



Alameda County Behavioral Health Care Services

FY 2011 Grant Request for Application (RFA)

Campus Mental Health Education and Services Grants

Request for Application (RFA) No. 1

Posting on www.acbhcs.org: January 3, 2012

Key Dates

| | |
|-------------------------------------|---|
| Application Deadline | Applications are due by February 10, 2012 |
| Grant Questions Accepted | Programmatic questions will be accepted between 1/3/12 and 1/16/12 |
| Responses to Grant Questions | Responses to Grant Questions will be posted by 1/20/12 at http://www.acbhcs.org/Docs/docs.htm#RFP |
| Award Announcement | Successful applicants will be notified by February 29, 2012 |

Alameda County Behavioral Health Care Services (BHCS), in partnership with the City of Berkeley (COB), is accepting applications from Community and State Colleges that are located in Alameda County and/or existing Alameda County community-based organizations to assist institutions of higher education in the implementation of an array of services in support of students who are experiencing mental distress and to promote supportive learning environments.

Background

In June 2007, the Mental Health Services Oversight and Accountability Commission (MHSOAC) voted to approve \$60 million in statewide initiative funds for a Student Mental Health Initiative (SMHI) in response to the tragedy at Virginia Tech. While tragic incidents are rare, the urgency to take steps to prevent such incidents is undeniable. The purpose of this initiative is to strengthen student mental health.

These Statewide funds for the SMHI require collaboration with a Joint Powers Authority (JPA) or another jurisdiction in order to secure funds for replicable programming. BHCS and the COB mutually determined to work on projects jointly for this purpose of implementing replicable programs at the local (County) level. BHCS has been designated as the lead jurisdiction and will manage all procurement services, as well as fiscal and programmatic reporting.

These grant funds are time limited and are set to expire on June 30, 2014.

Purpose

The purpose of this program is to develop a comprehensive approach to promoting student mental health and well-being and the reduction of stigma around seeking help for mental health issues in the higher education setting. These service grants are intended to assist institutions of higher education in supporting students who are experiencing mental distress and promote a supportive learning environment.



Required Program Components

The Campus Mental Health Education and Services Grant program grants will support the development and implementation of an array of services to: 1) promote student mental health and wellbeing; and 2) reduce the stigma associated with seeking help for mental health issues in the higher education setting.

This grant opportunity is a collaborative effort between BHCS and the COB and as such at least 10% of the funds in any grant award shall be utilized to serve City of Berkeley residents.

The Campus Mental Health and Services Grants program will support the development and implementation of a cohesive set of services utilizing the following three components:

Component A: Peer to Peer Support

Peer to Peer Support activities may include:

- Development of Peer Support Specialists;
- Development of peer led support groups;
- Peers hosting events on a campus to increase awareness of mental health issues and wellness practices; and
- Peer advocacy

For the purposes of this grant application the term “peer” refers to individuals of similar age and background and/or individuals who share a background of mental health issues or challenges.

Component B: Social Media Outreach to reduce Stigma and Discrimination:

Social Media activities may include:

- Website development;
- Blogging;
- Public Service Announcement/Videos; and/or
- Twitter/Facebook messaging.

Component C: Mental Health Consultation

For the purposes of this grant application the term Mental Health Consultation refers to working with school staff (such as academic counselors or the Office of Disabled Students, etc.) or student leaders to increase capacity and understanding of mental health issues and available resources.

Mental Health Consultation activities may include:

- Implementing different types of workshops/trainings around mental health and wellness;
- Identification of student issues and providing information and linkages to needed services;
- Utilizing peers to develop a “peer of the day” model where students can drop in to seek advice from trained peer support specialists.

Grant applicants must describe:

- 1) How they would track and ensure that 10% of grant funds would serve City of Berkeley residents;
- 2) How they would offer all three service components listed above in a comprehensive manner;
- 3) Three expected measureable outcomes (one outcome per component) that will be accomplished as a result of these services; and
- 4) How any of these program components may be sustained after the grant funding ends.



As a result of these grants, colleges will enhance their capacity for mental health prevention and early intervention services.

Eligibility

Eligibility for the Campus Mental Health Education and Services Grant program is limited to the California State University (CSU) Colleges and California Community Colleges (CCC) that are located in Alameda County or Alameda County community-based organizations that currently provide behavioral health services in Alameda County.

Eligible Institutes of Higher Education and community-based organizations must also demonstrate how 10% of the funds will be used to serve City of Berkeley residents. Grant applications that do not clearly demonstrate this will be disqualified.

Note: In order for Alameda County community-based organizations to be eligible they must include a written agreement between the targeted college(s) and the proposed applicant that describes how the college and applicant will work together. This written agreement does not need to be an official Memorandum of Understanding (MOU) but does need to specify the roles and responsibilities of the college(s) and the community-based organization.

Award Information**

BHCS expects to award up to three grants for a total funding amount of \$1,318,055 between 1/1/2012 and 6/30/2014. Maximum funding per award and time period is as follows:

| Funding Period | Award Amount per Grant |
|---|--|
| FY 11/12 and FY 12/13 (3/1/12-6/30/13) | Up to \$332,183 To be used for this entire time period. |
| FY 13/14 (7/1/13-6/30/14) | Up to \$107,167 |

**** At least 10% of the funds in any awarded grant shall be utilized to serve City of Berkeley residents.**

BHCS anticipates awarding three, time-limited, one-time only grants, as illustrated in the table above. The awarded grants shall be prorated in fiscal year 11/12 and include FY 12/13 with the option for BHCS to renew in part or not at all in FY 13/14. Any renewal of the awarded grant shall be contingent on the availability of funds and grantee performance. Funding shall expire on or before June 30, 2014 and shall not be available after that date. BHCS may choose to discontinue or not to renew a grant for reasons other than funding.

How to Apply:

Complete the attached application and budget template.

Applicant Questions:

Applicant questions may be emailed to Tracy Hazelton at the address below between 1/3/12 and 1/16/12. Answers to all questions will be posted on the BHCS website by 1/20/12.



Submit all application materials by February 10, 2012 by 12:00 noon to:

Tracy Hazelton, MPH

Prevention Coordinator
Alameda County Behavioral Health Care Services Agency
2000 Embarcadero Cove, Suite 400
Oakland, CA 94606
510-639-1285
thazelton@acbhcs.org

Application

Submittal of Applications

1. Applicants are to submit:
 - An electronic copy of their grant application to thazelton@acbhcs.org.
 - One original hard copy application, with original ink signatures. Original application is to be clearly marked.
 - **Both the electronic and the hard copy applications need to be received by BHCS no later than 12:00 p.m. noon February 10, 2012 for the application to be considered for funding.**

2. All applications must be sealed and received **no later than 12:00 p.m. noon February 10, 2012**. BHCS cannot accept late and/or unsealed applications. If hand delivering applications, please allow time for parking and entry into building. Applications shall only be accepted at the address shown below and by the time indicated above in this application. Any applications received after said time and/or date or at a place other than the stated address cannot be considered and shall be returned to the Applicant unopened. All applications, whether delivered by an employee of Applicant, U.S. Postal Service, courier or package delivery service, must be received and time stamped at the stated delivery address prior to the time designated. BHCS' timestamp shall be considered the official timepiece for the purpose of establishing the actual receipt of applications.

3. Applications are to be addressed and delivered as follows:
BHCS Grant Application: Campus Mental Health Education and Services
Alameda County Behavioral Health Care Services
Attn: Tracy Hazelton
2000 Embarcadero Cove, Suite 400
Oakland, CA 94606

4. Applications must be:
 - Submitted utilizing the application and budget template;
 - Printed on plain white paper (for the one hard copy); and
 - Clipped using a binder clip (for the one hard copy).

All original pages from the Applicant must:

- Be single spaced;
- Use 11-point Arial font;
- Have one-inch margins around each page;
- Conform to the maximum page limits;
- Include "*Campus Mental Health Education and Services Grant*" on the left header of each page

- Include Applicant name on the left footer and the document page number on the right footer of each page.
5. Applicant's name and return address must also appear on the mailing package.
 6. Applicant agrees and acknowledges all Grant specifications, terms and conditions and indicates ability to perform by submission of its application.
 7. Submitted applications shall be valid for a minimum period of ten months.
 8. All costs required for the preparation and submission of an application shall be borne by Applicant.
 9. Proprietary or Confidential Information: It is the responsibility of the Applicants to clearly identify information in their application that they consider to be confidential under the California Public Records Act. To the extent that the County agrees with that designation, such information shall be held in confidence whenever possible. All other information shall be considered public.
 10. All other information regarding the applications shall be held as confidential until such time as the County Selection Committee/Evaluation Panel has completed their evaluation, notification of recommended award has been made by the County Selection Committee/Evaluation Panel, and the contract has been fully negotiated with the recommended grantees named in the intent to recommend award/non-award notification(s). All parties submitting applications, either qualified or unqualified, shall receive mailed intent to recommend award/non-award notification(s), which shall include the name of the Applicant(s) to be recommended for award of this project. In addition, recommended award information shall be posted on the BHCS website, mentioned above.

RESPONSES

For an application to be considered complete, Applicant must provide all of the requested information described below.

Application responses must be complete, substantiated, concise and specific to the information requested. Any material deviation from the requirements may be cause for rejection of the application, as determined by BHCS' sole discretion.

The original hard copy application must be signed in ink and include evidence that the person(s) that signed the application is/are authorized to execute the application on behalf of the Applicant.

With Submittal of Application

1. **Title Page:** Include a one-page title page with the following:
 - The Grant title: "*Campus Mental Health Education and Services Grant*";
 - Applicant organization name and address;
 - Name, telephone number & E-mail address of the contact person at Bidder's Agency for all matters regarding the Grant; and
 - Application date.

2. **Table of Contents:** Include a table of contents with:
 - A listing of individual application responses by question number (1-8) and their corresponding page numbers.
3. **Cover Letter:** Include a one-page cover letter with the following:
 - Official name of Applicant;
 - Proposed Target Population to be served (e.g. which area of the County and which Institutions of Higher Education);
 - Applicant's organizational structure (i.e. corporation, partnership, limited liability company, College information, etc.);
 - The address of the Applicant's headquarters, any local office involved in the application and the address/location where the actual production of services shall be performed;
 - The name, address, telephone, fax numbers and e-mail address of the person(s) who shall serve as the contact to the County, with regards to the application, with authorization to make representations on behalf of and to bind Applicant;
 - Applicant's Federal Tax Identification Number;
 - The Applicant's executive director or designated board member's signature.
4. **Executive Summary:** Include a synopsis of the highlights and benefits of the application in no more than one page.
5. **Application Questions:**

Applicants must respond to the following questions. Responses to any individual question should not exceed three single-spaced pages. Also note that the maximum point allocation per question is listed in parenthesis.

 1. Provide a description of the Applicant's plan to track and ensure that 10% of grant funds would serve City of Berkeley residents. **(required, no points assigned)**
 2. Provide a description of the Applicant's experience and accomplishments in delivering mental health services within a campus environment. **(10 points)**
 3. Describe the nature of the Applicant's proposed peer-to-peer services; include program model, as well as specific workshops and trainings. Describe how the Applicant envisions engaging peers in the program. **(20 points)**
 4. Describe Applicant's plan to utilize social media to reduce stigma and discrimination. **(15 points)**
 5. Describe Applicant's plan to utilize mental health consultation services with peers and school staff. **(15 points)**
 6. Describe how Applicant envisions collaboration among campus resources to create a comprehensive set of services utilizing each the three components of peer-to-peer services, social media efforts and mental health consultations. Describe the specific resources necessary for implementation of the plan and any required partnerships. **(20 points)**
 7. Describe how the Applicant envisions the integration of grant funded programs or strategies for sustaining this program after the grant period has ended. **(10 points)**



8. The Applicant shall outline at least three expected measurable outcomes (one outcome per each of the components) and the Applicant's plan for evaluating these outcomes. **(10 points)**
9. For community-based organizations that will be applying to this Grant Request they must include a written agreement between the targeted college(s) and the proposed Applicant that describes how the college and Applicant will work together. **Failure to attach this document will disqualify the community-based Applicant.** The written agreement does not need to be an official Memorandum of Understanding (MOU) but does need to specify the roles and responsibilities of the college(s) and the community-based organization.

6. Budget:

Please include a budget and budget narrative for FY 11/12 (March-June 30, 2012) and a separate budget and budget narrative for the entire FY 12/13 using the attached budget template. Both budgets combined (FY 11/12 and 12/13) may be for no more than \$332,183.

Funds that are not used in FY 11/12 can be rolled over into FY 12/13; however due to the way BHCS receives these funds from the State, funds from FY 12/13 can not be rolled over in to FY 13/14.

Evaluation Criteria

A Selection Committee will evaluate each application meeting the criteria outlined in this announcement. The Selection Committee will be composed of Alameda County and City of Berkeley staff and other parties that have expertise or experience in the delivery of these services.

Applications shall be evaluated according to the responses given to the Application Questions. The maximum score an application can receive is 100 points.

Award Administration:

Alameda County Behavioral Health Care will post an award announcement online at www.acbhcs.org as well as notify all applicants of award status through email and mail on or before February 29, 2012. It is anticipated that funds will be distributed in March 2012.