



## **DSAMH State Opioid Response 3.0 Education Campaigns: *Community Grassroots Anti-Stigma and OUD/STUD Strategic Messaging and Awareness Programs***

### **Background and Overview:**

The Delaware Division of Substance Abuse and Mental Health's (DSAMH) State Opioid Response 3.0 (SOR) project is a statewide initiative to enhance and further develop its opioid and stimulant disorder (OUD/STUD) system of care for all Delawareans while dedicating focused efforts on six key populations:

- Pregnant and parenting people
- Racial/ethnic minorities
- Individuals in high-need zip codes
- LGBTQ+ populations
- Justice-involved populations
- School-aged youth

As part of the overarching SOR 3.0 initiative, this "*Community Grassroots Anti-Stigma and OUD/STUD Strategic Messaging and Awareness Programs*" solicitation will provide funding for strategic messaging campaigns with anti-stigma and OUD/STUD prevention messaging.

### **Purpose:**

To support anti-stigma and prevention education/awareness efforts conducted to engage with hard-to-reach populations where local/grassroots messaging will have a stronger impact than state-level efforts in reaching the populations listed above, as identified in the SOR 3.0 needs assessment.

### **Project Focus Areas:**

DSAMH invites local, community partners that serve/reach the six key populations identified in the needs assessment (listed above) to apply for funding to implement strategic messaging initiatives that reach at least one of the key populations, and that center on one of the following focus areas. Please note that the examples provided below are non-exhaustive and DSAMH encourages applicants to be creative in identifying projects that are most appropriate and impactful for the specific target population of focus. Please note that all programs should also consider cultural and linguistic appropriateness.

1. **Promoting Access to Treatment:** Promote how to access SUD services and supports available in the local community, including, for instance promoting medications for opioid use disorders (MOUD).
  - Project Examples:
    - Culturally appropriate community-based education campaign on accessing local SUD services and supports targeted to overdose hotspots.
    - Place-based promotion.
    - Locally tailored digital campaigns.
  - Data Collection Examples:
    - The number of individuals reached in-person/digitally.
    - The number of print materials distributed.
    - Encounter data for digital messaging (e.g., opened and forwarded)

- messages).
  - The number of training/education sessions provided.
  - Estimated percentage of participants' increase in knowledge and/or awareness as indicated in a post-training/education survey.
- 2. **Reducing Stigma:** Create new, or tailor and disseminate existing evidence-based anti-stigma and OUD/STUD prevention messages and campaigns, at the local level to effectively reach community members in implementing community education/awareness/anti-stigma campaigns specifically in hard-to-reach populations where local/grassroots messaging will have a stronger impact than generic state-level efforts.
  - Project Examples:
    - An anti-stigma project that includes formative assessments (i.e., surveys or interviews to understand/measure stigma), message development, campaign implementation (message dissemination), and evaluation.
    - Capturing and sharing stories from individuals with lived experiences/lived expertise to promote awareness and educate community members.
  - Data Collection Examples:
    - Number of print/digital materials distributed.
    - Encounter data for digital messaging (e.g., open and forwarded messages)
    - Number of training/education/informational sessions provided.
    - Number of new constituencies reached.
    - Participant post survey (campaign awareness, understanding, effectiveness; knowledge gained, etc.)

### **Eligible Applicants:**

Eligible applicants include:

- Non-profit community-based and/or advocacy organizations that can reach at least one of the six target populations of Delawareans (noted above) with anti-stigma and OUD/STUD prevention messaging.
- Health and human services providers that serve individuals with OUD/STUD.
- Organizations that have the capacity to contract with DSAMH. For instance, entities must be able to:
  - Attach a current State of Delaware Business License (from Division of Revenue) or IRS 501(c)3 exemption verification.
  - Provide a valid Unique Entity Identifier number (UEI).
  - Provide a valid Delaware eSupplier Number (Information on supplier portal registry can be found at: [esupplier.erp.delaware.gov](http://esupplier.erp.delaware.gov).)
  - Attach a current Certificate of Liability Insurance Coverage
  - Provide a current Employer Identification Number (EIN)
  - Attach a screenshot of an **active listing** on SAM.gov or evidence of application for SAM.gov listing.

Please also note that:

- Applicants will be required, as part of the application form, to attest that funding for this anti-stigma campaign program would not duplicate or replicate applicants' existing OUD/STUD anti-stigma campaign efforts funded by other federal or state contracts or supplant existing funded efforts; and
- Should DSAMH receive applications from organizations focused on the same/similar target population, DSAMH may ask those organizations to collaborate with one another in order to maximize the projects' impact.

### **Funding:**

Funding is being provided through DSAMH's State Opioid Response (SOR) grant from SAMHSA

for the period of April 2024 to September 29, 2024. Applicants can request up to \$33,000. There will be a maximum of six projects awarded.

Please note that SAMHSA prohibits the use of SOR grant funds for the purchase of promotional items, including but not limited to, clothing and commemorative items such as pens, mugs/cups, folders/folios, lanyards, and conference bags. In addition, funds may be used to pay for speaker fees and costs related to CEU/CMEs but may not be used as an incentive to or for staff time to participate in a training, or to cover the costs related to an individual's license/certification. Finally, if a training or technical assistance (TA) can be provided through the Opioid Response Network (ORN), please apply for TA and training through that venue first. If the ORN is unable to meet your request, you may use this funding.

**Application Submission Process:**

Complete and submit the application by February 20, 2024, via email to [DSAMH.ORT@Delaware.gov](mailto:DSAMH.ORT@Delaware.gov). Applications not meeting all requirements will be returned for correction.

**Solicitation, Application Review, and Award Timeline:**

Below provides an estimated timeline for application review and award processes. These timelines are subject to change.

- Solicitation Release – January 29, 2024
- Non-Binding Letters of Intent Deadline – February 5, 2024
- Application Deadline – February 20, 2024
- Applicants Selected – March 1, 2024
- Agreements Begin – April 15, 2024
- Projects Conclude- September 29, 2024

Please contact [DSAMH.ORT@Delaware.gov](mailto:DSAMH.ORT@Delaware.gov) if you have any questions about this funding opportunity. A frequently asked questions document will be created and shared