



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

ACCESS 988 SOLICITATION WEBINAR

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HEALTHe Insights



PROGRAM OVERVIEW



ACCESS 988 Grant Opportunity

- ACCESS 988 is part of Delaware's efforts to support organizations focused on the well-being of residents across the state, particularly those serving underserved and at-risk populations.
- The program aims to improve mental health and well-being of all Delawareans by:
 - ◆ Raising awareness about mental health
 - ◆ Reducing stigma associated with mental illness
 - ◆ Encouraging help-seeking behaviors, tools and practices
 - ◆ Preventing suicide through public education, outreach and resource dissemination



ABOUT THE 988 LIFELINE



- The **988 Suicide & Crisis Lifeline** is a nationwide resource that connects individuals experiencing emotional distress, mental health challenges or substance use crises with trained counselors.
- Anyone can contact the 988 Lifeline by calling or texting 988, or chatting online at [988Lifeline.org](https://988lifeline.org) – support is free, confidential and available 24/7.
- Individuals can contact 988 if they are:
 - ◆ Experiencing emotional distress
 - ◆ Struggling with mental health or substance use challenges
 - ◆ Worried about a friend or loved one
 - ◆ Seeking support or someone to talk to



ACCESS 988



- **ACCESS 988, funded through Delaware's 988 State and Territory Improvement grant provided by SAMHSA, seeks to implement approaches to engage select target populations who would benefit significantly from mental health and crisis helpline awareness activities, events and educational or outreach initiatives aligned with and supporting 988.**
- Funds issued will provide critical support to build capacity within organizations and/or offset costs for these activities.
- Awarded vendors will:
 - ◆ Promote 988 to identified priority populations
 - ◆ Utilize existing partner toolkit materials and customized materials aligned with DE 988 branding guidelines
 - ◆ Gather feedback from priority populations to inform future program efforts
 - ◆ Develop findings into end-of-campaign reports



REQUIRED ACTIVITY – 988 DAY/WOA

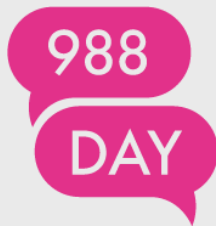


As part of the requirements, grantees must include proposed activities for 988 Day and Week of Action in their application.

988 Day in Delaware, observed on Sunday, September 8, will begin with a statewide moment of silence at 8 a.m. to honor those affected by suicide.

At 8 p.m., we encourage everyone to reach out to a loved one with a message of support and connection.

These moments are simple, yet powerful ways to show care and remind others they are not alone.



**Compassionate Help.
Anytime. Anywhere.**

988
SUICIDE
& CRISIS
LIFELINE

SET YOUR ALARMS FOR 988 DAY!

8:00 A.M. – STATEWIDE MOMENT OF SILENCE
8:00 P.M. – COMMUNITY MESSAGES OF SUPPORT

Thank you for helping raise awareness for 988.
Because of you, **hope is here, Delaware.**

A small version of the 988 Suicide & Crisis Lifeline logo in the bottom right corner of the graphic.

SERVICE FUNCTIONS



TARGET POPULATIONS

Applicants may focus outreach on up to a maximum of two of the following populations:

- ◆ Youth or young adults
- ◆ Seniors
- ◆ LGBTQ+ communities
- ◆ BIPOC communities
- ◆ Veterans
- ◆ Individuals with substance use disorders
- ◆ Other (as identified by applicant)



SERVICE FUNCTIONS



Vendors will be expected to model community engagement efforts via the Collective Impact model, steering and supporting partnerships with grassroots organizations that are local to the identified communities.

ELIGIBLE VENDORS

- Vendors will be required to obtain a Unique Entity ID Number, register and provide updated information as required to the System for Award Management. Information about the System for Award Management can be found at: <https://www.sam.gov/>
- Vendors must be nonprofit or for-profit entities that have been in operation for at least one year and have an active Business License with the State of Delaware.



SERVICE FUNCTIONS



PROJECTED BUDGET

DSAMH has allocated a total of \$60,000 to support ACCESS 988.

Key Details:

- Individual awards up to \$4,999.99
- Funding supports 988 outreach, education and awareness activities
- Payments will be made according to the State of Delaware, Office of Management and Budget, and Accounting Manual:

<https://budget.delaware.gov/accounting-manual/>



PROHIBITED ACTIVITIES



Unallowable expenses include, but are not limited to the following (see solicitation for full list):

- Computer system purchases, including electronic health record software, are prohibited.
- Brick and mortar or other capital costs or fixed assets (e.g., new building, renovations) are prohibited.
- Funds cannot be used to supplant existing operational expenses or funding mechanisms. However, proportional shares of existing staff time or other costs may be requested for new projects.
- Travel/lodging expenses related to attendance or participation in conferences (including attending industry or cause-relevant events) are prohibited.
- Funds cannot be used to provide direct payments to individuals to enter treatment or continue to participate in prevention or treatment services.
- Funds can be used as entrance fees to training but not as an incentive or for staff time to participate in such training.
- Funds cannot be used for promotional items, including but not limited to clothing and commemorative items such as pens, mugs/cups, folders, lanyards, and conference bags.
- Funds cannot be used to purchase food or meals.



INITIATIVE TIMELINE



Key Activities	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Application Launch & Submission	Active								
Application Review & Award Notification		Active	Active						
Technical Assistance			Active						
Implementation of Project			Active	Active	Active	Active	Active	Active	
Data Collection				Active	Active	Active	Active	Active	
Final Report Due									Active



USING GOOGLE DRIVE



ACCESS 988 applications are submitted through Google Forms and require Google Drive access.


To apply, organizations must:

- Have access to a Google account (or create one prior to submission)
- Be able to upload required documents from Google Drive
- Ensure all files are finalized and accessible before submitting

Google
Sign in
to continue to Google Drive

[Forgot email?](#)

Not your computer? Use a Private Window to sign in.
[Learn more](#)

[Create account](#)  [Next](#)



USING GOOGLE DRIVE



What is Google Drive?

Google Drive is a secure, cloud-based storage platform that allows you to create, store and upload documents online. Files can be accessed from any device and shared as needed.

Helpful Tips:

- Files save automatically – no manual saving is required
- You can upload documents (PDF, Word, Excel, etc.) directly to Google Drive
- Be sure files are clearly labeled and easy to locate when uploading



Need Help Getting Started?

Visit [Google's Help Center](#) for an in-depth overview.



REPORTING REQUIREMENTS



Vendors awarded ACCESS 988 funding will be required to:

- Submit monthly project reports through Google Forms with identified key performance indicators, accomplishments and barriers. Include provided Data Tracking spreadsheet as an attachment each month.
- Participate in monthly meetings with designated staff to discuss their ACCESS 988 project progress.
- Submit a final report at the end of the project period, including overall project findings. DSAMH reserves the right to claw back or hold funds should program reports not be submitted.
 - ◆ *Please note that final reports should be submitted as a Word document via email or uploaded to the ACCESS 988 Google Drive.*

Monthly Project Report – ACCESS 988

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

Any files that are uploaded will be shared outside of the organization they belong to.

* Indicates required question

Impact & Metrics

Upload your data tracking spreadsheet for the reporting period. *

Contact Jenn or Melissa if you need a copy of the tracker.

- jennifer.jankowski@delaware.gov
- melissa@healthinsights.com

Upload 1 supported file: spreadsheet. Max 10 MB.

←



REPORTING REQUIREMENTS



Measurement and Key Performance Indicators

Vendors will be required to report project milestones. Below are examples of measures and key performance indicators that Vendors may be asked to collect:

- **Digital Engagement:** analytics from organic or paid media, such as total post views, post reach, audience demographics and post interactions (likes, comments, shares or saves).

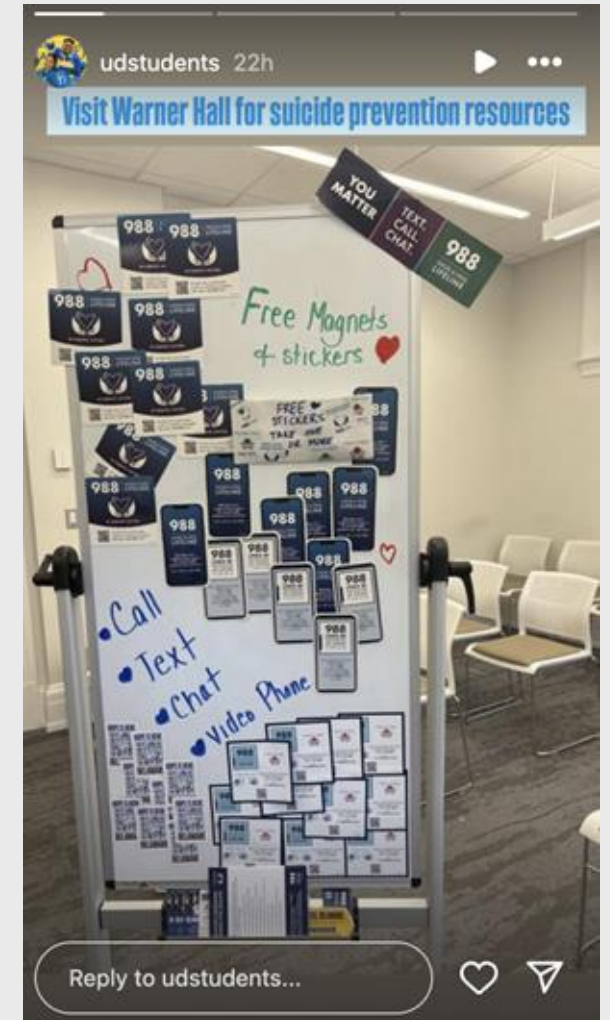
- **In-Person Engagement:**
 - ◆ Number of people/participants interacted with or in attendance
 - ◆ Number of materials distributed per outreach engagement (resource fairs, presentations, etc.)

- **Community Feedback via provided survey link** – *grantees are required to distribute and collect responses throughout the project period*

Please note this is not an exhaustive list of measures Vendors may be required to collect.



PAST PROJECTS – UD CCSD



PAST PROJECTS – THE CAUSE



DE-STRESS 302

EPISODE SCHEDULE

Delaware's newest mental health podcast!

WITH HOST **ALENA DUGGAN** 

Ep. 1: 7/15	Governor Matt Meyer
Ep. 2: 7/22	Marie Wenzel
Ep. 3: 7/29	Christine Hines
Ep. 4: 8/5	Dr. Ron Whitaker
Ep. 5: 8/12	Wendy Eastburn-Teal
Ep. 6: 8/19	Esther Hofknecht Curtis
Ep. 7: 8/26	Jaycee Wendell
Ep. 8: 9/2	Lashann Broaden-Thomas

Brought to you by:  

DE-Stress
302

DE-STRESS 302

PODCAST



PERFORMANCE MEASUREMENTS

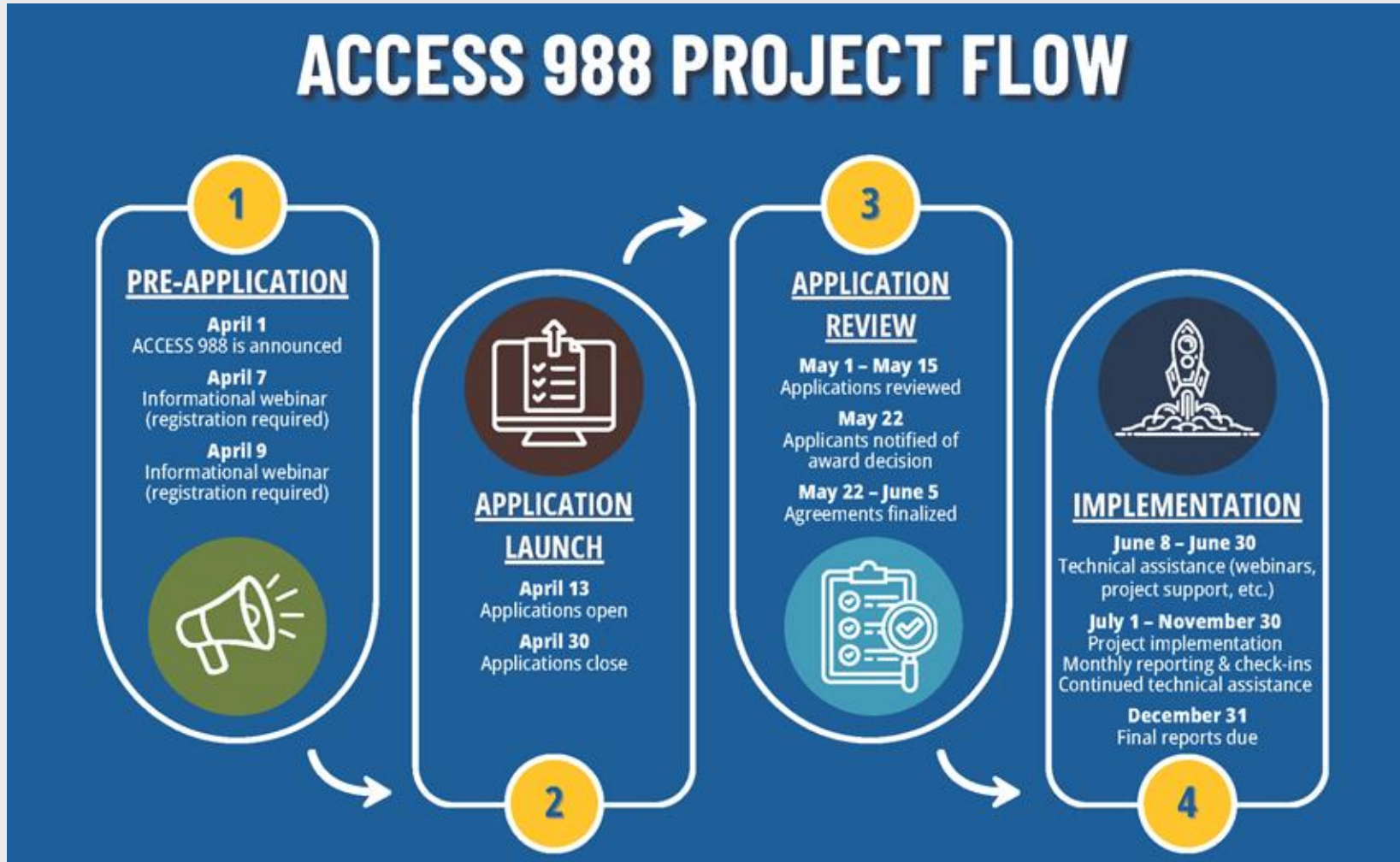


DSAMH has the right to conduct any on-site evaluation and monitoring of the Vendor(s)'s activity at any time without notice. Performance determination shall be based on, but not limited to, considerations of the following factors:

Key Activities	Method of Assessment
Provide services as identified in Scope of Services	Onsite monitoring, review of program reports, third-party feedback
Compliance with all State and Federal statutes and regulations as applicable for the operation of services identified in this Scope of Work	Onsite monitoring, review of program reports, third-party feedback
Adhere to requirements in Professional Service Agreement, Divisional Requirements, Scope of Services and Contract Budget information	Onsite monitoring, review of program reports, third-party feedback
Reconcile accounts before submitting invoices	Review of Vendor invoices and back-ups to the invoices
Submit required invoices on time	Review of invoices
Deliver required reports	Review of reports and deadlines



ACCESS 988 PROJECT FLOW



THANK YOU!



Applications open **April 13, 2026**, and are due by **April 30, 2026**. Interested applicants can view a sample application, budget template, and learn more about the program by scanning the QR code below.

We look forward to reviewing your application!



Please email any questions to Jenn (jennifer.jankowski@delaware.gov) or Melissa (melissa@healtheinsights.com)

