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**Identifying Opportunities:
Substance Abuse and Mental Health Services Administration
Project AWARE-Community Grants**

March 30, 2015

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National Council for Behavioral Health

Audience Poll

 Please select all those that apply:

I represent a...

- State/Local Agency/Organization(s)
- School or Education Authority
- Community Behavioral Health Provider
- Mental Health First Aid Instructor(s)
- Another Type of Organization

Audience Poll

 Please select all those that apply:

I represent a...

- First time federal grant applicant
- A previously successful federal grant recipient
- A current federal grant recipient

Agenda

-  Introduction

-  Overview of Mental Health First Aid

-  Funding Opportunity Overview and Priorities

-  Support Resources
 - > *Mental Health First Aid USA*
 - > *SAMHSA*
 - > *Health Management Associates*

-  Q&A

Grant Highlights

- ➊ Application Deadline is May 1, 2015
- ➋ 70 awards of \$125,000 per year for up to 3 years
- ➌ Grant Purpose
 - > Improve adult mental health literacy and improve capacity of adults to seek help for youth, when indicated
 - > Saturate communities with Mental Health First Aid (MHFA) or Youth Mental Health First Aid (YMHFA) training for teachers and a broad array of adults who interact with adolescents (ages 12-18) and transition aged youth (16-24 y.o.)
- ➍ Eligibility
 - > for-profit applicants or prior recipients are **NOT** eligible
 - > most organizations are eligible
 - > 5 years experience working with adolescents or transition-aged youth and serving the selected geographic catchment area



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Overview of Mental Health First Aid (MHFA)

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Healthy Minds. Strong Communities.

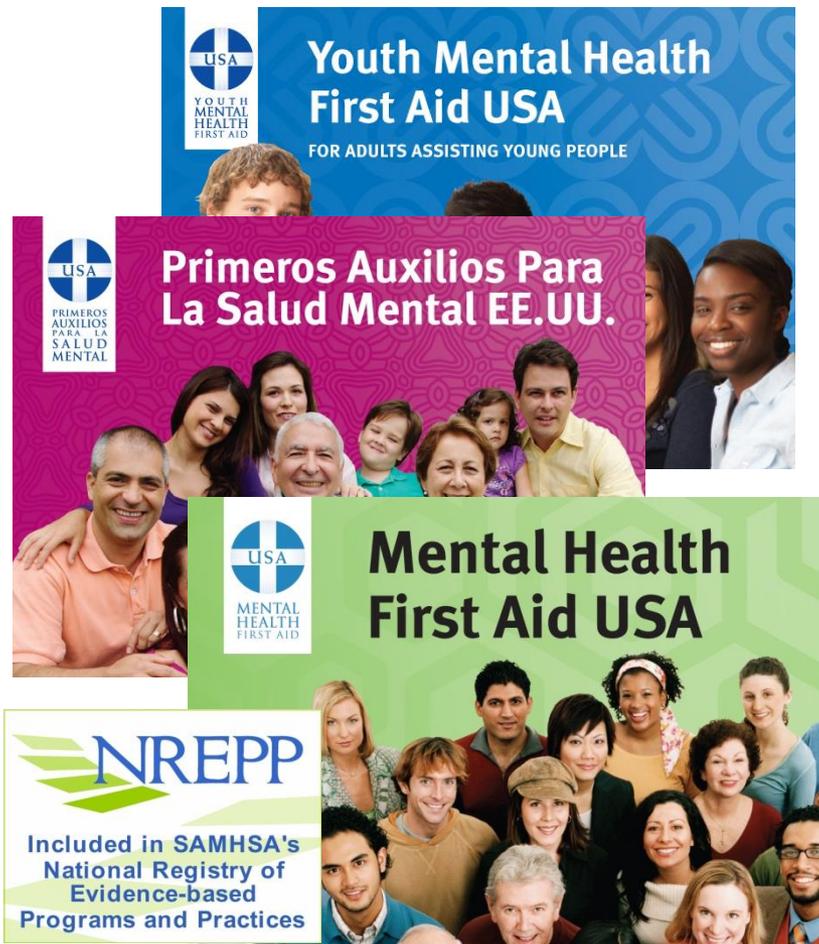
Mental Health First Aid USA is coordinated by the National Council for Behavioral Health, the Maryland Department of Health and Mental Hygiene, and the Missouri Department of Mental Health.



What is Mental Health First Aid?

-  Help offered to a person developing a mental health problem or experiencing a mental health crisis
-  Given until appropriate treatment and support are received or until the crisis resolves
-  Not a substitute for counseling, medical care, peer support or treatment

Mental Health First Aid



- ✚ Origins in Australia and currently in 20 countries
- ✚ Adult MHFA course for individuals 18 years of age and older; available in both Spanish and English
- ✚ Youth MHFA is designed to teach caring adults how to help an adolescent (age 12-18) who is experiencing a mental health or addictions challenge or is in crisis
- ✚ Included in SAMHSA's National Registry of Evidence-based Programs and Practices
- ✚ Partnership with Maryland and Missouri State Governments

What MHFA Participants Learn

-  Overview of mental health problems
 - > Depressive/Mood disorders
 - > Anxiety disorders
 - > Disorders in which psychosis occurs
 - > Substance use disorders
 - > Eating disorders
-  Mental Health First Aid for crisis situations
-  Mental Health First Aid for non-crisis situations

Why Mental Health First Aid?

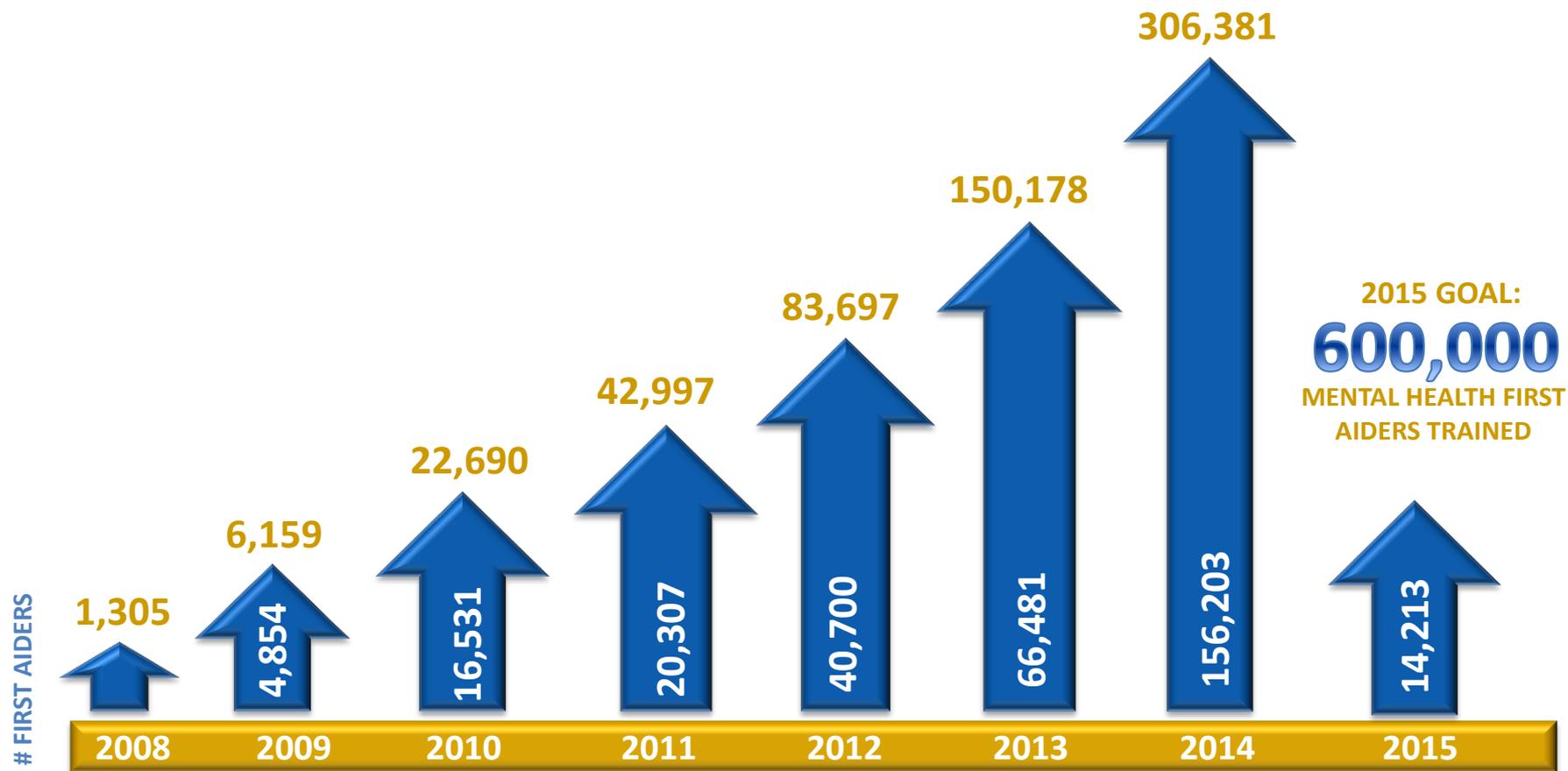
-  Mental health problems are common
-  Stigma is associated with mental health problems
-  Professional help is not always on hand
-  Individuals with mental health problems often do not seek help
-  Many people...
 - > are not well informed about mental health problems
 - > do not know how to respond

The RFP contains an appendix with more information about MHFA and YMHFA (Appendix II)

MHFA ACTION PLAN

-  **A**ssess for risk of suicide or harm
-  **L**isten nonjudgmentally
-  **G**ive reassurance and information
-  **E**ncourage appropriate professional help
-  **E**ncourage self-help and other support strategies

First Aider Growth By the Numbers

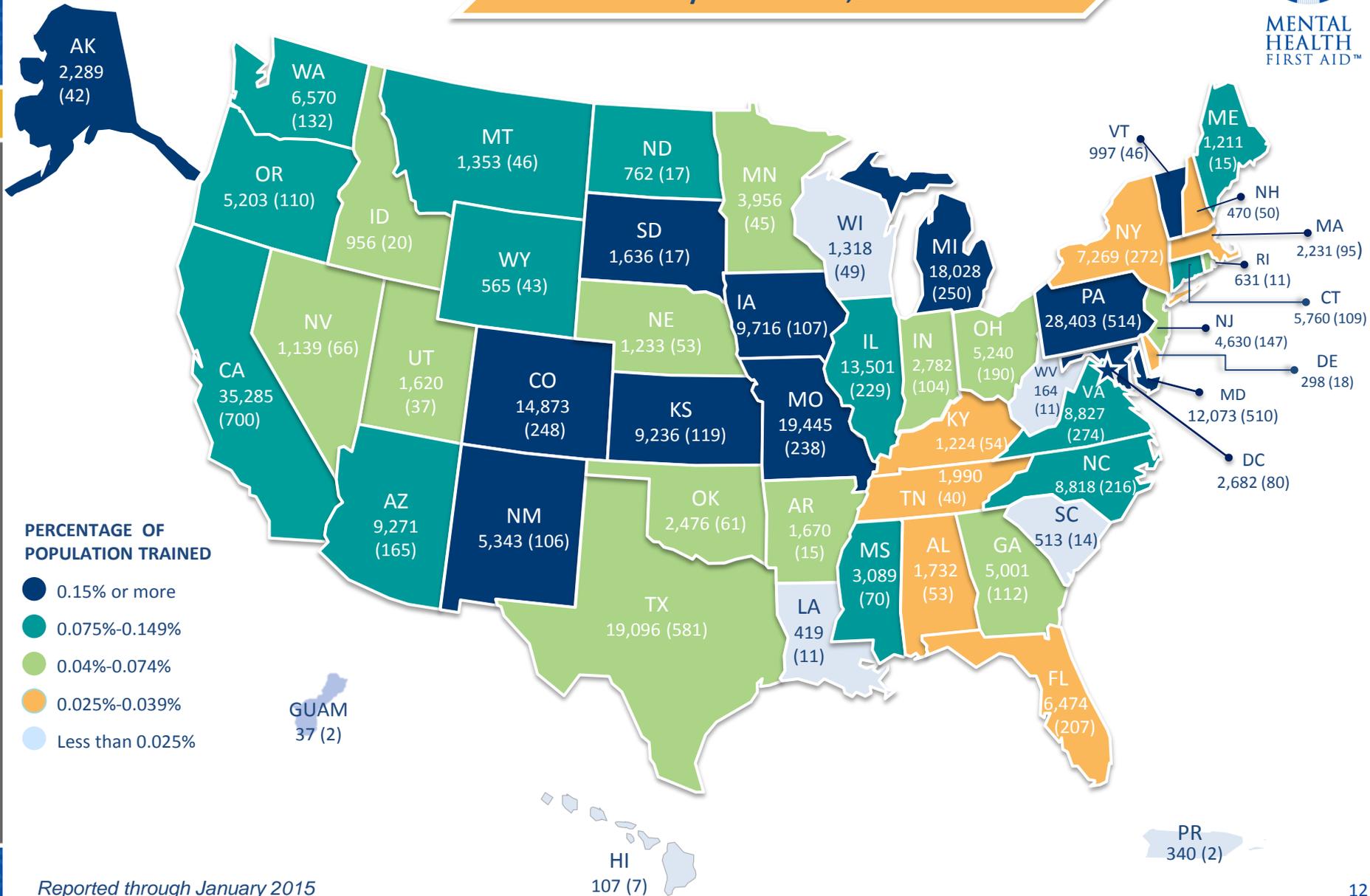


ALGEE-OMETER

More than 325,000 First Aiders in the US
Trained by more than 6,500 Instructors



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Reported through January 2015



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Funding Opportunity Overview and Priorities

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Rationale

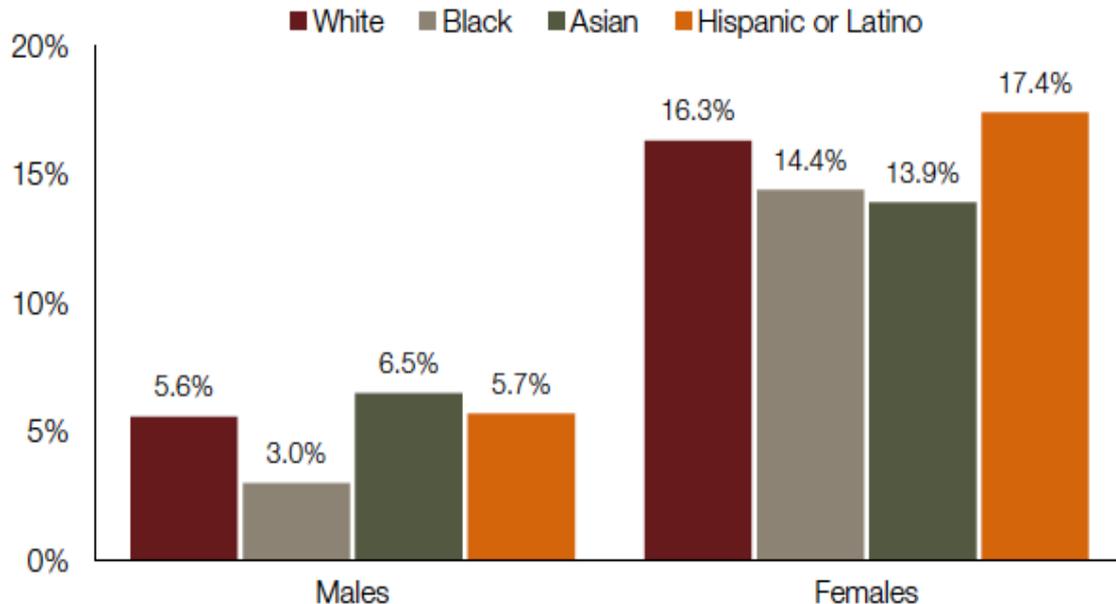
- ➊ Over 20 percent of children will experience a serious mental disorder in their lifetime
- ➋ Increased mental health literacy and basic mental health training for the public can help youth get support and access to services when needed
- ➌ Wide scale training can help address and overcome barriers:
 - > Improve adult capacity to recognize problems
 - > Overcome stigma and reduce fear of negative attitudes and discrimination, and
 - > Ensure that resources are available and utilized

Target Population

- ➊ Applicants must chose one target population:
 - > Transition aged youth between ages of 16-24 (Mental Health First Aid)
 - > Adolescents between the ages of 12-18 (Youth Mental Health First Aid)
- ➋ Highlight special populations within the catchment area:
 - > Youth in foster care
 - > Youth who are homeless
 - > Disconnected youth
 - > Youth involved in the juvenile justice system
- ➌ Ensure responsiveness to diverse communities

National Depression Data, 2013

Past-Year Major Depressive Episode (MDE) Among Adolescents Aged 12–17, by Race/Ethnicity and Gender (2013)^{5,6}



10.7%

In the United States, 10.7% of adolescents aged 12–17 (an estimated 2.6 million adolescents) in 2013 had at least one MDE within the year prior to being surveyed.

The percentage of MDE among U.S. adolescents in 2013 was about 3 times higher among females (16.2%) than among males (5.3%).

Source: SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2013.

Project Objectives

-  Increase mental health literacy of adults who interact with adolescents or transition-aged youth
-  Increase capacity of adults to respond to the behavioral health issues of adolescents or transition-aged youth
-  Conduct outreach and engagement strategies with adolescents or transition-aged youth and their families or caregivers to increase awareness of and promote positive behavioral health
-  Link adolescents or transition-aged youth to assistance and services, when needed
-  Increase collaborative partnerships with relevant youth-serving community agencies and programs.

Program Planning Considerations

-  Target a specific geographic area
-  Focus on representing the diversity of the population
-  Conduct a Community Needs Assessment and Environmental Scan
-  Identify the institutions, groups, and organizations that will support a comprehensive training plan
-  Determine your staffing needs—full time equivalent (FTE) can be whole or in part
-  Consider present capacity—e.g. individuals already trained in MHFA or YMHFA

Unique Opportunity

-  Very focused on Mental Health First Aid and Youth Mental Health First Aid
-  Broad applicant eligibility
-  Responsive to local needs and gaps
-  Applicants can submit applications for more than one geographic catchment or target area



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Grant Application Requirements

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Required Activities

-  Implement a MHFA or YMHFA training plan
-  Develop a MHFA or YMHFA sustainability plan
-  Develop collaborative partnerships with relevant youth-serving community agencies and programs
 - > Examples: local education agencies, community colleges, local colleges and universities, behavioral health service providers, law enforcement, faith-based organizations, local juvenile justice agencies, and child welfare agencies
 - Letter(s) of Commitment are mandatory from organization(s) providing behavioral health service screening, assessment, and treatment who are in the proposed project.
 - Definition of “referral to services” is to be provided by SAMHSA—not limited to formal treatment
-  Performance Evaluation

Allowable Activities

-  Plans to sustain the program using other federal, state, county, and other funding mechanisms and resources
-  Development of an interagency advisory and leadership team to coordinate and support the Project Director with the management of the overall program
-  Design and delivery of social marketing and awareness campaigns to reduce discrimination and stigma around behavioral health issues and raise awareness of the need for behavioral health services for adolescents or transition-aged youth

Timeline

3 months

- > Implement the MHFA or YMHA Training Plan
- > Submit a Memorandum of Understanding with relevant youth serving community agencies and programs

6 months

- > Develop a project evaluation plan

12 months

- > Submit a sustainability plan

Key Planning Elements

-  Identification of a targeted geographic area (by census track or zip codes)
-  Needs Assessment and Environmental Scan—sample chart suggested
-  Timeframes for the entire grant period
-  Detailed training plan--most critical element
-  Capacity of the applicant; infrastructure to manage the grant
-  Measures to demonstrate impact

Statement of Need

- ✚ Worth 15 points
- ✚ **Critical element: Geographic Catchment area**
- ✚ Local statistics are critical
 - > local data to support the need for increased mental health literacy of adults
 - > local demographic information on the population to be served (age, race, ethnicity, federally recognized tribe, language, gender, and socioeconomic status)
 - > data on the need to link the population of focus to mental, emotional, and behavioral health assistance and services
- ✚ Identify and discuss individual, family, and community risk and protective factors and any additional areas of need
- ✚ Identify and discuss the existing and available resources, systems, and programs within the geographic catchment area that relate to the NITT AWARE C program and which serve the selected population of focus
- ✚ Discuss any service gaps or other programs that relate to the need for the program
- ✚ Describe the mental/behavioral health service needs and gaps within the selected geographic catchment area

Sample Chart

NEEDS ASSESSMENT				ENVIRONMENTAL SCAN		
Geographic Catchment Area(s)	Population of focus	Risk and Protective Factors	Data Sources	Current Resources and Services	Organizational and Staff Capacity	Existing and Potential Partnerships

Proposed Approach

- ⊕ **Critical element: timeline is especially important—must be responsive to the rfp and cover the entire grant period**
- ⊕ **Worth 20 points**
- ⊕ Purpose goals and objectives – relate to performance measures
- ⊕ Describe proposed project activities
- ⊕ Describe how collaborative partnerships with relevant youth-serving community agencies and programs will be developed.
- ⊕ Identify agencies and how these partnerships will result in increased coordination of programs.
- ⊕ Describe roles and responsibilities and how the partnerships will contribute to the success of the program
- ⊕ Chart or graph depicting a realistic timeline for the entire project including key activities, staff, and milestones.

MHFA or YMHFA Training Plan

 **Critical Element: All criteria of Training Plan must be thoroughly addressed.**

 **Worth 30 points**

- > Selection of MHFA or YMHFA depending on the age range of the selected population of focus
- > Identification of sufficient full-time equivalent (FTE) support that will allow the NITT-AWARE-C Project Director to implement program
- > Identification of the total number of adults to be trained as instructors during year 1 of the grant and agencies affiliated with
- > Description of how the organization will ensure that adults trained as first aiders will be representative of the diversity of the selected population
- > Identification of the total number of adults to be trained by the instructors each year of the grant to be first aiders
- > The process to be used to track instructors and first aider certification and ensure the identified number of instructors is maintained throughout the entire grant period

MHFA or YMHFA Training Plan

Continued...

- > Description of the processes to be used by instructors and first aiders to refer adolescents or transition aged-youth to behavioral health resources and services
- > Description of the process to be used to track referrals of adolescents or transition-aged youth to behavioral health resources and services, including but not limited to screening and assessment
- > Identification of any prior or current implementation of training and resources and how the NITT-AWARE-C program will be used to enhance or expand current activities
- > Identification of community outreach and engagement strategies to ensure that adult participation in first aider training results in 1) broad representation of community members 2) broad representation of adults who reflect the diversity of the selected area
- > The process and use of grant or in-kind funding to obtain all materials for instructors and first aiders.
- > Description of existing youth-serving agencies, services, and resources within the geographic catchment area to be used as referral sources by first aiders.

Staff, Management, and Relevant Experience

- ⊕ **Critical Element: Capacity of Applicant to Manage the grant**
- ⊕ **Worth 25 points**
- ⊕ Capacity and leadership experience of the organization to manage and direct the program
 - > Confirm 5 years experience working with adolescents or transition-aged youth and serving the selected geographic catchment area
- ⊕ Identify any potential partnerships with other youth-serving organizations that serve the catchment area and discuss how they can complement the activities and service of Project NITT-AWARE-C
- ⊕ Complete list of staff positions for the project, showing the role of each and their level of effort and qualifications
- ⊕ Describe how the proposed staff have demonstrated experience and qualifications to implement the training program
- ⊕ Identify any existing behavioral health service agency or programs to which the selected population of focus within the geographic catchment area can be referred for behavioral health services

Data Collection and Performance Measures

- ✚ **Worth 10 points**
- ✚ **Critical Element: Plan for conducting local performance assessment & Demonstration of evaluator capabilities**
- ✚ Document ability to collect and report on the required performance measures. Describe plan for data collection, management, analysis, and reporting of data. Specify and justify additional measure you plan to use for your grant project evaluation
- ✚ Plan for collecting all relevant performance measures baseline data prior to program implementation
- ✚ Plan for conducting the local performance assessment and evaluation and document your ability to conduct the assessment
- ✚ Describe how data will be used to manage the project and assure that the goals and objectives will be tracked and achieved. Describe how information related to process and outcomes will be communicated to program staff, any governing or advisory bodies, and stakeholders

Evaluation/Performance Measures

- ➊ Measure full impact
- ➋ Reflect broad focus of referral process
 - > Not limited to traditional mental health treatment
 - > Referrals to community services and resources
 - > Tracking referrals to broad range of resources/services by Instructors and First Aiders, NOT individuals assisted/referred
- ➌ Grantees will be required to report performance on the following measures:
 - > Number of people credentialed/certified to provide mental health related practices/activities consistent with the goals of the grant
 - > Number of individuals who have received training in prevention or mental health promotion
 - > Number of individuals referred to mental health or related services

Outcomes for Evaluation Plan

- Must include a plan for collecting **baseline** data for selected outcomes in three areas for the grant
 - > Must include an *adolescent or transition-aged youth outcome*
 - Ex. Decreased reports of depression by youth
 - > Must include a *community or population level outcome*
 - Ex. Percentage of adults within catchment area trained as MHFA or YMHA instructors and first aiders
 - > Must include an outcome related to provision of *BH services in catchment area*
 - Ex. Increase in the number of linkages among agencies in a network or the number of youth referred to BH screening, assessment or treatment.

Funding Limitations/Restrictions

-  No more than 10 percent may be used for data collection, performance measurement, and performance assessment expenses
-  No more that 8% can go to indirect costs
-  No more than 5 percent may be used for activities related to social marketing and awareness campaigns

Next Steps

-  Necessary registrations (SAM and grants.gov)
-  Choose a target area and population
-  Complete needs assessment and environmental scan
-  Identify behavioral health provider(s)
-  Develop training plan
-  Develop evaluation plan
-  Develop Confidentiality and Participant Protection plan
-  Identify evaluator



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Support and Resources for Applicants and Advisors

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MHFA USA Resources

Technical Assistance

- > Instructors
- > Hosting a MHFA Instructor Training

Informational Web Page

<http://www.mentalhealthfirstaid.org/cs/now-time-project-aware-mental-health-first-aid-grants/>

Marketing Materials

MHFA Grant Toolkit

Data Requests

- > National Statistics
 - Instructors (Youth/Adult)
 - First Aiders (Youth/Adult)
- > Organizations with MHFA Instructors
- > Others

For information on any of these resources: projectaware@thenationalcouncil.org

MHFA Grant Application Toolkit



- > National prevalence of youth mental illness and emotional disturbance and links between undiagnosed mental health conditions risks for long term SMI and related co-occurring conditions
- > Suggested local data sources where applicants can look to find local data related to mental health
- > Citations that describe access barriers to support the need for the program
- > A chart template for training partnerships
- > Sample Program Director job description
- > Sample Letter of Commitment
- > MHFA/YMHFA selection considerations
- > Standard budget and pricing for MHFA/YMHFA training, materials, etc.

SAMHSA Technical Assistance

Webinar

4/9/2015 12:00 p.m. to 1:00 p.m. Eastern

DIAL-IN #: 888-928-9713

PASSCODE: 2349883

WEB LINK: URL: <https://www.mymeetings.com/nc/join/>

Conference number: RW1838752

Participant passcode: 2349883

Direct participant link: <https://www.mymeetings.com/nc/join.php?i=RW1838752&p=2349883&t=c>

Conference Call

4/16/2015 12:00 p.m. to 1:00 p.m. Eastern

DIAL-IN #: 888-928-9713

PASSCODE: 3219869

Conference Call

4/23/2015 12:00 p.m. to 1:00 p.m. Eastern

DIAL-IN #: 888-928-9713

PASSCODE: 3219869

Questions about the RFP? Email: AWARE-C@samhsa.hhs.gov

QUESTIONS?

**Please type your question in the designated box to your right.
Thank you.**

Contact Us

For More Information on Mental Health First Aid:

www.mentalhealthfirstaid.org

(202) 684-7457

ProjectAware@thenationalcouncil.org

For More Questions on Project AWARE-Community Grants, email:

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