



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1152

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. Project/Program Description

The Greatest Save Teen PSA Program is a unique peer-to-peer personal safety program administered in select public high schools in the State (see attached letters). It is a peer driven program that is designed to raise awareness and change behaviors of high school students by creating and viewing 30-second Public Service Announcements (PSAs) on teen victimization. Teen PSAs are student created, student implemented, and student evaluated. New content and topics of teen victimization are added annually and consequently address up-to-the-minute issues faced by teens as identified by teens themselves. Students are invited to create PSAs and faculty to use them in the classroom and school wide onsite and virtually. Teen PSAs cover a wide range of personal safety topics including bullying, vaping, mental health, substance abuse, date rape, school violence and more. The messages are created by teens for teens which makes them highly relatable. Content can be accessed online or downloaded.

5. **State Agency to receive requested funds**
- State Agency contacted?** Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	400,000
Fixed Capital Outlay	0
Total State Funds Requested	400,000

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	400,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2021-2022	400,000	100%

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2019-20	0	200,000	1222	Yes

9. **Is future funding likely to be requested?** Yes
- a. **If yes, indicate nonrecurring amount per year.**
- b. **Describe the source of funding that can be used in lieu of state funding.**



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1152

There is very limited funding non-state available as this is a state wide education program addressing needs and issues that high schools constantly face. Any funding that we have received over the years in support of this Program that is non-state is a limited amount from private individual donations.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

Yes

If yes, indicate the amount of funds received and what the funds were used for.

Through the Payroll Protection Program we received \$64,692 and through EIDL we received a SBA loan for \$120,800. Those funds were used to keep the Program running throughout 2020 in Florida and nationally.

11. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Program Director (Project Head) works with Field Staff - Program Manager (1) and Regional Coordinators (7) as well as Operations Staff - Operations Director and Operations/Systems Staff providing oversight, strategic planning, team building, insuring planning is followed. Also, responsible for developing key relationship of trust throughout the State.	40,000
Other Salary and Benefits	Program Manager (1) and Regional Coordinators (7) are responsible for implementation of the Teen PSA Program in the schools statewide.	243,000
Expense/Equipment/Travel/Supplies/Other	Expenses related to travel for training and on site and virtual meetings	10,000
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	Operations Director Operations Manager Operations/Systems Staff (2) This staff is responsible for Systems operating for the infrastructure of the Program including digital services, communications, scheduling, all aspects of PSA handling including receiving, review, archiving, creating topic areas and platforms, student voting and reporting results.	91,000
Expense/Equipment/Travel/Supplies/Other	Systems operating expenses for the infrastructure of the Program including digital services, communication, scheduling, all aspects of PSA handling including receiving, review, archiving, creating topic areas and platforms, student voting.	16,000
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		400,000

12. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

Continuation of The Greatest Save Teen PSA Program in the State for an eighth consecutive year and expansion of the Program to make it available to every public high school in the State.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1152

b. What activities and services will be provided to meet the intended purpose of these funds?

Working with the Department of Education, School Districts, High Schools and Law Enforcement Agencies to implement the Program to benefit high schools and their feeder schools with the life changing and life saving information. Participating high schools creating PSAs and submitting them in the Regional, State and National competition, students viewing PSAs in a variety of classroom and student body activities to get as many teens to see as many student produced PSAs as possible. Student voting measuring impact of the Program.

c. What direct services will be provided to citizens by the appropriation project?

Using the Teen PSAs involves all the Teen PSAs. More than a thousand Teen PSAs are organized by topic and compiled into an annual digital resource that is made available to participating high school faculty and administrators including principals and counselors as well as School Resource Officers (SROs) to use in the high school and with their feeder schools. Faculty select appropriate and timely PSAs from this resource to use in advisory, health classes, creative writing, drama, In School Suspension (ISS), peer mentoring, and more. Another Using Teen PSAs activity is our Monthly Topic Awareness Student Engagement Campaign featuring five PSAs on a different highlighted topic each month and used in the classroom (on-site or virtually). Various Student Voting activities measures results of viewing and the positive impact on the students as they are engaged in active viewing and critical thinking.

d. Who is the target population served by this project? How many individuals are expected to be served?

The target population is youth - high school students and those students in feeder schools (middle school and elementary). The Program will also target at risk youth.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The Teen PSA Program will raise awareness among teens that leads to a change in behavior and a reduction in teen victimization. We document the impact and effectiveness of TGS Teen PSA Program in raising awareness and changing behavior in the following ways:

1. Student voting - internal Classroom Voting; Regional, State and Natl Contest Voting; Monthly Awareness Student Engagement Campaigns; Teacher Initiated Voting - All voting can be done online or in classroom. Voting activity can be led by the teacher/KVF staff. Voting process, the students are asked three survey questions for their vote to count: did you learn something new, will this change what you do, and will you share this information with others. 76% of Florida students surveyed report that they learned something new, 74% will change what they do, and 77% will share this information with someone else.
2. Video Usage through website analytics and reporting from high schools/teachers.
3. Faculty Letters and Student

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

The penalty for failing to meet deliverables would be not receive the funding under the terms of the contract. Over the past seven years we always exceeded deliverables and performance measures using all of the funding appropriated under contract.

13. The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

N/A



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1152

14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name Last Name

e. E-mail Address

f. Phone Number

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number