



## Massachusetts SADD Minigrant Program 2009-2010

The goal of the Massachusetts SADD Minigrant Program is to raise awareness about seat belt use, distracted driving, and underage drinking to create sustainable youth and adult behavior change to reduce the risks associated with these issues.

The Minigrant Program awards schools and communities with up to \$600 to incorporate these key prevention principles into an evidence-based prevention framework to address the program's core issues:

- Policy
- Enforcement
- Education
- Collaboration
- Communication

The programming efforts that your group implements must incorporate **at least three** of the key *prevention principles* mentioned above: policy, enforcement, education, collaboration, and communication. All groups must incorporate **communication/media** outreach strategies as part of their programming and may choose two other prevention principles in addition. These prevention principles are crucial to creating effective programming and sustaining behavior change. Upon selection, suggestions of how to integrate these strategies into programming will be further explored in future communications.

While we recognize and support the initiatives in which you are already engaged, MA SADD encourages your chapter to always be thinking about new and creative ways to accomplish your goals. The Minigrant Program is designed to help you do just this and we are committed to helping you think through new strategies and ideas that address the focus area you select.

### Focus Area Overview

Minigrant recipients must use funds to focus on one of the following areas. **Monies cannot be used for projects or programming that fall outside of these areas.** Specific requirements for each campaign (including allowable and non-allowable expenditures) will be provided upon selection.

### **Seat Belt Campaign**

Belt usage is still a major concern in Massachusetts. Chapters will have the option to use their minigrant funds to focus on increasing belt rates at their school and in their community. "Belt It Out!" – the statewide safety belt contest sponsored by Massachusetts SADD and MADD Massachusetts – is an excellent way to address this important issue!

### **Distracted Driving Campaign**

Distracted driving (including texting while driving, driving while drowsy, and speeding) is becoming more prevalent among both youth and adults. Chapters will have the option to use their minigrant funds to promote a distracted driving campaign in their school and community.

### **Underage Drinking and Impaired Driving Campaign**

Underage drinking is an issue that affects not only youth but also parents, community leaders, and school officials. Chapters will be required to use a portion of their minigrant funds to purchase and utilize a useful program kit developed by SADD that will help their school create a communitywide campaign engaging youth, parents, and school administrators to reduce underage drinking in their community. Remaining funds may be used to support this initiative or other programming activities that aim to prevent underage drinking and impaired driving.

This Massachusetts SADD program is funded by the Massachusetts Executive Office of Public Safety and Security.

**Safety belts save lives – please remember to buckle up!**

## Application Process

1. Review the three minigrant focus areas/campaigns. Select an appropriate focus area/campaign based on your community's needs. A "community" can be your school, the town in which you live, or several neighboring towns.
2. Complete the corresponding application materials.
3. Mail, fax, or e-mail the completed application to Massachusetts SADD.

Massachusetts SADD  
Attn: Emily Socha  
255 Main Street  
Marlborough, MA 01752  
Fax: (508) 481-5759  
**E-mail:** [masadd@sadd.org](mailto:masadd@sadd.org)

4. You will hear back from us within approximately 2-3 weeks of our receiving the completed application.

## Training Information

There will be one **required** training, with a list of possible options offered to fulfill this requirement. More details will be given upon acceptance to the minigrant program.

## Contact Information

Julie Nussbaum, Massachusetts Youth Program Director  
Phone: 508-481-3568 ext. 230  
E-mail: [jnussbaum@sadd.org](mailto:jnussbaum@sadd.org)

Emily Socha, Youth Program Assistant  
Phone: 508-481-3568 ext. 239  
E-mail: [esocha@sadd.org](mailto:esocha@sadd.org)

## MA SADD Minigrant Application

### School Information

School/Community Group Name:

Mailing Address (No P.O. Boxes):

City/Town, ZIP:

### Contact Information

Name of Adult Advisor:

Title:

Telephone:

Fax:

E-Mail (required):

Are you the SADD advisor? (Please circle.) Yes No

If not, who is the SADD advisor and/or would you like additional people to be copied on minigrant correspondence?

(Name and E-Mail Address)

(Name and E-Mail Address)

### Additional Options

Would you like to be in a directory of participating schools (to contact each other)? Yes No

Would you like to serve as a media contact if an opportunity arises? Yes No

### School Profile

What is your school population?

What grade levels do you serve?

Please indicate which best describes your school. Rural Suburban Urban

### Grant Information

Number of Youth to Be Involved in Grant Activities:

Previous MA SADD Minigrant Participant? Yes No

If yes, what year(s)?

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## Plan Narrative

I. Please indicate the minigrant option you are applying for.

- Seat Belt Campaign
- Distracted Driving Campaign
- Underage Drinking and Impaired Driving Campaign

2. Describe the specific issue(s) in your community that you plan to address with this grant and why you chose this option. Please also describe the desired outcome(s) from participating in this grant.

3. Briefly explain the initial programming ideas that your chapter has developed to creatively address the focus area/campaign you have selected. (Please keep in mind that there are requirements that all participating schools will need comply with in order to spend minigrant funds. Upon selection we will work closely with you to utilize these funds in the best way.)

4. THIS QUESTION MUST BE ANSWERED BY A YOUTH:

Why do you want to participate in this program, and what are you hoping to accomplish?