



Request for Proposals (RFP)

FOR COMMUNITY PARTNERSHIP GRANTS

Behavioral Health Initiative

Release Date – September 2, 2020

This RFP is extended to community organizations from Cottage Health. This document provides detailed information about the grants program (i.e., focus areas, purpose, goals, outcomes and strategies of interest), funding guidelines, selection criteria, application instructions, and deadlines for this grant opportunity.

SECTION I: DESCRIPTION OF GRANTS PROGRAM

Introduction

The mission of Cottage Health is to provide superior health care for and improve the health of our communities through a commitment to our core values of excellence, integrity, and compassion. The Community Partnership Grants program is one way Cottage Health strives to achieve this mission and invest in the community. This grants program is committed to funding efforts that will address community needs with evidence-based or evidenced-informed interventions.

For more than 30 years, Cottage Health has been providing grants totaling more than \$13 million in funding to improve the health of our community. In further effort toward aligning our impact in deep collaboration with community organizations, we are pleased to announce the 2021-2022 Behavioral Health Initiative request for proposals, as a multi-year grant opportunity with a focus on youth and children. The Community Partnership Grants program takes an initiative-based approach, building deep collaboration among community organizations and creating alignment of efforts to achieve shared goals and outcomes.

Behavioral Health Initiative (BHI)

Behavioral health was selected as the focus area for the 2017-2020 Community Partnership Grants program and will continue to be the focus for the 2021-2022 grant cycle. The term behavioral health includes mental health needs, such as depression and anxiety, and substance use needs, such as with alcohol or drugs. Behavioral health was identified as a top five priority area in Cottage Health's Community Health Needs Assessment (CHNA) and Listening Tours in 2016 and 2019.

The 2021-2022 BHI grant will focus on children and youth. We define children and youth as persons between the ages of 0 to 24 years. Careful review of data from previous BHI grant cycles, stakeholder interviews, along with 2019 CHNA and Listening Tour data illuminated the growing behavioral health needs among this population, especially in light of the COVID-19 pandemic. The devastating impact of this pandemic has led to conditions that exacerbate existing behavioral health needs (i.e., school closures, increased isolation, and challenges with reporting child abuse). Additionally, focusing on children and youth may create greater opportunity for measuring impact over time.

Purpose and Framework

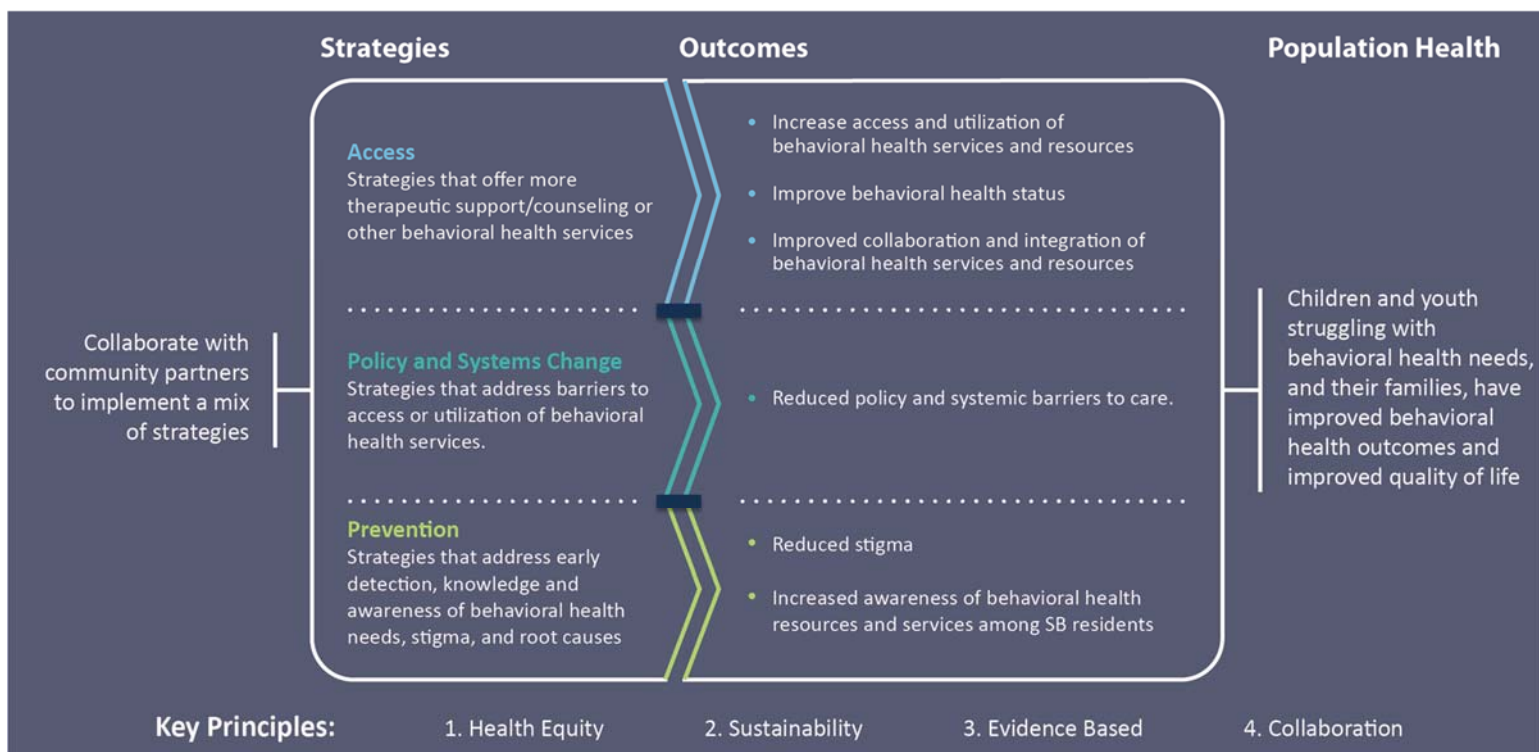
The purpose of the BHI is to ensure children and youth, and their families, struggling with behavioral health needs have improved behavioral health outcomes and quality of life in south and mid-Santa Barbara County. The framework below depicts the theory of change guiding the initiative. Funded proposals will collaborate with organizations and partners to **implement each of these three key strategies**:

- 1) Increase **access** to behavioral health services;

- 2) Reduce barriers to accessing and utilizing behavioral health services through **policy and systems change** efforts; and
- 3) Reduce the rates of behavioral health needs through **prevention** efforts.

We recognize one organization likely does not operate in all three of these spaces. This guidance is intended to ensure your funded program includes each of these components through the partnerships for this grant funding.

2021-2022 Behavioral Health Initiative Framework



Access, Policy and Systems Change, and Prevention Strategies

The need for increased access to behavioral health services and/or resources continues to be a pressing health concern. This grant program seeks to increase access to behavioral health programs and services in one of two ways: 1) through integration into new areas and/or settings (e.g., schools, primary care, community settings, etc.), or 2) through the use of innovative solutions to improve services.

Cottage Health defines policy and systems change as significantly altering existing or enacting new rules, procedures, guidelines, laws, codes, or other governing conditions (internal or external) that impact behavioral health services in Santa Barbara County. This grant seeks to support the investigation and pursuit of policy and systems changes that will support the expansion and sustainability of behavioral health efforts.

Cottage Health recognizes the importance of coupling the access and policy and systems change efforts with prevention efforts. Prevention encompasses addressing the determinants of mental health and substance use needs as well as the underlying socioeconomic factors that contribute to the growing needs. This grant seeks to support prevention efforts that address early detection, knowledge and awareness of behavioral health needs, reduction of stigma, and root causes.

Example A:

- Access: A clinic works with partners to expand child and youth behavioral health services by developing a new method of providing services via telehealth, an app, or other method.
- Policy and Systems Change: A community organization provides advocates in the clinic to remove institutional barriers (e.g., need for languages in services other than English, need for afterhours services, etc.) for patients receiving behavioral health services via the new method.
- Prevention: Another community organization provides universal school-based mental health programming at the nearby elementary school and provides onsite screening and referrals to the clinic as needed.

Example B:

- Access: A substance use provider works with partners to identify high-need and accessible locations and implement a needle exchange program for youth with substance use needs. They also develop a phone-based geo-location tool to identify where to access substance use services in the community.
- Policy and Systems Change: A group of parent-teacher unions (PTUs) and principals of local high schools advocate for policies and procedures to allow needle exchange programs for youth at various accessible locations throughout the county.
- Prevention: A community organization develops a garden-mindfulness program, where students explore science and nature through gardening and learn mindfulness techniques for managing stress (partners include a community garden program and school foundation/PTU)

Example C:

- Access: A behavioral health provider works with partners to expand their services for youth and families experiencing poverty, discrimination, racism, abuse or neglect, with increased outreach to the Latinx community.
- Policy and Systems Change: A community organization with an immigrant social justice focus works to mobilize the community to advocate and provide support for more Spanish and Mixteco language translation services from behavioral health service provider.
- Prevention: A community organization offers in-home visitation prevention programs for marginalized communities who have low access to health and social services.

Key Principles

The key principles foundational to this grant program include health equity, anti-racism, evidence-based strategies, sustainability, and collaboration. These principles are highlighted below:

- **Health equity:** *Health **equity** means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.* ([Robert Wood Johnson Foundation \(RWJF\)](#)) All funded programs should embed an equity lens to their work and consider whether their processes/procedures are inclusive of all populations. Additionally, at least 50% of grant recipients awarded will be programs working to address the behavioral health needs of marginalized communities (i.e., populations experiencing social exclusion, such as racial, gender/sexual orientation, and economic discrimination).
- **Evidence-based or evidence informed:** It is critical to achieving population-level change that programs be informed by lived experiences of community members, research and data demonstrating positive impact on behavioral health status.
- **Sustainability:** To see long lasting impact, it is vital to sustain good work long term. All funded programs will be asked to describe their plan for sustaining the program beyond the 2-year grant period and will be supported to implement this plan by the end of the grant period.
- **Collaboration:** Collaboration is one of the most effective ways to address complex issues, such as behavioral health. All funded programs must partner with **two or more** organizations.

Outcomes, Target Population, and Strategies

A. Outcomes – the initiative is working toward the following outcomes:

1. Increased **access** to and utilization of evidence-based behavioral health services and resources, as measured by program reach.
2. Improved **policies and systems** to support and sustain increased access to behavioral health services and resources.
3. Improved knowledge and awareness of behavioral health services and resources through **prevention**.
4. Addressed stigma around behavioral health issues.
5. Improved collaboration among community partners.

B. Target Population – intervention strategies can target:

1. Within south and mid-Santa Barbara County, children and youth (0 – 24 years), and their families, who need assistance with mental health and/or substance use issues.
2. The broader community within south and mid-Santa Barbara County for prevention purposes.

C. Intervention Strategies – strategies must:

1. Include access, policy and systems change, and prevention efforts.
2. Be based on evidence or lived experiences of community members.
3. Be largely sustainable after the grant period.
4. Embed health equity and an antiracist approach or plan.
5. Engage two or more community partners.

- D. Indicators to show progress toward outcomes – as a result of the strategies implemented, grantees will be expected to measure the following indicators, at a minimum:
1. Indicators for individual outcomes:
 - # individuals served
 - # services provided
 - type of services provided
 - knowledge/awareness of services provided
 - indicators of addressed stigma, depending on your population
 - # individuals connected to other services (e.g., housing, job training, etc.)
 2. Indicators for program and organizational outcomes:
 - Expanded reach of programs (e.g., increased # served or different population served)
 - Increased organizational capacity (e.g., workforce, resources)
 - Increased sustainability of services (e.g., increased institutionalization/integration of services, ongoing funding source secured, reimbursement model in place, contract or MOUs in place)
 - Demonstrated progress toward policy and system changes

Funding Amount and Duration

The maximum award amount that applicants may request is \$200,000 per year (\$400,000 total) for a two-year period. Funds should be aligned with proposed strategies outlined in the application. The Community Health Coordinating Committee (CHCC), an interdisciplinary group of Cottage Health staff, will review applications and may allocate grant dollars at its discretion. Indirect costs are allowed, but must not exceed 10% of the project budget. Additionally, up to 20% of the grant may be spent on capital projects that support the purchase of equipment or creating new spaces for behavioral health services. The grant period is 24 months, beginning January 1, 2021 and ending December 31, 2022.

Evaluation and Technical Assistance

As a part of this grants program, Cottage Health is pleased to provide support to grantees with evaluating their programs/services through offering workshops (approximately four), peer learning opportunities and one-on-one technical assistance. Specifics around the frequency and content of these support activities will be determined in collaboration with grantees and customized to meet the needs of grantees during the grant cycle. Evaluation consultants will provide guidance to grantees in implementing their evaluation plan that can capture process milestones as well as the impacts of strategies implemented. Grantees will be responsible for data collection.

SECTION II: GENERAL GUIDELINES

Application Process

Please download the required application form at www.cottagehealth.org/populationhealth. Prospective applicants may also attend the Community Partnership Grant workshop on September 10, 2020 at 1:30 p.m. for more information and support in the grant application process. Finalists will be invited to provide a brief virtual presentation. Additional evaluation technical assistance will be provided upon request by Population Health staff from September 1- October 5, 2020. Applications are due October 7, 2020.

For any questions about the RFP and application, or to request evaluation technical assistance, please contact Ama Atiedu (aatiedu@sbch.org).

Timeline

Application Workshop	September 10, 2020 from 1:30-2:30 p.m.
Evaluation Technical Assistance Available	September 1–October 5, 2020
Applications Due	October 7, 2020
Virtual Presentations from Finalists	October 26, 2020
Grantees Notified	December 2020
Grants Begin	January 1, 2021
Grant Cycle	January 1, 2021–December 31, 2022

Eligibility

Funds can be awarded to community organizations within Santa Barbara County that have an existing behavioral health program. This includes:

- Nonprofit organizations, universities, hospitals, and government agencies
- Organizations that are not a 501(c)(3) entity can apply through partnership with a tax-exempt organization acting as the fiscal sponsor

Selection Criteria

An ideal project for funding would be one that:

- ✓ Utilizes evidence-based or best practice models and/or program strategies
- ✓ Demonstrates evidence of capacity to evaluate outcomes of the proposed program
- ✓ Demonstrates policy and system change efforts
- ✓ Demonstrates collaboration among two or more organizations representing different sectors
- ✓ Demonstrates the potential for proposed program sustainability after the grant

Grant Requirements

Grantees approved for funding are required to:

- Submit a Memorandum of Understanding (MOU) with any partners identified in the grant with your application.
- Participate in monthly initiative-wide technical assistance and evaluation activities throughout the grant period that are tailored to the needs of the grantees. These will include workshops and one-on-one technical assistance (upon request).
- Submit six-month progress and expenditure reports on July 31, 2021, January 15, 2022, and July 31, 2022. A final report will also be required a month after the conclusion of the grant (January 15, 2023).
- Participate in two site visits by Cottage Health as requested.