



DSAMH State Opioid Response 4.0 Grant Grassroots Messaging and Awareness Campaign Solicitation Released: October 29, 2024

Background and Overview:

The Delaware Division of Substance Abuse and Mental Health’s (DSAMH) State Opioid Response 4.0 (SOR) project is a statewide initiative to enhance and further develop its opioid and stimulant disorder 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
- Young people (school-aged and transition-aged)

As part of the overarching SOR 4.0 Tier Award Program, this Grassroots Messaging and Awareness Campaign (GMAC) solicitation describes available funding for grassroots opioid use disorder (OUD) and Stimulant Use Disorder (STUD) anti-stigma education and awareness efforts.

Purpose:

The purpose of this funding opportunity is to support grassroots organizations in developing and implementing messaging campaigns or educational programs that reduce stigma associated with OUD and STUD. The goal is to increase awareness, deliver education, and reduce stigma related to OUD and STUD among key populations (listed above) at both local and broader levels throughout Delaware.

Project Focus Areas and Data Collection Examples

GMAC projects should focus on implementing strategic messaging initiatives that target at least one of the key populations and demonstrate measurable impact. Below are sample project ideas that applicants can consider for developing and implementing messaging campaigns or educational programs to reduce stigma associated with OUD and STUD. Each example includes potential data metrics to help organizations monitor reach, engagement, and impact, enabling them to effectively demonstrate outcomes and identify areas for improvement. Data metrics will vary based on the specifics of each proposed project and should be submitted to DSAMH monthly. These examples are intended as guidance only—DSAMH encourages applicants to propose innovative projects that are tailored to the unique needs of the populations they aim to serve. All campaigns must be culturally and linguistically appropriate.

Table 1. Example GMAC Projects and Data Metrics

Example GMAC Projects	Example Data Metrics
<p>1. Community-Led Groups and Educational Workshops: Host group meetings or educational workshops for individuals with OUD/STUD and their families. These sessions could feature guest speakers, peer mentors, and healthcare professionals who share stories of recovery, provide education about addiction, and offer guidance on available resources.</p>	<ul style="list-style-type: none">• Number of sessions held and attendees per session (with demographics).• Number of resources distributed.• Satisfaction and knowledge gain based on pre-/post-surveys.• Number of guest speakers or mentors involved.



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	<ul style="list-style-type: none">Percentage reporting improved understanding of addiction and recovery resources.
<p>2. Social Media and Digital Storytelling Campaigns: Create a social media campaign for target audience(s) that features personal stories of recovery and resilience. This could include video testimonials, written stories, or photo campaigns shared on various platforms to humanize addiction and reduce stigma through positive narratives.</p>	<ul style="list-style-type: none">Number of digital stories, posts, and campaigns created.Engagement metrics (e.g., likes, shares, comments).Click-through rates to external resources.Number of new followers and qualitative feedback.
<p>3. Family Education and Support Initiatives: Design and implement educational sessions for family members of those with OUD/STUD. Topics could include understanding addiction, strategies for providing support, and reducing stigma within families. Sessions could be offered in community centers or faith-based organizations.</p>	<ul style="list-style-type: none">Number of sessions offered, and family members reached.Satisfaction and knowledge improvement based on pre-/post-surveys.Sustained use of strategies from follow-up surveys.
<p>4. Culturally Tailored Messaging: Develop culturally and linguistically appropriate messaging that is tailored to the specific needs and characteristics of the target population(s). Messages could be shared in the mode(s) most likely to reach the targeted population(s) and could include information on addiction treatment options, myths and facts about addiction, and messages promoting empathy and understanding.</p>	<ul style="list-style-type: none">Number of culturally appropriate materials created, and individuals reached.Feedback on cultural appropriateness and relevance.Community partners involved and increased knowledge/reduced stigma based on surveys.
<p>5. Community Art and Storytelling Projects: Implement a community art project (e.g., murals, photography, or storytelling installations) that involves individuals in recovery and their families. The project could be displayed in public spaces to create awareness, spark conversations, and change perceptions around addiction.</p>	<ul style="list-style-type: none">Number of art pieces/installations created, and participants involved.Number of viewers, and venues hosting projects.Qualitative feedback on perceptions or attitudes before and after experiencing the project.
<p>6. Workplace Education and Stigma Reduction Training: Develop and implement stigma reduction training for staff members within organizations that serve or engage with individuals and families affected by OUD/STUD. Trainings could focus on addressing biases, increasing awareness of recovery principles, and promoting inclusive workplace policies. This initiative could aim to create a more supportive and understanding environment within the organization, ensuring that staff interactions with clients and their families are empathetic, nonjudgmental, and rooted in evidence-based practices.</p>	<ul style="list-style-type: none">Number of trainings and staff trained (by role).Knowledge and attitude changes based on pre-/post-surveys.Training satisfaction and new policies/practice changes.
<p>7. Recovery Celebrations and Awareness Events: Organize community-wide events, such as Recovery Walks or storytelling nights, that celebrate individuals in recovery and highlight local resources. Events could feature testimonials, performances, or creative displays from individuals with lived experience, providing an opportunity for the community to engage and learn.</p>	<ul style="list-style-type: none">Number of events and attendees.Involvement of individuals with lived experience (e.g., speakers).Participant satisfaction scores (qualitative feedback)Post-event survey results showing changes in awareness or attitudes.

Eligible Applicants:

Eligible applicants include:

- Non-profit, community-based health and human service organizations (e.g., social services, religious organizations, food banks). that can reach underserved or hard-to-



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reach individuals with anti-stigma and OUD/STUD prevention messaging.

- Local 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.)
 - 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 GMAC will not duplicate or replicate applicants' existing OUD/STUD messaging/awareness 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 to maximize the projects' impact.

Funding:

Funding is being provided through DSAMH's State Opioid Response (SOR) grant from SAMHSA. Projects will be funded for an anticipated implementation period from March through September 2025. Applicants may request up to \$30,000 for efforts focused at the local community or county level, or up to \$50,000 for campaigns intended to be implemented statewide.

The example projects listed in Table 1 do not necessarily reflect maximum funding amounts. The proposed budget must match the level of effort by staff/contractors and the reasonable and appropriate costs associated with the scope of the project. DSAMH reserves the right to make an award at a funding level that is reasonable and appropriate, if different than what is requested in the application. Applications with excessive funding requests not justified in the budget will be rejected and returned to the applicant for revision, delaying determination for an award. Organizations applying for GMAC funding are prohibited from using awarded funds to hire new staff. Additionally, current staff included in the proposed campaign budget must have a level of effort (LOE) below 100% for this campaign. Contracted team members (individuals not on payroll) and contracted organizations supporting the project are permitted; however, justification for contractor costs should clearly outline their specific roles and responsibilities within the project.

Projects are eligible for an upfront disbursement upon execution of the award (equal to the first two months of the proposed budget) to begin project implementation. Reimbursement for the remainder of the award will be based on submission of monthly invoices and adherence to data collection requirements. Instructions for data reporting/submission and invoicing structure will be detailed in the Letter of Agreement between DSAMH and the awardee.

Please note that SAMHSA prohibits the use of SOR grant funds for the purchase of food (generally) and promotional items, including but not limited to, clothing and commemorative items such as pens, mugs/cups, folders/folios, lanyards, and conference bags. In addition,



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funds can be used as entrance fees to a training but not as an incentive or for staff time to participate in such trainings. DSAMH will utilize a technical assistance triage process to ensure that no-cost, federally funded technical assistance resources (e.g., Opioid Response Network, Technology Transfer Centers, etc.) are prioritized over direct funding via GMAC.

Application Submission Process:

Complete and submit the application via email to DSAMH.ORT@Delaware.gov no later than **5:00 p.m. ET on December 3, 2024**. Applications not meeting all requirements will be returned for correction. For planning purposes, please email Onika Harris (onika.harris@delaware.gov) by **November 13, 2024**, to indicate your intent to apply for this award.

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 – October 29, 2024
- Informational Webinar – November 6, 2024, from 12:00 – 1:00pm ET
 - During the webinar, DSAMH will provide an overview of the GMAC funding opportunity and address any questions. Please register in advance, here: https://us06web.zoom.us/meeting/register/tZMrde-vrz0vGt3C_F7KfdafFGvphef-roJQ#/registration.
- Email Your Intent to Apply – November 13, 2024 (Onika.Harris@delaware.gov)
- Application Deadline – December 3, 2024
- Applicants Selected – Q1 2025
- Target Date for Agreements to Begin – March 14, 2025
- Projects Conclude – September 29, 2025
 - Note: Funds must be expended by no later than September 29, 2025. However, campaigns may continue to run past that date.

Please contact DSAMH.ORT@Delaware.gov if you have any questions about this funding opportunity.