



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

Funding Opportunity Background

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 (CDPH) is relatively new (established by Assembly Bill 2112 in 2020) and this media campaign represents one of two 3-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.

What department at UCLA is involved with this project?

Agile Visual Analytic Lab (AVAL) within UCLA. Please direct all project-related questions to The Center.

Funding

What you will NOT fund: “activities that supplant or duplicate existing programs”. Could you please explain this?

Any activity that is the exact replica of an existing program will not be funded.

Is this funding available annually?

Grant awards will be up to \$500,000 over two years for 501(c)(3) community-based organizations, Tribal organizations, and coalitions/collaboratives. Payment schedule is listed in the RFA.

Eligibility

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.

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.

Are national non-profits that conduct work in CA eligible for this funding opportunity without having an office in CA? 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.

Are Tribal governments eligible to apply?

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. It would depend on how your organization defines "government", but we would certainly encourage your application if you feel it meets the definition of eligible applicants I supplied above.

If multiple agencies are working together, can they apply for a larger grant?

No. Grant awards will be up to \$500,000 over two years for 501(c)(3) community-based organizations, Tribal organizations and coalitions/collaboratives.

Are school districts eligible to apply?

Applicant organizations must be either a 501(c)(3) community-based organization (CBO) or a Tribal organization, which may be a 501(c)(3) or public entity, with trusted and established community relationships.

Are fiscally sponsored projects eligible? should we apply under the name of the fiscal sponsor?

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.

Additionally, in the application, applicants will list the name of the organization that holds the 501(c)(3) status and check the box that the org listed is a fiscal sponsor. Upon clicking that, applicants will then enter the name of their fiscally sponsored project.

Would school-based programs run by a CBO with a 501c3 eligible?

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. So, if the organization that is applying for the grant meets that criteria, they are eligible to apply but they would need to be an applicant, not the school itself.

We work with LGBTQ/QTBIPOC youth. Would it make sense to partner with an org specifically serving BIPOC youth?

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.

Is there a priority given to collaborations?

Strong applicants will meet the eligibility criteria and show a history of serving youth within at least one of the three priority populations. There will not be any priority given to any one type of applicant but rather applicants that can demonstrate strong eligibility based on the criteria listed in the RFA.

Can LEAs 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.

Can agencies apply for this grant if they have an existing grant with Elevate Youth? Yes, but pay attention to the eligibility criteria in the current request for applications for more specifics.

Are public schools eligible to apply? Applicant organizations must be either a 501(c)(3) community-based organization (CBO) or a Tribal organization, which may be a 501(c)(3) or public entity, with trusted and established community relationships.

Are non-profit, Federally Qualified Health Centers eligible to serve as the lead applicant? Applicant organizations must be either a 501(c)(3) community-based organization (CBO) or a Tribal organization, which can be a 501(c)(3) or public entity, with trusted and established community relationships.

Are Federally Recognized Tribal Governments eligible to apply? Applicant organizations must be either a 501(c)(3) community-based organization (CBO) or a Tribal organization, which may be a 501(c)(3) or public entity, with trusted and established community relationships.

Will you fund collaboratives of non-profits? Yes, coalitions and collaboratives may apply but the lead needs to be an eligible applicant.

Our organization has recently had a leadership restructure and part of their plan is for youth engagement with an advisory board and other active roles in the dissemination of our curriculum and messaging. However, we do not have a history of this type of engagement. I'm wondering if we need to have (at least) a year of youth engagement under our belt before we apply for this grant, OR if we can use funds to begin this type of participation?

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 with at least one of the youth populations of focus for this funding.

Can you expand the needed criteria for community collectives and groups who support our youth with these services and would like to apply?

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.

If we (local Gov HHSA) 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.

Is the funding available 1 application per organization?

Yes, only one application per organization is allowed; that is how this funding opportunity was designed.

Is there a restriction to how many awards will be granted per county?

No, but we do hope to have many CBO and tribal entity partners who represent different regions of CA.

Are 501(c)s eligible?

No. 501(c)(3)s are eligible. If you do not have this designation, your organization would need to seek fiscal sponsorship to serve as a lead applicant.

Media Agency (Civilian)

Is the cost for the external media company part of the potential grantees \$500,000 budget or offered as a resource by Sierra? No, the external media company is being paid by CDPH under a separate contract.

Can you elaborate on the role of the external media agency after the program starts?

Civilian Agency is the selected vendor/communications firm that will be responsible for implementing the media campaign. This includes securing media buying, placement, radio, online ads, etc. and final deliverables of media the campaign. CBOs will not be responsible for these activities and should not use funding for this work but can work with Civilian in supplementing recommendations/tactics.

Additionally, Civilian will work in collaboration with grantees in creative development /messaging/outreach for the final campaign.

Are we not allowed to hire our own media consultant to work directly with youth to create the content?

CBOs will not be responsible for creating separate campaign assets. Rather, grantees and our communications firm (Civilian) in co-creating campaign materials together. Civilian will work in collaboration with CBOs in creative development /messaging/outreach for the final campaign.

How many hours per week might we assume we would be able to work with Civilian?

Not able to give an estimate this time. Civilian's role is to facilitate youth engagement in the planning, testing, and dissemination of media materials. The amount of time spent on the process will fluctuate throughout the campaign. Civilian will also be working closely with The Center to provide support with training and technical assistance to all grantees.

We are already working with a local media company to manage our social media, would it be possible use funding for consult so that they may continue to manage the social media accounts working with Civilian?

Grantees will not be responsible for creating media assets, which includes social media assets. Civilian will be creating media materials in coordination with the entire project cohort (specifically, the youth served by grantees), not content that is specific to any one agency/entity. That content can then be used by grantees, youth, and other partners on their own social media channels. If a grantee chooses to employ or contract with an individual/group to run their organization's social media, that is allowable per the funding guidelines in the RFA.

Can you explain who would have ownership of the media created through this project and how if/how it would be used during the funding period and after?

At this time, the California Department of Public Health (CDPH) will own all creative campaign assets during the campaign and once it concludes. Grantees will be provided with some assets, such as social media posts and printable/shareable forms of media, which can be used both during and after the campaign. Campaign partners (including but not limited to the media firm) will work with grantees to ensure media use and placement is guided by youth input, that youth are aware of how each asset will be used, and that grantees are provided as many assets as possible for use beyond the campaign. We welcome additional input on how to ensure that media use is consistent with the needs and values of the communities in which it appears.

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 CDPH. All partners must participate in the development and dissemination of media campaign materials associated with this project.

Will the media agency be taking proposals from media institutions to participate in these outreach campaigns?

They will not. The media company CDPH is working with is Civilian and they already started work on this campaign. No budget should be allocated for external media.

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.

Given that there are multiple target racial and ethnic groups, will the media firms develop tailored assets with culturally competent messaging?

Yes, the media partner is aware of our priority populations and putting significant effort into ensuring all campaign materials are developed through a co-creation process alongside youth themselves who represent these racial and ethnic groups. The media content will be specifically tailored to support these groups in their messaging.

Youth Population of Focus + Intersectional Identities

Can you repeat the age range again?

For the purposes of this funding opportunity, youth are defined as individuals age 0-25.

We do have a history of working with the LGBTQ+ community and a lot of our LGBTQ youth experience ideation but I know that isn't a specifically named community in the priorities. Thank you for the info, we'll think more about how to approach this.

2S/LGBTQ+ youth are one of the intersecting populations we hope to serve through this campaign. The RFA requirement is to serve one of the three main priority populations, including a history of working with the population(s) and representation on the board and staff, clients served, and neighborhoods served. Mental health challenges and risks for these populations may be increased due to various intersectional identities, including but not limited to identifying as 2S/LGBTQ+. Applicants with existing programs that serve individuals from at least one of the three main priority populations who also identify as LGBTQ+ are encouraged to apply.

Why are LGBTQIA+ youth not mentioned as a priority group, since suicidal ideation and attempts are statistically high in this population/community?

2S/LGBTQ+ youth are one of the intersecting populations we hope to serve through this campaign. We are encouraging organizations that serve youth who are 2S/LGBTQ+ within the priority populations (Youth who are Black/African American, American Indian/Alaskan Native and/or Latinx/Hispanic) to apply. Suicide risk for these populations may be increased due to various intersectional identities, including but not limited to identifying as 2S/LGBTQ+.

Will you consider intersectional identities not identified in the RFA if we can demonstrate a need within that population?

As long as the youth who are being served by your organization fall within at least one of the priority populations, you are eligible to apply. However, if there are intersectional identities that fall outside of the listed criteria, they will not necessarily receive additional "points" within the scoring criteria. But we would still encourage you to apply and share everything that feels pertinent about the identities and experiences of those youth.

I read above that the age group is focused on 10-25 though the application says 0-25. Can you clarify the preferred age range served?

For the purposes of this funding opportunity, youth are defined as individuals age 0-25.

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.

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.

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.

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 the State of CA who belong to one of the priority populations listed in the RFA. That said, strength of application will depend on several factors and age of focus will be one of many criteria.

Our organization serves schools and students across the East Bay. For this grant, we would be focusing on cities/schools that have a high percentage of Latinx students, though I'm wondering what considered "substantial" - does this mean org wide or for this project?

Applicant organizations and collaborative partners must deeply engage and reflect the proposed communities (i.e. priority population(s)) 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.

Our CBO runs school-based programs and we don't always have their racial, ethnic and gender identifiers. These are public schools - can we use the city's demographics to reflect who we are working with in schools?

No demographic information is required within the application other than age. If you choose to include additional demographics within the narrative, statements should reflect the source of those data. Keep in mind that eligibility criteria within the RFA are based on service to and with the priority populations directly, not the cities in which they live, work, and/or go to school.

Strategy and Approach

Are we restricted to only using the evidence-based interventions listed in the RFA?

You are to select the strategy/approach that best fits your program while fulfilling the required activities and at least one of the additional activities. If you choose to customize, please be sure to explain why you chose that approach.

Can some of these strategies be combined with the same approach or are they expected to have a different approach?

It is not necessary to choose multiple strategies, however doing so is not unallowable per the RFA. Please refer to the resource documents referenced in the RFA for assistance identifying strategies and approaches appropriate for your organization and the population you serve.

Can you give an example of a program design?

I'm confused about the role of the CBO if we aren't creating or distributing media. We cannot provide TA on your program design. However, CBO's will be engaged in facilitating listening sessions, implementing the required activities listed in the RFA and more. For more information, please review the RFA.

So this funding is for the activity/ies AND the marketing of said activity/ies?

There are activities within the RFA not associated with any type of marketing, so be sure to take note of those. Additionally, the communications firm (Civilian) will be responsible for media-related activities such as securing media buying, placement, radio, online ads, etc. and final deliverables of media campaigns. Grantees will not be responsible for these activities and should not use funding for this work but can work with Civilian in supplementing recommendations/tactics, as well as amplifying messaging at the local level.

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.

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.

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 1 or more. Anything that applies and is relevant to your specific project.

What is required of us should our org receive crisis calls, and what is required of the youth that 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? CBO's 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.

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.

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.

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.

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.

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.

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.

Do applicants need to include a response for 'other' under intended outcome(s)?

Applicants are not required to input additional 'intended outcomes' unless applicable to their planned activities.

Do youth need to be engaged in all program activities?

There is an expectation that youth are engaged in the program. However, each program may approach youth engagement differently. We anticipate that applicants will present comprehensive youth engagement plans, and the strongest applications will include youth engagement plans for most activities.

Evaluation

Are program required to hire a local evaluator?

No, an external evaluator has been contracted by CDPH who will be conducting the overarching program evaluation, including supporting CBOs in their evaluation efforts. However, local evaluation will also be required, so please ensure you have adequate capacity to meet all the evaluation requirements outlined in the RFA.

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.

What is meant by participation in local and state-level evaluation efforts?

There is an expectation that organizations will build out a data collection plan related to activities listed in their application.

Budget

Could we use this funding to help pay for a rent space if we don't already have one?

The RFA specifically lists what the funds can and cannot be used for. We suggest you review that list of allowable expenditures and activities listed in the RFA.

If the school district is paying for services from our CBO for prevention programs like mental health counseling, in-class SEL - does that make the school district a fiscal sponsor?

Here is a definition of a fiscal sponsor: A fiscal sponsor is a nonprofit organization that provides fiduciary oversight, financial management, and other administrative services to help build the capacity of charitable projects.

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.

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.

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.

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.

Can we include a stipend example in FAQ?

There is a description on pages 9-10 that describes using funds for youth engagement.

One of our partners is already funded through a different funding opportunity from SHF. Are they able to leverage those funds for this program?

Present the best information you can in the budget justification and form and narrative about the use of funds. Make sure to include the distinction between how resources are being utilized.

If we expect increases in salaries for staff, should that be included in the budget?

We can process budget modifications as needed during the program duration (ex. COLA adjustments, raises). Explain any differences in salary between year 1 and year 2 in the budget justification form.

For the youth convening, is it a one-day or multiple day convening, are there rates for transportation (ie. Flights)?

The youth convening will be held once a year for one day. To the best of your ability, include in your budget and budget justification form the amount for travel needed and your reasoning. More details on rates will be provided to funded partners.

Any guidance on youth stipend maximums?

Explain costs in the youth engagement plan (within the required grant activities) and within the budget justification. More information is included on page 10 of the RFA.

Application + Materials

Can we include a letter of recommendation in the application? Applicants must submit a support letter signed by the applicant organization's administrator/executive

Is the Letter of support from Project Executive Director or Fiscal Sponsor Executive Director? Make sure executive support is included in the submitted letter, including if the project is fiscally sponsored. Fiscally sponsored projects may also include their project lead's signature in the submitted letter from the fiscal sponsor's executive. If you're applying as a coalition/collaborative, please make sure your letter includes support from each entity involved.

Is it possible to have the deadline extended?

No, not at this time. Please submit on time, Tuesday, June 6 at 1 p.m. (PT).

Do you anticipate that there will be another call for proposals in the future?

At this time, we do not anticipate this additional request for applications/proposals. We will let the response to this current RFA inform future needs.

Can you explain "Community of Practice"?

A community of practice is typically a cohort of funded partners/grantees that come together to share experience, promote learning, build collective capacity and advance shared work.

The requirement of a "Support letter signed by the applicant organization's administrator/executive". If fiscally sponsored, the letter is to be issued by the applicant, not the 501 (c) 3 organization - correct?

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. Additionally, in the application, applicants will list the name of the organization that holds the 501(c)(3) status and check the box that the org listed is a fiscal sponsor. Upon clicking that, applicants will then enter the name of their fiscally sponsored project. If you're applying as a coalition/collaborative, please make sure your letter includes support from each entity involved.

If we have received other funding from The Center in the past, do we use our existing login info and password, or do we have to create a new log in? You should be able to login with your existing information but if it does not work you will be prompted to create a new account.

Additional Questions

Will organizations be awarded at all based on location? Meaning, a certain amount of funding will be allocated to southern, central, or northern regions?

Funding will be distributed in areas serving youth disproportionately impacted by suicide throughout California. A minimum of 15% of funding will be set aside to support rural programs and organizations.

Is intervention with parent and kinship providers viewed as intervention between ages 0 – 5? It would depend on your program plan and the approach you take to develop it.

Could we start program activities on January 1, 2024?

The expectation is that most activities would begin as soon as possible once the contract with the awarded CBO is finalized.

What is the schedule of payments if the funding is granted?

The Center will offer flexible and phased payments Each award will be divided into a minimum of three payments. First payment issued upon execution of the award agreement and fulfilling insurance requirements second and third payments issued based on submission of deliverables with partners demonstrating progress and approval of those deliverables.