



Mayors Wellness Campaign Mental Health Initiative Technical Assistance



NEW JERSEY
HEALTH CARE
**QUALITY
INSTITUTE**

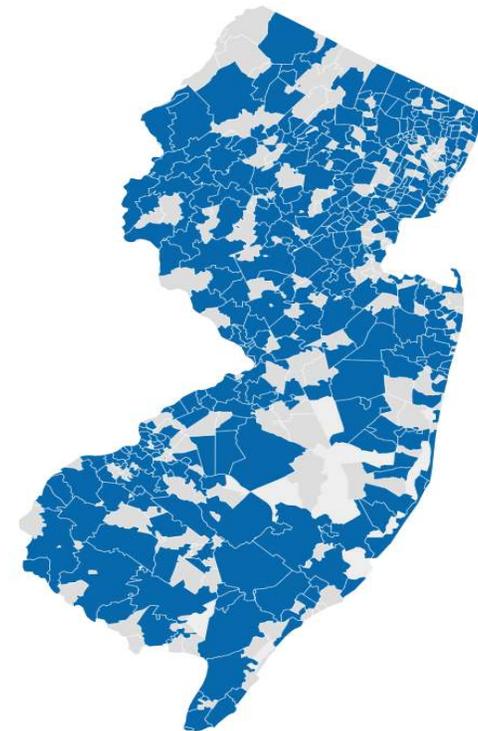
New Jersey Health Care Quality Institute



- Our mission is to improve the safety, quality, and affordability of health care for everyone.

Mayors Wellness Campaign (MWC)

- 400+ communities
- The MWC gives mayors and community leaders evidence-based tools and guidance to improve the health and wellness of their communities to help their residents live their healthiest lives



Program Overview

- In partnership with the New Jersey League of Municipalities, and funded by Walmart, the Quality Institute's Mayors Wellness Campaign (MWC) is issuing a request for proposals focused on addressing community mental health needs.
- Programs can address mental health, substance use, intimate partner violence and/or stigma. The MWC Mental Health Toolkit can be used for program ideas.

Funding Available

- Eligible municipalities can apply for:
 - \$10,000
 - \$15,000
 - \$25,000
- There will be up to 15 awards totaling \$127,500.

Eligibility

- A New Jersey municipal government agency.
- Part of the Mayors Wellness Campaign (if you are unsure if your municipality is part of the MWC or to sign up, reach out to kbisaha@njhcqi.org).
- Only one application per municipality will be accepted.
- Municipalities can apply in collaboration with partners such as non-profit organizations

Schedule

Technical Assistance Webinar	August 20, 2024 12pm
Responses Due:	September 13, 2024 5pm
Award Notification:	October 28, 2024
Contract Period:	November 1, 2024- October 31, 2025
Public Award Announcement:	November 2024 NJLM Conference
Schedule of Activities	January 2025
Interim Reports Due:	May 2025
Final Reports Due:	November 2025

Scope of Work

- Programming to address mental health, substance use, intimate partner violence and/or stigma in their communities. We are particularly interested in mental health initiatives that:
 - Use the MWC to plan, development and implement programs,
 - Focus on underserved and marginalized populations,
 - Provide community education about mental health, substance use, intimate partner violence and/or stigma,
 - Promote and increase access to healthy coping strategies in times of stress and crisis,
 - Foster a sense of belonging among members of the community,
 - Utilize a holistic approach to promote health and wellbeing,
 - Increase access to affordable mental health services.

Application

1. Name of the municipality
2. Mailing address
3. Name of individual responsible for the proposed grant
4. Email Address and telephone number of the individual responsible for the proposed grant reporting
5. Request amount (\$10,000, \$15,000 or \$25,000)

Application

6. Project description: Provide an overview of the program.
7. Program goals: Describe the goal of this program.
8. Target population: Describe the intended population for the program.
9. Describe how the program will address the needs of underserved populations in your community.

Application

10. Describe your partners for this program and how you will work with them. Included but not limited to *municipal departments, school systems, health systems, providers, and community-based organizations.*

11. Program activities and projected timeline: Describe the key activities that will be completed to achieve the goal of this program. Provide a general timeline for these activities.

12. Program evaluation: Describe how you will measure success for this program. Include specific evaluations processes and intended outcomes.

13. Please confirm if you or someone from your MWC will be available to receive the award at the League of Municipalities on Tuesday, November 19.

Budget

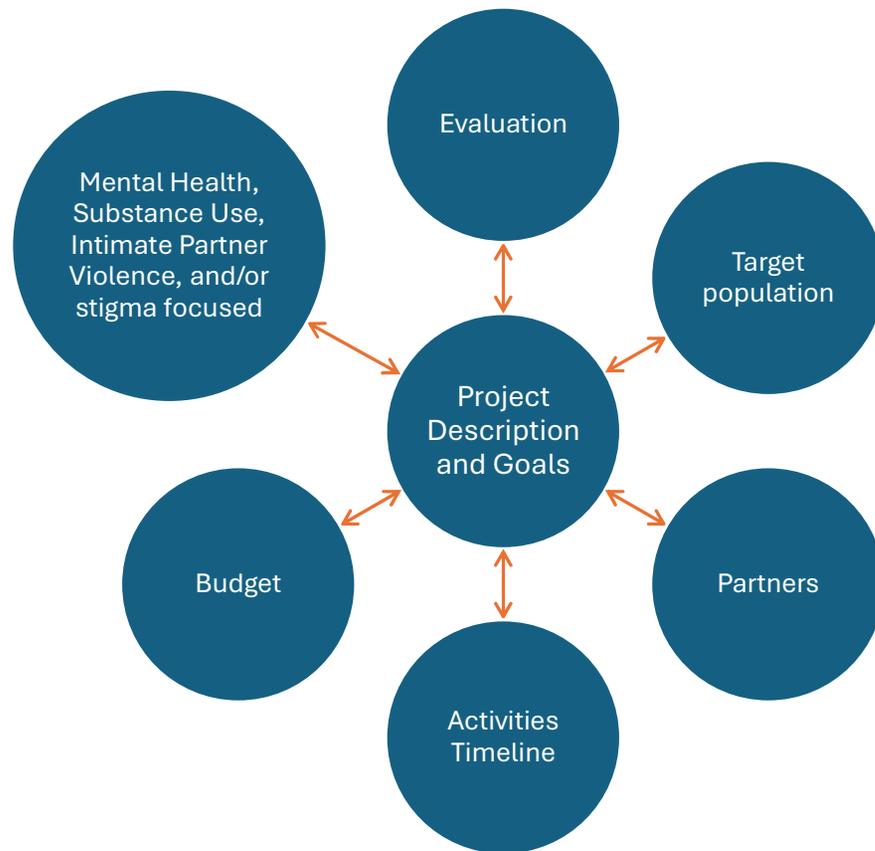
- Complete the excel form on the website
- Keep it simple
- Match the timeline and activities
- Allowable costs

Budget for Mayors Wellness Campaign
Mental Health Initiative
November 1, 2024- October 31, 2025

INCOME	
Grant Amount	
EXPENSES	
Salaries and wages	
Fringe	
Contrators	
Travel	
Printing/copying	
Telephone/tech platform	
Supplies	
Other	
TOTAL	0

Important Reminders

- ✓ Attach only the PDF and budget excel form
 - ✓ Note page limit and format requirements
 - ✓ Include town name in your attached files
 - ✓ Be sure to answer the questions
 - ✓ You will receive a confirmation email
- **Application Deadline:** Friday, September 13, 5pm



Programs Funded in 2023-2024

- Year long bilingual programming to improve mental health awareness and reduce stigma for Latino communities including MHFA training and summer camp scholarships
- Creation of community healing circles for at-risk youth grades 8-12
- MHFA trainings for first responders and free yoga and mindfulness sessions in the park for older adults, Spanish speaking individuals, families, veterans and individuals in substance use recovery
- MHFA trainings + MH stigma reducing events + permanent fixtures related to MH
- Community Mental Health Ambassador program to reduce barriers to accessing mental health and substance use services + raising awareness of resources and linking residents to them

Programs Funded in 2023-2024

- Stigma reduction campaigns, art installations, training programs for municipal staff, and scholarships for MH services through BetterHelp
- MHFA+ Art contest for youth and displaying of this art + stigma reduction campaign
- Educational workshops for Asian-Indian population to reduce stigma and increase access to mental health resources
- QPR training, MH awareness and suicide prevention workshops for groups such as older adults, youth, and families. Mindfulness/yoga workshops for township employees
- Yoga for low-to-moderate income senior housing residents weekly for the entire grant period to improve physical and mental health and social connectedness

Questions we received ahead of time:

Can this grant be used to provide training for local emergency services in supporting individuals with mental health issues?

Yes!

Can this grant be used to address homelessness as a mental health issue?

Yes!

Can this grant be utilized to scale up a program we already offer?

Yes!

Questions we received ahead of time:

Do programs selected need to be evidence based?

This is highly encouraged to ensure the efficacy of the programs. However, this funding can be used to pilot a program seeking to become evidence based.

Can this grant be used to support first responders, veterans and military members to address Mental Health and stigma?

Yes! This would be your target population

Is this a reimbursable grant or are the funds provided upfront?

The grant provides 90% of funding up front and the last 10% once the final report is received.

Other Funding Available:

- NJ Division of Aging Services RFP for Age Friendly Grant Program
 - Age-Friendly Community Grants for \$70,000, and
 - Age-Friendly Project Grants for \$100,000
 - September 12, 3:00pm deadline
 - New Jersey Age-Friendly Blueprint
- The Anxiety & Depression Initiative Get Out and Get Active Grant RFP
 - Support projects that implement the use of physical activity to benefit mental health
 - Up to \$10,000
- NJ Department of State Office of Faith-Based Initiatives
 - Coming soon announcement for 2025; applications typically due in February
 - Multiple funding options for non-profit faith and/or Community-Based Organizations serving low-income residents. Can partner with municipalities for grants

Questions?



Thank You for Listening!

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