

# WELCOME & ZOOM MEETING REMINDERS



Thank you for joining today's SOR 4.0 Year 1 GMAC informational webinar!

To create a positive meeting environment for all, we ask that you:

- Remember that all participants are muted upon entry to the call. To unmute, follow the directions below:
  - If joining by phone, press \*6 to unmute yourself.
  - If you are joining on your computer, hover over your name in the participant list and click unmute to unmute yourself.
- When you are not speaking, please put your phone on mute to avoid any background noise.
- Please join with the video option if you are able.
- Please use the chat feature to ask questions or provide feedback throughout the meeting.
- Please do not put the call on hold as it will play your hold music or a dial tone for all other attendees.





*DELAWARE DEPARTMENT OF HEALTH AND SOCIAL SERVICES*  
**DIVISION OF SUBSTANCE ABUSE AND MENTAL HEALTH**

**STATE OPIOID RESPONSE GRANT 4.0**  
**YEAR 1: Grassroots Messaging and Awareness**  
**Campaign (GMAC)**  
*INFORMATIONAL WEBINAR*

SEPTEMBER 30, 2024



# WELCOME AND OPENING REMARKS



## DSAMH Grant Education and Public Awareness Team

- **Joni Patterson**- Deputy Director, Executive Programs and Grant Administration
- **LaWann Moses**- Deputy Chief, Grant Education/ Public Awareness, ATRC Administrator
- **Onika Harris**- Senior Communications Manager

## Program Integrity Team

- **Candist Brady**- Program Integrity Specialist

Slide 3



# AGENDA



Background of SOR Program

SOR 4.0 GMAC: Solicitation Overview

Key Application Resources

Timeline

Payment Structure

Monthly Monitoring and Data Reporting Requirements

Additional Funding Opportunities

Next Steps and wrap up





# BACKGROUND OF SOR PROGRAM

*LaWann Moses , Deputy Chief, Grant Education/ Public Awareness, ATRC  
Administrator*



# Background of SOR



## National State Opioid Response (SOR) Initiative:

- **Purpose:** To address the overdose crisis, primarily driven by illicit fentanyl, in part by:
  - Increasing access to medications for OUD treatment and supporting prevention, harm reduction, treatment, and recovery services.
  - Providing resources to states and territories for evidence-based treatments, practices, and interventions for OUD and STUD.

## DSAMH's SOR Initiative

- DSAMH's State Opioid Response 4.0 (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



# PROGRAM PURPOSE



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 at both the local and state-wide levels.



Slide 7



# SOLICITATION OVERVIEW: SOR 4.0 Year 1 Grassroots Messaging and Awareness Campaign (GMAC)



*Onika Harris, Senior Communications Manager*





# Grassroots Messaging and Awareness Campaign (GMAC) Overview



## What is GMAC?

- A DSAMH initiative to award SOR funding for strategic messaging campaigns with anti-stigma and OUD/ STUD education and awareness messaging.

## How is GMAC funded?

- DSAMH's SOR 4 grant is funded by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA).
- This solicitation describes available funding for grassroots opioid use disorder (OUD) and Stimulant Use Disorder (STUD) anti-stigma education and awareness efforts and is available to eligible organizations for the period of March 2025 through September 29, 2025.



# GMAC: What Organizations are Eligible?



## ELIGIBLE APPLICANTS

- Non-profit, community-based health and human service organizations (e.g., social services, religious organizations, food banks) that can reach underserved or hard-to-reach individuals with anti-stigma and OUD/STUD prevention messaging.
- Local health and human services providers that serve individuals with OUD/STUD.

## ORGANIZATIONAL REQUIREMENTS

- Current State of Delaware Business License (from Division of Revenue) or IRS 501(c)3 exemption verification
  - Valid Unique Entity Identifier (UEI)
  - Delaware eSupplier Number
  - Current Certificate of Liability Insurance Coverage
  - Current Employer Identification Number (EIN)
  - Attach a screenshot of an **active listing** on SAM.GOV or evidence of application for SAM.GOV



# GMAC: Funding Parameters



## Award Amount

- 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 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, 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.





# Key Application Resources

*LaWann Moses , Deputy Chief, Grant Education/ Public Awareness, ATRC  
Administrator*



# Resources, Templates and Guides



Solicitation

Application Form

Budget Template

*All Available on the ATRC Website: <https://atrc.dhss.delaware.gov/funding-opportunity/grassroots-messaging-awareness-campaigns>*



# Budget Template & Guide



***Live Demonstration***





# Timeline

*Onika Harris, Senior Communications Manager*



# GMAC Award Timeline\*



Milestone	Date
Solicitation Release	October 29, 2024
Informational Webinar	Today, November 6, 2024, 12:00 – 1:00pm
Intent to Apply	Please email your intent to apply to: <a href="mailto:Onika.Harris@delaware.gov">Onika.Harris@delaware.gov</a> by <b>November 13, 2024</b>
Applications Due	Applications are due by no later than <b>December 3, 2024</b> .
Anticipated Awards	LOA's may begin as early as March 2025 and conclude on September 29, 2025.

*\*Timeline subject to change. Delays during the review process may affect LOA start dates.*







# GMAC Payment Structure

*Onika Harris, Senior Communications Manager*



# SOR 4.0 GMAC PAYMENTS



## Initial Payment

- Initial disbursement covers first 2 months of estimated expenditures for the project (based on approved budget)

## Monthly Invoicing

- Starts at month 3 and continues through the remainder of the project (after spend down of initial disbursement)

## Submit to Point of Contact

- Submit invoices by the 10<sup>th</sup> of the following month via email to:  
[Onika.Harris@delaware.gov](mailto:Onika.Harris@delaware.gov)





# MONTHLY PROGRESS MONITORING

LaWann Moses , Deputy Chief, Grant Education/ Public Awareness, ATRC  
Administrator



# PROJECT STATUS AND COMPLIANCE



## GMAC 4.0 awardees will participate in Monthly Check-in Meetings

- Oversight and progress monitoring, barrier reduction, and support/guidance to help grantees understand and comply with the requirements of DSAMH's SOR 4.0 funding.
- Support focuses on:
  - Financial reporting
  - Performance measurement
  - Compliance with laws and regulations
- Approach: Check-in Calls





# REPORTING REQUIREMENTS

*Onika Harris, Senior Communications Manager*



# DATA REQUIREMENTS



- Applicants must identify at least three unique measures selected by your organization to track the impact of your project.
- Data metrics will vary based on the specifics of each proposed project and will be submitted to DSAMH monthly.
- Applicants must identify specific, measurable, and relevant data metrics for their project based on these key categories:
  - Engagement & Reach
  - Knowledge & Awareness
  - Community & Partnerships
  - Impact & Quality Improvement
  - Creative & Educational Projects

Please refer to the solicitation and application form for specific examples.





# Additional DSAMH Funding Opportunities

*Brent Waninger, Director, Executive Programs and Grant Administration*



# Health Equity Advancement Project (HEAP)



DSAMH is continuing the Health Equity Advancement Project (HEAP) initiative for a third year to support organizations to implement approaches to engage racial/ethnic minorities in Delaware who are impacted by OUD/STUD. The below opportunities are currently open and accepting applications.

Mini-Grants	Community Awareness Partnerships
<p>Provides direct funding to treatment/recovery organizations and community-based organizations to implement foundational activities that better equip organizations to address the needs of racial/ethnic minorities impacted by OUD/STUD. <a href="#">Application deadline is November 22, 2024.</a></p> <ul style="list-style-type: none"><li>• <b>HEAP TX:</b> Up to \$75,000 per treatment/recovery organization to conduct equity-focused data analyses to inform program design that improves outcomes for vulnerable populations.</li><li>• <b>HEAP CBO:</b> Up to \$50,000 per CBO to build internal capacity to address OUD/STUD, develop and enhance referral pathways, and engage and convene community stakeholders.</li></ul>	<p>Provides in-kind support and resources to community-based organizations and community leaders to develop and implement community education/awareness campaign strategies addressing OUD/STUD, with a focus on reaching racial/ethnic minorities. <a href="#">Application deadline is December 5, 2024.</a></p> <p>Community partners will have access to a Campaign Planner to assist in the design of a customized campaign, including but not limited to speaker's bureau, listening sessions, and social media campaigns. No direct funding will be provided, but DSAMH will purchase &amp; provide in-kind materials and provide technical assistance to support implementation of the campaign.</p>





# Next Steps



- Review all materials thoroughly on the ATRC Website:
  - <https://atrc.dhss.delaware.gov/funding-opportunity/grassroots-messaging-awareness-campaigns>
- Submit questions to [DSAMH.ORT@Delaware.gov](mailto:DSAMH.ORT@Delaware.gov)
- Submit a simple email of your intention to apply to: [Onika.Harris@delaware.gov](mailto:Onika.Harris@delaware.gov) by **November 13, 2024**.
- Completed applications are due by **December 3, 2024**.



# QUESTIONS



- Please type questions in the chat box.
- Email questions to:  
[DSAMH.ORT@Delaware.gov](mailto:DSAMH.ORT@Delaware.gov)



THANK YOU!



Thank you!

