

**Boston Public Health Commission
Child and Adolescent Mental Health Coalition**

Request for Proposals:

**The Spread the Word Campaign
Grants to Support Innovative, Neighborhood-Based Efforts to
Support Emotional Wellness in Boston Youth**

Applications Due: Friday, July 18, 2008

Overview

The Boston Child and Adolescent Mental Health Coalition (the Coalition), a program of the Boston Public Health Commission, will fund up to four neighborhood-based youth groups to participate in the Coalition's Spread the Word Campaign (the Campaign) during the 2008-2009 and 2009-2010 school year.

The Spread the Word Campaign has a simple message: *Everyone deserves someone to talk to.* The Campaign seeks to encourage openness and communication about mental health, thereby increasing the emotional wellness of youth and decreasing the stigma felt by youth about mental health concerns, including violence prevention, trauma, the impact of violence and substance abuse.

Spread the Word Campaign grants will provide support for neighborhood-based youth groups to increase their capacity to provide activities that promote the Coalition's messages for normalizing mental health issues within their programs and to conduct innovative, youth-driven projects to support youth emotional wellness and mental health in their community. In addition, representatives from each group funded will come together to create a citywide Youth Advisory Group to provide guidance and input into the Campaign and the Coalition.

Each grantee will be awarded up to \$6,000 per year to support:

- youth training and capacity-building around issues of mental health, emotional wellness, violence prevention, trauma and the impact of violence and substance abuse;
- innovative, youth-driven projects and activities to raise awareness of these issues in the community;
- direct youth participation in a citywide Youth Advisory Group for the Coalition;
- administrative, planning and training time for youth group coordinator staff to incorporate the Spread the Word Campaign message and information into existing youth group activities; and
- Campaign-related materials and supplies costs.

Coalition Overview

The Boston Child and Adolescent Mental Health Coalition is a citywide vehicle to bring together diverse stakeholders including youth and their families to raise awareness of youth mental health and emotional wellness in Boston. The mission of the Coalition is that all youth and their families will have the opportunity to achieve optimal mental health through access to primary prevention resources designed to promote mental health and well-being and foster resiliency among children and youth. The Coalition is supported by the Boston Public Health Commission and Children's Hospital Boston.

The Coalition is composed of a Steering Committee and three work groups that meet regularly to plan and carry out activities and report on progress: Communication, Mental Health/Best Practices, and Policy Advocacy. The Communication work group developed and oversees the Spread the Word Campaign and has primary responsibility for communicating the message of the Coalition.

Goals and Background

The goals of the Spread the Word Campaign are to:

- Fund innovative, youth-driven projects and activities that increase awareness of emotional wellness and mental health stigma in the community;
- Provide training and support to increase the capacity of neighborhood-based youth groups to address mental health and emotional wellness in their community; and
- Develop a Youth Advisory Group connected to the Coalition to provide input and guidance to the Campaign and the Coalition.

In 2005, as a response to the impact of violence, substance abuse and trauma on Boston youth, the Coalition developed the Spread the Word Campaign to support non-traditional, community-based efforts to decrease mental health stigma and increase emotional wellness. Four grants were funded supporting groups in three neighborhoods (Charlestown, South Boston, Dorchester and Lower Roxbury). Each conducted an individual project relating to youth mental health, including youth poetry events, mask making, and a community youth survey.

In this second round of Spread the Word Campaign grants, the Coalition seeks to again fund neighborhood-based youth groups who currently have or would like to expand their capacity to address mental health issues and stigma and support emotional wellness through non-traditional, innovative methods driven by and involving youth. In addition, three youth from each group funded will be selected to participate in a citywide Youth Advisory Group, which will provide guidance and input to the Campaign and the Coalition. Adult coordinators from each funded group will also become members of the Communication work group of the Coalition. Training on mental health stigma and emotional wellness will be provided to all youth and adult coordinators from the funded youth groups, as well as other members of the Coalition.

Youth groups (connected to a 501(c)(3) organization) receiving this funding are expected to make a commitment to:

- Investigating attitudes toward mental health and emotional wellness in their local neighborhood;
- Participating in training on mental health and emotional wellness to increase capacity to address these issues;
- Increasing youth awareness of the issues related to mental health and emotional wellness on a local level; and
- Participating in the Boston Coalition for Child and Adolescent Mental Health, at the youth level through the citywide Youth Advisory Group (approximately 4 hours per month), and at the adult level through the Communication work group (approximately 2 hours per month).

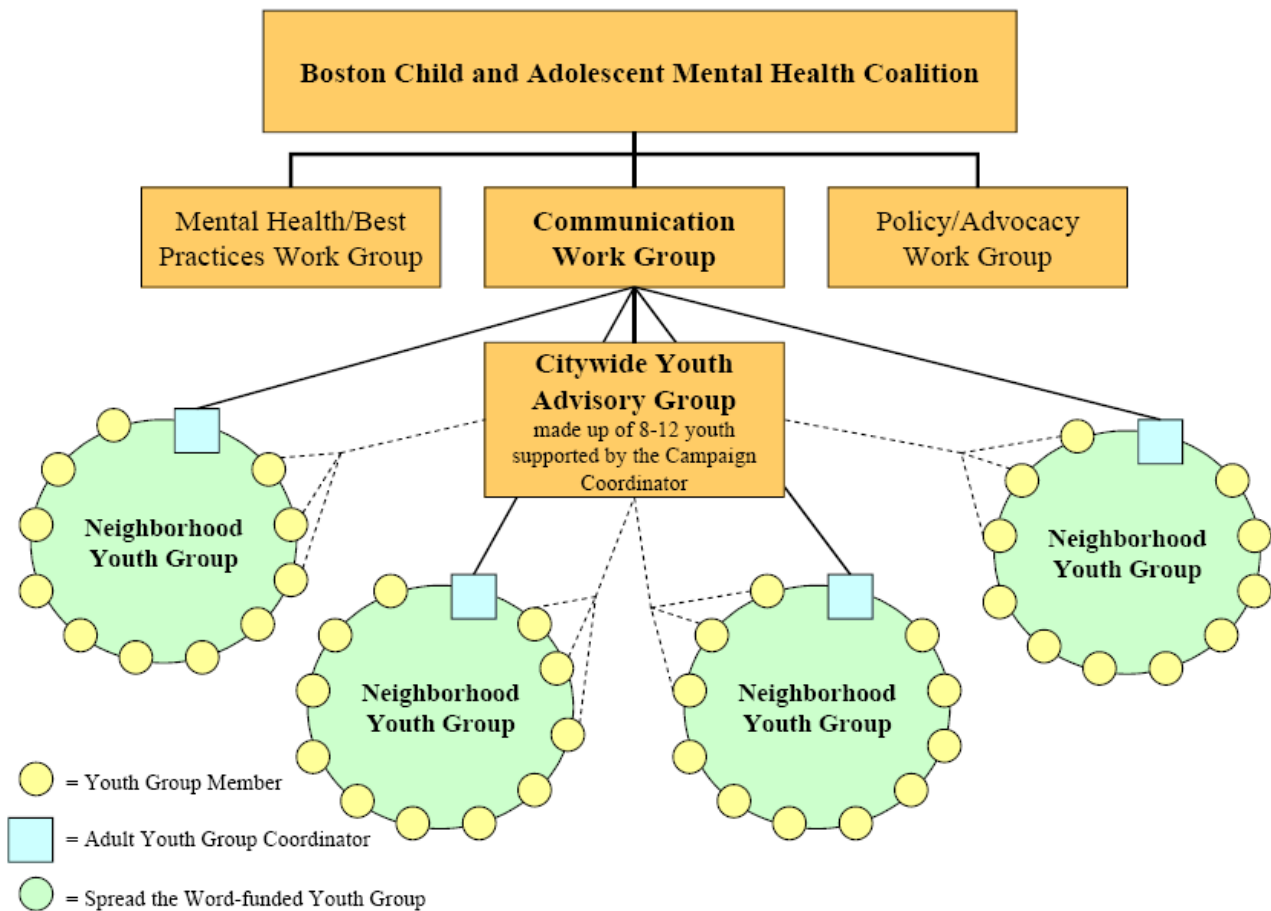
Proposed Activities

The Spread the Word Campaign seeks to augment innovative, youth-driven, neighborhood-based projects and activities that support the emotional wellness and mental health of Boston youth, driving home the message of the Campaign: *Everyone deserves someone to talk to.* Community-based, non-traditional projects about mental health, emotional wellness, violence prevention, trauma and substance abuse

present an important opportunity to reduce stigma and raise awareness about these important issues in ways that broader, more traditional campaigns and activities cannot. Harnessing the energy and experience of youth, the support and services of diverse neighborhood institutions, and the resources and capacity of the Coalition and the BPHC provides an opportunity to bring about deep change.

At the neighborhood level, funded groups will be expected to carry out a project/activities that reinforce the message of the Campaign with youth in the community. At the Coalition level, funded groups will be expected to come together for training in September and October on mental health, violence prevention, trauma, substance abuse and emotional wellness. Training will be arranged by the Campaign Coordinator and will be open to all youth in funded groups. Additionally, two to three youth from each funded group will meet regularly (two times per month from October to June) with the Campaign Coordinator to form a citywide Youth Advisory Group whose goals will be to develop a citywide project to spread the Campaign message across Boston and to provide input and guidance into the Coalition’s work. Adult coordinators from the funded groups (as well as the Campaign Coordinator) will attend Communication work group meetings to share information and support citywide efforts.

Spread the Word Campaign Model



Eligibility

Neighborhood-based youth groups connected to a 501(c)(3) organization involving youth ages 14 to 18 from any Boston neighborhood are eligible to apply. Only one proposal per neighborhood will be funded.

Priority will be given to:

- proposals with innovative, creative and youth-driven approaches to engaging youth around mental health, emotional wellness, violence prevention, trauma and substance abuse; and
- youth groups that are already formed and functioning in the community, incorporate youth leadership and skill-building activities, and that serve youth from diverse cultures, races and backgrounds.

Youth groups do not need to have prior experience with and/or training on mental health and emotional wellness.

Youth groups must commit to having a minimum of two, preferably three, youth from their group participate in the citywide Youth Advisory Group for the Coalition. The Campaign Coordinator will develop a regular meeting schedule for the Youth Advisory Group. Meeting days and times will be coordinated with the funded youth groups to avoid conflict in meeting times, however, groups that meet more than four times a week will need a clear plan for fulfilling this requirement.

Grant Period, Evaluation and Reporting

The grant will operate over a 10-month period, from September 1st, 2008 through June 30th, 2009 and September 1st, 2009 through June 30th, 2010. Once grants are awarded, grantees will have an initial meeting with the Campaign Coordinator and Coalition staff to coordinate a regular schedule and better understand the training and capacity-building needs of the groups funded (this meeting may occur before September 1st). Training for involved youth and adult coordinators will take place in the fall (September through November). Grantees will also be expected to participate in the Coalition kick-off and end-of-year events (held in September and June, respectively).

Grantees will regularly report on their activities throughout the year through monthly Communication work group meetings. Grantees will also develop outcomes specific to their project which they will report on at the end of the grant period. The Coalition will also develop an evaluation to measure change across all grantees.

Application Process and Timeline

Applicants must submit a completed Spread the Word Campaign application, including all of the following documents (see following pages for templates):

- Application cover sheet;
- Proposal narrative (narrative not to exceed five pages, exclusive of cover sheet, budget, and IRS letter);
- Budget form; and
- An IRS letter confirming the applicant's tax-exempt, 501 (c)(3) status.

Complete applications must be submitted by **Friday, July 18th at 4:00pm** to Bernadette Moitt, Director of the Boston Coalition for Child and Adolescent Mental Health, by e-mail **AND** regular mail to:

Bernadette_Moitt@bphc.org *and*

**Bernadette Moitt
Boston Public Health Commission
Child & Adolescent Mental Health
Coalition
1010 Massachusetts Avenue
Boston, MA 02118**

Applications will be judged on the following criteria:

- Eligibility of applicant;
- Applicant’s ability to respond comprehensively to the RFP criteria;
- Applicant’s proposed project/activities and the extent to which they support the goal of the Spread the Word Campaign in the allotted timeframe and budget; and
- Applicant’s affirmation of commitment to participate in the Spread the Word Campaign on both youth and adult levels.

Questions about this RFP should be sent to Bernadette Moitt at the e-mail address above by Monday, July 7th at 5:00pm. All questions and responses will be posted on Friday, July 11th on the Commission’s RFP page (<http://www.bphc.org/rfp>) below the “Spread the Word” posting.

The responsibility for submitting a response to this proposal to the Boston Public Health Commission on or before the stated date will be solely the responsibility of the applicant organization. The Commission will in no way be responsible for delays caused by the United States Mail service or caused by any other occurrence. The Commission reserves the right to reject any or all proposals if it is in the public interest to do so. Organizations that receive grants will be required to sign a Boston Public Health Commission standard contract.

RFP Release	Monday, June 23, 2008
Applications Due	Friday, July 18, 2008 at 4:00 PM
Questions about RFP Due	Monday, July 7 th at 5:00pm
Questions and Responses Posted	Friday, July 11 th
Grants Awarded	Friday, August 8, 2008
Year 1 Grant Period Begins	Friday, September 1, 2008
Year 1 Grant Period Ends	Tuesday, June 30, 2009
Year 1 Grant Report Due	Wednesday, July 15, 2009
Year 2 Grant Period Begins	Tuesday, September 1, 2009
Year 2 Grant Period Ends	Wednesday, June 30, 2010
Final Grant Report Due	Thursday, July 15, 2010

Spread the Work Campaign
Application Cover Sheet

Name of Organization:

Name of 501(c)(3) Organization: (if different from above)

Mailing Address:

City, State & Zip:

Program Name:

Program Address: (if different from above)

Fiscal Contact Name: (the individual who receives and processes contract and deals with invoices)

Fiscal Contact Title:

Fiscal Contact Email:

Phone:

Fax:

Program Contact Name:

Program Contact Title:

Program Contact Email:

Phone:

Fax:

Boston neighborhood in which youth group project/activity will occur:

Submitted by:

Name: (print)

Title:

Signature:

Date:

Spread the Word Campaign
Proposal Narrative

Please respond to the following questions in no more than five (5) pages.

1. Please describe your organization's history, goals and accomplishments, particularly as related to working with youth in the community.
2. Please describe your youth group's current activities and structure, youth involved, and how the Spread the Word Campaign message connects to or expands upon your existing work.
3. Please describe the project/activities that you will conduct as part of the Spread the Word Campaign.
4. What are the intended outcomes of your project/activities? (for example: "We will engage 100 youth in a community dialogue about mental health stigma each year." "We will complete 10 workshops in the community on emotional wellness.")
5. Confirm your commitment to:
 - a. Participate in training provided by the Boston Coalition for Child and Adolescent Mental Health;
 - b. Select two to three youth to participate in the citywide Youth Advisory Group; and
 - c. Attend Communication work group meetings and Coalition trainings and events.

Spread the Word Campaign
Budget Form

Item	Details	Amount
Youth Stipends	100 hours total @ \$10/hour* for 2 to 3 youth Includes: - Citywide Youth Group: 4 hours/month x 10 months - Training and Coalition Events: 20 hours - Individual Youth Group: 4 hours/month x 10 months	\$1000 x __ youth = _____
Adult Coordinator Time	60 hours total @ \$___/hour** Includes: - 20 hours of training and Coalition events - 20 hours of Communication work group meetings - 20 hours of youth group planning and administrative activities	60 x \$___/hour = _____
Subtotal		_____
Materials, Supplies and Transportation	Project-related materials and supplies (including food) and transportation costs***	\$6000 – subtotal above = _____
Total Request		\$6000

*Stipend amounts for individual youth groups may vary youth. Youth participation in the citywide Youth Advisory Group will be stipended at \$10/hour to ensure equal compensation across the youth involved and support a cohesive group. However, youth participation in their individual youth groups should be stipended at the individual youth group’s regular rate, even during the hours funded by the Spread the Word Campaign grant. The youth stipend portion of the grant is a way to augment hours and compensation of individual youth and/or to supplement funding for the youth group overall.

**The adult youth group coordinator’s hourly rate determines this portion of the budget. However, this portion of the budget should not exceed \$3000.

***Remaining funds after youth stipends and adult coordinator time are subtracted from the \$6000 total grant amount can be used for materials, supplies, youth transportation reimbursement, etc.