

National Institute of Mental Health

Outreach Partnership Program

Solicitation for Proposals (SFP)

For the Following States and the District of Columbia:

Alabama, Alaska, Arkansas, Arizona, Delaware, Georgia, Hawaii, Illinois, Indiana, Iowa, Michigan, Mississippi, Missouri, Montana, New Mexico, Nevada, North Carolina, Oklahoma, Oregon, Rhode Island, South Dakota, Washington, West Virginia and Wyoming

Prepared By

**Outreach Partnership Program
Office of Constituency Relations and Public Liaison
National Institute of Mental Health**

2005



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
NATIONAL INSTITUTES OF HEALTH • NATIONAL INSTITUTE OF MENTAL HEALTH



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NIMH OUTREACH PARTNERSHIP PROGRAM SOLICITATION

The National Institute of Mental Health is now soliciting proposals from organizations interested in becoming Outreach Partners in the District of Columbia and the following states: Alabama, Alaska, Arkansas, Arizona, Delaware, Georgia, Hawaii, Illinois, Indiana, Iowa, Michigan, Mississippi, Missouri, Montana, New Mexico, Nevada, North Carolina, Oklahoma, Oregon, Rhode Island, South Dakota, Washington, West Virginia and Wyoming.

The complete list of current Outreach Partners can be found on the NIMH Web site at <http://www.nimh.nih.gov/outreach/partners>. Organizations with statewide outreach that focus on mental illness and/or substance abuse disorders interested in becoming Outreach Partners are invited to participate in this competitive process. This solicitation for proposals is designed to give interested applicants:

- General Requirements of Outreach Partners
- Benefits of Participation
- Background information about the NIMH and the Outreach Partnership Program
- Detailed description of the Scope of Work
- Program Reporting Requirements and Deliverables
- Proposal Review and Evaluation Criteria
- Proposal Contents
- Instructions for Preparing a Proposal

General Program Requirements

Each Outreach Partner is expected to conduct statewide, science-based mental health outreach and education projects each year aimed at specific groups and the media. The list below summarizes what is expected of Outreach Partners. Each item is described in more detail in the statement of work section of this solicitation.

1. Designate a contact to manage your organization's overall participation in the Outreach Program.
2. Attend all annual meetings of the NIMH Outreach Partners and participate in educational sessions.
3. Conduct a mental health communications program using print and broadcast media to promote science-based messages on mental health and/or substance abuse.
4. Design and implement an educational outreach program targeting at least one minority population.
5. Work with investigators, universities, science advisors, state mental health program directors, and other research institutions within the state to promote volunteer participation (with special emphasis on historically underserved populations) in NIH/NIMH-supported research studies and to disseminate NIMH educational literature.

Partners are required to complete either task 6 or 7 below:

6. Arrange science-based presentations for groups that serve as gatekeepers to special populations.
7. Design and conduct presentations about mental health and substance abuse to management staff, employee assistance professionals, or employees at the worksite(s) of at least one major employer in your state.

Failure to comply with requirements may result in the position being opened for competition.

Organizational Eligibility and Capabilities

Requirements

To be eligible for an award, an organization must meet all of the following criteria:

1. Location:
To serve as an Outreach Partner in a particular state, the organization must be located and have a mailing address in that state and that state must be listed in the current Solicitation.
2. Infrastructure:
 - Charitable non-profit organization with evidence of tax exempt status [501(c)(3)] (e.g., letter from the Internal Revenue Service).
 - Evidence of meeting Federal Equal Employment Opportunity (EEO) requirements
 - Evidence of stable organizational infrastructure, staffing, and financial solvency (e.g., a copy of the auditors' opinion letter from your current audited statements).
3. Information Technology capabilities that include:
 - Regular access to e-mail and the Internet (at least every two weeks);
 - An organization Web site that can meet the following criteria: (1) provides an accurate description of the Outreach Partnership Program, (2) provides links to the NIMH and the Outreach Partnership Program Web pages; the NIH, NIMH, and NIDA Clinical Trials Web pages; and NIMH, NIDA, and CMHS publication Web pages.

Preferences

4. Experience
NIMH is looking for a diversity of strengths in its Outreach Partners. Likely awardees will have a track record of success in each of the required tasks (this should be described in your proposal under those tasks). Some awardees will supplement their current activities with NIMH messages and materials; others will need to expand current programming. All awardees must be prepared to meet the broad mandates of the program, which includes disseminating science-based messages to diverse audiences.
5. Leveraging
Applicants with a demonstrated ability to use one source of funding as leverage to raise additional funds (*unrestricted* educational grants or in-kind contributions from other sources, such as foundations and corporations) are preferred.

Benefits to Outreach Partners

Stipend

Each Outreach Partner will receive a \$7,500 annual stipend (divided into two equal payments every 6 months). NIMH recognizes that the stipend will not cover the costs of the tasks required, and encourages Partners to use it to leverage additional resources. The award monies are offered in recognition of each organization's partnership with NIMH. All costs associated with performing the required work and meeting the timeline and deliverables schedule shall be the responsibility of each Outreach Partner. The current solicitation for proposals is funded for an initial year, and will automatically be renewed annually for four years unless Partners do not meet the minimum performance criteria or funding for the program ends. Not meeting the minimum performance criteria may result in the position being opened to competition.

Education

NIMH hosts an annual conference which serves as an education and information exchange opportunity for Partners. NIMH and its Federal Partners also will provide Outreach Partners with information on cutting-edge research in mental health, substance abuse, and service issues, such as evidence-based practices and implementation models. Teleconferences are available for education and information exchange as well.

Networking

The annual conference brings together researchers, stakeholders, Outreach and National Partners, Expert Panel members and NIMH, NIDA, and CMHS staff. At this conference Partners learn about advances in scientific research and treatment best practices, and have opportunities to collaborate with one another and with National Partners. NIMH also facilitates electronic networking through a Partners only Web site and Listserv.

Materials

Outreach Partners will receive the *NIMH Update* every two weeks which summarizes the latest substance abuse and mental health research findings; and recently released Federal grants and new government resources. In addition, Outreach Partners will have access to NIH relevant publications, and other materials for regional and state dissemination.

Other Benefits

Formal association with NIH/NIMH will enhance Outreach Partners' visibility and will provide organizations with the most up-to-date, science-based information. Outreach Partners will have the responsibility of giving NIMH direct feedback on research priorities, which will help to shape the National research agenda in the areas of mental health and substance abuse. This dialogue will provide insights that will help NIH/NIMH to meet the needs of an increasingly diverse population.

Background on NIMH

The National Institute of Mental Health (NIMH), a part of the U.S. Department of Health and Human Services' National Institutes of Health, is the Federal component responsible for conducting and supporting research on mental disorders, the brain, and mental health services. It is also responsible for disseminating research results and enhancing public knowledge about the research it supports with public funds. It carries out these responsibilities by conducting public and professional education and outreach activities in cooperation with consumer, advocacy, and professional organizations; responding to public and professional inquiries; and conducting media relations. By disseminating the results of research on the brain and behavior, NIMH seeks to promote effective practice among primary care and other health care providers and to give mental health consumers the information they need to seek effective and appropriate diagnosis, treatment and services—thus closing the gap between the knowledge gained through research and real-world practice. For additional information on the Institute and its mission, goals, and activities, please see <http://www.nimh.nih.gov>.

Description of the Outreach Partnership Program

The Outreach Partnership Program is a nationwide educational outreach initiative of NIMH, with support from the National Institute on Drug Abuse (NIDA), and in cooperation with the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Mental Health Services (CMHS). The program enlists organizations in every state and the District of Columbia to facilitate and increase the utilization of science-based information in their respective states. Launched in 1999, this nationwide partnership is delivering science-based information on mental health and mental illness and substance abuse disorders through outreach activities designed to reach the widest possible audience, including; the general public, individuals and families affected by mental disorders, minority communities, primary care providers, mental health professionals, employers, and educators. Participation in the program assures that Outreach Partners are quickly aware of the most recent mental health and substance abuse research advances. They, in turn, can help NIMH disseminate that information more widely throughout their communities. The Program is also designed to ensure that Outreach Partners provide NIMH with feedback on the public health needs of communities within their states and the District of Columbia. This feedback becomes an essential part of the planning process for developing the NIMH research agenda and provides insights that will help NIMH meet the needs of an increasingly diverse population. Participation in the program also facilitates coalition building among Outreach Partners themselves and with NIMH's "National Partners," which are national advocacy, consumer, and professional organizations concerned with mental illness or substance abuse issues.

With the Outreach Partnership Program, NIMH is seeking to increase knowledge of the science of mental health and mental illnesses across the Nation, as envisioned in *Mental Health: A Report of the Surgeon General*, and the *President's New Freedom Commission Report: Achieving the Promise: Transforming Mental Health Care in America* by:

- Establishing an Outreach Partner in every state, and the District of Columbia, to ensure widespread distribution of science-based materials and messages within the respective states;
- Increasing NIMH's outreach to, and interaction with, individuals with mental disorders and their families, medical and mental health professionals, the business community, civic groups, educators, and others concerned about mental health and substance abuse;
- Increasing awareness of the importance of basic and clinical research, including clinical trials, in improving the diagnosis and treatment of mental illnesses and substance abuse disorders;
- Broadening opportunities for individuals and constituent groups to provide input into the NIH/NIMH research priority-setting process;
- Working toward the elimination of mental health disparities that exist in access to care and health outcomes due to race, culture, age, geographical location, and gender; and
- Reducing the stigma and discrimination associated with mental disorders, alcoholism and drug addiction.
- Providing increased access to information about participation in clinical trials.

Statement of Work

Task 1

Designate a contact to manage the organization's work in the NIMH Outreach Partnership Program, including accomplishing the tasks, ensuring that all educational outreach efforts are science-based, and preparing contract deliverables.

Each Outreach Partner organization must be able to work toward the goals of the Outreach Partnership Program and must have an infrastructure and staffing that allows it to accomplish the required tasks and prepare the contract deliverables. (See page 2, "Organizational Eligibility and Capabilities")

Requirements:

Outreach Partners must have a commitment to science-based education and serve as a leader in their state by:

- Developing a relationship with a qualified scientific advisor who agrees to review all locally developed public and professional education materials and messages (including presentations) for scientific accuracy. This advisor should be:
 1. A psychiatrist, psychologist, neuroscientist/neurobiologist, or doctoral level social worker;
 2. Actively or recently engaged in research related to mental health/mental illness or substance abuse (as indicated by recent publications in a peer-reviewed journal or by recent awards of research grants or contracts in the field of mental health/illness and substance abuse); and
 3. Affiliated with a university, teaching hospital, or academic center.
- Regular communication with your organization's state Mental Health Program Director's office and/or your state Alcohol and Drug Abuse Director's office is also required.

Task 2

Attend all annual meetings of the NIMH Outreach Partners and participate in other scheduled educational sessions.

NIMH is committed to helping Outreach Partners enhance their ability to provide mental health and substance abuse educational outreach and we expect a reciprocal commitment from each Outreach Partner. Outreach Partners are expected to demonstrate this commitment by taking full advantage of opportunities provided by:

- Sending a representative to the Outreach Partnership Program Annual meeting which is designed to accomplish the following: (1) enhance program-related knowledge and skills; (2) provide networking opportunities with other Outreach Partners and National Partners; and (3) give Outreach Partners the opportunity to provide feedback to NIMH on research priorities. The designated partner contact or alternate is expected to attend all annual meetings. If either is unable to attend, we expect an appropriate representative to attend, such as the Director of Education, Community, or Government relations. (Note that direct costs associated with attendance—transportation, lodging, and meals—will be the responsibility of NIMH and will NOT come from the \$7,500 stipend.)
- Participating in educational opportunities offered. (Note that most of these opportunities will be in the form of written materials and conference calls.)
- Participating in the flow of information and ideas among all Partners by regularly monitoring (at least every other week, but preferably weekly) and contributing to discussions on the ListServ established for Outreach Partners.
- Utilizing the NIMH and Outreach Partnership Program Web sites.
- Volunteering to participate in workgroups that help to plan teleconferences, the annual meeting, and other activities throughout the year.

Task 3

Use print and broadcast media to promote science-based messages throughout your state on mental health, mental illness, alcoholism and drug abuse targeting the public, particularly individuals with mental illnesses and/or substance abuse disorders and family members.

Outreach Partners will work to increase public awareness of the critical role of research in expanding the understanding, diagnosis, and treatment of mental illnesses and substance abuse disorders and to improve the lives of people affected by these disorders.

All information, messages, and materials provided under the auspices of the NIMH Outreach Partnership Program will be science-based; that is, based on the results of scientific research that has been published in peer-reviewed literature. In contacts with the media, Partners will be encouraged to use information and documents provided by NIMH and its Federal Partners. NIMH has produced and disseminated numerous publications, fact sheets, and press releases on topics ranging from use of antidepressant medications in children; large clinical trials for attention deficit hyperactivity disorder; autism spectrum disorders; and depression and older adults.

Partners are urged to utilize these documents when working with the media. The scientific basis for the 1999 Surgeon General's report *Mental Health: A Report of the Surgeon General* offers a platform for disseminating key messages about mental health and mental illness. Outreach Partners can play an important role in disseminating information through the media within their states, both by supplementing their current organizational activities and by initiating new ones.

Outreach Partners will periodically receive from NIMH, NIDA, and CMHS announcements of new scientific findings, publications, public service announcements (PSAs), and video or audio news releases as such materials become available. Partners are also expected to promote science-based mental health and substance abuse messages by capitalizing on media interest in

national or regional events such as Brain Awareness Week (March); Mental Health Month (May); National Anxiety Disorders Screening Day (May); Mental Illness Awareness Week (October); National Depression Screening Day (October); and National Alcohol and Drug Addiction Recovery Month (September).

Task 4

Implement an outreach program to deliver science-based messages throughout your state to minority groups, such as African Americans, Asian Americans and Pacific Islanders, Hispanics/Latinos, or Native American/Alaska Natives.

One of the goals of the NIMH Outreach Partnership Program is to work toward eliminating mental health disparities for all minority groups, including those listed above. Achieving this goal requires targeting individuals in the communities where they live, and crafting messages and materials so that they are culturally appropriate, sensitive to, and respectful of the beliefs, values, and language of the particular group. (If Outreach Partners choose to *develop* educational materials they must be reviewed and approved by the scientific advisor for scientific accuracy).

Task 5

Work with universities and other research institutions within your state to increase opportunities for volunteer participation in research studies sponsored by NIMH and NIH.

Research studies (which include clinical trials and clinical studies) are an important means of developing new treatments and medications for mental illnesses. NIMH has embarked on a number of large clinical trials (effectiveness studies), in which treatments such as drugs and therapy are tested in patients from diverse backgrounds who live in the community, have co-occurring disorders, or experience atypical patterns of illness. Effectiveness studies also address quality of life, ability to work, social functioning, treatment adherence, and cost-effectiveness. These studies are conducted around the country and will enroll numerous participants per study. NIMH is developing various strategies for increasing awareness of the importance of research studies and of voluntary participants. The NIMH is especially interested in reducing health disparities by focusing research efforts on historically underserved populations.

Outreach Partners can contribute significantly to advancing the development of effective treatments by:

- Providing a link on your organization's Web site to the NIMH Clinical Trials Web page (<http://www.nimh.nih.gov/studies/index.cfm>) as well as the research-study recruitment web pages of our Federal Partners, NIDA (<http://www.nida.nih.gov/CTN/research.html>) and CMHS and NIH (<http://clinicaltrials.gov>).
- Working with investigators and state universities to publicize the benefits of participating in NIH mental disorder and drugs abuse research studies and acting as a resource in their efforts to recruit for trials, with special emphasis on historically underserved populations.
- Distributing the NIMH publication "A Participant's Guide to Mental Health Clinical Research."

All Outreach Partners must accomplish EITHER task 6 or task 7 each year. While your organization may be currently conducting activities in both of these areas, for the purposes of this Solicitation, please address EITHER task 6 or task 7, whichever one you feel demonstrates the unique outreach capabilities of your organization:

Task 6

Arrange science-based presentations for groups that serve as gatekeepers to a special population.

Members and/or staff of one or more of the following organizations or agencies may serve as gatekeepers to your special population:

- Primary care professionals or other health professionals
- Schools
- Professional and civic groups
- College, university, and veterans' health programs
- Hospitals and community health clinics
- Health maintenance organizations
- Criminal justice and law enforcement system

The science-based presentations should feature spokespeople who are knowledgeable about the latest scientific advances in the mental health and/or substance abuse field and focus on how the gatekeepers can influence clinical practice. Additionally, NIH/NIMH-produced materials should be distributed, as appropriate as should materials produced by our Federal partners, NIDA and CMHS. The scientific advisor should review the content of presentations, as well as any educational materials developed locally, for scientific accuracy.

Task 7

Design and conduct presentations to management staff, employee assistance professionals, or employees at the worksite(s) of at least one major employer in your state.

Depression and anxiety disorders are the most common mental disorders and often co-occur with other physical disorders or substance abuse. Many employed people have these disorders, yet because they are undiagnosed and untreated, or treated ineffectively, they are absent from work or less productive. Worksite presentations should feature spokespeople who can articulate the importance of diagnosis and effective treatment in reducing the burden of mental illness on employers and employees. Spokespeople should be knowledgeable about the latest scientific advances in the mental health field and how they can influence clinical practice. NIMH-produced materials should be distributed, as appropriate. For example, Real Men, Real Depression Campaign materials are available to Partners. Other appropriate materials will come to Partners' attention via the NIMH Update.

Reporting Requirements and Deliverables

In addition to completing the tasks above, Outreach Partners must complete and deliver the following reports:

- Online progress report on or before the due date (2 times yearly: March and August due dates).
- Invoices upon completion of online progress reports (available on the NIMH Partner's Only Web site).

Failure to comply may result in the position being opened to competition before the official project period ends.

Proposal Review and Evaluation Criteria

Outreach Partner proposals will be reviewed by a panel of experts in fields associated with mental health and substance abuse disorders. Expert panel members will review and score each proposal based on evaluation criteria outlined in the Solicitation and will make recommendations to NIMH for funding. Awards will go to the most highly rated technically acceptable applicants in each state. Final decisions will be made by NIMH.

Task 1 (Managing the project)	20
Task 2 (Annual Meeting & Sessions)	5
Task 3 (Print and Broadcast Media)	15
Task 4 (Minority Outreach Program)	25
Task 5 (Clinical Trials Recruitment)	10
Task 6 or 7	10
# 6 – Gatekeepers	
# 7 – Workplace	
Organizational Capabilities	<u>15</u>
Total Points	100

PREPARING THE PROPOSAL

How to Apply

- Submit a letter of intent (optional) on or before July 5, 2005
(available at <http://www.nimh.nih.gov/outreach/partners/solicitation.cfm>)
- Submit ACH form (financial information about your organization) also available at <http://www.nimh.nih.gov/outreach/partners/solicitation.cfm>.
- Submit a proposal between June 15 and September 6, 2005.
- Email questions about the solicitation to partnerssfpnimh@mail.nih.gov by July 15
- View responses to questions on NIMH Web site at <http://www.nimh.nih.gov/outreach/partners/solicitation.cfm> from August 1, 2005 until September 6, 2005.
- View possible amendments to the solicitation at the same NIMH Web site from August 15 until September 6, 2005.

Awardees will be notified before the end of 2005.

Proposal Contents

1. Cover letter signed by an officer of your organization with the authority to commit the organization to the proposal content.
2. Cover page, which includes the title of the Solicitation; your organization's name, address, and Tax Identification or Federal Identification Number; and the name, telephone and fax numbers, and e-mail address for your contact person.
3. Table of contents
4. Proposal for completing the required items (See Detailed Instructions pages 13-15)
 - Task 1 2-4 pages + resumes/CVs + letters of commitment
 - Task 2 <1 page
 - Task 3 2-3 pages
 - Task 4 2-3 pages
 - Task 5 1-2 pages
 - Task 6 or 7 (select 1) 1-2 pages for task selected
 - Organizational Capabilities 1-2 pages + documentation requested

Please do not send extraneous material

Applicants are strongly encouraged to stay within the maximum page lengths noted above. Please remember to include the following materials with your proposal:

- Resumes for your program manager and other key staff (Task 1, page 13).
- CV and signed letter of commitment from a qualified scientific advisor (Task 1, page 13).
- Evidence of tax-exempt status [501(c)(3)] (Organizational Infrastructure, page 2).
- Evidence of meeting Federal EEO requirements (Organizational Infrastructure, page 2).
- Evidence of stable organizational infrastructure, staffing and financial solvency (Organizational Infrastructure, page 2).

Proposal Delivery

Please send six copies of the proposal [including one that is clipped together (not bound) so that it can be easily copied] to:

Outreach Partnership Program
National Institute of Mental Health
6001 Executive Blvd, RM 8191
Bethesda, MD 20892-9624 (for regular mail)
Rockville, MD 20852 (for couriers and express mail)
Attention: Outreach Partnership Program Competition

Detailed Proposal Instructions

Task 1

Maximum 2-4 pages + resumes/CVs + letter of commitment

Total Points: 20

In your proposal briefly describe:

- Your organization, including its mission, and membership size and Web site address.
- The overlap between your organization's goals and the goals of the NIMH Outreach Partnership Program.
- Your organization's commitment to science-based education and service to your state.
- The infrastructure and staffing of your organization. Please identify your Outreach Partner contact, the backup point-of-contact, and others in the organization that might fill the role of Outreach Partner contact. This individual can be the Executive Director, Director of Education, Community or Government Relation Director, or play some other key role in the organization. Describe how the contact person will oversee the program; including ensuring that tasks are accomplished and that educational efforts are science-based. Include resumes for both individuals.
- The roles of other key staff in the project. Include their resumes.
- Your organization's on-going relationship with your State Mental Health Program Director's office, and/or your State Alcohol and Drug Abuse Director's office as well as your plans for continuing to communicate with this office during the duration of the program. Do you currently communicate with them on a regular basis? If so, define the frequency, type of contact, and the contact person. If you participate on statewide committees, provide input on policy, service system issues, funding, or evidence-based practice initiatives please describe.
- Your ability and willingness to comply with reporting requirements by describing past experience in completing similar reports and confirming your organization's intent to comply with the program requirements.
- How the stipend will be used.

Please include:

- A curriculum vitae (CV) and a signed letter of commitment from a qualified science advisor (see requirements listed on page 6). Indicate how your scientific advisor will work with the program.

Task 2

Maximum < 1 page

Total Points: 5

In your proposal briefly confirm your organization's intention to:

- Send a representative to the Outreach Partnership Program Annual meeting.
- Participate in educational opportunities offered by the Program.
- Communicate and network with other Partners by monitoring and contributing to discussions on the ListServ established for Partners.
- Include the name of a back-up person who would participate if the designated contact is unavailable.

Task 3

Maximum 2-3 pages

Total Points: 15

In your proposal briefly describe:

- Media outreach activities in your organization. Include a brief description of how you may have evaluated those activities. Stronger candidates will have evaluated similar activities in the past.
- Your plan for using print and/or broadcast media to promote science-based messages throughout your state. Propose creative ways to capture the public's attention through the media.
- How this plan will be integrated into the ongoing activities of your organization.

Task 4

Maximum 2-3 pages

Total Points: 25

In your proposal briefly describe:

- Your plan for implementing an outreach program that targets at least one minority population. Please include the following: (1) an overview of your organization's partnerships that will enhance the success of this program; and (2) additional organizations, resources, and networks that would enhance the success of the program. *Your proposal should strike a balance between direct outreach to your target group and activities aimed at gatekeepers to your target group [e.g., primary care physicians, faith-based communities, and civic groups].*
- Similar work you are currently doing or have recently done and how you evaluated those activities (less than 1 page). Stronger candidates will have evaluated similar activities.
- The minority group you plan to target and why. Include demographic information. In rare cases an applicant may choose not to target minorities, such as when there are too few ethnic minority members in a state for organized efforts to reach them. In this case, the applicant must do the following: (1) justify the decision with demographic data, and (2) propose targeting another special population (e.g., older adults, school-aged children, rural populations, or college-aged adults).
- How this plan will be integrated into the ongoing activities of your organization.

Task 5

Maximum 1-2 pages

Total Points: 10

In your proposal briefly describe:

Your plan for working with universities and other research institutions within your state to encourage participation of volunteers in NIMH and NIH sponsored research studies.

- Similar recruitment activities you have conducted (if applicable).
- How this plan will be integrated into ongoing activities of your organization.

All Outreach Partners must accomplish EITHER task 6 or task 7 each year. For the purposes of this proposal, please address EITHER task 6 or 7 (whichever one you feel best demonstrates the unique outreach capabilities of your organization).

Task 6

(Please address either task 6 or 7)

Maximum 1-2 pages for task selected

Total Points: 10

In your proposal briefly describe:

- Science-based presentations you've created and implemented for groups that serve as gatekeepers (e.g., nursing home administrators, school administrators, corporate HR departments) to a special population. Include a brief description of how you may have evaluated those activities. Stronger candidates will have evaluated similar activities.
- Special population you will target and why. Include demographic information.
- Your plan for conducting science-based presentations and how this plan will be integrated into ongoing activities of your organization.

Task 7

(Please address either task 6 or 7)

Maximum 1-2 pages for task selected

Total Points: 10

In your proposal briefly describe:

- Presentation(s) you have designed and conducted for management staff, employee assistance professionals, or employees at the worksite(s) of at least one major employer in your state. Including a description of how you may have evaluated those activities. Stronger candidates will have evaluated similar activities.
- Your plan for performing this task and how it will be integrated into your organization's ongoing activities.

Organizational Eligibility and Capabilities

Maximum 1-2 pages + attachments

Total Points: 15

In your proposal:

- Provide the documentation requested under Organizational Eligibility and Capabilities Infrastructure (see page 2).
- Describe your organization's use of information technology and its capabilities as discussed in Information Technology section (see page 2 and please include the url address).
- Note past experience in leveraging funding.