



OHIO GOVERNOR MIKE DEWINE'S OFFICE OF



**FAITH-BASED
AND COMMUNITY
INITIATIVES**

Date: 5/22/20

TO: Community and Faith Based Organizations

FROM: Ohio Governor's Office of Faith-Based and Community Initiatives and
The Ohio Department of Mental Health and Addiction Services,
Medical Directors Office, Bureau of Cultural Competency

RE: Promoting Mental Wellness & Support during COVID-19, Funding Opportunity

In support of Ohio Governor Mike DeWine's commitment to the Investment in Ohio's Future, the Office of Faith-Based and Community Initiatives, in partnership with the Ohio Department of Mental Health and Addiction Services, will offer a \$1M funding opportunity for faith-based and community-based organizations. The funds will be directed toward community-based strategies for mental wellness and support during this period of COVID-19.

This opportunity is seeking to support Ohio's most vulnerable populations. Local communities can apply for resources needed to empower everyday citizens to identify signs of poor mental health and/or addiction, reduce stigma associated with those issues, provide support, and offer resources to people about where to find help.

As we face challenges during the COVID-19 pandemic, Ohioans are confronted with multiple stressors, isolation, and distress. This funding opportunity will allow our faith-based and local community-based organizations to engage our communities in conversations around mental health and addiction and walk alongside those in distress as they seek help from a behavioral health professional.

Many communities across the state are already facilitating conversations and educational activities to reduce stigma and promote mental wellness. This funding will serve to broaden those efforts at the local level to support Ohioans and build upon those efforts within local communities. The strategy focuses on building relationships and leveraging digital technologies to build friendly and frequent connections with people in local communities. This approach can best be summed up as using "word of mouth" and finding connectors within the local community to expand the conversations. By empowering influencers with key messages and culturally competent tactics to engage their own communities in conversations to reduce stigma, we are practicing effective and potentially lifesaving efforts within our relationships, families, and communities.

The Governor's Office of Faith-Based and Community Initiatives and The Ohio Department of Mental Health and Addiction Services

Community and Faith-Based Application and Guidance

Promoting Mental Wellness and Support during COVID-19

Background and Intent

Ohio is a large and diverse state made up of an exciting patchwork of communities with distinct cultural values and life experiences. Unfortunately, behavioral health stigma persists across all communities, and can prevent people from seeking the help they need to stay or get well. Our goal is to deliver repetitive and meaningful messages on stigma reduction, prevention and treatment to all of Ohio's communities. To achieve this goal, the application aims to develop culturally appropriate messages targeting specific populations, who may not be as easily reached or moved by mass-media messaging efforts.

Target Populations

Communities to be targeted for these specialized efforts represent those with higher risk factors for behavioral health stress, those who have greater barriers to accessing traditional institutional behavioral health information, and those who are less likely to be impacted by mass-media messaging.

Target audiences may represent the following:

- Racial and ethnic minorities, including non-English speaking Ohioans, foreign-born people and refugees
- Appalachian and rural communities
- Farming communities
- Veterans
- Older adults
- First responders
- Lesbian, Bisexual, Gay, Transgender, and Queer (LGBTQ) communities

Eligible Activities

1. Engage targeted communities in culturally competent stigma reduction activities
2. Assist faith communities in reducing stigma among faith community members
3. Develop community stigma reduction campaign

Examples of Potential Strategies

a) Strategies for Faith Communities

- *Support groups (non-therapy) via technology*
- *Education through religious practices*
- *Bulletin materials*
- *Sermons*

- *Specialized speakers*
- *Faith leader education on mental health*
- *Culturally competent educational opportunities*

b) Non-Faith Based Strategies

Create hyperlocal content: blog posts, videos, images, infographics, billboard, printed materials (i.e. church fans) aimed at producing the type of content that will resonate with your target community the most.

Other activities include specific events, festivals, landmarks, local celebrities, culturally relevant celebrities for a community.

- *If applicants include in-person gatherings in their application, it is expected they will follow the current COVID-19 best practices.*

Host local contests – art, video, essay to engage the community in conversation and learning about mental health, and to learn more about community attitudes on mental health.

Leverage local publications, or purchase ad space in a local community for targeted materials.

Face to face interaction. Look for opportunities for speaking engagements, networking, meetings. Make connections with and leverage associations or organizations to which your target audience belongs.

Eligible Applicants

The following applicants/organizations may submit proposals for the Community-Based Grants for Culturally Competent Stigma Reduction.

- Faith-based organizations seeking to target their own members
- Faith-based organizations (including clinics within FBO)
- Faith-based or small community secular organizations that have established outreach activities in target communities
- Local community organizations that have established outreach activities in target communities, (i. e., childcare providers, local housing authorities, community development corp,)
- Community-Based Ethnic Organizations
- Re-entry coalitions for the community with priority focus on African American, Hispanic/Latinx American, and other minority community members
- Medical providers (i.e., FQHC, etc.) with a mission statement that incorporates and/or can provide documented demonstration of providing culturally competent services to African American, Hispanic/Latinx American, LGBTQ, refugee populations and other minority community members.
- Military communities (to include veterans, service members, families, military friendly schools and communities)
- Urban Minority Alcohol and Drug Abuse Outreach Programs

- Peer Run Organizations with direct contact and demonstrated effectiveness in working with African American, Hispanic/Latinx, refugee, LGBTQ and other minority community members and proposed target communities (i.e., high risk populations).
- Senior center, senior living provider, area agencies on aging, local county aging offices, community development corporations, local housing authorities, and other organizations focusing on older adults 55 and above.
- Law enforcement personnel including police departments and sheriff departments, EMTs, Fire Departments, etc.

General Expectations

- Applicants will develop culturally competent strategies and activities to raise awareness of mental wellness, stress, stigma and provide education on signs and symptoms of mental illness and addiction within Faith communities and/or the community at large.
- Applicants are encouraged to identify and develop natural community gathering spaces to promote conversations around mental health and addiction.
 - If applicants include in-person gatherings in their application, it is expected they will outline how they will follow the current COVID-19 best practices.
- Applicants are expected to choose and implement measurable culturally competent strategies that will lead to community level change in support of the target population.
- Applicants are expected to demonstrate collaborative efforts with subject matter community partners, faith-based entities, coalitions, systems and/or community recognized supports/organizations that can support the effort.
- Applicants are expected to work in collaboration with OhioMHAS and the Governor's Office of Faith Based and Community Initiatives.
- Applicants will provide training and technical assistance to communities and stakeholders within the specific area to coordinate stigma reduction efforts.
- Applicants will maintain a list of attendees of all trainings, webinars, activities and track data of evaluation and surveys.
- Applicants are encouraged to leverage current stigma campaign media messages and provide strategy for dissemination.

Fund Source and Requirements

Period of Funding:

The funding period is May 25, 2020 through June 30, 2020 (requests to carry-over to FY2021 will be allowed).

Total funding available for stigma reduction initiative: \$1.0 million

Amount of funding available for individual award applicants:

The project will fund up to \$25,000 per awardee.

A. Application Guidelines

- Go to OhioMHAS website for the Community & Faith-Based Funding Opportunity: mha.ohio.gov/fundingopportunities
- Scroll to find “Community & Faith Based Cultural Competent Stigma Reduction Funding Opportunity” and click.

Phase 1.

This page is the beginning process of your intent to apply for the funding opportunity. Please read all documents before you begin. (View the webinar before beginning the process to ensure you have the documents needed to complete the application).

Phase 2.

All requests for funding must be submitted in the Ohio Department of Mental Health and Addiction Services (OhioMHAS) Grants and Funding Management System (GFMS).

Please note: **You must be an OAKS Vendor**. (This is how you will receive the funds from the State of Ohio). See below for instructions.

GFMS

- You must register and log-into the GFMS iPortal system to apply for funds. (This process is after you complete Phase 1). Please review webinar for step by step instructions.
- You must complete each section of the GFMS system completely to be considered for funding (incomplete applications will not be reviewed)

PLEASE NOTE: In addition to GFMS, to be considered, applicants must meet the following mandatory requirements and submit the following documents with the GFMS IPortal:

1. Must be a current government entity, or a current non-profit 501(c)(3) organization IRS that is filed with the Ohio Secretary of State; 1-877-SOS-FILE; <https://businesssearch.ohiosos.gov>; Ohio Secretary of State: www.sos.state.oh.us
<https://www.irs.gov/charities-non-profits/annual-exempt-organization-return-who-must-file>;
<https://www.irs.gov>; IRS Business Division: 1-800-829-4933 or 1-877-829-5500
2. Must have or be in the process of obtaining an OAKS Vendor ID. For applicants that do not have an OAKS Vendor ID, vendor forms are available from the Ohio Shared Services (OSS) website, in the vendor section, under forms. To access the vendor forms, please go to: <http://ohiosharedservices.ohio.gov/SupplierOperations/Forms.aspx>; or contact OSS at 1-877-644-6771.
3. Applicants must provide their OAKS Vendor ID in their application, or provide a copy of the completed “Supplier Information Form” OBM-5657 that has been submitted to OSS

Proposal

(This document will be uploaded into the “Program Documentation” section of GFMS).

Proposal contents: Please develop a proposal to include a proposal abstract and narrative section. It should be no more than seven (5) pages (not including the budget page), single space in 12 pt. font.

I. Project Abstract:

- ✓ The abstract should present a concise summary of what you are proposing to do.
- ✓ Describe your experience and interest in working with individuals and/or communities with mental health and substance use related issues. Include information on the target population (including numbers to be served), why population was selected. Describe how the target population will be engaged and the desired impact of the stigma reduction message. Include how the project will ensure message is culturally and linguistically relevant.

II. Proposal Narrative:

- ✓ Statement of purpose and problem to be addressed, include the primary challenges and barriers in addressing the population (s) and how you propose to address the challenges.
- ✓ the goals and objectives and strategy for implementing the project (describe how activities /events will be conducted)
- ✓ staff or persons who will work on the project and their competencies and/or prior experience
- ✓ Collaborations and/or partnerships included on project. Include resources and collaborations your community will use to support these efforts. Think broadly about resources available in your community
- ✓ anticipated impact of the project, and how will you demonstrate impact (i.e.; survey's, plan for measuring project etc.) What are the expected accomplishments of the project as well as the total amount of funding being sought?
- ✓ Include a work plan with a timeline for the delivery of proposed work/activities/event for the project period. Lastly, how will you keep your efforts moving forward after the funding period?

Upload MOU or Letter of Commitment/Support in the GFMS.

Applicants must include a Memoranda of Understanding/or Letter of Commitment/Support with collaborating partners describing the specific roles and contribution to the project.

Budget: (GFMS)

Proposals must include a budget that identifies all costs to complete the tasks described in the proposal. The budget must encompass all aspects of the proposed work. A Sample Budget Template has been provided on the OhioMHAS website for your use.

B. Applicant Questions and Updates

- Applicant questions/answers and accompanying documents will be posted on the OhioMHAS website <http://mha.ohio.gov/fundingopportunities>
- There is be a Community & Faith-Based Culturally Competent Stigma Reduction Applicant webinar posted on the OhioMHAS website
- The OhioMHAS eUpdate (Please go to <http://mha.ohio.gov/> and subscribe for this publication) and the GOFBCI will notify prospective applicants for upcoming trainings.
- All questions must be submitted electronically no later than June 5, 2020 to OhioMHAS at GOFBCI@mha.ohio.gov

- No questions will be answered after the deadline. You may NOT contact any OhioMHAS staff Member directly with questions regarding this application. Contacting staff directly with questions regarding the application could result in disqualification of a proposal. Staff may only assist with questions regarding entering the GFMS system no programmatic information will be shared.
- Responses to all frequently asked questions (FAQ) will be posted to the OhioMHAS website at <http://mha.ohio.gov> , and will be updated weekly.

C. Proposal Submission

1. All proposals must be submitted in June 12, 2020.
2. No email, faxed, mailed or hand carried applications will be accepted.