you've got backups, add them to that sector. Janet, anything you want to add as a sector rep? All right. Let's go on to the next one. Turn the page over, to page 14. You have to have been together for at least six months as a coalition in order to apply for the grant. Year six folks, hopefully you don't have to worry about this so much. You still have to respond to it. One of the things we neglected to say, for those of you who are here applying for year one, our coalitions that have already had five years of DFC, they have to re-compete on the same playing field as you guys for this Grant. By law, we can give them no special credit, no special dispensations, they get no special excuses and they get no preferential treatment. You guys compete on an even playing field. Okay?

But for those of you coming in in year one, it's gonna be potentially maybe a little tougher for you to say, okay, we've been around for six months. We ask for two things to help us figure out whether or not you've been around for six months, and that is, we ask you for two sets of minutes. And those two sets of minutes, if you look on the right-hand side, big paragraph at the top – one set of minutes. Pay attention to this guys. One set of minutes between January and September of '08. September 20<sup>th</sup> of '08 is the six-month window cut-off, right? If your Grant's

due March 20<sup>th</sup>, you back up six months, that's September 20<sup>th</sup>. So we're asking for a set of minutes between January and September to see if you guys have actually been meeting. We ask then for a second set of minutes because the law then goes on to say that you are actively involved – in other words, things are still going on. So right below that, a second set of minutes must be between October 1 and the deadline of the application.

So we don't want to see that you had a couple meetings early in the year and say we're gonna go get a Grant and then you don't do anything else. We want to see that you're currently involved active and involved in meeting. A couple words about minutes. True story. We had an application that came in that their minutes reflected they were getting a pressure valve for the Water Treatment plant and a lawn mower for the City Park. If your primary purpose is to strengthen your community to reduce youth drug use, those minutes don't cut it, do they? Because remember, the peer reviewers – the people like you who are reading this Grant – they're gonna read your minutes. They're gonna use that in part of their ability to form an opinion about the overall capacity of your application to be successful. Sector representatives – we talked about 12 sectors. Boy, I sure hope to see those names a third time, and I hope they are listed at the top of your minutes as the people who were there in the room. That tells me those folks really are part of what's going on. Right?

Two sets of minutes. Not one. Two sets. One's older than six months, one's newer than six months. One proves you've been around for six months or longer, one proves that you're currently meeting. Two sets of minutes, guys. Anything else we're missing on that?

*Speaker 2:* Yes, if you'll look in the right hand column, what you need to make sure that your minutes reflect are actual coalition business and not a report out of the agencies that sat around the table. Jack gives an example a lot of times that there was an application that was submitted with like a water pipe as something they discussed. So make sure that your minutes, in fact, make sense and reflect the business of the coalition, and again, not an agency report-out and not completely irrelevant to what you're applying for.

*Speaker 1:* All right. Page 15. Must have at its principal mission the reduction of substance use among youth. Right? Don't overlook this. If your application comes in – remember somebody's looking at this to judge whether or not you are a drug prevention coalition – if your mission statement says the Gaylord National Harbor Prevention Coalition seeks to create a better society in National Harbor, Maryland, that's great. That's not drug prevention. Okay? As anal as it sounds, your mission statement has to prove to somebody who doesn't know you that your coalition's primary focus is to reduce youth substance use in your community. If your mission statement does not reflect that – if you could walk up to somebody in the mall, hand them your mission statement and they can't figure out that's what you're doing, you need to re-write your mission statement before you apply for this Grant. Okay? It's an easy one guys, don't miss that.

Requirement number four, you must have a strategic plan. So how do you do that? We actually ask you in section D – and we're gonna get to section D; Angela's gonna walk through it in detail after while. In section D, you're gonna tell us what your plan is. Requirement number five, you must demonstrate that you're an ongoing concern, and so we actually ask you – the grid next to it – how a coalition is eligible to receive a Grant – we'll explain some of that later. And

we then also ask to make sure that when you do the MOUs, fill it out, we differentiate between Grantee and coalition. So legal and responsible – all that good stuff is part of what Barbara’s gonna cover for us this afternoon. Sometimes when you guys are applying for Grants, you maybe a coalition, you may not have a 501-C3, which means you may need to find someone to be your Grantee – people that hold your money for you that can pass a Federal financial compliance review, so that the Federal Government can be sure that there’s somebody who has control over the money that has good policies and procedures. We’re gonna cover that in really deep detail as soon as we come back from lunch. All right.

Requirement six – the coalition must show that it has substantial financial support from non-Federal sources. For DFC, you are required to have a dollar for dollar match in years one or six. So if you’re competing for this Grant, you have to show that you have local match in non-Federal funds for DFC. We’ll give you a couple of caveats to this. That non-Federal match can be in-kind. I was at a coalition a couple weeks ago, downturn in their economy and their community, there was vacant office space. A local developer gave the coalition free office space. The fair market value of that free office space is an in-kind contribution to the coalition and counts as a match. Okay? If you are matching with money, you cannot match with other Federal funds. So if your coalition or community is receiving, for example, SPF – Strategic Prevention Framework State Incentive Grants, otherwise known as SPF Sig Grants. That’s Federal money – it doesn’t count. Your substance abuse prevention and treatment block Grant that goes to your state and then filters down to your community eventually – SAP block Grants. That does not count. If your coalition is serving and is part of a Native American population with representatives from the Bureau of Indian Affairs, the Indian Health Service, Dan, I may be missing something else on that. I think it’s those two, right?

*Speaker 3:* Those two.

*Speaker 1:* Then - pardon?

*Speaker 3:* Tribal government.

*Speaker 1:* Tribal government. Then you can, only in that situation with Native American groups, use other Federal dollars for your match – only for those groups. And we’re gonna cover that in detail after lunch today. Let’s rock on. Requirement seven – you can’t have more than \$125,000.00. If you list that you’re asking for \$125,000.01, your Grant doesn’t go to peer review. \$125,000.00 Grant. Don’t ask for more than \$125,000.00 from the government, because we can’t give you more than \$125,000.00. That’s an easy one. \$125,000.00 is your max. People are looking at me like, come on, nobody did that. Yes, people have done that. True story. We had an application that came in two years ago that had 560-some pages to the application. Before you go, “Oh my God, we have to have a 500-page Grant?” That Grant didn’t go to peer review because they didn’t have the 12 sectors. All right? Brevity is next to Godliness with regard to this application guys. Don’t over think it. We already said it.

Two coalitions can’t serve the same zip code. A lot of you guys work near another DFC coalition or in collaboration with. The way that the Federal Government looks at you guys to determine whether or not there is overlap, because we cannot fund two groups at the same place

doing the same stuff unless you guys prove to us you're working together, that you're playing nice in the sandbox. The way we do that is we ask you to give us a list of zip codes, of every zip code your coalition seeks to serve. If you are the least bit worried that there's somebody near you who may overlap in one of those zip codes that's another DFC and you can go onto the DFC website and see where we have other coalitions that are in area, reach out to them. Hopefully you're already working with them. But make sure you have a letter from them and they from you that says hey, we know we're together, we either aren't overlapping because we sub-divide that zip code, and here's the street dividing line, or yeah, we know we overlap in that area and we promise to work together. If you can show us that in that overlap you're working together, it's not a problem.

As we told folks yesterday, we actually have to get down to a Geo map at the street level with this zip codes if there's a conflict. So don't let there be a conflict. All right? That's a really bad reason for you not to be able to go to peer review. So make sure you're working collaboratively. Philosophically, we expect you to. We don't want to see coalitions and we don't want to fund coalitions that go, mine, mine, mine. All right? That the goal here is saving kids' lives, not having money. The money is the vehicle to save kids' lives and we expect you to work together. So show that to us. All right? We're good on that. Okay.

Where was I before I started preaching about money? Sorry about that. Requirement nine – you have to be one Grant, so you have to promise the Government signed in blood – we'll send out Federal agents after you if you fail to do it – that you're only getting one Grant and that you have not received more than ten years of funding. Requirement number ten. I ran through those really quick. What did I miss? I think I'm doin' okay. If we're going too fast, go, "Jack, whoa, slow down!"

*Speaker 3:* Jack, we have a lot of questions so if you need at any point to start answering questions –

*Speaker 1:* We have questions, so if you'd like to breathe at some point this morning, we can actually stop and do some questions. Why don't we do some questions and we'll talk about some year 11 issues, so hopefully it doesn't impact anyone. And we can go on from there. So if somebody will start their questions, I'll then pick up the stack that's for me. Dan Fletcher, you want to go first? Okay, go ahead. I'll tell you what – do we have these mics fired up? I'll tell you what, I'll start right here then. We'll do these cold.

For the past two years, our coalition has been implementing the Strategic Prevention Framework model, but our coalition members are youth and only a few adults. Can you use the minutes from our youth coalition, then expand to include other sectors for the second set of minutes required? You have to show that the coalition, as it intends to exist for this Grant, has existed for at least six months. So you can't morph one coalition to another within that six month window. Second to that, if it is the same coalition, but you're still having to recruit a few more people to the table, the deadline to have people to the table is March 20<sup>th</sup>. So you don't have to have all 12 sectors at September 20<sup>th</sup> – the beginning of that six-month timeframe. But they've gotta be there by March 20<sup>th</sup> when you apply for the Grant. It is better for you, in terms of the efficacy of getting off the launch pad well, and in terms of potential peer review of your application that you

can show those folks have been working together for longer than just since March 20<sup>th</sup>. Okay? You got one up there or do you want me to keep going?

*Speaker 4:* You need to answer this one.

*Speaker 1:* I need to answer that one. I'll do that in just a second. For coalitions going into year six, do you expect a shift in focus or a continuation of strategies and coalition-building from previous years? Year six guys, this is not a report-out of what you did for the last five years. If you turn to attachment 14 and you look at the score sheet, you get no credit for telling us anything you did for the last five years. All right? This request for applications and your response to it is basically your promissory note to the Federal Government – here is what I intend to do for the next five years. And you are scored on how effective are you at describing for the peer reviewers what you're gonna do for the next five years and what impact you think those do-outs will have at the community level. All right? If there are shifts in policy or direction, those don't impact your funding. We'll guide you through those in terms of training and technical assistance at the Grant level. So don't try and figure out, okay – there's a new President, new Administration, maybe they're gonna go over here. So I'm gonna write for something over here. Don't do that. Write to answer the questions asked and respond to the score sheet that we give you. That's the way you get funded. Okay? Don't try and out think this.

Let's see. If you were funded for five years, or even if you were funded for one or two years and you've had a lapse, you were out of the program for a period of time. If you had five full years of funding – let's start with that – if you completed a cycle and you took a year or two off and you're coming back and competing this year, you're in the right place because you do have to compete. You're competing for what we call a year six Grant, which gives you another five-year cycle. If you've had a Grant, something happened and you had to resign your Grant inside a five-year cycle – so let's say you had a Grant for two years – something happened, the coalition leader left, the coalition board fell apart, you were no longer eligible to receive the Grant so you had to come out of the program for a period of time. If you had two years of DFC funding, you now have to re-compete. But you're re-competing to come in at year three. So you'll have years three, four and five, and then you're gonna have to re-compete again.

The really bad thing is if you dropped out in year four, you're gonna have to re-compete this year for year five and re-compete next year for year six. Sorry. Those are the rules. Okay? Do you guys have other questions up there? Go ahead while I thumb through these.

*Speaker 5:* Yeah. Do we have other questions?

*Speaker 1:* Otherwise I'm doing these cold. Okay.

*Speaker 6:* I'm gonna answer some sort of open-ended generic questions, and one thing I want to say about the questions is that if you ask us something incredibly specific that the answer is only going to be for you, it may not get answered in this forum. So if you have a real specific – such as in my hometown – you may want to find us in-between. We're also not going to answer questions that aren't specific to the RFA. So just remember that, okay – when you're asking. It's not that we don't want to answer your questions, it's just there are like a bazillion of you in here, so you

might want to snag us in between these breaks. So anyway, somebody asked how do we determine peer reviewers, and we won't really say a whole lot about this throughout the day. So understand that we do have a process for folks to become a peer reviewer, and we have certain criteria for that, which I won't go into. You can certainly come up and ask us that, but we do have peer reviewers that are selected. Your application will be scored by three people, who are just like you. And the great thing about somebody asking this question is that what we would like to remind you is that you are writing for people who are like you. You are not writing for some academic or researcher, you are writing for people who are coalition professionals and leaders in this field.

They don't like fluff and they don't like not being able to find the information easily. So my recommendation is that you follow that RFA to a tee, the way it is laid out, so that people can find information. And again, write for your audience – which is people like you. Someone has asked how many substances do we need to address. The RFA states that it's multiple drugs. So that means at least more than one. And someone else has asked the question, alcohol tends to be the biggest problem in my community. Well, that's just one. We ask that you address multiple drugs. They do not have to be alcohol, tobacco and marijuana only, but those are the things for which you have to provide us data. So make sure that you refer to the RFA about multiple substances.

Do all sector representatives have to be present at all meetings? No. And that's about all I can say about that. That's just not possible for everybody. And I'm gonna go ahead and get this question out of the way, because if I don't go, we're gonna get it 14 times. Twelve point font, Times New Roman in everything but tables. In tables you can use 10-point font. I'll say that again. Tables, 10-point font; everything else, 12-point font, Times New Roman.

Another general question that's a little bit out of the way but while folks are sorting these really quickly, we're gonna get asked this too, and people often will call us and want their information about their old application or they will want old applications that are successful. My recommendation, particularly for those of you who are in year six, do not look at your old application from year one. The RFA is completely different and you may actually confuse what it is you have to answer now and what you answered five years ago. You can FOIA – you can do a Freedom of Information Act request on these old applications; however, we will not be able to get them to you in time for you to read them and respond to this RFA. The thing is, the RFA changes every year. So respond to this one. And again, it's all there for you so just read it and do your best.

*Speaker 6:* Good morning. I was saying the other day that one of the challenges this morning would be to keep up with your questions, and you've proven us correct.

*Speaker 1:* Please write more slowly.

*Speaker 6:* But keep those questions coming. I think one of the things that we do is Jack has a website where many questions are consolidated and put on the website. So if we can't get to them all today, and I think we'll make every effort to get to those germane to the discussion, then you can go there. Here's one question; if a PRC – a Prevention Regional Center – received DFC funding

for three counties, one of the counties is applying for years six through ten, are the other two counties ineligible? I would simply refer you to some of the discussion about having separate coalitions and that one Grantee agency – the agency that gets the Grant – cannot have more than one coalition. And so the question would become, in those other counties, are there other coalitions that can be stood up and can apply. So there could be different coalitions applying from the different counties. So that would be my response to that.

Can persons who collaborate but are not able to attend meetings, or two, sign memorandum of understanding be listed as coalition members in the collaborations table – meaning as a sector? Well, if they're not coming to your meetings and if they're not signing an MOU, given that everybody needs an MOU, then I think that the answer is that would not be your best bet for a collaborator for the 12 sectors.

*Speaker 1:* And let me clarify – or add on to, not clarify, because there's about five questions I just looked at that are very similar to that. The person or persons that you list in that grid on the right hand side of page 13 that we referenced about the 12 sectors, those names have to have a signed MOU in the application. The people whose names appear in the grid have to be the same people who signed the MOUs in the application. Remember, we're using those MOUs as the check and balance against that grid. Now then, that may be your police chief, for you law enforcement sector and he or she may not come to all your meetings and Sergeant whomever may be the person listed in the minutes. That's perfectly okay. We are not judging your eligibility based on the minutes. Your eligibility is judged – the grid, the MOUs – they match, and they clear every one of the 12 sectors.

*Speaker 6:* Jack, chime in on this one as well. Let me just take a crack at it because they're all sector-related. What if all sectors were not represented prior to the application. We currently have eight of the twelve sectors. Well, as Jack just said, you must have at the time of submission a listing of 12 sectors with signed MOUs from those sectors. Do you want to add anything to that?

*Speaker 1:* I was checking boxes. I'm sorry.

*Speaker 6:* Very good. What if all the sectors were not represented prior to the application. We currently have eight of twelve.

*Speaker 1:* The sectors have to be there on March 20<sup>th</sup> when that application lands at 1 Cherry Road at SAMHSA's headquarters. If you do not have 12 sector representatives and 12 signed MOUs, you do not qualify for a DFC Grant.

*Speaker 6:* Can our board member from the National Guard fulfill the Civic sector representative? If not, where would they fit?

*Speaker 1:* Guys, we're pretty open on this. There's a lot of discussion in the RFA. Use commons sense. If you're worried that the person doesn't look right for that sector – let's go back to the media example I gave earlier. If you put Jack Claypool, Church Communications Director for media, put in there and in the MOU what Jack's gonna do. The congregation of 300 people, does the weekly newsletter, is gonna be adding drug facts every week to go out to parents. Describe it.

The other thing that comes up with that is how recent do your MOUs have to be. If you're turning in MOUs that are written on parchment paper, chances are we're gonna think that maybe you're not giving us current stuff. So I would suggest – it's a good rule of thumb that they be relatively current. To me, that means hopefully sometime from January 1, 2008 until you turn this in on March 20<sup>th</sup> of 2009. I think that's reasonable, I think it's appropriate for you to touch base with these sector guys at least once a year and update those. Because you're gonna have to make sure these guys stay current with you. Dan?

*Speaker 6:* You may have just answered this – I'm not sure. Eligibility requirements – but since it's kind of a blanket response – please clarify sector representatives. The RFA does not say sector representatives have to be active for six months. But the PowerPoint does. RFA states state and local people with expertise need to be involved, but the PowerPoint doesn't.

*Speaker 1:* As we have said repeatedly, the RFA is the judge. The PowerPoint is your adjunct learning tool. Don't over think what's in the RFA. Look in the grid, put in the names, their organizations, make sure you've got the 12 boxes checked and get those back in. A couple of questions about minutes. Do the minutes – can they have been from July of 2008 is the specific question. Yes. Two sets of minutes – one from January to September of 2008, one from September 2008 to March 2009. Two sets of minutes. Please. How many of you guys were with us yesterday for peer reviewer training? Raise your hand. These guys heard us say that your minutes are one of the best resources for a peer reviewer to get an insight into what's happening in your community. Let those minutes reflect that you're making meaningful plans and decisions about the youth substance use problem, that you're looking to recruit more people in the process. Be real.

If your minutes aren't doing that, then let's sit down and work with you and help you build a stronger coalition. Okay? I think we're at about 9:30 a.m. Let's take a stop on questions. Let me ask you to do this, because we're about to bring up Angela and talk about the strategic prevention framework and talk about sections A through E or F actually. How about doing me a favor? Everybody stand up. Stand up – come on. This is gonna be a long day guys. Stretch out, get relaxed, come on, move around. Okay? We having fun so far? Are we having fun so far? Is this not the most fun you've ever had at a Grant-writing workshop? Yea!! All right guys, clap your hands – let's hear it, let's hear it, let's hear it. Come on!

*[End of Audio]*