



KY Partnerships for Success Grant Application

ORGANIZATIONAL INFORMATION

Organization Legal Name	
Employer Identification Number	
Business Street Address	
Business City	
Business State	
Business Zip Code	
Business Website	
Applicant Name	
Applicant Title	

1. ORGANIZATION OVERVIEW (10 Possible Points)

Provide a brief description of your organization, including:

- When was your organization established?
- What is your mission?
- Who do you serve and in what geographic region?
- What type of services do you currently provide?

2. DEMOGRAPHICS & COMMUNITY REPRESENTATION (20 Possible Points)

- What are the key demographic characteristics of the population in the geographic area you serve?
- What are the key demographic characteristics of the individuals your organization serves?
- How does your organization's leadership team reflect the populations and communities served?

3. ORGANIZATION'S NARRATIVE (20 Possible Points)

Describe the proposed project, including the following:

- What activities are being proposed?
- How will you center communities at higher risk as the primary focus of your project?
- How will this project address substance use challenges within your community and/or underlying issues in your community?

4. PROJECT TIMELINE (10 Possible Points)

For each month of the grant year, please list the core activities to be conducted by your organization and a benchmark or goal to reach over the course of that month.

Month	Activities	Benchmark
September 2026		
October 2026		

November 2026		
December 2026		
January 2027		
February 2027		
March 2027		
April 2027		
May 2027		
June 2027		
July 2027		
August 2027		

5. BEST PRACTICES (10 Possible Points)

What methods and practices that have shown to be effective in substance use prevention will be utilized with this project?

6. INTENT & OBJECTIVES (10 Possible Points)

Please list 3-5 measurable goals for your project and include details on how you will collect the data needed to regularly evaluate progress.

7. PROGRAM BUDGET (20 Possible Points)

Please complete the chart below by first listing your organization's specific budget needs. In the second column, provide details and information to explain each calculation or expenditure. Lastly, provide the total amount of financial support that you are requesting from us for each line in the right column.

****Requests for funding that exceed the maximum amount or do not strictly follow application/funding guidelines will automatically be denied. Federal guidelines prohibit the use of grant funds for commodities. Commodities are promotional materials such as t-shirts, pens, etc., that are not critical to the purpose of your project. Scare tactics will not be funded (please see Appendix I for examples).**

Budget Summary		
Budget Category	Details	Requested Amount
Personnel: (Please List by Title)		
<i>Fringe Benefits</i>		
Other Costs: (Please List Below)		
<i>Travel</i>		
<i>Program Supplies</i>		
<i>Facilities</i>		
<i>Training</i>		
<i>Contracts/Consultants</i>		
<i>Miscellaneous</i>		

Indirect (up to 10%)		
TOTAL		\$

Applicant Signature: _____ **Date:** _____

Appendix I - SCARE TACTICS IN PREVENTION:

Scare tactics are not effective in preventing substance use. They focus on emphasizing the worst dangers of drug use to create fear and anxiety in the hope that fear alone will prevent or stop risky behaviors. Scare tactics seem intuitive to adults, who intentionally avoid situations that frighten them or make them worry they will be harmed.

Accordingly, much of prevention has been built around making drug use seem as frightening and harmful as possible. Mock car crashes, gruesome scenes, images of people before and after drug addiction, graphic depictions of death and drug use, auditorium speakers who share how drug use ruined their lives, videos of dead, drunk drivers being scraped off the road, and other frightening messages are all scare tactics. Despite all the creativity, energy, and money spent on these tactics, research has consistently shown that scare tactics DO NOT work in preventing substance misuse.

Why Do Scare Tactics Not Work on Teens?

The Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for the Application of Prevention Technologies studied the use of fear messages and scare tactics in substance misuse prevention. They reviewed more than 1,000 peer-reviewed research articles on state-level and community-level prevention efforts from 1993 to 2014. This meta-analysis confirmed that scare tactics are largely ineffective in preventing substance misuse.

One reason scare tactics are ineffective is that teens are hardwired to defend against negative messaging, and they are smart enough to recognize when others are trying to manipulate them. They might laugh at or mock a message they think is ridiculous, deny that they themselves are at risk, avoid thinking about the threat altogether, or think about their friends who use drugs and have not had those scary and negative things happen.

Even though scare tactics seem intuitive to adults, teenagers' brains are different than adults' brains. The frontal lobe, the rational and responsible part of the brain, is one of the last regions to fully develop—it is not fully developed until the mid-20s. According to the University of Rochester Medical Center, while adults process information with their prefrontal cortex, teens use their amygdala, which is responsible for their emotions. In short, teens receive a lot of emotional input but cannot process it all, which can lead to impulsive and risky decisions.

Risk-taking is also a normal part of adolescent development. While all teens will take risks, some young people will seek out extreme risks or intense sensations. Scare tactics, as mentioned, portray drug use as something that is very risky because of its powerful effects. Those high-risk, risk-taking, and sensation-seeking youth might intentionally seek out something so powerful and dangerous to fulfill their

emotional needs. Teens are also more likely to engage in risk-taking behaviors when they know their friends or peers are watching. They want their peers' approval and associate risky behavior with it.

Lastly, scare tactics can send unintended messages. While adults may want youth to hear that drugs are harmful to them and scary, it cannot be assured that they will hear *that* message. Instead, some teens may hear or feel that everyone around them is using drugs, adding to the peer pressure to use drugs. They might come to think that it is a widespread, impossible-to-avoid problem. Young people who are already using drugs may feel validated in their use when they hear that teens across the country are also using substances. For more information, visit <https://pttcnetwork.org/what-does-not-work-in-prevention/>.