

Children and Youth Behavioral Health Initiative Local-Level Public Education and Change Campaigns

Request for Applications
December 1, 2023

California Department of Public Health
Office of Health Equity

Public Health Institute
Center for Wellness and Nutrition

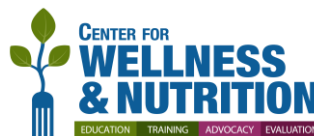


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I. Funding Purpose

The California Department of Public Health (CDPH), Office of Health Equity (OHE) is developing and implementing local-level public education and change campaigns as part of the Children and Youth Behavioral Health Initiative (CYBHI). Co-designed by youth and caregivers, the public education and change campaigns will focus on reducing stigma, increasing awareness, and increasing help-seeking behavior. The CDPH, OHE is creating the public education and change campaigns with these values in mind: advancing equity, designing for youth by youth, centering children and youth, empowering caregivers and communities, and stigma reduction. The CDPH, OHE aims to increase the behavioral health literacy of all Californians, with special attention to these five communities in order to reduce overall health disparities: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special consideration for transitional-age youth, persons with disabilities, justice and foster care involved youth and those living in rural areas.

Under the CYBHI, the CDPH, OHE will fund campaigns to develop and enhance culturally, linguistically, and age-appropriate local-level campaigns aimed at reducing stigma and discrimination and help connect children, youth, families, and caregivers to the appropriate resources they need around mental, emotional and behavioral (MEB) health promotion, prevention, treatment, maintenance and wellness.

The CDPH, OHE intends to award approximately 25 to 30 local-level grants to 501(c)(3) community-based organizations (CBOs) or Tribal organizations or collaborative/partnerships to develop local-level campaigns that address reduction in stigma, and enhance behavioral health literacy for children, youth, families and communities, and increase help-seeking behavior and wellness support.

The CDPH, OHE is partnering with the Public Health Institute (PHI), an independent, nonprofit organization, to implement the Local-Level Campaigns. This partnership between PHI and the CDPH, OHE aims to facilitate a deep investment in children and youth (ages 0-25), parents and caregivers who live in communities that are historically unserved, underserved and inappropriately served, including five priority populations, which will enable select local organizations to develop youth-centered, and co-created public health campaigns.

II. Background

The California Department of Public Health (CDPH), Office of Health Equity (OHE) provides a key leadership role to reduce health and mental health disparities experienced by historically unserved, underserved and inappropriately served communities in California. The mission of the OHE is to promote equitable social, economic, and environmental conditions to achieve optimal health, mental health, and well-being for all. The OHE works with CBOs and local governmental agencies to ensure that community perspectives and input help to shape a health equity lens in policies and strategic plans, recommendations, and implementation activities. A priority of OHE is the building of cross-sectoral partnerships.

Founded in 1964, the Public Health Institute (PHI) is an independent, nonprofit organization with the mission to generate and promote research, leadership and partnerships to build capacity for strong public health policies, programs, systems, and practices around the world. PHI, and its program, the Center for Wellness and Nutrition, have a long history in California and nationally of developing effective programs, tools and partnerships to reduce the risk of preventable illnesses using an equity framework, especially among historically unserved, underserved and inappropriately served communities. They actively foster a demographically and disciplinarily diverse team and deep knowledge in healthy behaviors, government relationships, human-centered design, evaluation, and multi-sectorial partnerships.

What is the Children and Youth Behavioral Health Initiative?

The [Children and Youth Behavioral Health Initiative](#) (CYBHI) is a one-time State of California investment of \$4.4 billion over the next 5 years. The goal of the CYBHI is to reimagine the systems that support behavioral health and wellness for California's children and youth into an innovative, up-stream focused ecosystem. This ecosystem will focus on promoting well-being and preventing behavioral health challenges. Furthermore, it will, and routinely screen, support, and serve ALL children and youth for emerging and existing mental, emotional, and behavioral (MEB) challenges, including substance use disorders and wellness.

The initiative is designed and implemented in partnership with the California Health and Human Services departments, education community partners from early childhood, K-12 and higher education, other State agencies, subject matter experts, community partners on the ground and in the field, and children, youth, and their families. Focusing on prevention and early intervention can help reduce children and youth's risk of developing serious mental, emotional and behavioral challenges.

The CDPH, OHE and the CYBHI

The CDPH, OHE was allocated \$100 million for public education and change campaigns. Under the CYBHI, the CDPH, OHE will be implementing the statewide and local-level public education and change campaigns that are co-designed for and by youth, caregivers, and community members in order to raise behavioral health literacy among youth, caregivers, and their communities. The primary outcome goals of the CDPH, OHE and CYBHI are to reduce stigma around MEB health and substance use disorders and to increase help-seeking behavior and wellness support. More specifically, the implementation goals are as follows:

- Goal 1: To develop General Public Education and Change Campaign(s) that create awareness without stigma of MEB health, including substance use disorders and wellness.
- Goal 2: To partner with CBOs to develop and enhance culturally, linguistically, and age-appropriate campaigns aimed at reducing stigma and discrimination, and connect individuals, families, and caregivers to the appropriate resources they need around MEB health promotion, prevention, treatment, maintenance, and wellness.

- Goal 3: To partner with children, youth, caregivers, families, and communities to co-design, reflect, and share culturally, linguistically, and age-appropriate specific campaign(s).

Additional information can be found on the following web pages:

- The OHE can be found on the CDPH web site at <https://www.cdph.ca.gov/Programs/OHE/Pages/OfficeHealthEquity.aspx>
- The CDPH OHE Public Education and Change Campaigns can be found on the CYBHI web site at <https://cybhi.chhs.ca.gov/> and <https://www.cdph.ca.gov/Programs/OHE/Pages/CYBHI/Child-Youth-Behavioral-Health.aspx>

The CDPH, OHE's Youth-Led Approach and Priority Populations

The CDPH, OHE's youth and caregiver co-designed public education and change campaigns will focus on reducing stigma, increasing awareness, and increasing help-seeking behavior. The CDPH is overseeing the public education and change campaign initiative and is guided by the following values: advancing equity, designing for youth by youth, centering children and youth, empowering caregivers and communities, and stigma reduction.

The CDPH aims to increase the behavioral health literacy of all Californians, with special attention to these five communities in order to reduce overall health disparities: **African Americans/Black, Native Americans, Asian and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special consideration for transitional-age youth, persons with disabilities, justice and foster care involved youth and those living in rural areas.**

III. Local-Level Campaigns Funding Opportunity

The CDPH, OHE is seeking to fund and partner with 25-30 CBOs to create, develop and deliver local-level campaigns. These local campaigns will be led by CBOs designed for and by the CDPH, OHE's five priority populations (as defined above).

Please read this RFA thoroughly before submitting your application responses through this [online portal](https://centerforwellnessandnutrition.submittable.com/submit): <https://centerforwellnessandnutrition.submittable.com/submit>. PHI is administering the online RFA portal. Please click the portal link to go to the RFA landing page where instructions and the application can be found. See Appendix 1 for a hard copy version of the application to assist with preparation. Applications will only be accepted through the portal. Additionally, a mandatory, non-binding Letter of Intent (LOI) is required (also submitted through the online portal for convenience) and will be accepted through December 18, 2023 at 5pm PT. The mandatory LOI is needed to plan for a sufficient number of qualified reviewers. A full application timeline is available in section VI of this RFA.

Please note that there will be opportunities to receive support for the application process as follows:

- **RFA Informational Webinar, December 12, 2023** – this webinar is open to all potential applicants. During this webinar PHI staff will provide a brief overview of this local-level campaign funding opportunity and walk through the application, including the portal. There will also be time for Q&A. This webinar will be recorded and the recording and Q&A will be posted within three days following the webinar.
- **Two office hours, December 14, 2023 and January 5, 2024** – these will be opportunities to sign up for a 20-minute time slot with PHI staff to receive support with the application (i.e., answering questions/providing clarification about the RFA, navigating the online application portal). Each applicant organization will be able to sign up for only one (1) appointment. Common questions and answers from the office hours will be posted.

Eligibility Criteria

Organizations must meet the following minimum requirements to apply for this opportunity:

- The organization must have an office physically located in California.
- The organization must provide services in California.
- The organization must be a 501(c)(3) CBO or Tribal organization or collaborative/partnership where there is one prime applicant that is a 501(C)(3) CBO or Tribal organization and partners are also CBOs and Tribal organizations.
- Must have demonstrated experience partnering with children and youth from one or more of the five priority populations.
- Organizations (and their partners) must be inclusive 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.

Description of Scope of Work

The CYBHI local campaigns will strategically focus on priority populations and communities throughout California and be delivered at the community level aimed at reducing stigma, enhancing behavioral health literacy for children, youth, families, and communities, and increasing help-seeking behavior and wellness support.

Behavioral health literacy can be described as an awareness of behavioral health struggles without stigma. It is knowing when and where to seek help. The CDPH, OHE recognizes that raising the behavioral health literacy of individuals must be paired with structural changes (i.e., policy, systems and environmental changes). The CYBHI is focused on shifting California's behavioral health ecosystem.

To that end, recognizing the importance of local delivery designed for and by the community, adequately reflecting the stigma within priority populations and leveraging their knowledge to reimagine their behavioral health ecosystem, selected organizations will develop local-level campaigns that will be youth-centered, and co-created public health campaigns. These local-level campaigns should be comprised of community-based input and efforts supporting grassroots initiatives. Development of these diverse campaign

activities should aim to be dependent on input from the communities. Some examples of potential (visual, audio, performance, and/or written) activities are: public murals, spoken word, healing circles, posters, school assemblies, newsletters, short films, social media campaigns, radio shows and/or spots, music compositions and performances. Please note that this is not an exhaustive list, but only a few ideas and examples. You may have knowledge of effective medium and creative approaches based on the context and needs of your community.

It is acknowledged that there will be a planning, designing and development period followed by implementation/delivery of the campaign in the community. Throughout the grant period there will be regular opportunities for receiving technical assistance (TA), working with experts (e.g., health equity, evaluation, social marketing), and networking and sharing with other grantees, culminating in a statewide showcase convening. This will be organized and facilitated through *Testing, Sharing and Learning Labs*.

Evaluation and learning will also be a key component for each participating organization. Each selected organization will be required to participate in the local-level campaign evaluation conducted by the CDPH, OHE evaluation contractor, but will receive guidance at the start of the grant period on developing an evaluation plan and logic model that aligns with each organization's unique campaign plans, while addressing the overarching evaluation questions and goals. The evaluation is being designed to assess the effectiveness of the local-level campaign, implementation factors and barriers, and the merit of continuing and expanding the proposed intervention(s). Evaluation activities may include reporting that describes what was done, how much was done, challenges, successes, and recommendations. It may also include participating in key informant interviews regarding implementation and maintenance of the project, participating in an annual survey assessing needs and/or rating satisfaction with participation and to document outcomes. This will enable each CBO to learn about how their own campaigns impact their communities, and for the CDPH, OHE to learn what works to reduce stigma, enhance behavioral health literacy for children, youth, families, and communities.

This grant will include the following resource activities for your organization team's expected participation and engagement:

- Approximately nine (9) virtual *Testing, Sharing and Learning Labs* annually, where organizations will have the opportunity to hear from and receive guidance and TA from experts and partners in evaluation, marketing, children and youth MEB health among other areas which will be determined by input from organizations on TA needs.
- Regular check-ins with PHI staff for TA and to address individual questions.
- Annual in-person convening for learning, sharing and networking.
- Site visits by the CDPH, OHE and PHI staff to be hosted by CBOs
- Final in-person showcase convening at the end of the grant period

These activities are designed to help create conditions for success for selected CBOs and much the content will largely be determined by needs expressed by CBOs.

IV. Funding Information

The following information is related to the use of funds for this grant opportunity.

Budget and Budget Justification

Applicants must submit their proposed budgets in the template format provided (see Appendix 2). Applicants must adhere to the budget guidelines included in the template. All items budgeted must be inclusive of all project costs. All applicants will be provided with a spreadsheet as an attachment to use to calculate all costs for the project budget.

Applicants are also required to provide a budget justification to support the budget by providing a justification for the costs, as outlined in the template. The budgeted costs should provide reasonableness for projects and to help establish final awards. Review criteria will include the following:

- Consistent with the proposed campaign project plan (i.e., appropriate staffing levels, youth stipends, appropriate communication costs, appropriate materials costs)
- Includes travel costs for three annual in-person convenings (Sacramento, Los Angeles area, and Central Valley) and final showcase convening in Sacramento. Travel must adhere to [California \(CalHR\) travel rates](#).

Total Award Amount

Total amount awarded for 501(c)(3) CBOs, Tribal organizations and collaboratives/partnerships will be a maximum of \$1,000,000 per award.

What Will Not be Funded

- Debt retirement
- Purchase of properties or capital improvements to property and buildings
- Partisan activities
- Operational deficits
- Directly or indirectly purchase, prescribe or provide marijuana or treatment using marijuana, including THC and CBD related items.

Geographic Consideration

Funds will be distributed for implementation of local-level campaigns activities in communities throughout California where members of CYBHI priority populations defined in this RFA announcement live, work and play.

Project Timeline

Grants will cover activities for the following time period: March 1, 2024, to May 31, 2026 (27 months).

Reporting Requirements

Grantee partners will be required to submit annual reports and progress reports corresponding to the performance measures specified in their grant agreements and work plans, as well as financial reports describing actual expenditures of grant funding. Once awards are granted, technical assistance will be made available to assist organizations to identify appropriate performance measures for data collection and reporting requirements.

Performance measures may be revised as needed to address current situations and high-priority challenges. Required deliverables will follow the below timeline. Deliverables are subject to change.

Report	Period Covered	Due Date
Progress report 1	March 2024 – June 2024	July 31, 2024
Financial Report 1 (partial year)	March 2024 – June 2024	July 31, 2024
Progress report 2	July 2024 – December 2024	January 31, 2025
Annual Program & Evaluation Report 1	July 2024 – June 2025	July 31, 2025
Annual Financial Report 1	July 2024 – June 2025	July 31, 2025
Progress Report 3	July 2025 – December 2025	January 31, 2026
<i>Preliminary</i> Evaluation Report 2	July 2025 – March 2026	April 30, 2026
Final Program & Evaluation Report 2	July 2025 – May 2026	June 30, 2026
Annual Financial Report 2	July 2025 – May 2026	June 30, 2026

V. Selection and Evaluation Criteria

CDPH-OHE and PHI will select applicants who develop and submit the most complete and responsive applicant packages, i.e., responses that demonstrate sufficient staff expertise and program capacity, experienced youth and family engagement, potential for impact and sound costs as outlined in the criteria below. The criteria described below correspond to sections of the application which you will find in Appendix 1 and [the online portal](#).

Letter of Intent

Interested applicants must submit a non-binding letter of intent to be able to submit a response to this RFA. The letter of intent will be accepted electronically through the [online portal](#) by December 18, 2023, 5pm Pacific Time.

For the letter of intent you will be asked to provide the following information:

- Name of lead/prime applicant
- Location of lead/prime applicant
- Target audience for proposed local campaign
- Type of local campaign, if known

Organizational Description and Experience

The applicant should concisely describe why the organization is appropriate/qualified to develop a local youth-centered campaign to address stigma and promote behavioral and mental health help-seeking actions. This may include the following:

- Track record of engaging with the community
- Track record of engaging with children, youth, and their families especially from the CYBHI priority populations
- History of addressing mental, emotional, and behavioral health with children, youth, and their families, especially from the CYBHI priority populations
- History of working at the policy, systems, or environmental change level in addition to service delivery
- Demonstrated commitment to social justice youth development and using an asset-based (versus a deficit-based) approach to engaging children, youth and their caregivers

(i.e., an approach that empowers youth based on their strengths versus highlight problems in their communities).

Intended Audience and Need/Issue to be Addressed

The applicant should provide a brief description of the needs, issues or issues to be addressed by the local campaign, as well as the intended audience. Additionally, they should provide an explanation of how youth will be engaged in the development of the local campaign.

Local Campaign Approach

Campaign project plans should focus on how youth will be centered and engaged in developing a campaign that focuses on reducing stigma, and enhancing help-seeking behaviors that affect and potentially impact the local community. A description of key partnerships, if applicable, should also be included.

Other recommended criteria may include the following:

- A campaign development approach guided by principles of equity that recognizes the need to strive for health and racial equity in social services and outcomes.
- Culturally responsive and linguistically appropriate activities.
- A participatory youth and community engagement plan.
- Plans for the sustainability of the local campaign.

In addition to a narrative response in the application, applicants will be provided with a preliminary nine-month workplan template (see Appendix 3) to provide preliminary specifications for their approach to the planning and development of their campaign, including evaluation considerations.

Project Goals

Applicants should specify short- and long-term goals for their local campaigns. Applicants should briefly describe what, over the life of the grant, they hope to accomplish in the short term, (i.e., project outcomes and results), and in the long term (i.e., policy, systems, and/or environment changes). Evaluation guidance and technical assistance will be available to selected grantees, therefore, applicants should also affirm that they are willing to participate in campaign evaluation and learning activities.

In the preliminary nine-month workplan template provided (see Appendix 3), applicants should add their short- and long-term goals and indicators for how they will know they have reached those goals.

Organizational Capacity and Qualifications of Staff

Applicants should concisely describe their organization's capacity to implement the proposed local campaign project in terms of staffing, committed partnerships and organizational resources. If all staff have not yet been hired, please note plans to do so.

Evaluation

Applicants should describe their organization's process, outcome and impact evaluation strategies, including how they would analyze and/or determine the effectiveness of their

community outreach efforts and campaigns and what can be identified and used as key performance indicators (KPIs) for their proposed activities.

Other Requirements

Additional requirements include the following:

- Executive support for the proposed project, i.e., a signed letter of support from a senior level staff demonstrating a willingness to commit staff time and resources to develop and implement a local campaign.
- Names and contact information for two references outside of the applicant organization who are familiar with their work. These can be partnering organizations, funders, public agencies, etc.
- Affirm participation in annual in-person convenings (i.e., ability for two - four staff to travel, inclusion of travel line item in budget),
- Affirm participation in learning and evaluation activities
- Affirm ability to submit program and financial progress reports as outlined in this RFA.

Application Review and Scoring Criteria

A review team comprised of the CDPH, OHE staff, PHI staff, community experts and youth will review the applications. Each application will be reviewed by multiple reviewers. The following guidelines and criteria will be used to review and score applications that are complete and submitted [online](#) by the deadline specified in the application timeline.

Component	Maximum Points
Narrative Summary (see breakdown below)	40 points total
<i>Organization description</i>	<i>5 points</i>
<i>Need/Issue to be addressed</i>	<i>5 points</i>
<i>Local campaign goals</i>	<i>5 points</i>
<i>Priority population description</i>	<i>5 points</i>
<i>Experience with priority population</i>	<i>5 points</i>
<i>Campaign project approach</i>	<i>5 points</i>
<i>Experience with proposed project</i>	<i>5 points</i>
<i>Staffing and team capacity</i>	<i>5 points</i>
Evaluation	15 points
Budget and Budget Narrative	15 points
Preliminary Nine-Month Work Plan	20 points
Overall Capacity	10 points
TOTAL	100 points

VI. Application Timeline

RFA Announcement Release	December 1, 2023
Informational Webinar	December 12, 2023 11am-12:30pm PT
Office Hours 1	December 14, 2023 (scheduling link will be posted on website)
Letter of Intent Due	December 18, 2023 5pm PT **Mandatory, Non-Binding**
Office Hours 2	January 5, 2024 (scheduling link will be posted on website)
RFA Deadline	January 16, 2024, 2pm PT
Application Review	January 22 – February 2, 2024

All activities in the application timeline have been described above in this RFA. PHI reserves the right to amend dates at any time during the RFA process. Any amendments to the dates will be updated and posted on the [CDPH CYBHI website](#).

VII. Additional Guidance

- It is recommended that applicants participate in the RFA informational webinar and/or office hours as it may bring up questions you have about this grant opportunity and you may learn from other participants. Q&A will also be posted on the website within three days following the webinar and updated as more questions are addressed.
- Remember to submit a letter of intent by December 18, 2023. It is electronic and non-binding, but **mandatory**.
- Allow plenty of time to submit your application in case you encounter technical difficulties.
- Allow plenty of time to plan and work on your application responses so that you can use office hours for help with any components.
- Be sure you have wi-fi and proper equipment/browser to submit your application through our portal. Although special equipment or applications are not required, typically computers and laptops work better than mobile devices (i.e., phones and tablets) for online submissions.
- Respond to all application items.
- Check the RFA posting website for updates, changes, corrections and written Q&As.
- Use the following checklist to ensure you have all components and attachments prepared and completed.
- Applicants are not required to request the maximum funding allowed, and the funding amount requested should be commensurate with the workplan proposed.
- The awardee may not commence performance of any work until all approvals are obtained.

VIII. Application Checklist

- Letter of Intent ([submitted here](#))
- Complete [online application](#)
- Nine-Month Workplan
- Budget Template
- Budget Justification
- Executive-level Letter of Support from Applicant Organization
- Two external references

Appendix 1: Hard Copy Application

Hard Copy Application for Your Reference

You will submit your application using the [online portal](#). This is for your reference for planning purposes only. If you are unable to submit your application using our portal or need help, please contact CYBHI.Local@wellness.phi.org.

CYBHI Local Level Campaign Application

Applicant Organization Information

Organization name:
Address:
County:
Phone:
Website/URL:
Director/CEO Contact name:
Director/CEO Contact title:
Director phone:
Application contact:
Application contact email address:
Application contact phone:
Applicant Organization Tax ID#:
Organization has 501(c)(3) nonprofit status with the IRS: Yes No
Organization is a Tribal Organization: Yes No

Project Information

Project Name (20 words max):

Brief summary and purpose of project (100 words max):

Amount requested: \$_____

Project Geography

Please list the county(ies) and city(ies)/town(s) that your campaign aims to reach.
County(ies): _____
City(ies)/Town(s): _____

Please check type of jurisdiction:
 Urban
 Rural
 Both

Population

Race/Ethnicity

Please indicate the racial and ethnic population(s) that your campaign intends to reach.

- African American/Black
- Asian American
- Asian Pacific Islander
- Middle Eastern or North African
- Latino/Hispanic
- American Indian/Native American
- White
- Mixed Race
- Other (Please Identify)

Age Group

Your campaign must be targeted at children and youth. Please indicate the age groups that your campaign intends to reach.

- 0-5
- 6-9
- 10-13
- 14-17
- 18-25

Additional Focus Areas

- Foster youth
- LGBTQ+ youth
- Youth with disabilities
- Youth experiencing homelessness/housing insecurity
- Immigrant youth and youth from mixed immigration status families
- Youth who are incarcerated, in juvenile detention, on parole, on probation or under post-release community supervision
- Youth with behavioral health challenges
- Youth with substance use disorders
- Youth with limited English proficiency
- Youth from low-wage families
- Uninsured and youth formerly enrolled in Medi-Cal
- Other: _____

Narrative Summary

1. Organization Description Provide a brief description of your organization (prime organization if applying as a partnership) including mission, whom you serve, types of programs you lead/operate, service area(s). If applying as a coalition/partnership, information about the partnership should be provided. (300 words max)

2. Need/Issue to be Addressed Describe the need/challenge/issue your local campaign will address based on your preliminary formative research. If available, please include any local data that supports what you plan to address. (300 words max)

3. Local Campaign Goal State your short- and long-term goals for your local campaign. What do you hope to accomplish in the short term (program)? What impact do you hope to make in the long term (sustainability, policy, system, and/or environment)? What is your vision of success? (500 words max)

4. Priority Population Description Describe the population that the campaign intends to reach. Include any relevant data available as well as demographic characteristics that support your campaign goals. (200 words max)

5. Experience with Priority Population Describe your organization's experience with the population you have chosen to focus on with your local campaign. Provide examples of how your organization provides culturally and/or linguistically appropriate mental and behavioral health services to youth. (200 words max)

6. Campaign Project Approach Describe how you plan to use these funds to center youth and co-design with youth to develop your local campaign. Describe resources, partnerships, experts needed to carry out your plan. Looking ahead, how might this effort be both owned and sustained by the community? (500 words max)

7. Experience with Proposed Project Describe your organization's experience with the kind of work proposed in this RFA. This may include experience running campaigns, mental and behavioral health service delivery, policy, systems change programs, or other youth services. Please include 1-3 brief examples of projects your organization has implemented in these areas. (500 words max)

8. Staffing/Team Capacity Describe the qualifications of project leaders and key staff on the proposed project. A Project Director and Community Outreach Coordinator are required with Full Time Equivalent (FTE) percentage comparable to proposed campaign project. Explain how all team members will carry out the activities identified in this application, as well as support the reporting requirements. Also please indicate if additional staff will need to be hired for the proposed campaign. (300 words max)

Evaluation

Describe your organization's process evaluation strategies used to track and understand what will be done, how much will be done, challenges and possible limitations. Also describe your organization's experience and strategies used to analyze the effectiveness of community outreach efforts and campaigns. What does your team identify as key performance indicators (KPIs) for your proposed activities. Also say whether these functions are normally performed in-house or by a subcontractor or consultant. (400 word max)

Required Participation in Local-Level Campaign Activities

Please check the boxes to indicate that you affirm understanding and participation in the following activities as described in the RFA.

- We affirm participation in annual in-person convenings (i.e., ability for two - four staff to travel annually, inclusion of travel line item in budget) as described in this RFA.
- We affirm participation in learning and evaluation activities as described in this RFA
- We affirm the ability to submit program and evaluation, and financial reports as outlined in this RFA.

Technical Assistance Needs

To help us plan the lab and other TA and learning opportunities, please tell us what TA your organization would benefit from in developing and implementing your local campaign.

Response to this question is for planning purposes only. It will not be considered in the assessment or decision-making for funding.

Attachments/Uploads

- Nine-month Preliminary Workplan
- Budget Template
- Budget Justification
- Applicant organization's executive letter of support. If applying as a partnership/coalition, please include executive letters of support from each organization.
- Contact information for 2 references

Appendix 2: Budget Worksheets

Budget Template, Years 1 - 3 (27 months, March 1, 2024 – May 31, 2026)

Project Title: CYBHI Local-Level Public Education and Change Campaigns

Organization Name: Click or tap here to enter text.

Period of Performance: Year 1 March 1, 2024 – June 30, 2024 (**Note this is a partial year of 4 months to align with State fiscal year)

Date Prepared: Click or tap here to enter text.

Line Item	Salary	% FTE	# of Months	Total Budget		
Salaries and Wages (list names and positions below)						
<i>Name and Position</i>	\$0	0%	4	\$0.00		
	\$0	0%	4	\$0.00		
	\$0	0%	4	\$0.00		
	\$0	0%	4	\$0.00		
	\$0	0%	4	\$0.00		
Subtotal Salaries				\$0.00		
Fringe Benefits	Subtotal Salaries	% of salaries				
Describe fringe benefits that are provided to employees. Use percentage of total salaries for budget purposes. (Salaries x fringe%)	\$0	0%	\$0			
Subtotal Personnel (Salaries plus Fringe)				\$0.00		
Travel (List trips below, including location if known. Be sure to factor in hotel, air fare, ground transportation, per diem, mileage, car rental in your calculations. Travel must adhere to California (CalHR) travel rates)						
Trips, including the required annual in-person convenings.	Airfare	Hotel	Per diem	Ground trans.	Mileage	Total Budget
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Travel		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Office and Campaign Materials and Supplies			
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
Subtotal Materials and Supplies	-	-	\$0.00
Other Expenses (e.g., printing, communications, consultants, stipends, incentives)			
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
Subtotal Other Expenses	-	-	\$0.00
Total Direct Expenses (total personnel+travel+materials & supplies+other)			\$0.00
Total Indirect Expenses (indirect not to exceed 20%) (Direct Expenses x Indirect%)	\$0.00	0%	\$0.00
Total Requested Amount (Total Direct + Total Indirect)			\$0.00

Project Title: CYBHI Local-Level Public Education and Change Campaigns

Organization Name: Click or tap here to enter text.

Period of Performance: Year 2 July 1, 2024 – June 30, 2025 (12 months)

Date Prepared: Click or tap here to enter text.

Line Item	Salary	% FTE	# of Months	Total Budget		
Salaries and Wages (list names and positions below)						
<i>Name and Position</i>	\$0	0%	12	\$0.00		
	\$0	0%	12	\$0.00		
	\$0	0%	12	\$0.00		
	\$0	0%	12	\$0.00		
	\$0	0%	12	\$0.00		
Subtotal Salaries				\$0.00		
Fringe Benefits	Subtotal Salaries	% of salaries				
Describe fringe benefits that are provided to employees. Use percentage of total salaries for budget purposes. (Salaries x fringe%)	\$0	0%		\$0		
Subtotal Personnel (Salaries plus Fringe)				\$0.00		
Travel (List trips below, including location if known. Be sure to factor in hotel, air fare, ground transportation, per diem, mileage, car rental in your calculations. Travel must adhere to California (CalHR) travel rates)						
Trips, including the required annual in-person convenings.	Airfare	Hotel	Per diem	Ground trans.	Mileage	Total Budget
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office and Campaign Materials and Supplies						
	-	-				\$0.00
	-	-				\$0.00

	-	-	\$0.00
	-	-	\$0.00
Subtotal Materials and Supplies	-	-	\$0.00
Other Expenses (e.g., printing, communications, consultants, stipends, incentives)			
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
Subtotal Other Expenses	-	-	\$0.00
Total Direct Expenses (total personnel+travel+materials & supplies+other)			\$0.00
Total Indirect Expenses (indirect not to exceed 20%) (Direct Expenses x Indirect%)	\$0.00	0%	\$0.00
Total Requested Amount (Total Direct + Total Indirect)			\$0.00

Project Title: CYBHI Local-Level Public Education and Change Campaigns

Organization Name: Click or tap here to enter text.

Period of Performance: Year 3 July 1, 2025 – May 31, 2026 (11 months)

Date Prepared: Click or tap here to enter text.

Line Item	Salary	% FTE	# of Months	Total Budget		
Salaries and Wages (list names and positions below)						
<i>Name and Position</i>	\$0	0%	11	\$0.00		
	\$0	0%	11	\$0.00		
	\$0	0%	11	\$0.00		
	\$0	0%	11	\$0.00		
	\$0	0%	11	\$0.00		
Subtotal Salaries				\$0.00		
Fringe Benefits	Subtotal Salaries	% of salaries				
Describe fringe benefits that are provided to employees. Use percentage of total salaries for budget purposes. (Salaries x fringe%)	\$0	0%		\$0		
Subtotal Personnel (Salaries plus Fringe)				\$0.00		
Travel (List trips below, including location if known. Be sure to factor in hotel, air fare, ground transportation, per diem, mileage, car rental in your calculations. Travel must adhere to California (CalHR) travel rates)						
Trips, including the required annual in-person convenings.	Airfare	Hotel	Per diem	Ground trans.	Mileage	Total Budget
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office and Campaign Materials and Supplies						
	-	-				\$0.00
	-	-				\$0.00

	-	-	\$0.00
	-	-	\$0.00
Subtotal Materials and Supplies	-	-	\$0.00
Other Expenses (e.g., printing, communications, consultants, stipends, incentives)			
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
	-	-	\$0.00
Subtotal Other Expenses	-	-	\$0.00
Total Direct Expenses (total personnel+travel+materials & supplies+other)			\$0.00
Total Indirect Expenses (indirect not to exceed 20%) (Direct Expenses x Indirect%)	\$0.00	0%	\$0.00
Total Requested Amount (Total Direct + Total Indirect)			\$0.00

Budget Justification

CYBHI Local-Level Public Education and Change Campaigns

Please respond to the sections below based on your budget.

Personnel Costs: **Total Year 1** \$Click or tap here to enter text.
Total Year 2 \$Click or tap here to enter text.
Total Year 3 \$Click or tap here to enter text.

List the names of all known personnel who will be involved on the project. Please note that a Project Director and Community Outreach Coordinator are required with Full Time Equivalent (FTE) percentage comparable to proposed work. Also please include additional staff that will need to be hired for the proposed campaign by putting "TBD" under name and the name of their role.

Click or tap here to enter text.

Name	Title/Role	% FTE	Y1 Total Amount	Y2 Total Amount	Y3 Total Amount
	Program Director		\$	\$	\$
	Community Outreach Coordinator		\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
			\$	\$	\$
TOTAL			\$	\$	\$

Fringe Benefits: **Total Year 1** \$Click or tap here to enter text.
Total Year 2 \$Click or tap here to enter text.
Total Year 3 \$Click or tap here to enter text.

Fringe benefits should be calculated in accordance with the applicant's policies. Explain costs included in the fringe benefits calculation. Use a percentage for budget purposes.
 Click or tap here to enter text.

Travel: **Total Year 1** \$Click or tap here to enter text.
Total Year 2 \$Click or tap here to enter text.
Total Year 3 \$Click or tap here to enter text.

Itemize all travel by trip. Ensure travel for two to four (2-4) project team members to 4 in-person convenings are included (Sacramento (2), Los Angeles, Central Valley). Include detail on airfare, mileage, ground transportation, lodging, and per diem expenses. Travel will be reimbursed at actual cost not to exceed and adhere to [California \(CalHR\) travel rates](#).
Click or tap here to enter text.

Office and Campaign Materials and Supplies:

Total Year 1 \$Click or tap here to enter text.

Total Year 2 \$Click or tap here to enter text.

Total Year 3 \$Click or tap here to enter text.

Include a justification of the project's need for these items.

Click or tap here to enter text.

Other Expenses: **Total Year 1** \$Click or tap here to enter text.

Total Year 2 \$Click or tap here to enter text.

Total Year 3 \$Click or tap here to enter text.

Include any other expenses by category (e.g., printing, communications, consultants, stipends, incentives). Include a justification for the project's needs for these items.

Click or tap here to enter text.

Year 1

Total Direct Costs: \$Click or tap here to enter text.

Total Indirect Costs (not to exceed 20%): \$Click or tap here to enter text.

Year 2

Total Direct Costs: \$Click or tap here to enter text.

Total Indirect Costs (not to exceed 20%): \$Click or tap here to enter text.

Year 3

Total Direct Costs: \$Click or tap here to enter text.

Total Indirect Costs (not to exceed 20%): \$Click or tap here to enter text.

Budget Summary:

Year 1 (March 1, 2024 – June 30, 2024)	
Salaries and Wages	\$
Fringe	\$
Travel	\$
Materials and Supplies	\$
Other	\$
Total Direct Costs	\$
Total Indirect	\$
GRAND TOTAL	\$

Year 2 (July 1, 2024 – June 30, 2025)	
Salaries and Wages	\$
Fringe	\$
Travel	\$
Materials and Supplies	\$
Other	\$
Total Direct Costs	\$
Total Indirect	\$
GRAND TOTAL	\$

Year 3 (July 1, 2024 – June 30, 2026)	
Salaries and Wages	\$
Fringe	\$
Travel	\$
Materials and Supplies	\$
Other	\$
Total Direct Costs	\$
Total Indirect	\$
GRAND TOTAL	\$

Appendix 3: Nine-Month Workplan

Preliminary Nine-Month Strategic Work Plan Template Covering March 1, 2024 – November 30, 2024

Name of Organization:	Click or tap here to enter text.
Behavioral Health Focus Area of Local-Level Campaign:	Click or tap here to enter text.
Target Audience/Priority Population:	Click or tap here to enter text.
Target Geographic Location:	Click or tap here to enter text.

CDPH, OHE CYBHI Public Education and Change Campaign Goal: develop and enhance culturally, linguistically, and age-appropriate local-level campaigns with youth, aimed at reducing stigma and discrimination, increasing awareness, and increasing help-seeking behavior connecting children, youth, families, and caregivers to the appropriate resources they need around mental, emotional, and behavioral (MEB) health.

Organization Local-level Campaign Short-term Goal(s): <i>(i.e., immediate project outcomes and results)</i>	Click or tap here to enter text.
	Click or tap here to enter text.
	Click or tap here to enter text.
Organization Local-level Campaign Long-term Goal(s): <i>(i.e., sustainable community impact, policy, systems, ecosystems change)</i>	Click or tap here to enter text.
	Click or tap here to enter text.
	Click or tap here to enter text.
	Click or tap here to enter text.

How will the above goals for your local community priority population be addressed through your organization’s/team’s work on this project in the first nine months? How will you know that you are making progress towards these goals? Please use the workplan template below.

Please note: You are not limited to 3 objectives and 5 tasks/activities as seen in the templates below. You may add more if needed. Also note that this is a 9-month planning phase workplan. If selected for funding, you will develop a workplan for all 27 months of the performance period.

Objective #1: Click or tap here to enter text.

Example Objective: *Co-design and co-develop with youth a local-level campaign targeting recently immigrated XYZ-speaking youth population in the ABC neighborhood.*

Tasks/Activities	Staff Responsible	Timeline (start and end date or date range)	Measure of progress and/or deliverable
<i>Example: Identify and recruit youth to join our campaign design committee.</i>	<i>Community outreach manager</i>	<i>March 5, 2024 – March 31, 2024</i>	<i># of youth recruited from target audience and community</i>

Objective #2: Click or tap here to enter text.

Tasks/Activities	Staff Responsible	Timeline (start and end date or date range)	Measure of progress and/or deliverable

Objective #3: Click or tap here to enter text.

Tasks/Activities	Staff Responsible	Timeline (start and end date or date range)	Measure of progress and/or deliverable

Appendix 4: Glossary

The following is a glossary of key terms for the CYBHI Local-Level Public Education and Change Campaigns.

Behavioral health literacy: an awareness of behavioral health struggles without stigma. It is knowing when and where to seek help through appropriate resources regarding mental, emotional and behavioral (MEB) health.

Caregivers: a paid or unpaid person who provides direct care and helps an individual or individuals with the daily activities of life. A caregiver can be members of a care recipient's family or social network, and who may have no specific professional training. For the purpose of the CYBHI, a caregiver provides regular care for children and youth.

Children and youth: a time in life when one is young. Children generally refers to the time between birth and puberty. According to the United Nations and the World Health Organization, children are defined as under the age of 14. Youth refers to the time between childhood and adulthood independence, generally between age 14 and early adulthood. For the purpose of the CYBHI children are those ages 0-13 and youth are those ages 14-25.

Inclusive: the act of not discriminating or excluding individuals and/or groups of individuals 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

Local-level campaign: is created and delivered through CBOs and youth. These local campaigns will be led by CBOs designed for and by our five priority populations: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities, with special considerations made to transition-age youth, persons with disabilities, and/or those living in rural areas.

Statewide campaign: is created and delivered through a media firm who will consult with CDPH and youth advisory groups, caregivers, and community partners as they design and deliver the campaigns

Youth-led approach: is a design and development approach that ensures that youth voices are centered throughout the process and in their communities, and the youths' families are empowered to identify their health needs and lead their own efforts. CDPH is developing public education and change campaigns that are co-designed for and by youth in order to raise behavioral health literacy for youth, caregivers, and their communities.