**Reinvent the Reel. Finish Smoking on Screen.**

**Project Work Plan and Budget**

**Insert Your Organization’s Name Here**

**Project Period: January 15 – July 30, 2018**

*Work Plan Instructions: Use this work plan template to describe your plans for your three required activities. You will also indicate your agreement to carry out other grant activities listed in this document. The budget template and instructions are located on page 3 of this document.*

*To fill out the work plan template:*

1. *Fill in all information highlighted in yellow. Delete the highlighted text and type your information directly into the document.*
2. *Save your combined work plan and budget as one document your computer. You will be prompted to upload this document into the online application. You may delete this instruction section in your final document.*

**Name, Title and Organization of Project Lead: *Insert your information here***

**Project Goals:** The goals of the grant program are to:

1. Raise public awareness of the issue of smoking in the movies and popular culture; and
2. Advocate for entertainment media companies to assign an R-rating for movies with smoking by June 1, 2018.

**These goals will be achieved through the following activities:**

| **Required Activity 1: Education and Training:** By February 28, 2018, a) educate at least 150 youth and young adults (ages 15-24) on the issue of smoking in the movies, TV, streaming content and video games; and b) train the youth and young adults to become Finishers and engage in smoke-free movies and popular culture campaign activities. The youth and young adults must also enlist as a Finisher on [www.thetruth.com](http://www.thetruth.com). | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Steps to Accomplish Activity** | **Staff Responsible** | **Timeline (in months)** | | | | | | |
| **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| * *List the steps you will take to accomplish the activity. Fill out staff responsible and timeline.* |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| * *Add more steps as needed by adding rows to the chart.* |  |  |  |  |  |  |  |  |
| Narrative description: *Describe your activity and how you will implement it.* | | | | | | | | |

| **Required Activity 2:** **Campaign Kick-Off**: Host a fun event that will allow you to recruit, educate, and begin taking action. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Steps to Accomplish Activity** | **Staff Responsible** | **Timeline (in months)** | | | | | | |
| **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| * *List the steps you will take to accomplish the activity. Fill out staff responsible and timeline.* |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| * *Add more steps as needed by adding rows to the chart.* |  |  |  |  |  |  |  |  |
| Narrative description: Describe your activity and how you will implement it | | | | | | | | |

| **Required Activity 3:** **Public Event or Action**: Hold a public event or action to educate the community and call local/regional media attention to the issue. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Steps to Accomplish Activity** | **Staff Responsible** | **Timeline (in months)** | | | | | | |
| **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** |
| * *List the steps you will take to accomplish the activity. Fill out staff responsible and timeline.* |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| * *Add more steps as needed by adding rows to the chart.* |  |  |  |  |  |  |  |  |
| Narrative description: Describe your activity and how you will implement it. | | | | | | | | |

In addition to the activities described above, you must agree to carry out the following activities. Please indicate your agreement by clicking on each box to insert an “x”:

By January 26, 2018, identify at least two at least two youth (ages 15-24) who will serve as Lead Finishers. The Lead Finishers will organize events and conduct peer training on the issue of smoking in the movies and popular culture.

Both Lead Finishers must attend a “train the trainer” session (via online platform) conducted by **truth**. **truth** will provide training materials for Lead Finishers to use with local youth and youth adults.

Participate in Trinity Health’s Week of Action, during the week prior to the 2018 Academy Awards (February 25 – March 4, 2018). Information will be provided about this event which includes a letter-writing campaign to movie studios. Details on the 2017 Week of Action can be found here: <https://smokefreemovies.ucsf.edu/blog/trinity-health-generates-and-inspires-4700-messages-hollywood-supporting-r-rating>

Participate in at least one **truth** online action regarding smoking in movies, TV, streaming content or video games. Truth Initiative will provide instructions and a link to the action when available.

Participate in an action to be organized by **truth**, such as a rally at a media company’s shareholders meeting. **This activity will be organized by truth and funded by Truth Initiative and Trinity Health, not with grant funds**. You do **not** need to include expenses for this activity in your budget request. You agree that at least two Finishers will participate in the event or action. Details will be provided when available.

If your organization is served by a Trinity Health hospital or facility, you must meet with their team to explore opportunities for local collaboration on the issue.

One Lead Finisher must represent your organization on bi-monthly report out calls led by Truth Initiative.

The project lead or designated adult staff are encouraged to participate in the monthly Smokefree Movies partner coalition calls hosted by [Smokefree Movies](https://smokefreemovies.ucsf.edu/policy-solutions).

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**Sample Budget and Instructions**

*Budget Instructions: Create your budget according to the example below. Your budget should be saved on your computer as part of the same document as your work plan and uploaded to your online application when prompted.*

*Applicants may request up to $2,500 for the grant project period (January 15 – July 30, 2018). The budget must provide a line item explanation and justification for all expenses. Allowable expenses are listed below. Use these categories to organize your budget:*

1. *Educational and Promotional Items (tobacco-prevention fact sheets, stress balls, socks, fidget spinners, hacky sacks, etc.)*
2. *Meeting and Event Expenses (room rental, AV rental, food, etc.)*
3. *Printing (design and printing of posters, signs, etc.)*
4. *Photocopying (flyers, materials, etc.)*
5. *Supplies (poster board, markers, etc.)*
6. *Travel (transportation, hotel, etc.)*
7. *Consultant or Contractor Expenses (stipends, graphic designers, etc.)*
8. *Other (expenses related to social media and communications, etc.)*

*Unallowable project-related costs include:*

* *Indirect costs*
* *Nicotine replacement therapy*
* *Capital expenditures*
* *Equipment expenses (such as computers, film equipment, etc.)*

*Ensure that each expense directly and clearly relates to an activity included in your work plan. The budget must be cost-effective and appropriate to the scope and nature of the project. Provide detail regarding each expense. Items must be broken down by per unit cost wherever possible. For example, if proposing funds for personnel, provide the name of position, base salary, amount of time devoted to the project, and total amount of funds requested in the grant.*

**Sample Grant Budget Request**

*(Insert the name of your organization)*

Project Dates: January 15, 2018 – July 30, 2018

1. **Educational and Promotional Materials Total: $0**

1. **Meeting and Event Expenses Total: $1,700**

Campaign kick-off event for approximately 100 people:

* Room rental = $200
* Food - $5/person x 100 people = $500
* Supplies and decorations - $100

Two trainings for 150 youth Finishers:

* Room rental - $50/event x 2 events = $100
* Food - $5/person x 80 people x 2 events = $800

1. **Printing Total: $400**

Posters for campaign events:

* Printing of posters– Approximately $10/poster x 40 posters = $400

1. **Photocopying Total: $225**

Photocopying materials for campaign events @ approximately $.07/page

1. **Supplies Total: $175**

Supplies such as poster board, paint, paper and markers for campaign materials

1. **Travel Total: $0**
2. **Consultant or Contractor Expenses Total: $0**
3. **Other Total: $0**

**Grand Total: $2,500**