

The Los Angeles County Department of Mental Health (LACDMH) through Prevention and Early Intervention (PEI) funding, in collaboration with the California Mental Health Services Authority (CalMHSA), is looking for mission oriented, diverse, innovative partner organizations to support their movement in activating organizations and individuals during the months of May and June to promote mental health awareness and wellbeing. With available grant funds, organizations will engage diverse communities to promote mental health awareness and wellbeing and foster community connection as a part of LACDMH's *Take Action* for Mental Health LA.

LACDMH and CalMHSA are seeking applications for a one-time innovative event or a series of events throughout Los Angeles County. CalMHSA will award grants to community-based organizations (see eligibility below) in the range of \$25,000 to \$150,000.

Grant Award

Los Angeles' communities are incredibly diverse, as are their needs. LACDMH emphasizes the importance of non-profits, local groups, and agencies in authentically understanding the communities they serve. The investment puts PEI resources into the community as a connection point for resilient and diverse communities to check in, learn more, and get support for mental health.

The award supports one or more of the following:

- Decreasing stigma and discrimination associated with mental health and accessing mental health services through culturally congruent social marketing messaging and community engagement;
- Increasing help seeking behaviors by supporting communities to *Take Action* for mental health throughout Los Angeles County;
- Increasing awareness of and access to mental health services and resources, implemented through community-based approaches;
- Increasing knowledge of trauma, toxic stress, and social determinants of health through community centered methods for raising awareness and understanding;
- Activities that address one or more of the MHSAs PEI identified negative effects of untreated mental illness.

We invite creative thought partners with a desire to bring mental health awareness to a specific (ethnic, racial, cultural or geographic) LA county community through equity-focused events and activities to apply.

Eligibility

- Non-profit agencies
- For-profit agencies
- Faith-based organizations
- Schools
- Other entities that are dedicated to carrying out diverse community engagement efforts to build community capacity and promote strong community ties in the furtherance of individuals' wellbeing.

All eligible organizations must demonstrate culturally congruent strategies and engagement.

Joint proposals will be accepted and can exceed \$150,000.

In the application the entity must describe a Los Angeles County targeted audience and/or population that will be served. Regardless of the nature of event, the importance of community and meaningful connections should be promoted through messaging and resources, using [current cultural and linguistic standards](#).

Please note, awarded organizations will be required to utilize the May Mental Health Month branding selected by LACDMH and the event advertised/promoted on the *Take Action LA* website.

Insurance Requirements

CalMHSA requires the following minimum insurance coverages:

- Workers' Compensation Insurance – Required under California law for any organization who employs employees.
- Automobile Insurance – Required for owned and hired automobiles. Employees must be required to carry their own insurance for non-owned vehicles.
- Commercial General Liability Insurance – Provides coverage to an organization for bodily injury, personal injury and property damage caused by the organization's operations. CalMHSA requires that an organization's insurance cover liability assumed by the contract, with minimum limits of \$1,000,000 per accident or occurrence.
- Professional Liability Insurance (if applicable) – Also known as "errors and omissions insurance". Provides coverage to an organization for claims of negligence, breach of contract, etc. CalMHSA requires that an organization's insurance cover liability assumed by the contract, with minimum limits of \$1,000,000 per claim.

Grant Submission & Selection

Entities will submit their applications to CalMHSA via [Bonfire](#) and will receive funding based on application eligibility and fund availability. Funds will be awarded to a wide range of organizations. Actions will be taken to ensure funding is equitably distributed throughout all service districts in Los Angeles County. Award amounts will vary depending on the scope of activities and community engagement and/or reach proposed in the application.

All awards are based on available funding. Awards amounts range from \$25,000 up to \$150,000 per awardee.

The proposed scope of work shall provide information that clearly describes and supports the grant amount requested.

All applications will be reviewed for eligibility and completeness. *Applications with missing documentation will be deemed incomplete.* Following the initial eligibility review, an unbiased panel will review applications based on the criteria below and make award recommendations.

Application Requirements

Applications must include a clear description of the proposed project and the project's strategies for one or more of the following:

- Decreasing stigma and discrimination associated with mental health and accessing mental health services through culturally congruent social marketing messaging and community engagement;
- Increasing help seeking behaviors by supporting communities to *Take Action* for mental health throughout Los Angeles County;
- Increasing awareness of and access to mental health services and resources, implemented through community-based approaches;
- Increasing knowledge of trauma, toxic stress, and social determinants of health through community centered methods for raising awareness and understanding.

In addition to the project description the following should be included.

- Los Angeles County based target audience or community
- Project goals and description of how they advance LACDMH's objectives
- Projected number of attendees/participants
- Project activities
- Intended impact (that is in alignment with Prevention and Early Intervention goals)
- Proposed budget that is clear, complete, and validates the funding amount requested
- Create engagement opportunities that promote interconnectedness within diverse cultural communities
 - Distribute resources and messages throughout the county
 - Increase awareness of healing centered approaches that address trauma, toxic stress, and social determinants of health
- Address one or more of the negative effects of untreated mental illness
- Promote mental health and wellbeing

Additional application questions are provided below.

Applications must be submitted via CalMHSA's RFP portal [Bonfire](#). Written applications will not be accepted. Applications will not be accepted via email or mail. A virtual bidders conference will be held on February 24, 2023. All applicants are encouraged to attend.

Grant Timeframe

The Grant Application notice was published on the CalMHSA and Los Angeles County Department of Mental Health website on February 17, 2023. The entire grant application can be found [Bonfire](#).

Grant applications will be reviewed on a rolling timeframe with the cut off at 5:00 PM on March 03, 2023. Awardees will be contacted following the review then announced approximately 14 days

following grant application submission. CalMHSA will post an updated list of awardees. Final reports on grant accomplishments will be due no later than the final date of the grant period.

Timeline

February 17, 2023	Grant application released
February 24, 2023 8 am – 9 am 4 pm – 5 pm	Bidders Conference 8 am Bidders Conference 4 pm Bidders Conference
February 28, 2023 12 pm	Questions Due
Application Cut off: March 03, 2023, 5 pm PST	Submit application questions via Bonfire Bonfire
March 4, 2023 – March 9, 2023	Application review and panel scoring
March 10, 2023	Grantees Approved
March 17, 2023	Contracting and Award process
March 24, 2023	Initial payment will be issued
March 25, 2023 – June 30, 2023	Grant period

Awardee Reporting Requirements

Grantees are required to report on all grant activities including a short implementation meeting, data reporting, attendance in technical assistance meetings, and the final activity report to CalMHSA at the conclusion of the grant period. Final grants payments will not be issued until the final report and all supporting documentation is submitted to CalMHSA.

Reporting Requirements

Grant activities shall meet the PEI definitions and reporting requirements. For Prevention and Early Intervention (PEI) definitions and requirements, see below. Below are citations of the PEI regulations which will guide the grantees reporting requirements.

PEI Definitions

§ 3720. Prevention Program.

9 CA ADC § 3720

Prevention Program

1. The County shall offer at least one Prevention Program as defined in this section.
 2. "Prevention Program" means a set of related activities to reduce risk factors for developing a potentially serious mental illness and to build protective factors. The goal of this Program is to bring about mental health including reduction of the applicable negative outcomes listed in Welfare and Institutions Code Section 5840, subdivision (d) as a result of untreated mental illness for individuals and members of groups or populations whose risk of developing a serious mental illness is greater than average and, as applicable, their parents, caregivers, and other family members.
 3. "Risk factors for mental illness" means conditions or experiences that are associated with a greater than average risk of developing a potentially serious mental illness. Risk factors include, but are not limited to, biological including family history and neurological, behavioral, social/economic, and environmental.
- (1) Examples of risk factors include, but are not limited to, a serious chronic medical condition, adverse childhood experiences, experience of severe trauma, ongoing stress, exposure to drugs or toxins including in the womb, poverty, family conflict or domestic violence, experiences of racism and social inequality, prolonged isolation, traumatic loss (e.g. complicated, multiple, prolonged, severe), having a previous mental illness, a previous suicide attempt, or having a family member with a serious mental illness.
4. Prevention Program services may include relapse prevention for individuals in recovery from a serious mental illness.
 5. Prevention Programs may include universal prevention if there is evidence to suggest that the universal prevention is an effective method for individuals and members of groups or populations whose risk of developing a serious mental illness is greater than average.

Stigma and Discrimination Reduction Program

1. The County shall offer at least one Stigma and Discrimination Reduction Program as defined in this section.
2. "Stigma and Discrimination Reduction Program" means the County's direct activities to reduce negative feelings, attitudes, beliefs, perceptions, stereotypes and/or discrimination related to being diagnosed with a mental illness, having a mental illness, or to seeking mental health services and to increase acceptance, dignity, inclusion, and equity for individuals with mental illness, and members of their families.
 1. Examples of Stigma and Discrimination Reduction Programs include, but are not limited to, social marketing campaigns, speakers' bureaus and other direct-contact approaches, targeted education and training, anti-stigma advocacy, web-based campaigns, efforts to combat multiple stigmas that have been shown to discourage

individuals from seeking mental health services, and efforts to encourage self-acceptance for individuals with a mental illness.

2. Stigma and Discrimination Reduction Programs shall include approaches that are culturally congruent with the values of the populations for whom changes in attitudes, knowledge, and behavior are intended.

PEI Reporting Example

Below is a sample of reporting. Grant awardees will be provided with data entry tools. Data collected will be included in Los Angeles County’s Mental Health Services Act reporting. Grant awardees will be required to collect information on their approved activities.

Age Group	# of individuals		Race	# of individuals		Sexual Orientation	# of individuals		Gender Identity	# of individuals		Language Spoken	# of individuals	
	Prevention	Early Intervention		Prevention	Early Intervention		Prevention	Early Intervention		Prevention	Early Intervention		Prevention	Early Intervention
0-15 yrs.			White			Lesbian or Gay			Female			English		
16-25 yrs.			African American or Black			Heterosexual			Male			Spanish		
26-59 yrs.			Asian			Bisexual			Transgender woman			Vietnamese		
60 & older			Native Hawaiian or Other Pacific Islander			Queer, pansexual, and/or questioning			Transgender man			Cantonese		
			Alaska Native or Native American						Genderqueer			Mandarin		
			Other			Other			Other			Tagalog		
			More Than One Race			Declined to Answer			Declined to Answer			Cambodian		
			Declined to Answer			Disability		# of individuals		# of individuals		Hmong		
Veteran	# of individuals		Ethnicity	# of individuals		Communication	# of individuals		Mental (not SMI)	# of individuals		Physical/Mobility	# of individuals	
	Prevention	Early Intervention		Prevention	Early Intervention		Prevention	Early Intervention		Prevention	Early Intervention			
	Yes		Hispanic			Hearing or Having Speech Understood			Chronic Health Condition			Other		
	No		Non-Hispanic			Seeing								
	Declined to Answer		More Than One Ethnicity			Other (specify)			Other (specify)					
						None			Declined to Answer					
							Prevention	Early Intervention						
Total Number of Individuals Served during the Prior Fiscal Year Period:														
Cost Per Individual: \$														

Payment Terms

Funding awards will be issued to grantees 50% up front, then 25% at the midpoint of the community planning and the remaining funding upon receipt of the final report.

All payments are based on report approval meeting contract requirements.

1. All payments will be issued to the address listed on the provided W-9.
2. Initial payment will be issued within thirty (30) calendar days of notice of approval.
3. Both the application and final report must be reviewed and approved prior to release of the final payment. Submission of application and final report(s) does not guarantee final payment.

ADDITIONAL IMPORTANT INFORMATION

Upon receiving an award notification, awardees will be required to submit a letter of intent to CalMHSA within 5 business days. Failure to submit the letter of intent within 5 days of award notification may result in forfeiture of grant award.

Who is CalMHSA?

CalMHSA is the administrative manager for the grants. The California Mental Health Services Authority (CalMHSA) is a Joint Powers Authority, an independent administrative and fiscal government agency, focused on the efficient delivery of California mental health projects for its members (including Los Angeles County).

All questions specific to this opportunity (application, funding, questions, PEI, etc. Must be submitted on the Bonfire portal.

If you have a question that cannot be submitted via Bonfire, please reach out to Alaina Jones at alaina.jones@calmhsa.org.

Application Questions – to be answered via [Bonfire](#)

Maximum 250 words per question.

1. Please provide a description of the proposed event and target audience or community of focus in Los Angeles County and explain why it was chosen. **10 points**
2. What zip codes will the engagement occur in or reach?
3. Describe how the mission of the agency/organization relates to the previously stated target audience or community and the agency/organization experience providing diversity, equity, and inclusion-based services to the target populations identified in this proposal. **10 points**
4. Please explain how the proposed one-time innovation event or series of events connects with the above PEI intentions. **10 points**
5. Please describe any project goals identified for this community engagement event or activity. How will the project goals address prevention and early intervention priorities? **10 points**
6. Please estimate the expected number of attendees and/or participants and how the agency/organization will provide staffing or oversight for an event of this type. **10 points**
7. In a short description, please provide an overview of project activities to support the one-time innovative event or series of events identified. **10 points**
8. Please describe the project's intended community impact. **10 points**
9. Please describe any additional promotional or marketing activities that will be used to inform the community about the event. **10 points**
10. Please attach a proposed budget which includes staff/personnel costs, indirect costs, permit and/or vendor fees, promotional costs etc. and fill out the budget justification table. All costs should be clear, complete, and justify the funding amount requested. Please see example. **20 points**

Please complete a budget justification and budget table as in the examples below.

Type of Cost	Justification	Total
PERSONNEL Describe personnel costs, including number of people, positions, etc.		
SERVICES AND SUPPLIES Describe all services being provided and supplies being procured, such as printing costs, advertisements, meals, training, etc.		
EQUIPMENT Describe all equipment being procured and how intended to be used		
FACILITIES Describe any facility costs necessary for execution of your activity		
OTHER COSTS Describe any additional costs associated with the execution of your activity		

SAMPLE BUDGET FORM

COSTS			
A. PERSONNEL (ADMIN/SUPPORT STAFF)			
Project Staff			
Position Title	Hourly Rate	Total Project Hours	TOTAL
Administration/Support			
Position Title	Hourly Rate	Total Project Hours	TOTAL
Fringe Benefits			

TOTAL PERSONNEL COSTS			
B. SERVICES AND SUPPLIES			
Production/reproduction of materials			
Type of Production Material	Cost per unit	Number of units	TOTAL
Supplies			
Name of item	Cost per unit	Number of units	TOTAL
TOTAL SERVICES AND SUPPLIES			
C. EQUIPMENT			
Type of Equipment	Cost per item	Number of items	TOTAL
TOTAL EQUIPMENT			
D. FACILITIES			
Vendor/Facility	Deposit amount	Remaining Amount	TOTAL
TOTAL FACILITIES			
E. OTHER COSTS			
Name of costs (e.g., Travel Stipends)	Cost per unit/item	Number of items	TOTAL
TOTAL OTHER COSTS			
GRAND TOTAL			