

NICDTF HEALTH PROMOTION FUND 2008
Information Sheet

The Fund

The primary objective of the Health Promotion Fund as stated in the 2001 NICDTF strategic plan is to facilitate the production of culturally relevant and sustainable resources and materials regarding problems related to drug use.

Secondary objectives are to encourage interagency responses to health promotion / harm reduction and to ensure that messages around health are as locally relevant and as widely accessible as possible. For example, using local role models in youth targeted messages (local relevance); providing resource materials to audiences of different languages, or through varied media such as print, audio and on-line (widened accessibility).

The Health Promotion Fund is in the region of €40,000, for disbursement to projects/groups to take initiatives that meet these objectives. It is planned that a number of initiatives will be supported over the year, each costing between €5,000 and €15,000. However, funding for larger amounts will be considered for initiatives that address an important need¹.

In 2008, NICDTF has indicated that applications under the Health Promotion Fund can be prioritised to address identified issues related to the NICDTF strategy. These priority issues are:

- Crack cocaine
- Prescribed drugs
- Rehabilitation tools for alcohol and cocaine
- Innovative harm reduction measures (including educating the wider community)
- Accessibility of information on services available (esp. to minority / marginalised communities)

Cutting across all these issues is the need to work from a strong evidence base. NICDTF will support applicants in this regard, if requested.

Please note that the prioritising of certain areas does not mean that applications under other headings will not be considered.

Eligibility Criteria

To be considered for the fund the proposed project must meet the following criteria –

- Project activity must be clearly targeted at people living or working in the NICDTF area. This includes, but is not limited to: parents, youth,

¹ The onus is on the applicant to substantiate clearly the importance of the need.

older people, drug users, Travellers, homeless, new communities and other vulnerable groups within the local community.

- Project activity must involve the creation and production of a health promotion / harm reduction resource that is accessible to the target audience. For example – CDs, DVDs, posters, adverts in public spaces, postcards, pamphlets, educational resources and creative media such as drama and short films, etc.
- Project activity must relate to an aspect of drug (mis)use (including both licit and illicit drugs). Alcohol and tobacco may only be included in a poly-drug context, not as topics on their own.
- Project activity should genuinely involve the target group (where possible), e.g. through consultation, through active involvement in the creation of the resource, etc.
- The proposed project must address an identified local need that is not already being provided by another agency or project, or deal innovatively with a need that is complementary to the work of existing projects.
- Project promoter must demonstrate the capacity to plan, manage and evaluate the project and have experience in reporting.
- Project should show clear evidence of sustainability (i.e. projects should show how they can be of long-term benefit to the local community / how the project can be maintained beyond the initial investment)

In addition to the core criteria above, projects that meet the following will receive additional points in the marking schedule:

- Work from a solid interagency perspective. Please note that this does NOT mean that groups need to make joint applications. Rather, it means that it needs to be clear from the application that the applicant has consulted with other agencies that will be relevant to the delivery of the project. For example, suppose Project Y intends to create a resource on prescription drugs for distribution through other local agencies. It will need to be clear that the other agencies have been consulted and are supportive of this.
- Demonstrate accessibility to as wide a portion of the target group as possible. For example, this could include:
 - Creating resources which apply across a number of languages / populations
 - Creating resources in multiple formats (e.g. web-based, audio based, print based)
- Messages that are likely to promote discussion and a debate around issues will be considered favourably. As a guideline for the resources targeted at the general community projects should not promote drug-use or complete abstinence² as the sole message of the resource.

² There may be exceptions to this where a strong case can be made or the resource is targeted at those who have chosen drug abstinence as a rehabilitative option.

Marking Schedule

All proposals will be evaluated according the following criteria.

	points
Involvement of target group in creation of the resource	15
Ability of the project to reach target group effectively	15
Identification and meeting of local relevant need	15
Clear plan for project management, delivery and sustainability	20
Clear plan for project evaluation	15
Strong interagency collaboration / partnership	10
Clear evidence of accessibility	10
Total	100

The Application Process

- All applicants must fully complete application form, and return it to the NICDTF Office. Postal address is 22, Lower Buckingham Street, Dublin 1. Applications can also be emailed to info@nicdtf.ie. Closing date for receipt of applications is Friday 25th April, 2008.
- A steering group composed of local project representatives will consider all applications. Please note that if projects with representation on the steering group are also applying for the fund then their representative must stand down for the steering group's deliberation.
- Applicants may be asked for more detail on their proposal, or to make a brief presentation to the steering group.
- The steering group will recommend successful applications to the NICDTF, who will approve final draw-down of the funds.

General Information

- Think carefully about practical aspects of the proposal before it is submitted. How will the project be managed? How will it be evaluated? Is it making best use of the resources available?
- Think in advance about managing the financial aspect of the fund. It may be complicated, especially where there are a number of projects involved.
- The 'North Inner City Drugs Task Force' will need to be credited on any materials produced, unless it is otherwise agreed in writing.
- A schedule of payments will be agreed with NICDTF on acceptance of any offer. It is likely that payments will be made in two/three instalments.
- You will need a valid Tax Clearance Certificate to be able to draw down funding.