



2015 Social Service Funding Application - Special Alcohol Funds

Applications for 2014 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used pursuant City Charter Ordinance 33, which states,

"Moneys in the special alcohol and drugs programs fund shall be expended on such programs, services, equipment, personnel, and capital expenditures as the governing body may from time to time determine is in the best interest of the public to address one or more of the following:

- (a) Prevention of alcoholism and drug abuse, including but not limited to education, counseling, public informational efforts and related activities; or
- (b) Alcohol and drug detoxification efforts and related activities; or
- (c) Intervention in alcohol and drug abuse or treatment of persons who are alcoholics or drug abusers or are in danger of becoming alcoholics or drug abusers; or
- (d) Law enforcement, prosecution, court activities and programs, or portions thereof, related to apprehending, prosecuting, adjudicating or monitoring individuals who are alcoholics or drug abusers or are in danger of becoming alcoholics or drug abusers, including individuals who are or may be charged with violating laws related to alcohol or drug use; or
- (e) Education, counseling, public information efforts, and related and associated activities related to preventing drug abuse and alcohol abuse, including but not limited to efforts to encourage healthy youth and family development and related efforts which include as a partial element drug abuse and alcohol abuse education, counseling, or public information efforts; or
- (f) Programs, activities, or efforts related to preventing or intervening in drug abuse and alcohol abuse, including programs, activities, or efforts for which drug abuse and alcohol abuse prevention or intervention comprises a partial element of the complete program, activity or effort; or
- (g) Any program, activity, or effort, or a portion thereof, that the governing body determines seeks to discourage, prevent, intervene, or address issues related to alcohol or drug abuse. The appropriation of funds by the governing body for such a program, activity, or effort shall be conclusive of compliance with provisions of this ordinance, and separate findings shall not be required."

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. Applicants are asked to make a contact person available by phone in case questions arise.

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the need demonstrated through the agency's application
- the stated objectives of the applicant's program
- alignment of the program with City Charter Ordinance 33
- the efforts to collaborate and avoid duplication of service demonstrated through the application
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the City Commission Goals
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Other Information. Collaboration and/or coordination between organizations is highly recommended and multi-agency proposals to address an identified community problem are encouraged. Programs should have research based effective strategies or "promising approaches." All programs must have goals with measurable outcomes.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

The budget picture from the Kansas Legislature creates uncertainty as to the status of the local portion of the alcohol liquor tax. If the Legislature decides to eliminate or reduce the local portion of this tax, it will impact the City's ability to fund programs. The City of Lawrence is proceeding with the Request for Proposal process and accepting applications for the alcohol tax revenues, with the understanding that funding levels, if any, are unknown and potentially subject to reductions by the State Legislature.

Questions? Contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or 785.832.3409.



2015 SOCIAL SERVICE FUNDING APPLICATION – SPECIAL ALCOHOL

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: GaDuGi SafeCenter

Name of Program for Which Funding is Requested: SafeBar Alliance

Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to noon.)

Contact Name and Title: Chrissy Heikkila, Executive Director

Address: 2518 Ridge Court, Lawrence, KS 66046

Telephone: 785-843-8985/cell: 785-424-4832 Fax: 785-843-3728

Email: Chrissy@gadugisafecenter.org

SECTION 2. REQUEST INFORMATION

The criteria for each application questions are explained below.

A. Amount of funds requested from the City for calendar year 2015: \$ 2,500

B. Provide a brief description of the program. Summary of program should be clear and concise. How is program consistent with City Charter Ordinance 33? Is program based on proven effective strategies or “promising approaches?” Description should address how program is designed to have long-term effects on a person’s decisions about alcohol and other drug use. When appropriate, program design takes into account the person’s family and/or community.

The SafeBar Alliance is a social norms initiative that considers the correlation between alcohol and sexual violence and seeks to educate and empower bar staff and patrons. SafeBar Alliance recruits bars and other drinking establishments that are interested in creating a safer bar environment. Bars that participate in the program agree to have staff trained on materials specific to alcohol facilitated rape and sexual assault. In collaboration with the Douglas County District Attorney’s office and the Lawrence Police Department, GaDuGi SafeCenter staff train on the dynamics of alcohol facilitated rape and assault, common techniques used by perpetrators and methods to intervene in possible predatory situations. In addition, SafeBars display and distribute safety & awareness materials to patrons that focus on multiple messages geared towards risk-reduction and bystander behavior.

The SafeBar Alliance was created by GaDuGi SafeCenter and has been implemented in a number of local bars for the past four years. Other communities have requested the program and currently 3 communities in Kansas have received materials to implement the program, as well as the Arizona Department of Health Services has used the SafeBar Alliance as a model for a similar statewide initiative (Arizona Safer Bars Alliance).

Proven prevention techniques and models for sexual violence are still emerging but programs that focus on perpetrator prevention vs. victim prevention help support the societal shift in blame and accountability. The Center for Disease Control and Prevention recognizes sexual violence as a public health concern and the SafeBar Alliance falls under the CDC’s Public Health Approach method. The Public Health Approach Method is broken into 4 components (A) Define the problem, (B) Identify Risk and Protective Factors (C) Develop and test Prevention Strategies (D) Ensure Widespread Adoption. “The public health approach also depends upon collective action. It is a community-oriented approach that takes the onus from victims and advocates and encourages the entire community (women, men, and youth) to prevent sexual violence.” (<http://www.cdc.gov/violenceprevention/pdf/svprevention-a.pdf>, page 4)

The SafeBar Alliance align with the goals of the Alcohol funds and the City Charter Ordinance 33(g) and support a positive environment and drinking culture for patrons in the Lawrence community.

C. Provide a brief description of how the need for this program was determined.

The need for the program should be clearly established and outlined. When appropriate, the context of other services available, or the lack thereof, should be provided. Statistical data that supports community need should be provided.

GaDuGi SafeCenter responds to the aftermath of sexual violence. The long-lasting physical and mental effects of sexual violence creates life-long healing and repercussion. The SafeBar Alliance attempts to prevent the sexual assault from occurring in the first place and seeks to create social norms where predatory behavior is not tolerated. Sexual violence prevention techniques are often victim-blaming and in-effective- SafeBar Alliance focuses on the perpetrator and bystanders and places blame where it belongs- on the potential predatory behaviors.

D. Describe the desired outcomes of this program (see Logic Model). At least one Process, one Behavioral and one Impact Outcome must be included and clearly outlined on Logic Model. Outcomes must be measured by an identified evaluation tool. Does agency show adequate progress towards achieving their targeted outcomes if previously funded.

See Logic Model

E. Describe any coordination efforts your agency has made. Program strategy should involve a coordinated approach. Description should address how this particular program or service fits with other existing efforts to reduce fragmentation and duplication.

The success of SafeBar Alliance has been built on collaboration and coordination of community partnerships and resources. Collaborative community partners include: The Office of the District Attorney Charles Branson; Lawrence Kansas Police Department (Sgt. Trent McKinley and Neighborhood Resource Officers); Office of KU Student Success (Vice Provost Frank DeSalvo and the "KU's the Buddy System"); SafeRide and SafeBus (Danny Kaiser, Director of KU Transportation); local university Internships, and consumers. It's important that an array of community members routinely work together, in order to ensure success of this program. Each community partnership is imperative for success. All of the community partners have the same goal of keeping Lawrence safe. We all contribute a different piece of the puzzle and by combining our efforts we are creating a unique approach to combat alcohol-related sexual violence.

The Alliance has 13 original members. The bar establishments that have previously been involved in the Alliance are as follows: Abe and Jake's Landing, Dynamite Saloon, The Granada, Jackpot Saloon, Louise's Downtown, Phoggy Dog, The Ranch, Replay Lounge, The Sandbar, Tonic, Mass St. Pub, The Hawk, Louise's West. Recently, bars are in the process of being re-trained. Bars that are unable to do so will no longer be able to keep their SafeBar status. New bars are in the process of being recruited as well and a training at Fatso's is scheduled May 4th, 2014. Consumers also have an active role in the campaign through the use of promotional materials such as matchbooks, coasters, posters, and other articles received regarding information and awareness about rape and sexual assault safety and prevention. As this campaign becomes more successful over time, we will continue to branch out to include more bars in our service area as allies.

F. Describe how your agency is capable of implementing the proposed program. Based on agency history, management structure, and staffing pattern, does organization have capacity to implement the proposed program and achieve the desired outcomes?

The agency has implemented assigned staff and internships to further all aspects of the program. Rachel Gadd-Nelson, Director of Community Engagement, currently has oversight of this program. The success of the SafeBar Alliance is heavily dependent on college interns from KU, Haskell Indian Nations University, and Baker University. Rachel Gadd-Nelson, with support of interns, is responsible for recruiting establishments, ordering and distributing promotional materials, and promoting the program whenever possible (community events, social media etc.). Trainings with bar staff are provided with GaDuGi SafeCenter staff along with available collaborative partners of the SafeBar Alliance to ensure all aspects of patron safety is addressed. Currently, GaDuGi SafeCenter is discussing the possibility of a 10 hour a week position funded by the University of Kansas's Student Senate funding. This will allow a consistent presence with the program and exciting advances in the program and partnership.

G. Provide a detailed budget for the proposed program using the categories provided. The budget request for the program described should be reasonable and spelled out according to the categories below. Does the organization use funding creatively to get the most for the money, i.e. use of students, volunteers, in kind donations, leveraging of this funding to get other funding, etc.? Are long-term plans for program funding discussed – will this be an annual request for alcohol tax, is it expected to increase, decrease, etc.? Are other sources of funds used for the program? If so, are they described.

- Personnel(list each staff position individually and note if new or existing)
- Fringe Benefits
- Travel
- Office Space
- Supplies: office
- Supplies: other
 - Equipment

This program is implemented and dependent on interns and volunteers, under the leadership of the Director of Community Engagement. Alcohol Tax funding ensures vibrancy, marketing, and awareness of the program continue to stay current and effective. Last year, GaDuGi SafeCenter, received a Special Alcohol Funds allocation of \$2000. The agency will request funding annually for this collaborative program. Last year, the agency was granted \$2000. This year the agency is asking for a slight increase of \$500 to maintain the SafeBar Alliance.

BUDGET: Promotional materials support awareness for patrons and help provide support for staff on preventing sexual assaults.

Supplies: OTHER **2,000.00**

Supplies include

- Matchbooks (with custom SafeBar message):
- Paper Coasters (with custom SafeBar message) :
- Window Clings/Placards (4.8" X 4.8" square clings for participating bars)
- "The Bartender is Your Friend" Custom Buttons for Alliance Members and Supporters
- Marketing and printing (includes Posters, trainings materials, brochures, etc.)
- Postage and Shipping for supplies

Personnel: Contract (new) **500.00**

Professional design costs (supply and website design, maintenance, etc.)

TOTAL: **\$2500.00**

SECTION 3. LOGIC MODEL

Please complete the Logic Model below.

ASSESSMENT DATA	PROGRAM GOALS/ OBJECTIVES	TARGET GROUP	STRATEGIES	PROCESS OUTCOMES	BEHAVIORAL OUTCOMES	IMPACT OUTCOMES
<p>The CDC describes Perpetrator Individual Risk Factors as:</p> <ul style="list-style-type: none"> - Alcohol & drug use - Coercive sexual fantasies - Impulsive and antisocial tendencies - Preference for impersonal sex - Hostility towards women - Hypermasculinity <p>Community Risk Factors:</p> <ul style="list-style-type: none"> - General tolerance of sexual violence within the community <p>Protective factors may lessen the likelihood of sexual violence victimization or perpetration by buffering against risk. These factors can exist at individual, relational, community, and societal levels.</p>	<p>The SafeBar Alliance goal is to “create working partnerships and dialogue about the correlation between alcohol use and sexual assault in our community”.</p> <p>OBJECTIVES</p> <ol style="list-style-type: none"> 1. Increase awareness and knowledge through education to the community. 2. Recruit more bars to become part of the SafeBar Alliance. 3. To continue to be a community resource. 4. Promote a safe environment for bar patrons. 5. Provide bar staff collaborative professional training; continuing education and outreach to patrons through access to outreach materials. 	<p>Bar staff (for training): owners, managers, bartenders, bouncers and other staff.</p> <p>Patrons: Which includes 18+ dance/concert goers, and 21+ drinking age women and men- focusing on prevention and bystander behavior</p>	<p>Recruitment of new SafeBars</p> <p>SafeBars attend collaborative meetings with other Alliance members and receive periodic emails from agency about updates.</p> <p>Bar staff will be trained to respond to potentially high risk situations with the goal of preventing sexual violence.</p> <p>Outreach materials: posters, coasters matchbooks etc. will be distributed and made available to patrons.</p> <p>5</p>	<p>Recruit and train 5-10 new bar establishments to become members of the SafeBar Alliance.</p> <p>Continue to support ongoing SafeBars (currently 13) with continued training, support, outreach materials.</p> <p>Survey to bar staff on knowledge gained will be sent to SafeBars. Results will be submitted with City reports.</p>	<p>100% of SafeBar staff will have and use information to contact GaDuGi or other community resources (PD, taxi, etc.) and will have increased knowledge on the dynamics of sexual violence and alcohol.</p> <p>75% of surveyed bar staff who participated in training will have an increased knowledge of sexual violence issues.</p> <p>100% of patrons who frequent SafeBars will have access to SafeBar Alliance materials. Materials highlight tips and resources to support a safer bar experience.</p>	<p>The impact outcome for the SafeBar Alliance is to create a safer culture of alcohol use in Lawrence, Kansas. As a result the community will experience a significant reduction in alcohol facilitated sexual violence.</p>