

The Center at Sierra Health Foundation Healthy Youth Development: Youth Suicide Prevention Media and Outreach Campaign Request for Applications Review Webinar will begin soon!

- If you have audio issues using computer speakers, join the audio by phone:
 1. Dial: 1-669-444-9171
 2. Meeting ID: 893 2026 8796
 3. Passcode: 967250
- All participants are muted.
- If you have questions during the webinar, submit them through the chat feature (click “Chat” at the top of the screen). Select “All Panelists” as the recipient.
- This webinar will be recorded.



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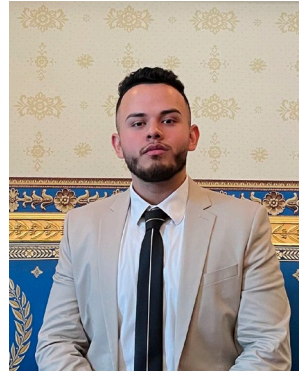
**Welcome to the Sierra Health Foundation:
Center for Health Program Management
(The Center)
Youth Suicide Prevention Media and
Outreach Campaign
Request for Applications
Review Webinar**

May 18, 2023

Our Team



Matt Cervantes
Managing Director, Healthy
Youth Development
Programs



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Program Officer



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Program Associate



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Agenda

- **Program Background**
- **The Funding Opportunity**
- **How to Apply**
- **How to be Competitive**



Sierra Health Foundation: Center for Health Program Management (The Center) Background

- Launched in 2012
- Brings people, ideas and infrastructure together to create positive change in California
- Dedicated to health and racial equity
- Managing entity for the Youth Suicide Prevention Media and Outreach Campaign. This program is made possible with funding through Assembly Bill (AB) 178 and under contract with the California Department of Public Health's Office of Suicide Prevention.



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The Healthy Youth Development Program is grounded in Social Justice Youth Development

- Social Justice Youth Development expands the concept of a positive youth development framework and addresses social factors including racism, xenophobia and other racial inequities youth face as they develop into adulthood. (Ginwright & Cammarota, 2002)
- Social Justice Youth Development recognizes these systemic forces and supports young people in developing the skills and knowledge to transform the systems that influence their lives, neighborhoods and broader community.



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Glossary of Terms

- A glossary of terms is included on pages 5 – 6 of the RFA that highlights key terms
- Applicants are encouraged to thoroughly review the glossary as they prepare responses



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Background

- The Youth Suicide Prevention Media and Outreach Campaign provides two-year grant awards to support community-based organizations and Tribal organizations in reducing suicide, suicide attempts and self-harm behavior in youth disproportionately impacted by suicide.
- Emphasis on youth populations of color (Black/African American, Native American or Alaskan Native, Hispanic or Latinx).
 - Applicants that serve youth populations of color who are also impacted by mental health conditions and/or substance use issues, involvement with the foster care system, and/or identify as 2S/LGBTQ+ are strongly encouraged to apply.



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Background

- Suicide is the second leading cause of death among adolescents and youth adults aged 15-24.
- Recent data show youth between the ages of 10-24 experienced an increase in suicide rates from 2020-2021.
- This opportunity aims to support prevention through data-driven, community-based media campaigns and prevention projects

Background

- Major State Funding Sources: AB 178 (Budget Act of 2022)
 - Assembly Bill 178 appropriated one-time, state general fund dollars to implement a Youth Suicide Prevention Media and Outreach Campaign through June 30, 2025.
 - The Campaign is part of the Children and Youth Behavioral Health Initiative (CYBHI), a statewide budget investment intended to enhance, expand and redesign the systems that support behavioral health for children and youth.



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Funding Opportunity Overview

YOUTH SUICIDE PREVENTION MEDIA AND OUTREACH CAMPAIGN

REQUEST FOR APPLICATIONS
MAY 2023



This funding opportunity is provided by The Center at Sierra Health Foundation under contract with the California Department of Public Health (CDPH) through State Assembly Bill (AB) 178, which appropriated one-time, State General Fund dollars to implement a Youth Suicide Prevention Media and Outreach Campaign through June 30, 2025.

The CDPH Injury and Violence Prevention Branch (IVPB) established the Office of Suicide Prevention (OSP) in 2021 through Assembly Bill (AB) 2112 to elevate suicide as a public health concern in California. The OSP collaborates with experts and stakeholders including, but not limited to, individuals and service providers representing populations with disproportionate rates of suicide. In addition, the OSP was allocated funding in the Governor's 2022-2023 Budget to focus on projects specific to youth suicide prevention. The Youth Suicide Prevention Media and Outreach Campaign Program was established through this new funding to develop and implement a data-driven, targeted, community-based youth suicide prevention media and outreach campaign for youth at increased risk of suicide.

The Center at Sierra Health Foundation is an independent 501(c)(3) nonprofit organization bringing people, ideas and infrastructure together to create a collective impact that reduces health disparities and improves community health for the underserved living in California. For information about The Center, visit www.shfcenter.org.



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The Funding Opportunity

- The Youth Suicide Prevention Media and Outreach Campaign grant will be used to support the implementation of a data-driven, targeted, community-based youth suicide prevention media campaign alongside community-level suicide prevention projects.
- The program's overarching goal is to reduce suicide, suicide attempts, and self-harm behavior in youth disproportionately impacted by suicide.



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The Funding Opportunity

- As part of the Youth Suicide Prevention Media and Outreach Campaign, awardees will work directly with an external media agency that will lead the development and dissemination of media materials, develop individualized communication plans with awardees and provide support to ensure all media materials are co-created with youth.

The Funding Opportunity

- Applicants may request up to \$500,000 over two years.
- Up to 20% of direct costs may be requested as indirect costs.
- The funding award will cover activities from July 17, 2023 - June 30, 2025.

Grantees will be required to:

- Identify a youth population of focus
- Select an evidence-based strategy and approach to guide program efforts
- Develop a communication plan with guidance from The Center and an external consultant
- Support youth engagement in media campaigns, messaging and tools
- Participate in local and state-level evaluation efforts

Funded partners will be required to:

- Promote population-specific, help-seeking behaviors
- Maintain mental health referral pathways with the ability to navigate youth to prevention resources
- Implement **one or more** of the activities listed in the **Additional Suicide Prevention Activities** section of the Request for Applications (for example, train gatekeepers to identify and support peers at risk, implement a youth-led project focused on identifying and implementing stigma-reduction and support strategies for peers)

Application Strategy and Approach

- When preparing proposals, consider the suicide prevention strategy best suited to guide program efforts.

Strategy	Approach Example
1. Creative protective environments	Create healthy organizational policies and culture
2. Promote health connections	Promote health peer norms
3. Teach resilience, coping and problem-solving skills	Support social-emotional learning programs
4. Identify and support people at risk	Increase screening and referral
5. Lessen harms and prevent future risk	Treatment interventions
6. Improve access and delivery of suicide care	Create safer suicide care through systems change



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Possible Youth Engagement Activities

- Youth engagement in program planning such as involvement in the collection and interpretation of local data
- Youth engagement in program implementation through media campaign creation
- Youth engagement in evaluation and reporting through providing input on interpretation of evaluation findings to be included in the final report



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Possible Youth Engagement Activities

Please note that applications are required to include plans for youth engagement and opportunities for youth leadership during the three program phases: planning, implementation, and evaluation/reporting.

Additionally, youth engagement expenses should be built into the applicant's budget as either direct costs or from other funds being used for the project.



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Funded partners are required to:

1. Develop a communication plan to support the dissemination and reinforcement of youth suicide prevention messages developed by the Media Campaign
2. Support youth engagement in the planning, development, consumer testing, and dissemination of media campaign suicide prevention messaging and tools.
3. Promote population-specific, help-seeking behaviors at the local level (e.g., raising youth awareness of the 988 Suicide and Crisis Prevention Lifeline services, The Trevor Project and warmlines).
4. Participate in a Community of Practice led by The Center. This will support funded projects in the implementation of culturally responsive, community-level, evidence-based suicide prevention strategies.



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Funded partners are required to:

5. Maintain mental health referral pathways with the ability to navigate youth to acute suicide prevention resources, including appropriate mental health services and medical care as appropriate.
6. Participate in local and state-level evaluation efforts, including the development of an evaluation plan, collection and sharing of data and additional measures as needed for program monitoring and evaluation.
7. Implementation of one or more activities listed in the Additional Suicide Prevention Activities section or use of an alternative evidence-based suicide prevention strategy that is tailored to meet the needs of the community.



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Additional Suicide Prevention Activities

1. Provide resources and education that address the importance of reducing access to lethal means, such as storage of medication and firearms.
2. Create organizational policies and culture that prioritize protective factors, promote pro-social behavior, and provide access to mental health assessments and referrals.
3. Engage youth in identification, practice, and promotion of healthy peer-norms, which may include implementing innovative strategies that utilize technology in youth peer support and/or peer mentoring.
4. Teach coping and problem-solving skills through social-emotional learning programs.



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Additional Suicide Prevention Activities

5. Train youth gatekeepers to identify and support peers at risk.
6. Implement a youth-led project focused on identifying and implementing stigma-reduction and support strategies for peers.
7. Implement school-based initiatives, such as the establishment of a youth-led, cross-cultural coalition to address suicide messaging among youth and/or identify potential school-based prevention/support programs or policy changes.



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Potential Program Outcomes

Increases In:

- Help seeking behavior among youth and their allies
- Support for help-seeking
- Healthy coping skills and behaviors
- Positive perceptions of peer support
- Self-efficacy related to talking about mental health issues with people who are experiencing them
- Skills related to de-escalation, conflict management, and problem-solving



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Potential Program Outcomes

Reductions In:

- Psychological distress
- Feelings of depression, stress and/or being overwhelmed
- Stigma-associated mental health concerns
- Conduct problems and/or substance use
- Self-harm behavior
- Unintentional injury
- Suicidal ideation
- Substance-related suicide deaths
- Suicide attempts (including aborted or interrupted)
- Suicide



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Youth Listening Sessions

- Host a minimum of one youth listening session with impacted youth each year of project implementation
- Feedback on project outcomes and implementation
- Please include a **minimum of one** listening session in your proposed activities and budget

Eligibility Criteria:

- Organizations must meet the following minimum requirements:
 - Have an office located in California.
 - Be registered with the California Secretary of State to operate in California.
 - Are a 501(c)(3) community-based organization or Tribal organization with established and trusted community relationships. Fiscal sponsorships are eligible. Also allowable are coalitions of organizations and collaboratives, as long as the backbone organization is an eligible applicant.



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Eligibility Criteria:

- Have demonstrated experience partnering with young people of color and other marginalized communities disproportionately impacted by suicide.
- Have the capacity to support youth involvement in the planning, development, consumer testing, and dissemination of media campaign suicide prevention messaging and tools.



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Eligibility Criteria:

- Applicant organizations and collaborative partners must deeply engage and reflect the proposed communities served that are disproportionately impacted by youth suicide. Grantee partners should have a history of working with impacted communities, including representation on the board and staff, clients served, and neighborhoods served.
- Applicant organizations and their partners must have demonstrated evidence of inclusivity and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status in any of its activities or operations



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If Awarded: Responsive Payment Schedule

- The Center will offer flexible and phased payments
- Each award will be divided into a minimum of three payments
 - 1st payment issued upon execution of the award agreement and fulfilling insurance requirements
 - 2nd and 3rd payments issued based on submission of deliverables with partners demonstrating progress and approval of those deliverables



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If Awarded: Program Implementation and Reporting Deliverables

- Grantee partners will be required to submit a work plan detailing youth engagement plans and timeline of program activities. A template will be shared by The Center.
- Grantee partners will also be required to submit quarterly progress reports detailing progress toward the performance measures identified in their subcontract agreement and work plan, as well as financial reports describing actual expenditures of award funding.
 - Final quarterly reporting schedule will be included in the agreement language from The Center
 - Data will be reported using an approved template developed by CDPH and UCLA (Youth Suicide Prevention Media and Outreach Campaign external evaluation partner)



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Questions?



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Youth Suicide Prevention Media and Outreach Campaign *Application Process*



Grants Portal

<https://sierrahealth.tfaforms.net/76>

■ *Account not required*



Youth Suicide Prevention Media & Outreach Campaign

☐ Save my progress and resume later | [Resume a previously saved form](#)

Page 1

Complete this pre-application quiz prior to completing the Youth Suicide Prevention Media & Outreach Campaign grant application to determine your eligibility. To be eligible to apply, your organization must have a 501(c)(3) nonprofit status with the IRS or have a fiscal sponsor that has a 501(c)(3) nonprofit status that is applying on behalf of an entity or group without the legal standing under the IRS guidelines or be a Tribal Organization.

Organization has 501(c)(3) nonprofit status with the IRS. Select Yes or No. *

☐ Yes

☐ No

Grants Portal

<https://sierrahealth.tfaforms.net/76>

- **Tip: Save your progress**

Youth Suicide Prevention Media & Outreach Campaign

☐ Save my progress and resume later | Resume a previously saved form

Page 1

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Organization has 501(c)(3) nonprofit status with the IRS. Select Yes or No. *

☐ Yes

☐ No



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Application

Applicant Information

- Applicant Organization Name
- If the applicant organization is a fiscal sponsor, name of the fiscally sponsored project
- Street, city, state, zip code, county, phone
- Website
- Director/CEO Contact Name
- Director/CEO Contact Title
- Director/CEO E-mail Address and Phone



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Application

Applicant Information

- Application Contact
- Applicant Contact E-mail Address and Phone
- Applicant Organization Tax ID #
- Organization Status – 501(c)(3) nonprofit status with the IRS (Yes, No, Unsure)
- What is the applicant organization's annual budget amount?
- Does the applicant organization have an annual financial audit? (Yes, No)



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Application

Project Summary Information

- Project Name and Brief Purpose
- Requested Amount
- Project Start and End Dates
- Project Geography



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Application

Questions for Project Narrative

- 1) Organization Description (200 words maximum)
- 2) Intended Participants
- 3) Age Group(s)
- 4) Statement of Need (200 words maximum)
- 5) Track Record with Proposed Focus Population (200 words maximum)
- 6) Strategy & Approach
- 7) Required Project Activities (200 words maximum)
- 8) Additional Project Activities (200 words maximum)
- 9) Track Record with Proposed Project Activities (300 words maximum)
- 10) Partnerships (200 words maximum)
- 11) Organizational Capacity (200 words maximum)
- 12) Technical Assistance (150 words maximum)



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Insurance Requirements

- All evidence of required insurance coverage must be submitted to The Center prior to the release of payment.
- Awarded organizations will receive an e-mail from "The Center @Sierra Health Foundation" via TrustLayer requesting the insurance documents listed on pages 29 – 30 of the RFA

Please direct insurance related questions to:

Contracts & Compliance - insurancecompliance@sierrahealth.org



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Attachments



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Application

Required Application Attachments

- Proposed two-year Project Budget and Justification
- Applicant organization's W-9
- Support letter signed by the applicant organization's executive, or if you are applying as a coalition, support letter signed by each coalition member stating their role in the project and signed by that organization's executive



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Proposed Budget



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Download The Center's budget form in the ***"Proposed two-year Project Budget and Justification"*** section of the online application form, fill it in and upload it. Be sure to complete a budget for each year. Each budget will roll up to the total budget spreadsheet.

Attachment 3 - Budget

**The Center
Proposed Project Budget
Applicant Organization**

*Row 48: Indirect - This row will automatically calculate the indirect cost of each column based on the Indirect Rate that is indicated in cell E48. If you would like to input your own indirect costs you can remove the formulas in row 48.

		Year 1		
		Total Project Budget Year 1 7/17/23 - 6/30/24 (12 Months)	Requested from The Center	Other Funding Committed to Project
I. Personnel				
Salaries	FTE			
1		\$0.00		
2		\$0.00		
3		\$0.00		
4		\$0.00		
5		\$0.00		
6		\$0.00		
7		\$0.00		
8		\$0.00		
Payroll Taxes and Benefits		\$0.00		
Total of Salary and Benefits		\$0.00	\$0.00	\$0.00
Consultant Fees				
1		\$0.00		
2		\$0.00		
3		\$0.00		
4		\$0.00		
Total Personnel		\$0.00	\$0.00	\$0.00
II. Other Expenses				
Office Supplies		\$0.00		
Postage		\$0.00		
Printing/Duplicating		\$0.00		
Information/Materials		\$0.00		
Equipment		\$0.00		
Rent / Utilities		\$0.00		
Travel		\$0.00		
Miscellaneous (List)				
1 Incentives		\$0.00		
2 Youth Listening Sessions (minimum 1/yr)		\$0.00		
3 In-person convening (two total)		\$0.00		
4		\$0.00		
5		\$0.00		
6		\$0.00		
7		\$0.00		
8		\$0.00		
Total Other Expenses	Indirect Rate *	\$0.00	\$0.00	\$0.00
Indirect (up to 20% of direct costs)	10%	\$0.00	\$0.00	\$0.00
Total Grant Expenses		\$0.00	\$0.00	\$0.00

* enter actual indirect rate %



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Budget Justification

- For each line item listed in the Excel Budget Form, list and explain how the funds will be used for the project
- Be specific on how you arrived at the budgeted amounts
- Include full-time equivalents (FTE) for staff
- Identify other funding secured for the proposed activities, if applicable
- Include and describe any in-kind support



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Questions?



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How to be Competitive



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Selection Criteria

- The Center will select applicants who present the most complete and responsive applications demonstrating the most favorable mix of credentials, potential and cost. Applications will be judged on overall likelihood of impact, strength of implementation team and proposal, youth engagement plans, capacity to amplify media campaign efforts, and budget. Overall, the application should demonstrate the ability through staffing, subject matter expertise, program strategies, and approaches to implement an effective youth suicide prevention project that is culturally responsive, linguistically appropriate, and reflective of the community served.



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Proposal Writing Tips

- Read and follow application guidelines and instructions
- Verify your organization is eligible
- Answer questions clearly and provide enough detail about the proposed activities so that the reviewers can fully understand your plan
- Clearly explain your proposed project and what change will result from funding



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Proposal Writing Tips

- Check for consistency in the project description, budget narrative and budget line items
- Have someone who is not involved in the project read your draft application and tell you what they think you're applying for
- Review the Attachments Checklist to ensure you have all required documents



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Application Submission Tips

- On a PC: Use Internet Explorer/Microsoft Edge as the web browser for our online grants portal
- On a Mac: Use Safari as the web browser
- Click the “Save my progress and resume later” button if you will not be active in the application for a few minutes
- Submit application before the deadline date
- Write responses to the narrative questions outside of the grants portal, then cut and paste your responses in the appropriate fields
- As you write responses, track your word count



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Checklist

- ✓ Review Application Instructions and Criteria
- ✓ Coalitions may apply, as long as one eligible organization is the applicant
- ✓ Complete the application in the online portal:
 - ✓ Completed application questions
 - ✓ Two-year Project Budget and Budget Justification
 - ✓ W-9
- ✓ Support letter from administrator/executive, or if you are applying as a coalition, support letter signed by each coalition member stating their role in the project and signed by that organization's executive



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Contacts and Resources

If you have questions, e-mail: yspp@shfcenter.org

- If related to the online application, please use the subject line “Application Online Help”
- If related to general questions and inquiries, please use the subject line “Youth Suicide Prevention Program RFA Question”

Resources:

- The Center: www.shfcenter.org
- The Center for Disease Control: [CDC Suicide Prevention Resource for Action \(CDC.gov\)](http://www.cdc.gov)
- National Alliance for Suicide Prevention: [Transforming Communities Report - Community-Based Suicide Prevention](http://www.nasps.org)



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Timeline

- **Application deadline** → **June 6, 2023, at 1 p.m. (PT)**
- **Award Announcement** → **July 24, 2023**
- **Agreement Start Date** → **August 2023**