WELCOME & ZOOM MEETING REMINDERS

Thank you for joining today's SOR ECASU Informational Webinar!

We are looking forward to a productive conversation. In order 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 yourself, 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 (SOR) GRANT 4.0 YEAR 3: ENGAGING COMMUNITIES IN ADDRESSING SUBSTANCE USE (ECASU) FUNDING OPPORTUNITIES

INFORMATIONAL WEBINAR

October 7, 2026

WELCOME AND OPENING REMARKS

DSAMH SOR Team (selected):

- Joanna Champney, Division Director
- Brent Waninger, Director, Executive Programs and Grant Administration
- Joni Patterson, Deputy Director, Executive Programs and Grant Administration
- Sherry Szczuka, Deputy Chief Program Implementation & Integrity Team
- LaWann Moses, Deputy Chief Grant Education & Public Awareness Team
- Ilia King, Planner IV
- Onika Harold, Senior Communications Manager
- Nicole Cowan, Program Integrity Specialist
- Luisa Barrero, Program Integrity Specialist

- **DSAMH ECASU Partners:**
  - Bowling Business Strategies (BBS)
  - Health Management Associates (HMA)
    - 720 Strategies

AGENDA

- SOR 4.0 Vision and Priorities
- ECASU Background
- SOR 4.0 ECASU Goals and Opportunities
- Community Awareness Partnerships Overview
- Messaging Campaigns Overview
- Mini-Grants Overview
- Wrap-Up & Next Steps
- Questions

SOR 4.0 VISION & PRIORITIES

Vision

- Delawareans have positive treatment outcomes and long-term recovery from opioid and stimulant use disorders (OUD/STUD).

Priorities

- Delawareans have rapid access to low-barrier medications for OUD.
- Delawareans have access to services that address stimulant use.
- Special health needs populations have ready access to services.
- Social determinants of health are addressed concurrently to treatment.
- Delawareans have support navigating care transitions and do not fall through the cracks.
- Delawareans are reached, who would not otherwise be, through screening, assertive outreach, and engagement.
- Partnerships and new care pathways are created with entities that have high touch engagement with people who have OUD/STUD, and that facilitate pathways to long-term recovery.

ECASU BACKGROUND

- This is the **fifth** year of DSAMH working with community leaders and community-based organizations (CBOs) to address OUD/STUD in local Delaware communities.
- Community leaders and CBOs have played a vital role in reducing overdoses and raising awareness of OUD/STUD among Delawareans.
  - Trusted relationships enable them to meaningfully engage with individuals and community members who may mistrust or not be reached through traditional treatment pathways.
- Other factors contributing to the decrease in overdoses include:
  - Increased naloxone distribution
  - Improved access to SUD treatment
  - Widespread public health campaigns

ECASU GOALS

The Engaging Communities in Addressing Substance Use (ECASU) initiative is part of DSAMH's broader Tier Award Program, aimed at engaging local communities in Delaware who are impacted by OUD/STUD. DSAMH is offering three opportunities designed to:

- Raise awareness about opioid use disorder/stimulant disorder (OUD/STUD).
- Address stigma associated with OUD/STUD and Medications for Opioid Use Disorder (MOUD).
- Promote greater access to MOUD and other OUD/STUD prevention, treatment and recovery support services, with a **primary focus** on engaging local communities.

ECASU OPPORTUNITIES

Community Awareness Partnerships

Provides individualized technical assistance and implementation support from a communications vendor/partner to help organizations and community leaders develop and implement communication, education, and awareness initiatives. Selected Community Partners do not receive any direct funding.

Messaging Campaigns *formerly Grassroots Messaging and Awareness Campaigns (GMAC)*

Engage communities as Partners to develop targeted campaigns to engage local communities impacted by OUD/STUD. Eligible Partners include community leaders and CBOs in Delaware, including treatment providers.

Mini-Grants

Provides direct funding for organizations to implement community-driven projects aligned with SOR and ECASU goals.

Note: Subrecipients will participate in networking activities across all three opportunities to engage with one another and strengthen their common goal of improving the system of care in Delaware.

WHAT ECASU OPPORTUNITY IS RIGHT FOR ME?

Community Awareness Partnerships

- You are seeking to develop and implement a communications, education, or awareness initiative, but would benefit from individualized, hands-on technical assistance and implementation support and/or are unable to meet the requirements to contract directly with DSAMH.
- No direct funding

Messaging Campaigns

- You are seeking funding to develop and implement a communications, education, or awareness campaign focused on increasing awareness or reducing stigma related to OUD/STUD, and your organization has the capacity to meet DSAMH contracting requirements and independently manage and implement the funded campaign.
- Direct funding

Mini-Grants

- You are seeking funding for a community driven project focused on strengthening local capacity, partnerships, engagement, or connections to substance use-related resources and services (not a communications or awareness campaign) aligned with SOR and ECASU goals.
- Direct funding

ECASU COMMUNITY AWARENESS PARTNERSHIPS

OVERVIEW

ECASU COMMUNITY AWARENESS PARTNERSHIPS

- ECASU-CP provides technical assistance (TA) to community-based, grassroots, advocacy, faith-based organizations, community coalitions, community leaders, and treatment providers (collectively referred to as Partners) to develop and carry out communications campaigns to understand, engage, and address the needs of local communities in Delaware impacted by OUD/STUD.
- The campaign focus areas can include:
  - Reduced stigma toward persons with OUD/STUD
  - Promoting awareness of and access to OUD/STUD treatment and recovery services
  - Reducing stigma toward medications for opioid use disorders, such as methadone and buprenorphine
  - Promoting access to naloxone/Narcan
  - Increasing awareness and knowledge of existing resources among local communities

ECASU-CP: OVERVIEW

- DSAMH will provide Community Partners with access to a Campaign Planner, through its vendor partner 720 Strategies, to assist in the design of a customized project plan, which will include key activities, timelines, and costs associated with implementing the campaign.
- Campaign activities can include:
  - Speaker's bureau
  - Pledge drive
  - In-person event production and promotion
  - Listening sessions
  - Social media campaign plan and development
  - Educational presentations (DSAMH Narcan training, Addiction Brain Science 101, etc.)
- Requirements:
  - Selected partners will be required to submit 2 survey reports, one at the midpoint of the project and one at the end of the project year.

ECASU MESSAGING CAMPAIGNS

OVERVIEW

ECASU-MC PROJECT REQUIREMENTS: OVERVIEW

Projects may request up to $50,000 for statewide campaigns, or up to $30,000 for local community or county level campaigns.

Goal 1: Increase awareness and deliver education related to OUD and STUD

- Campaigns: workshops, social media, PSAs, storytelling
- Share clear prevention, treatment, recovery information
- Use trusted channels & venues
- Measure with surveys, feedback, reach metrics

Goal 2: Reduce stigma at local and broader levels across Delaware

- Adapt *Help Is Here DE* for local, myth-busting messaging
- Highlight recovery, resilience, empathy
- Foster open dialogue at home, work, communities
- Track knowledge, attitudes, willingness to seek help

ECASU-MC: 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 hard-to-reach individuals with anti-stigma and OUD/STUD awareness messaging.
- Local health and human services providers that serve individuals with OUD/STUD.

ORGANIZATIONAL REQUIREMENTS

- **Organizations must have the capacity to contract with DSAMH, including having:**
  - A current State of Delaware Business License (from the Division of Revenue) **or** IRS 501(c)(3) exemption verification
  - A valid Unique Entity Identifier (UEI)
  - A Delaware eSupplier Number
  - A current Certificate of Liability Insurance Coverage
  - A screenshot of an active listing on SAM.gov **or** evidence of application for SAM.gov

ECASU-MC PAYMENTS

Initial Payment

- Up-front payment covers first 2 months of estimated expenditures for the project.

Monthly Invoicing

- Starts at month 3 and continues through the remainder of the project.

Submit to Point of Contact

- Submit invoices by the 10th of the following month via email to:

Onika.Harold@delaware.gov

ECASU MINI-GRANTS

OVERVIEW

MINI-GRANT: OVERVIEW

- ECASU-MG provides funding to community-based organizations (CBOs) for implementation-focused projects that meaningfully engage communities in addressing OUD/STUD-related needs.
  - Applicants may request *up to* $20,000 each.
- Projects should support and engage local communities who are impacted by OUD/STUD, and must be aligned with DSAMH's SOR and ECASU goals of improving the system of care for all Delawareans with, or at risk for, OUD/STUD, with particular emphasis on one or more of the following populations:
  - Pregnant and parenting people
  - Veterans
  - People living in high-need zip codes (including rural communities)
  - People involved in the justice system
  - School-aged youth

**DSAMH vendor partner Bowling Business Strategies (BBS) administers this grant and provides programmatic and fiscal oversight and monitoring.*

ECASU-MG: OVERVIEW

ELIGIBLE APPLICANTS

- Community-based organizations include nonprofit organizations, community-based social and human services organizations, grassroots organizations, advocacy groups, faith-based institutions, and community coalitions, particularly those with a local, grassroots focus.
- Healthcare providers and practices (medical, mental health, substance use treatment, etc.) are not eligible.

EXAMPLE PROJECTS

- Workforce development and training
- Strengthening referral pathways and connections to care
- Community needs assessments
- Developing or improving community-informed programs, practices, or processes
- Sustained community-based outreach and engagement

ECASU MINI-GRANT PAYMENTS

Initial Disbursement

- An initial disbursement (equal to two months of the approved budget) will be provided to support project implementation.

Quarterly Disbursements

- Remaining funds will be disbursed through a deliverables-based payment model of three disbursements at the end of quarters two, three, and four of the grant period.

Submit to Point of Contact

- Submit all necessary materials for disbursement via email to your assigned BBS point of contact.

NEXT STEPS

WHAT ECASU OPPORTUNITY IS RIGHT FOR ME?

Community Awareness Partnerships

- You are seeking to develop and implement a communications, education, or awareness initiative, but would benefit from individualized, hands-on technical assistance and implementation support and/or are unable to meet the requirements to contract directly with DSAMH.
- No direct funding.

Messaging Campaigns

- You are seeking funding to develop and implement a communications, education, or awareness campaign focused on increasing awareness or reducing stigma related to OUD/STUD, and your organization has the capacity to meet DSAMH contracting requirements and independently manage and implement the funded campaign.
- Direct funding

Mini-Grants

- You are seeking funding for a community driven project focused on strengthening local capacity, partnerships, engagement, or connections to substance use-related resources and services (not a communications or awareness campaign) aligned with SOR and ECASU goals.
- Direct funding

ECASU OPPORTUNITIES: NEXT STEPS

Application Submission

Applications are due by **5:00 p.m.** on **November 6, 2026**. Incomplete applications may be returned to the applicant for revision and impact selection for award. Applications should be submitted by email to DSAMH.ORT@Delaware.gov. Application materials can be found on the Addiction Treatment Resource Center (ATRC) website here: https://atrc.dhss.delaware.gov/funding-opportunities#ecasu

Application Review

Eligible applications will be reviewed by a panel of external subject matter experts (SMEs) and DSAMH program staff. Reviewers will evaluate applications using criteria such as project proposal and alignment, engagement of and impact on local community, metrics for success, implementation plan, and budget and fiscal responsibility.

QUESTIONS

- **Please type questions in the chat box.**

- **You can also send questions to:**
DSAMH.ORT@Delaware.gov



THANK YOU!

Thank you!