

Identifying Opportunities: Mental Health First Aid and Mental Health Awareness Training Grants



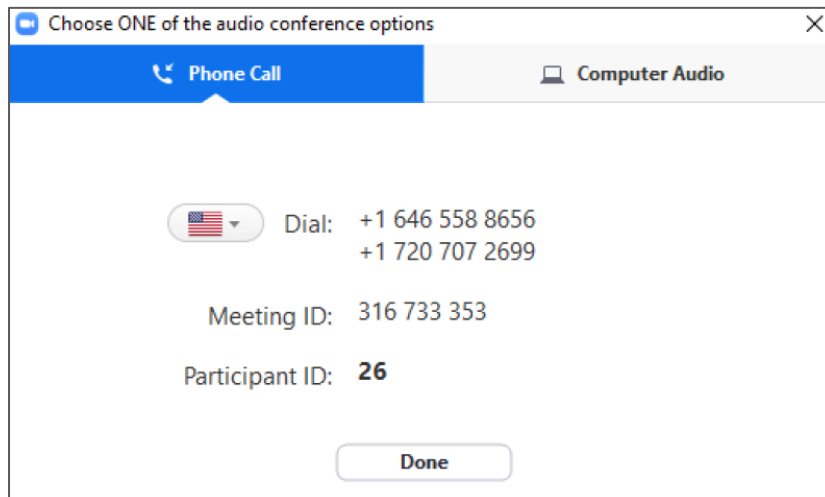
MENTAL
HEALTH
FIRST AID

NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH

Friday, January 8, 2021 | 3-4 p.m. (ET)

Zoom Logistics

- Call in on your telephone, or use the computer audio option.
- If you are on the phone, remember to enter your Audio PIN.



Choose ONE of the audio conference options

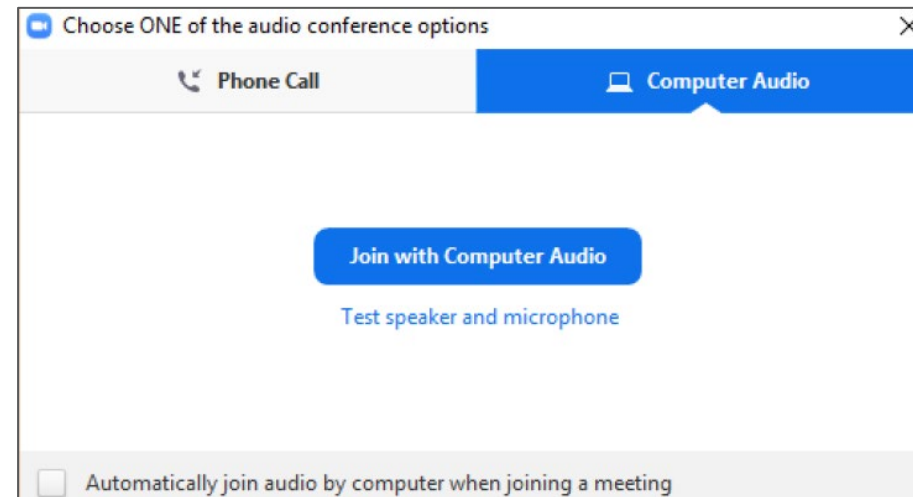
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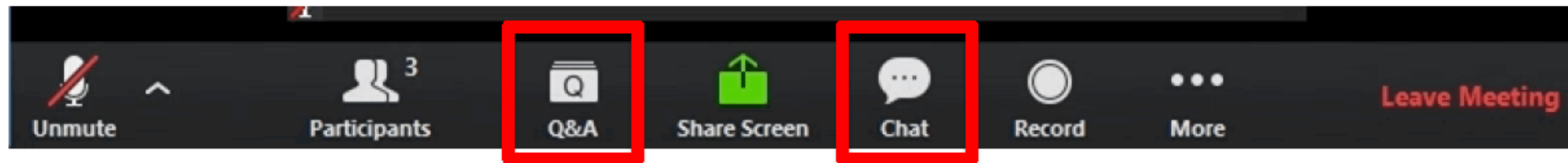
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Join with Computer Audio

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☐ Automatically join audio by computer when joining a meeting

Webinar Housekeeping



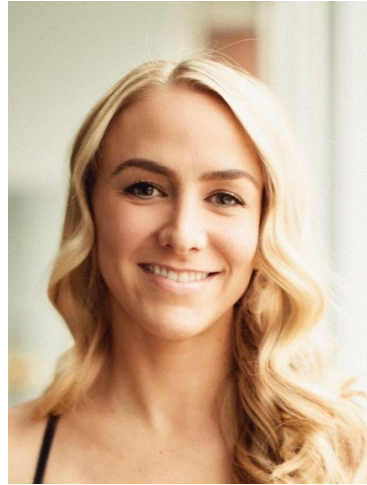
Questions? Type them in the Q&A

A recording of this webinar will be made available on the Mental Health First Aid website.

Presenters



Tramaine EL-Amin, MA
Assistant VP, Strategic Partnerships
Mental Health First Aid



Anne Chapman, MPH
Director, Strategic Partnerships
Mental Health First Aid



Nicole Cadovius, MBA, MSM
VIP Customer Service Lead
Mental Health First Aid

Agenda

- I. Funding Announcement Overview
- II. MHFA and Implementation Option Overview
- III. Additional Application Resources
- IV. Q&A

Attendee Poll

I am/represent an...

- A)** Organization with an existing Mental Health First Aid program and certified Instructors.
- B)** Organization with no Mental Health First Aid program or certified Instructors.
- C)** Independent certified Mental Health First Aid Instructor.
- D)** Unfamiliar with Mental Health First Aid and here to learn more.



NATIONAL COUNCIL FOR BEHAVIORAL HEALTH

We are the unifying voice of America's health care organizations that deliver mental health and addictions treatment and services.

The National Council is committed to all Americans having access to comprehensive, high-quality care that affords every opportunity for recovery.

The National Council introduced **Mental Health First Aid** to the United States in 2008.



2.5 Million

Mental Health First Aiders

Trained!



[MHFA.ORG](https://mhfa.org) | [THENATIONALCOUNCIL.ORG](https://thenationalcouncil.org)



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Funding Announcement Overview

Mental Health Awareness Grant (MHAT: SM-21-007)

****Please note:** If you are considering applying, be sure to complete the [registration process](#) as soon as possible.*

Department of Health and Human Services
Substance Abuse and Mental Health Services
Administration

FY 2021 Mental Health Awareness Training Grants

(Short Title: MHAT)

(Initial Announcement)

Funding Opportunity Announcement (FOA) No. SM-21-007

Catalogue of Federal Domestic Assistance (CFDA) No.: 93.243

Key Dates:

Application Deadline	Applications are due by February 5, 2021.
Intergovernmental Review (E.O. 12372)	Applicants must comply with E.O. 12372 if their state(s) participate(s). Review process recommendations from the State Single Point of Contact (SPOOC) are due no later than 60 days after application deadline.
Public Health System Impact Statement (PHSIS)/Single State Agency Coordination	Applicants must send the PHSIS to appropriate state and local health agencies by the administrative deadline. Comments from the Single State Agency are due no later than 60 days after the application deadline.

Grant Highlights

- **\$17.7 million**
- Up to **141** Awards
- Up to **\$125,000/year**
- Up to **5** years

Audiences may include:

- *School personnel*
- *Emergency first responders*
- *Law enforcement*
- *Veterans*
- *Armed services members and their families*

DUE: February 5, 2021

SAMHSA MHAT FOA pp. 1, 10-11

Purpose

- (1) Train individuals to **recognize the signs and symptoms** of mental disorders.
- (2) Establish linkages with school- and/or community-based mental health agencies to **refer individuals** with the signs or symptoms of mental illness to appropriate services.
- (3) Train emergency services personnel, law enforcement, fire department personnel, veterans and others to identify persons with a mental disorder and employ **crisis de-escalation** techniques.
- (4) Educate individuals about **resources that are available in the community** for individuals with a mental disorder.

SAMHSA MHAT FOA p. 4

Eligibility

- Domestic public and private **nonprofit** entities.
- State **governments and territories**.
- **Governmental units** within political subdivisions of a state, such as a county, city or town (e.g., local education agencies, law enforcement agencies, fire department, emergency medical units).
- **Federally recognized American Indian/Alaska Native (AI/AN) tribes**, tribal organizations, Urban Indian Organizations, and consortia of tribes or tribal organizations.
- **Community- and faith-based organizations**, including those that serve veterans, armed services personnel and their families.
- Public or private **universities and colleges**.



Not Eligible: Recipients of FY 2020 and 2019 SM-18-009 Mental Health Awareness Training funding

SAMHSA MHAT FOA pp. 10-11

SAMSHA Resources

- **SAMSHA FY 2021 MHA Grant Announcement**
[Mental Health Awareness Training grants announcement \(SM-21-007\)](#)
- **Training Events, Videos, and Reference Materials for Applicants and Grantees**
<https://www.samhsa.gov/grants/grants-training-materials>
- **FOA Applicant Webinar Presentation (PDF | 7.4 MB)**
PDF: <https://www.samhsa.gov/sites/default/files/applicant-webinar-generic.pdf>
Recording: <https://www.youtube.com/watch?v=cm2txlaYfQQ&feature=youtu.be>

MHAT FOA Program Questions:

Maryann.Robinson@samhsa.hhs.gov

MHAT FOA Budget Questions:

FOACMHS@samhsa.hhs.gov

Where Mental Health First Aid Fits: Mental Health Awareness Training (MHAT) Grants

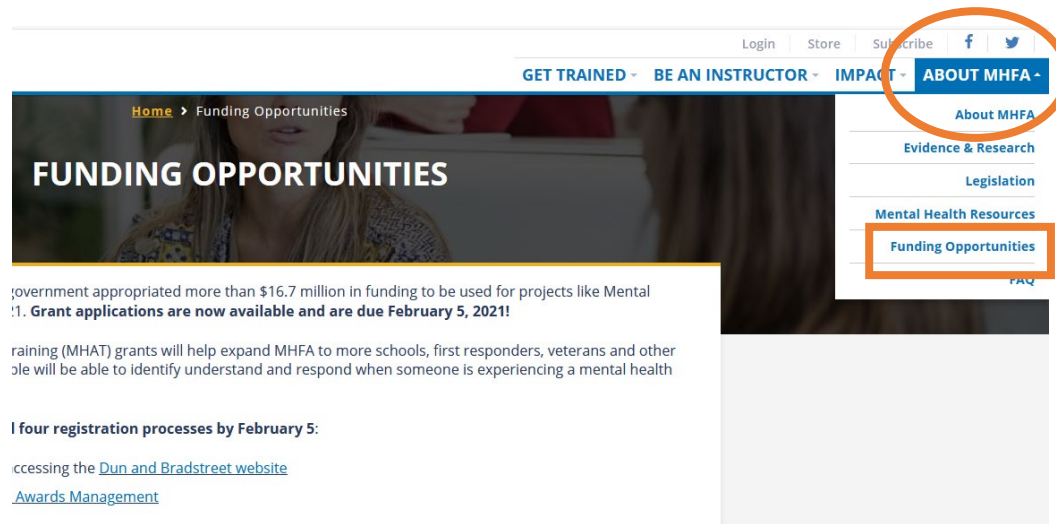
- Target Population(s).
- **Evidence-based training.**
- **Community resources, supports and materials.**
- Referral and tracking process.
- **Licensed mental health provider organization.***
- Mental health awareness training plan.
- Building collaborative partnerships.



Find A Provider feature on
[TheNationalCouncil.org](https://www.thenationalcouncil.org)

MHFA Resources

NATIONAL COUNCIL EMAIL: MHFA_SAMHSA@TheNationalCouncil.org



[Mental Health First Aid Funding Opportunities Page](#)

SAMHSA MHAT 2021 FOA Summary

Overview - January 2021

TITLE	Mental Health Awareness Training Grants (MHAT: SM-21-007) Click here for full Funding Opportunity Announcement (FOA)		
DUE DATE	Friday, February 5, 2021	START DATE	September 30, 2021
TOTAL FUNDING	\$16,778,013	AWARD AMOUNT	Up to \$125,000 per year
NUMBER OF AWARDS	Up to 134	DURATION	Up to 5 years
PURPOSE	<p>(1) Train individuals (e.g., school personnel, emergency first responders, law enforcement, veterans, armed services members and their families) to recognize the signs and symptoms of mental disorders, particularly serious mental illness (SMI) and/or serious emotional disturbances (SED).</p> <p>(2) Establish linkages with school- and/or community-based mental health agencies to refer individuals with the signs or symptoms of mental illness to appropriate services.</p> <p>(3) Train emergency services personnel, law enforcement, fire department personnel, veterans and others to identify persons with a mental disorder and employ crisis de-escalation techniques.</p> <p>(4) Educate individuals about resources that are available in the community for individuals with a mental disorder. It is expected that this program will prepare and train others on how to appropriately and safely respond to individuals with mental disorders, particularly individuals with SMI and/or SED.</p>		
	<p>Eligible applicants are domestic public and private nonprofit entities. For example:</p> <ul style="list-style-type: none">State governments and territories (the District of Columbia, Guam, the Commonwealth of Puerto Rico, the Northern Mariana Islands, the Virgin Islands, American Samoa, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau).		

[Mental Health First Aid: SAMHSA Mental Health Training FOA Summary](#)

MHFA Program Overview and Implementation

Mental Health First Aid® is the help offered to a person experiencing a mental health challenge, mental disorder or a mental health crisis. The first aid is given until appropriate help is received or until the crisis resolves.

Mental Health First Aid® does not teach people to diagnose or to provide treatment.



MENTAL
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FIRST AID

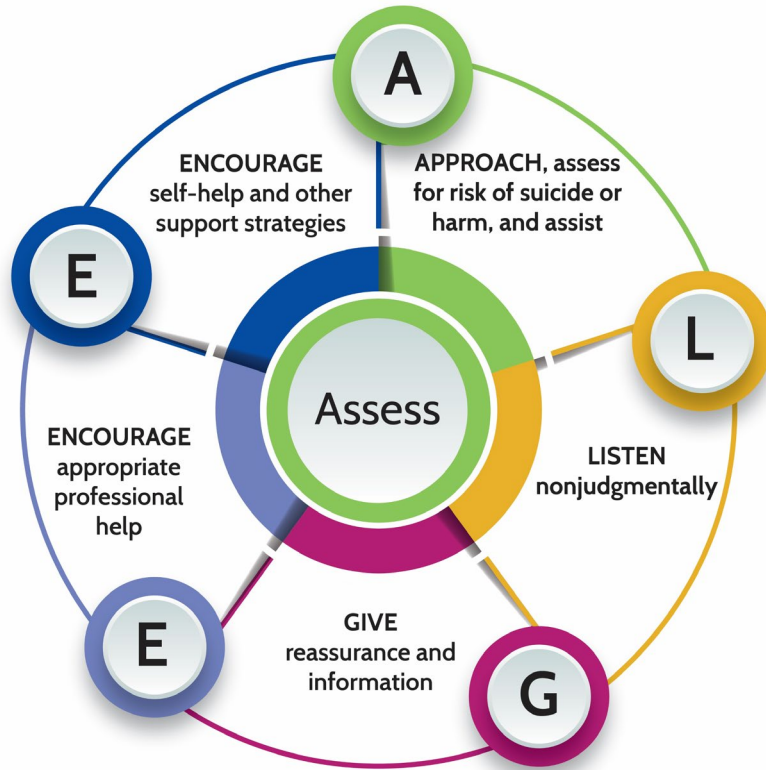
Why Mental Health First Aid?

Identify individuals experiencing signs and symptoms sooner.

Inform individuals and their families of local supports available in their community.

Improve coordination with existing mental health supports and resources .

Curricula Overview



- **Risk factors and warning signs** of mental health and substance use problems.
- **Information** on anxiety, depression, trauma, substance use (including opioids), non-suicidal self injury, disorders in which psychosis may occur, disruptive behavior disorders and eating disorders.
- **A 5-step Action Plan** to help someone who is developing a mental health problem or is in crisis.
- Available evidence-based professional, peer and self-help **resources**.

Learning Techniques and Tools

Instructional strategies are the techniques that instructors use to facilitate learning and knowledge transfer. The following instructional strategies are used within the course:

- Lecture
- Guided Discussion
- Small Group Discussion
- Gallery Walk
- Roleplaying
- Action Planning
- Debriefing
- Guided Self-care Exercise
- Modeling Best Practices
- PowerPoint Presentation
- Video
- Imagery
- Manuals
- Multiple Delivery Methods (Blended Learning)
- Standard Icons
- Participant Processing Guides

Curricula Options

CURRICULA

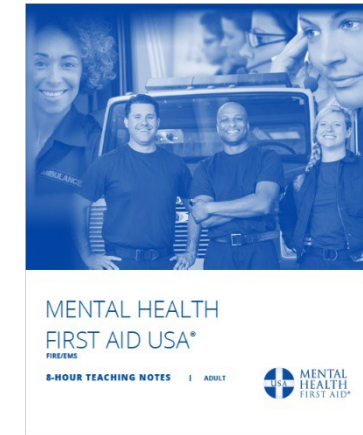
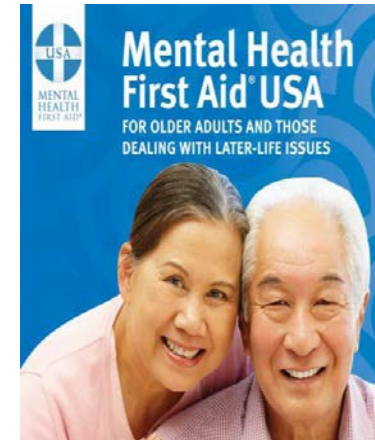
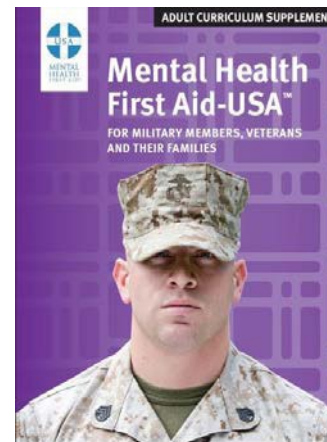
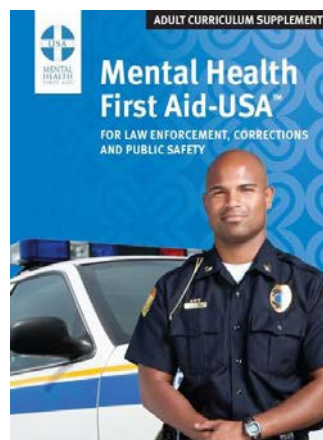
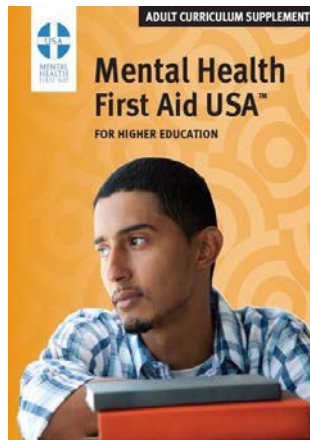
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|--|----------------------|---------------------|
| ▪ Adult Mental Health First Aid | 18+ | ENGLISH and SPANISH |
| ▪ Youth Mental Health First Aid | Adults → K-12 | ENGLISH and SPANISH |
| ▪ Teen Mental Health First Aid | Teens → Grades 10-12 | |

MHFA DELIVERY PATHWAYS

- | | | |
|---------------------|---|--------------------|
| ▪ In-Person* | 6.5-8 hours | ADULT/ YOUTH/ TEEN |
| ▪ Virtual | 2 hours self-paced + 6 hours video conference | ADULT/ YOUTH/ TEEN |
| ▪ Blended | 2 hours self-paced + 4 hours in person | ADULT/ YOUTH |

Adult Curriculum Supplements

- Customized outreach to specific audiences
- Tailored content including scenarios
- Population-specific resources and statistics
- **Cultural Considerations Guides**



teen Mental Health First Aid Course Outline



Mental Health and
Mental Health
Challenges

Impact of Mental
Health Challenges

Professionals who
can Help and Types
of Help

Your Role as a
teen Mental Health
First Aider

Learning the
tMHFA Action Plan

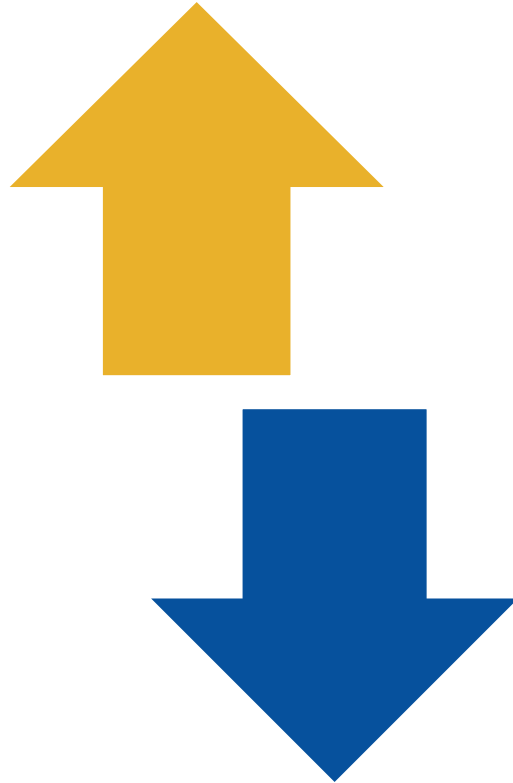
Using the Action Plan to Help
a Friend Experiencing a Crisis

Using the Action Plan to Help a
Friend Experiencing a Mental Health
Challenge

School, Community and
National Resources

tMHFA Evidence Base

Two evaluations, including one randomized controlled trial, of the Australia teen Mental Health First Aid program showed that students:



1. Demonstrated **increased mental health literacy**.
2. Were **more confident** helping a peer with a mental health problem.
3. **Viewed seeking help** from mental health professionals (school counselors, therapists, etc.) **more positively**.
4. **Reported less psychological distress** after receiving the tMHFA training.

Curricula Enhancements

- Manual Updates
- Participant Processing Guides
- Centralized Crisis Sections
- Cultural Considerations
- Impact of Trauma
- Recovery
- Self-Care



Course Timing*

Adult

- In-person*: 8 hours
- Blended: 2 hours + 4.5 hours
- Virtual: 2 hours + 5.5 hours

Youth

- In-person*: 6.5 hours
- Blended: 2 hours + 4.5 hours
- Virtual: 2 hours + 4.5-5 hours

* All timing includes 30 minutes of break time. We recommend adding cushion time.

Course Timing

tMHFA

- In-person*: 8 hours
- Blended: 2 hours + 4.5 hours
- Virtual: 2 hours + 5.5 hours



Download the teen Mental Health First Aid One-Pager and Toolkit



teen
MENTAL HEALTH FIRST AID

1 in 5 teens has had a serious **mental health disorder** at some point in their life.

50% of all **mental illnesses** begin by age 14, and **75%** by the mid-20s.

Suicide is the **second leading cause of death** for **15- to 24-year-olds**.

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Why **teen** Mental Health First Aid?

teen Mental Health First Aid teaches high school students **how to identify, understand and respond to signs of mental illnesses and substance use disorders among their friends and peers**. The training gives students the skills to have supportive conversations with their friends and get a responsible and trusted adult to take over as necessary. It is designed to be delivered in schools or community sites in three interactive classroom sessions of 90 minutes each or six sessions of 45 minutes each.

Schools and organizations offering the training are required to train at least 10 percent of adult staff in Youth Mental Health First Aid and to train the entire grade level. A critical step in the teen Mental Health First Aid action plan is connecting with a trusted adult. Youth Mental Health First Aid trains adults to be prepared to help young people facing a crisis.

WHAT IT COVERS

- Common signs and symptoms of mental illness.
- Common signs and symptoms of substance use.
- Common signs and symptoms of a mental health crisis, particularly suicide.
- How to open the conversation about mental illnesses and addiction with friends.
- The impact of school violence and bullying on mental health.
- How to seek the help of a responsible and trusted adult.

WHO SHOULD TAKE IT

- High school students in grades 10, 11 and 12
- High schools, organizations partnering with a high school and youth-serving organizations are eligible to teach teen MHFA to students.

The course will teach students how to apply the teen MHFA Action Plan to help a friend:

- Look for warning signs.
- Ask how they are.
- Listen up.
- Help them connect with an adult.
- Your friendship is important.

USA

MENTAL HEALTH FIRST AID

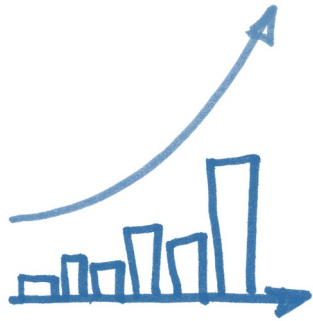
BORN THIS WAY FOUNDATION

TO LEARN MORE ABOUT TEEN MHFA, VISIT [MHFA.org/teens](https://mhfa.org/teens).

"Schools offering this training can save lives, families and communities. Regardless of how happy, smart or popular someone seems on the outside, everyone is fighting battles we have no idea about. tMHFA taught me that sometimes we need a reminder of what is important and the tools to make that a priority."

— **Katie Ramboyong**, teen Mental Health First Aider

MHFA Longitudinal Research and Evidence



*3 and 6
months
post-training*

- ▲ Increases in **confidence** and **likelihood** to perform the Mental Health First Aid Action Plan.
- ▲ People with minimal or no past mental health training **gained the most knowledge**.
- ▲ Increases in **referrals** and **assessing suicidality** and **safety**.
- ▲ Positive change in their attitudes and beliefs towards mental illness, demonstrating a **reduction in stigma**.

Youth MHFA: Research and Evidence

Independent research in 2018 from the University of Central Florida shows Youth MHFA works for educators. Teachers who took the training showed:

- ▲ Increased mental health **literacy**.
- ▼ A **reduction in negative attitudes** toward youth with mental health concerns.
- ▲ Increased **confidence** in their ability to identify and respond to students with mental health problems.
- ▲ Increased **intentions to engage** in help-seeking behavior with high-risk students.

National Strategic Growth

Federal Grant Programs

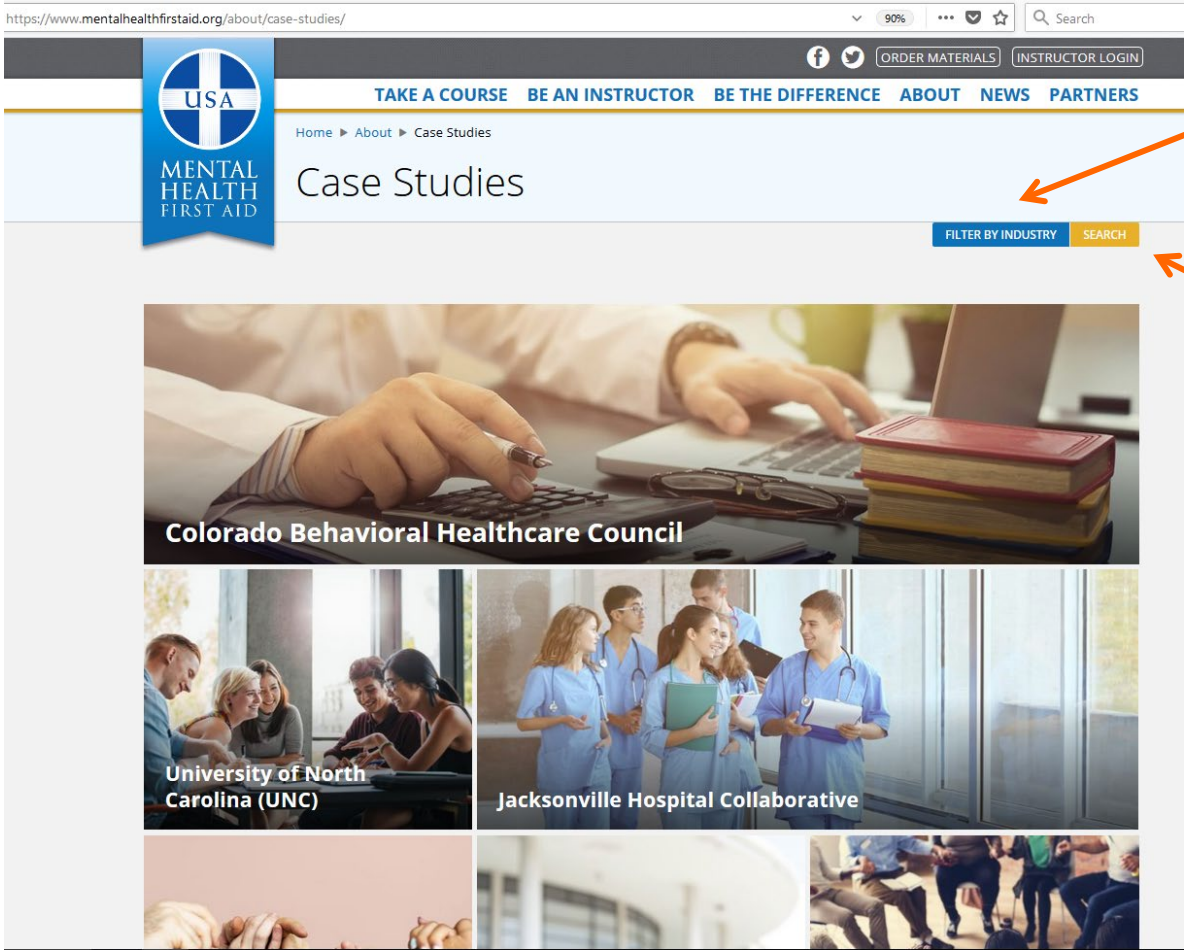
- 2014-2019: NITT Project AWARE (SEAs), Local Education Agencies (LEAs)
- 2019: Mental Health Awareness Training Grants (MHAT)

Regional, Statewide and Municipal

- Philadelphia: 20,000+ Trained
- New York City: 250,000 Pledge



Case Studies: Local Implementation Models



Filter by Industry

Key Word Search

Implementation Options

There are several methods for organizations and individuals wishing to expand or initiate Mental Health First Aid training in their community:

- Engage the existing Instructor network.
- Compensate existing local Instructors to complete teen Mental Health First Aid and Youth Mental Health First Aid training through the proposed initiative.
- Support selected staff in obtaining Instructor certification.

How to Find Area Courses or Instructors

1. Go to [MHFA.org](https://www.mhfa.org) and click “Find a Course.”
2. Search by City, State or by ZIP code and select the search area (“Distance from Me”).
3. A list of courses will appear. Click **“Download to Excel”** to download search results.
4. To see a list of Instructors, click the **Instructors tab**. If desired, **filter Instructors** by Certification. Click **“Download to Excel”** to download search results

The screenshot shows the MHFA.org website interface for finding courses. The URL is <https://www.mentalhealthfirstaid.org/take-a-course/find-a-course/>. The page has a navigation bar with links: TAKE A COURSE, BE AN INSTRUCTOR, BE THE DIFFERENCE, ABOUT, NEWS, PARTNERS. There are also links for ORDER MATERIALS and INSTRUCTOR LOGIN. A search bar shows 'Arlington, VA, USA' and a distance of '25 miles'. A 'FIND COURSES' button is present.

Annotations on the page include:

- Click tabs to see either Courses or Instructors:** Arrows point to the 'Courses' and 'Instructors' tabs under the 'FILTER BY' section.
- Click to filter by curriculum type (optional):** An arrow points to the 'All Course Certifications' filter options: Adult, Youth, SpanishAdult, SpanishYouth.
- Click to filter by module type (optional):** An arrow points to the 'Module Certification' filter options: Fire/EMS, Not Applicable, Spanish Adult, Spanish Youth, Higher Ed, Older Adults, Public Safety, Rural, Veterans.
- Download Search Results:** An arrow points to the 'DOWNLOAD RESULTS TO EXCEL' button.

The table below shows the search results for courses in Arlington, VA, USA, within 25 miles.

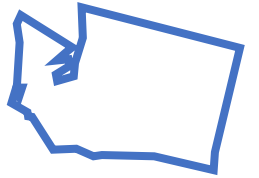
INSTRUCTOR	CERTIFICATIONS	ORGANIZATION	TITLE	CITY, STATE	DISTANCE
Jakatae Jessup	Y	Shelby County Schools	School Psychologist	Arlington, Tennessee	0 mi View map
Mary Dolby-McDonald	Y	Arlington Public Schools	Virginia Licensed Clinical Social Worker	Arlington, Virginia	0.6 mi View map
Cristin Miller	Y		School Psychologist	Arlington, Virginia	0.6 mi View map
Teresa George Gordon	Y	Arlington Public Schools	Psychologist	Arlington, Virginia	0.6 mi View map
Shannon Starke		L		Arlington, Virginia	0.8 mi View map
Gregory Myers	Y	Arlington Public Schools	School Psychologist	Arlington, Virginia	0.9 mi View map
Magali Olander	Y	Web Portal	Social Worker	Arlington, Massachusetts	0.9 mi View map

Implementation Models

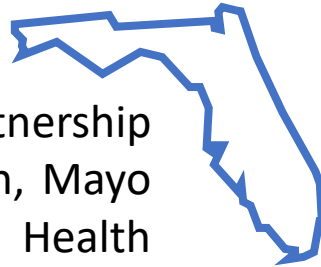
County- and Population-based Initiatives



MHFA is embedded as one of the 6 Primary Initiatives of the **Montgomery County, Ohio**, Alcohol Drug Addiction and Mental Health Services in Dayton with thousands trained in a 9-county region since 2014.



Jacksonville (Florida) Nonprofit Hospital Partnership including Baptist Health, Brooks Rehabilitation, Mayo Clinic, St. Vincent's HealthCare and UF Health Jacksonville partnered with local government and **have trained 6,000+ first responders and residents in MHFA** with a goal of training 10,000 in the **5-county area**.



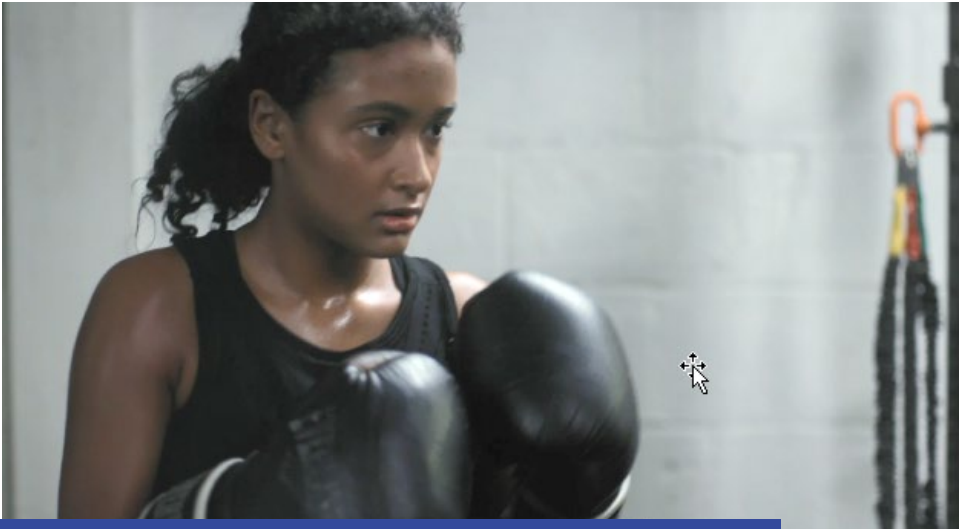
King County, Washington, funds 53 initiatives through a Mental Illness and Drug Dependency 1/10 of 1% tax and has a goal of reaching at least 10,000 residents with Mental Health First Aid.

Implementation Models

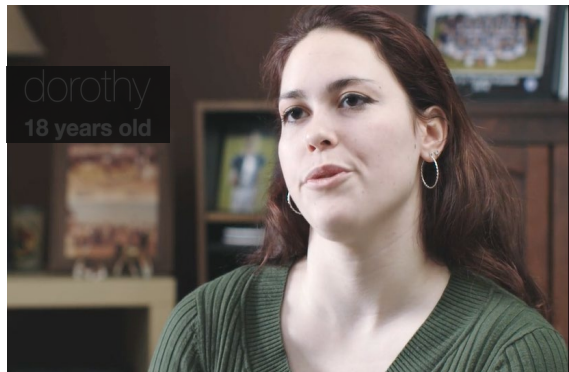
Department-wide Training

“This year we’ve made MHFA a mandatory class for all of our county public health employees. We’ve received positive feedback about how course strategies might positively impact interactions with the public and/or with colleagues/family/friends.”

--Mental Health First Aid Instructor, Jefferson County (Colorado) Public Health



Substance Use Crisis:
Frida's Story



New Films

Documentary

Animated

Scripted

Fidelity Requirements: Virtual and Blended

Content (V, B) Participants must complete the self-paced course prior to participating in the Instructor-led training. Online manual included. Print manual optional.

Delivery (V)* Two certified Instructors for a maximum audience of 20 participants. One certified Instructor for a maximum audience of 10 participants.

*Having a certified First Aider or a mental health professional helping to monitor participants can increase to maximums to 30 and 20, respectively.

Safety (V) Instructors required to set-up a “Virtual Hallway” breakout room.

Instructor Trainings

- Identify qualified staff members with experience training or teaching adult learners within the organization and send a pair or small group to an Instructor certification training.
- Host an onsite/virtual Instructor training.
- Assemble a large cohort of up to 30 (in person) or 16 (virtual) qualified participants and contract with National Council to bring the Instructor certification training to your organization.

Maryland and Missouri Instructor Training

- Applicants in **Maryland**: Contact MHFATraining@mhamd.org or 443-901-1550 for further assistance. *These trainings are open only to in-state residents.*
- Applicants in **Missouri**: Visit our state partner's website (MHFAMissouri.org) to [apply for in-state Instructor trainings](#). *These trainings are open only to in-state residents.*

MHFA Instructor Training Pricing

*3-Day or 5-Day Training**

- **Per Instructor:** \$2,200
- **Host Site Instructor Training Fees:**
 - **Flat fee:** \$38,000 for an on-site 5-day Instructor training for up to 30 people maximum.*
 - **Flat fee:** \$26,000 for an on-site/virtual 3-day Instructor training for up to 16 individuals.*
- **Existing Instructors Transitioning to Virtual Delivery**
 - \$150 per person for Instructor LMS access + integrated Zoom license.
- **Curricula Modules** *(Self-Paced Virtual Delivery)*
 - \$150 per Adult-certified instructor for Instructor LMS access + integrated Zoom license

**Please note that all Instructor trainings are currently conducted in a virtual format.*

First Aider Materials Pricing

Virtual

Virtual or Blended Learning

(2-hour, self-paced course and 5.5-hour instructor-led course)

- ~~\$28.95~~ **\$23.95*** includes LMS access and digital participant manual

In-Person* *(Adult/Youth)*

- **\$18.95** per participant includes participant manual and Processing Guide



Questions?

Type in your questions in the Q&A/Chat feature.

Thank You

Please take a moment to share your feedback in the post-webinar survey.

All registrants will receive a copy of today's slides and a link to the recording.

Contact Us: [MHFA SAMHSA@TheNationalCouncil.org](mailto:MHFA_SAMHSA@TheNationalCouncil.org)

