

**NEW MEXICO  
DEPARTMENT OF  
HEALTH**

Division of Policy and Performance  
Office of Health Equity

Teen Pregnancy Prevention Video Contest  
Announcement

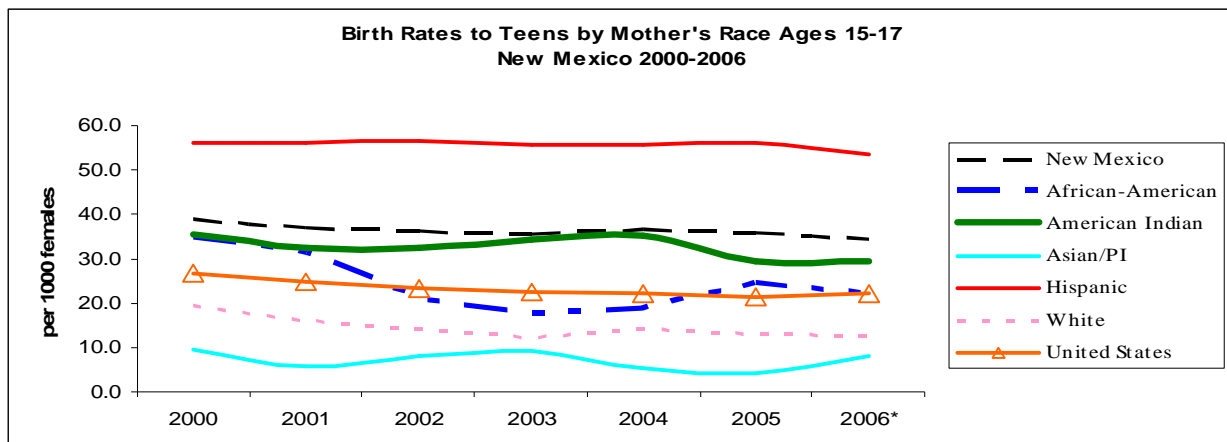
The Division of Policy and Performance (DPP) has a key role in reducing health disparities in minority populations. The objective of the DPP-Minority Health Project is to raise awareness of and increase the capacity of the state and community-based organizations to improve health outcomes in minority populations. A grant from the US Health and Human Services Department's Office of Minority Health (OMH) allows DPP to fund activities that further these objectives.

Towards this end, the DPP announces a request for applications to create a teen pregnancy prevention video. This strategy also aligns with one of the objectives of the New Mexico Department of Health's Strategic Plan 2009 - to reduce teen pregnancy through innovative approaches.

DPP will provide up to four mini-grant awards of up to \$5,000 to support youth to produce teen pregnancy prevention videos.

Eligible applicants include youth from mid-schools and high schools, tribal or BIE schools, and youth-serving community-based organizations interested in reducing teen pregnancy.

According to the New Mexico Department of Health's Racial and Ethnic Health Disparities Report Card 2007, New Mexico's teen pregnancy rate is more than 60% higher than the national rate. Hispanic teens continue to have the highest rates and show the least decrease over time both in New Mexico and the nation.



Up to Four Awards of no more than \$5,000 each will be made available to fund the development of four teen pregnancy prevention videos that will increase knowledge and awareness of the issues related to teen pregnancy and will affect a change in the attitudes of the teenage youth and reduce teen pregnancies.

### Video Requirements

- Video must be developed by teams of youth with input from the community or student body.
- Project teams must include at least one adult coordinator.
- Project teams must include or collaborate with entities/individuals that can support the development of a successful video (i.e. video departments, health programs/staff, media arts, school-based health centers, counseling departments, teen parenting programs, community colleges, and/or youth-serving organizations).
- Video must target high school aged youth. (Preference will be given to projects that target Hispanic and Native American youth.)
- Video should not be any longer than 10 minutes in length.
- Video content must align to the New Mexico Health Education Content Standards with Benchmarks and Performance Standards (6.30.2.19 NMAC). The adolescent age-appropriate Standards are listed below but for more information on the Benchmarks and Standards go to: [www.ped.state.nm.us/standards/documents/HE%20Standards.pdf](http://www.ped.state.nm.us/standards/documents/HE%20Standards.pdf)

### **Health Education Standards (with out Benchmarks and Performance Standards) Standard 1-7**

1. Students will comprehend concepts related to health promotion and disease prevention.
2. Students will demonstrate the ability to access valid health information and health-promoting products and services.
3. Students will demonstrate the ability to practice health-enhancing behaviors and reduce health risks.
4. Students will analyze the influence of culture, media, technology, and other factors on health.
5. Students will demonstrate the ability to use interpersonal communication skills to enhance health.
6. Students will demonstrate the ability to use goal-setting and decision-making skills to enhance health.
7. Students will demonstrate the ability to advocate for personal, family, peer, and community health.

- Video content must be medically accurate and evidence-based.
- Video content should be comprehensive, drawing on the five recommended prevention strategies to address teen pregnancy:
  - **Comprehensive sex education** that teaches about abstinence as the best method for avoiding STDs and unintended pregnancy, but also teaches about contraceptive methods including condom use. It teaches interpersonal and communication skills and helps young people explore their own values, goals, and options, to make responsible decisions about their sexuality and reproductive health.

- **Family Planning Services** offering access to confidential reproductive health services without barriers (transportation, access to insurance, lack of awareness of their rights).
- **Service learning programs** that include community based volunteer service and curriculum-based discussions and activities, designed to promote healthy behavior for successful achievement in school and attainment of life-long goals. The volunteer service helps teens to take on adult roles, build personal responsibility and acquire valuable life skills.
- **Male involvement programs** for prevention efforts that specifically target boys and young men. Effective programs for boys include programs with community service or other out-of-school activities with a cultural component.
- **Adult-teen communication programs** to give adult information and skills to communicate effectively with young people about reducing risky behavior. Parents influence teen decisions about sex more than their friends, the media, or their siblings. Open, honest conversation makes it easier for teens to postpone sexual activity and avoid teen pregnancy.
- Project teams will provide a video script to the Department of Health's review team for approval before production can begin.
- Final videos and a two page report describing the video development process, the participants, and the key lessons identified through the process will be due to the DPP by April 3, 2009.

Eligible Applicants Include:

- Mid- and high schools
- School-based health centers
- Tribal or Bureau of Indian Education (BIE) schools
- Youth-serving and supporting community-based organizations
- Local health organizations, coalitions, or health councils

Amount of Funding Available: Up to \$5,000.00 each for up to four awardees.

Terms of Support: Projects are supported for the months of October 2008-April 2009.

Application deadline: Proposals are due on or before September 22, 2008 by at 4:30 p.m. Applicants can submit applications via email to [LouAnn.Sanchez@state.nm.us](mailto:LouAnn.Sanchez@state.nm.us) or via fax at (505) 827-2530 of the Division of Policy and Performance. Please make sure you receive a confirmation receipt for your proposal from the Department of Health.

Review Process and Awards: From the proposals received, up to four awardees will be selected to write and produce a teen pregnancy prevention video. Applicants can request up to \$5,000, the amount should be based on the cost of production, editing, materials, etc. of the video. Proposals will be reviewed and selected by a state review team.

All applicants will be notified via mail of the review team's final decisions by October 3, 2008. Successful applicants will be awarded direct purchase orders by October 8, 2008 that will outline specific deliverables, deadlines, and payment schedules in accordance with the proposal.

The video should be completed and provided to DOH by April 3, 2009. Videos which have received an award of funds under this Grant shall become the sole property of the New Mexico Department of Health and the producing entity, each shall have the rights to reproduce, disseminate or show their video.

After April 3, 2009, the DOH intends to show all of the completed videos to audiences of youth. At these events, the youth will judge the videos and a winning video will be chosen.

Application Instructions: Applicants must submit the application on the following page by the deadline in order to be considered for the funding.

Questions should be directed to Paul V. Romero, Director, Office of Health Equity  
Phone: 505-827-2056  
Email: [Paul.Romero1@state.nm.us](mailto:Paul.Romero1@state.nm.us).

## Application Page:

Name of Organization/School: \_\_\_\_\_

Name of Project Coordinator: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_

County: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone \_\_\_\_\_ Email: \_\_\_\_\_

Please provide your state vendor ID: \_\_\_\_\_ or complete the attached vendor form and return with completed application.

Non-Profits need to provide a photocopy of an IRS letter that verifies your organization tax-exempt status 501 (c) 3 Certified

### I. Organization Information/Background (10 points total)

200 words max

- For schools: briefly describe your school composition (i.e. demographics of the student population, number of students by grade, socioeconomic status, drop out rates)
- For community-based organizations: briefly describe your organization, the community you serve and type of services provided.

### II. Project Narrative (65 Points total)

1000 words max

- Needs Assessment (12 points)
  - Describe the extent of teen pregnancy in your school or community.
  - Describe the impact teen pregnancy has on your school or community and the ramification on lives of teen parents.
- Program Goals and Objectives (35 points)
  - Describe the idea for the video (content, message, target population, and how these will be conveyed),
  - Describe the make up of the project team and their roles and expertise,
  - Describe partnerships with others who will support the project,
  - Describe how the team has the expertise and tools to successfully complete the project, and
  - Describe the timeline and deliverables for project activities.
- Evaluation (18 points)
  - Describe the methodology that will be used to demonstrate your project was successful. (i.e. how will the team assure a quality film is produced, how will you demonstrate key lessons)
  - Describe how you will collect the information needed in your final report.

### II. Budget (5 points total)

- Please provide the estimated budget for this project and a budget justification that includes indirect and matching funds (if any).