



THE CENTER

at Sierra Health Foundation

Youth Suicide Prevention Media and Outreach Campaign Request for Applications Frequently Asked Questions

- 1. Are local for-profits eligible to apply?** No. Applicant organizations must be either a 501(c)(3) community-based organization (CBO) or a Tribal organization with trusted and established community relationships. Also allowable are coalitions of organizations and collaboratives, as long as the backbone organization is an eligible applicant.
- 2. Are organizations already funded by The Center at Sierra Health Foundation eligible for this funding opportunity?** Yes, organizations already funded by The Center at Sierra Health Foundation are eligible to apply as long as they are either a 501(c)(3) community-based organization (CBO) or a Tribal organization with trusted and established community relationships.
- 3. Are national nonprofits that conduct work in California eligible for this funding opportunity without having an office in California?** No, applicant organizations must have an office located in California. However, we welcome partnership as a resource for the population our funded partners will be working with through the project.
- 4. Is the cost for the external media company part of the potential grantees \$500,000 budget or offered as a resource by The Center?** No, the external media company is being paid by the California Department of Public Health under a separate contract.
- 5. Can we select more than one strategy and approach?** Yes, if you would like to. However, please be aware of stretching yourself too thin. It needs to be a well thought out program with capacity for execution.
- 6. Does a stronger proposal focus on college students under the age of 25, or is it stronger to focus on all ages under 25?** The goal is to focus on all youth under 25 (especially 10-24) in California who belong to one of the priority populations listed in the RFA. That said, strength of applications will depend on several factors and age of focus will be one of many criteria.
- 7. Is this the first time there is state funds for specifically suicide prevention of youth?** The Office of Suicide Prevention within the California Department of Public Health is relatively new (established by Assembly Bill 2112 in 2020) and this media campaign represents one of two three-year youth suicide prevention projects from within that office that received funding beginning in July 2022. The other project focuses on crisis response and reporting. It is being implemented simultaneously.
- 8. What organization is referred to in the 2) create organizational policies and culture? Could you expand on this question?** In reference to the second activity under “Additional Suicide Prevention Activities” in the RFA, grantees can choose what organization to focus on for their

policy and culture change efforts. The organization could be the grantee, school(s) or other organizations that impact the lives of young people.

9. **Question: Can agencies apply for this grant if they have an existing grant with Elevate Youth California?** Yes, but pay attention to the eligibility criteria in the current request for applications for more specifics.
10. **If we (local Gov HHS) plan to partner with a CBO, would they have to be the recipient or can we act as a pass through?** This funding is intended for 501(c)(3) or Tribal organizations. The lead entity must be a CBO or, if a Tribal organization, the organization must be a 501(c)(3) or public agency.
11. **Can the youth listening activity be hosted as a banquet type event with the youth? Youth listening sessions are a designated time for youth to provide feedback on the program strategies and how the implementation is working.** This is a unique activity compared to regular programming and is centered around youth voices. For some, a youth listening session may be called a healing circle or focus group.
12. **We are a community-based organization that is media based – how much of the grant must be allocated to an external media company? We would use one for print and other outreach materials, but we have a local and statewide media strategy in place.** No funds should be allocated to an external media company. The media company is Civilian, and they will be working with CBOs/Tribal entities directly, under contract with the California Department of Public Health. All partners must participate in the development and dissemination of media campaign materials associated with this project.
13. **Will the media agency be taking proposals from media institutions to participate in these outreach campaigns?** They will not. The media company that the California Department of Public Health is working with is Civilian and they already started work on this campaign. No budget should be allocated for external media.
14. **Our agency serves/target mainly the Asian American community. Are we not eligible to apply?** Unfortunately, we are unable to add additional populations of focus to this funding opportunity. We value your input and recognize that the number of high-need populations outweighs the resources available for this campaign. This is the first media campaign from the Office of Suicide Prevention at the California Department of Public Health; we hope to see the work continue in the future with the opportunity to support additional populations.
15. **I noticed on the application form there is a required attachment, proposed two-year Project Budget and Justification, that appears to have a broken link to the Center's template. Will you please share that template or update the link on the application form?** This is resolved. Budget justification link is now working properly.
16. **Will you fund collaboratives of nonprofits?** Yes, coalitions and collaboratives may apply but the lead needs to be an eligible applicant.
17. **We are an LGBTQ+ org and have worked directly with youth, including Black and Latinx youth. Can we propose a program that will engage BIPOC LGBTQ+ youth, which would include your priority populations? Would a program that engages Latinx LGBTQ+ youth be preferable?** Any CBO focused on working with Latinx, Black/AA, and/or Native American/Alaskan Native youth is eligible. If you also serve youth who identify as LGBTQ+, this is also a population we are hoping to reach and will strengthen your application. No one priority population is “preferred,” however those CBOs who also engage youth within the priority populations who have certain intersectional identities (as outlined in the RFA) will likely be more competitive.

18. **For the focus populations, is it required that we only serve the three listed? Or would it be acceptable to serve mostly youth from those populations, with maybe 10% other races/ethnicities?** You must serve at least one of the priority populations in a substantial way that allows for their unique cultural identity/identities to be reflected in the Campaign's work.
19. **For the required project activities, there's a 200-word maximum. If we select more than one project activity, is that 200 words combined between all of the activities?** It is combined, so be as succinct as possible. For youth engagement activities within each project activity, you can contribute more content.
20. **If we are fiscally sponsored, is the organization's annual budget the fiscally sponsored project's budget or the fiscal sponsor's budget?** Please list the fiscally sponsored project's budget.
21. **On the Approach, do we need to check every box under each approach or only those that apply?** Under the approach section you can select one or more – anything that applies and is relevant to your specific project.
22. **Is the funding available one application per organization?** Yes, only one application per organization is allowed; that is how this funding opportunity was designed.
23. **Is track record based on the organization alone? For a new organization, will leadership history also be taken into account?** You can speak to your organizational description, including the organization's leadership qualifications, in the organizational capacity section.
24. **Is the FTE in the budget for the entire position, or just the portion on the position funded by The Center?** The entire FTE percentage should be listed and then broken down by funding source.
25. **What is required of us should our organization receive crisis calls, and what is required of the youth who are working on this? Since youth will likely be conducting some kind of peer outreach, how do you envision us managing instances where youth receive those type of crisis calls?** CBOs must have the capacity and knowledge to appropriately guide a young person experiencing a mental health crisis, including referral(s) to available services, such as local community resources, hot lines and more.
26. **Can you clarify if you have to pick all of the required activities?** Yes, all are required, but for the 7th listed activity, you can select one or more of the additional activities.
27. **For the annual youth session, can we use food and incentives from the grant for participation or do we need to use Admin funds of the 20%?** Page 17 in the RFA has a description of how funds can be utilized.
28. **If we are not yet having annual financial audits, does that make us unlikely to receive an award? Or is this something we can start doing if selected?** Having an audit is not in the selection criteria as a requirement.
29. **For the evaluation component, will the agency receive a template from another source?** CDPH, UCLA and The Center will create a quarterly progress report template.
30. **Can we have our youth involvement be local but conduct a statewide comms campaign?** None of the CBOs are tasked with creating a communications campaign; that will be handled by Civilian and informed by the CBOs.
31. **What if we are already working with a media partner? Can we continue with them or get connected with the media partner you already retained?** There is already a contracted media partner and any questions that arise must be sent to The Center.

32. **If the staff member is half time on this project, and half time on drug/alcohol prevention youth engagement project from other funds, do we put .5 fte and leave the other funding out of the additional funding part of the budget? Or do we want to show this is a full-time employee with half of their salary through this budget?** What should be communicated in the budget is the FTE the staff will be directly engaged in the program. If a staff member is allocated .5 FTE on the project, with .25 FTE coming from this program budget and .25 from other funds, the expectation is that .5 FTE is directly associated with the Youth Suicide Prevention Media and Outreach Campaign.
33. **Are youth-led advocacy efforts to increase access to mental health resources at their local schools acceptable for the additional required activities, especially if it is centered around suicide prevention?** We typically do not provide feedback on specific program activities within the application. There are resources listed in the RFA that may help inform your plan and then make the best case within your application narrative.
34. **Can we include a stipend example in FAQ?** There is a description on pages 9-10 that describes using funds for youth engagement.
35. **Is it expected that we speak to youth to inform our proposals prior to submitting? They end school in two weeks so it may be hard to speak with them at this time as they have finals and graduations, etc.** It isn't a requirement, but it would make the application more competitive.
36. **Are public schools eligible to apply?** Applicant organizations must be either a 501(c)(3) community-based organization or a Tribal organization, which may be a 501(c)(3) or public entity, with trusted and established community relationships.
37. **Are nonprofit, Federally Qualified Health Centers eligible to serve as the lead applicant?** Applicant organizations must be either a 501(c)(3) community-based organization or a Tribal organization, which can be a 501(c)(3) or public entity, with trusted and established community relationships.
38. **Are Federally Recognized Tribal Governments eligible to apply?** Applicant organizations must be either a 501(c)(3) community-based organization or a Tribal organization, which may be a 501(c)(3) or public entity, with trusted and established community relationships.