
Writing a DBH Mini Grant

— Rikki Barton & Susan Depue —



Hello
my name is

Learning Objectives

1. Determine if a request for proposal / grant application is right for you.
2. Hear from experts on tips for submitting a successful grant application.
3. Spark intrigue and ideas through hearing from other successful applications and brainstorming with fellow attendees.

Ask questions as we go!

Things to Consider if You're Considering a Grant

- Do you have a plan for what you want to do? Is it data-driven?
- Are the community's needs identified with viable evidence-based programs to address it?
- Or is this purely a capacity-building grant to get ready for bigger implementation?

Things to Consider if You're Considering a Grant

Coalition Capacity

- Is the coalition ready for a grant?
 - Commitment from community stakeholders to help you with implementation?
 - Staff ready to be hired or is there an agency who will co-share the position?
 - A fiscal agent identified to budget the money, manage staff person, etc?
- Grant requirements with formal sector engagement?
- Who will write the grant?
- Who will implement it if awarded?

Starting to Write the Mini Grant

Mini Grant Criteria, ~\$5,000 per year

Coalition must be registered with the Department of Mental Health

50% coalition match (often met with volunteer's time in coalition work)

That's it!

*Caveat, your local PRC must sign off on the final application so work with them closely

Mini Grant 2024 Timeline

Applications are out now! missouriprevention.com under Funding

Due to the PRC by May 13

Awards announced in mid-June with a July 1 start date

1 year to implement

General ideas –

Make sure you use the wording in the application. If the application says 'describe your target population' then you write a sentence that starts with 'our target population is...' –make it obvious

A true rubric ONLY scores for the section, within a section. You cannot get credit for the target population if it was asked for in the Needs Assessment and you put it in Implementation.

Assume the reader is not familiar with your coalition or community. Provide enough information for them to understand your context.

General ideas –

If they provide a template for something, USE IT.

You should ALWAYS read the grant application / rubric closely.

Be mindful of formatting requirements.

Watch your rubric. Self score! Have a friend score!

Sections of the Mini Grant

Assessment

Briefly **identify the area the project is attempting to cover**. This could be a geographic area or a specific population.

Describe the problem identified by the local data. Use additional data to provide context for the numbers, especially context that clearly identifies need. Provide a citation of data sources (in text or footnotes).

End with a **brief description of how the coalition intends to meet the needs identified**. More detail will be required later. This just provides the reviewer some context for the next two sections.

Checklist: Target population identified in Needs Assessment

Picking your data (activity)

miro.com

ID is email

Password is on Susan's phone photos (reminder for presentation itself)

Exemplars



We serve the St. Louis Metro Area's LGBTQIA+ population of ~84,040–224,110 individuals (US Census, 2019; Institute of Medicine, 2011). 3.3% of Missouri adults identify as LGBT (Gallup Daily Tracking, 2012). LGBTQIA+ St. Louisans have higher rates of drug/alcohol/tobacco use and addiction than their non-LGBTQIA+ peers (Harris House, 2019; Missouri Foundation for Health, 2009). >9% of sexual minority adults reported past year opioid use, compared to 3.8% among adults overall (2018 National Survey on Drug Use & Health).

To meet this need, we aim to train Peer Leaders to facilitate free, peer-based, identity-affirming emotional support, education, and resource-sharing by and for queer St. Louisans. We will connect community members to our Peer Leaders and our Community Resource Database ("SQSHBook"), which catalogs 1,200+ local resources (including those vetted by queer-led organizations).

Exemplars

New Madrid County
Community Resource Coalition

The project will focus on serving youth, 6th-12th grade, in New Madrid County [list of towns]. The US Census Bureau estimates that the county has a population of 15,695 as of 2022, with [description of age and race percents from Census].

Substance use indicators for youth show a risk factor of low perception of harm according to the 2022 Missouri Student Survey (MSS), with 'no' or 'slight risk' if they used e-cigarettes at 37.1% compared to the statewide rate of 33.3%.

The Making Healthy Choices Project will target youth in New Madrid County in 6th-12th grade to reduce e-cigarette use by implementing the SPORT Vaping Prevention Plus Wellness (PPW) curriculum in Risco, Gideon, and Portageville schools. The program will educate youth on the harms of e-cigarette use while promoting a healthy lifestyle.

Capacity

Describe **partners and stakeholders already committed** to the project.

Describe the **resources needed** in order to implement the project. Consider things like staff time, stakeholder buy in and expertise needed as well as the more tangible items.

Indicate **resources already available**, which will be covered under the grant, and which still **need to be obtained**. Ex: Room for meeting – available for free through partner, speaker fee – funded under mini-grant, food – will ask for donations.

This grant requires a **50% coalition match** (aka, in-kind). Describe how that will be accomplished.

Checklist: Coalition match is described in Capacity

Exemplars

Tri-County staff, partnering agencies, and volunteers will assist with planning and coordination. Projects in this proposal will be overseen by Amy G, President of the Northland Coalition (NC). Our Steering Committee (SC), comprised of representation from all 12 sectors of the community, will facilitate planning and implementation of the media campaigns and a special committee will convene in September to help facilitate the planning and implementation of the Northland Prevention Conference. [...] Because we are working to develop programs that impact youth, the NC utilizes individuals involved in our youth advisory council, Youth With Vision (YWV). These youth help guide all youth programs and campaigns. Coalition members are presented the materials and make edits based on their specific communities. [...] The Clay, Platte and Ray County Tax Levy will provide \$2,500 in-kind for media to support other pieces of the multifaceted social marketing campaigns. [...] The NC is requesting a small amount of funding in this proposal to provide a light Volunteer Appreciation Breakfast at the conference, venue space, and some speakers. We have some speakers that waive their fee or provide a significant discount. The Clay, Platte and Ray County Tax Levy will provide \$7,500 in-kind to pay conference costs not covered by this funding. Because of our partnership with Platte Woods United Methodist Church, the venue is provided at a discounted rate (in-kind of \$400). TCMHS will provide \$500 in-kind in printed materials. Additional in-kind is detailed in the budget.

Planning

Describe **how the coalition arrived at the plan** for this project.

Who was consulted and **how** was the final decision made? Titles or description of roles rather than names required. If applicable, explain how you **engage the voice of high need groups** (underserved population OR high risk population). Consider the 12 community sectors as baseline. Talk to the Prevention Resource Center if assistance with the sectors is needed.

Checklist: People involved in planning described in Planning

Exemplars

New Madrid Coalition, FY24

The staff of Youth in Action Coalition and the Executive Director met to discuss how we could serve youth through this project. Adding substance use prevention messages and awareness activities was a result of community members, coalition members, parents and school staff meeting monthly and/or quarterly and recognizing that youth substance use was a problem in the county. Community sectors represented in the coalition included schools, law enforcement, faith-based organizations, Division of Youth Services, Probation and Parole, DAEOC, County Health Department, ParentLink, SEMO Health Network, NMCFRC, and FCC PRC. The coalition met with youth outside of regular work and school hours to discuss the issues to further get an understanding of needs to address for prevention awareness. These meetings assisted with the development of our plan. After reviewing past MSS data...*(selected programs listed)*. [...] Over the course of several meetings with the coalition/community members, youth groups, and PRC, the coalition decided to primarily focus on youth e-cigarette/nicotine/vaping use. We will address the issue through implementing the Vaping Prevention Plus Wellness and other supplemental substance use prevention curriculum, as well as raising youth awareness of the harms of e-cigarette/nicotine/vaping through youth-led activities and the Vaping E-Cigarette PPW Media Campaign kit. The Vaping Prevention Plus Wellness is related to a similar curriculum, SPORT Prevention Plus Wellness which has been successfully implemented by our coalition as well as other coalitions that have been awarded mini grant funding in the past.

Implementation

Describe in-depth **how the planned activities will be accomplished**, including:

- The target population and an estimated number of people who will be reached,
- The steps to be taken to complete the project,
- The timeline of activities including dates of milestones and when the project will start/end, and;
- Who is responsible for each step (names and titles).

Describe how this project **fits within the larger prevention plan** for the community.

Describe how the efforts under this project will be **sustained**.

Provide a **logic model**.

Checklist: Estimated number of individuals reached given in Implementation

- Sustainability plans described in Implementation

Exemplars

Healthy Dent County, FY23

The target population for the prevention project is all 6, 7, 8, and 9th graders, their parents, and the 12 electronic cigarette retailers in Dent County. Because there are approximately 200 kids in each grade, the target population includes approximately 800 kids ages 11-15 attending the five school districts in the county. Also targeted, are the 1480 parents of each 6-9th grade student.

August-September: Training for coalition membership and invited guests with latest information on vaping, nicotine, Delta 8, and THC content and to review full plan for project implementation. Contacts made with schools for implementation plans and scheduling. George G. - coalition chair, Jason E. - coordinator, HS counselor, and coalition members are responsible.

October: Develop postcard to parents messaging and design. Create draft of peer presentation. Begin scheduled prevention messaging on coalition social media. Too Good for Drugs instruction is provided in the Dent County Schools. Coordinator, Coalition, and Prevention Resource Center staff are responsible.

November: Select and train peer presenters. Complete and send first postcard to targeted parents. Contact Rotary Club to schedule presentation. Publish first postcard in local newspaper. Too Good for Drugs instruction is provided in the Dent County Schools. Continue scheduled prevention messaging on coalition social media. Coordinator, coalition members, school counselor, TGFD instructors, and PRC staff (provide youth training) are responsible.

Exemplars

Healthy Dent County, FY23

This project addresses the identified problem of youth electronic cigarette nicotine and THC use and is designed to reach youth before they make decisions about use. Previous and current prevention strategies have been implemented to address tobacco use (smoking and chew tobacco) and were expanded to address the growing problem of underage drinking. The coalition has incorporated strategies to reach youth, parents, and retailers through these efforts and this continues to be the theme of this proposed prevention project. Our overall prevention plan includes involving many parts of the community in prevention activities. This proposed project will continue to do so.

The efforts of this project will be sustained through the continued distribution of the preventing use postcard information on social media. Also, the high school peer presenters will continue to be trained each year by the PRC. This will ensure peer presentations with the targeted age group can continue each year. Healthy Dent County will work with the school districts to get their commitment to continue hosting the Too Good for Drugs program.

Logic Models

Provide a logic model that has been built through **logicmodelbuilder.com**

The logic model does not count towards page limits and may be submitted as a secondary attachment.

Logic model should contain data from the assessment to support the problem statement, root causes, and local conditions.

Activities listed are what is discussed in Planning and Implementation sections.

Outcomes should reflect a change in the data presented in the problem statement, root causes, and local conditions as a result of the activities implemented.

Checklist: Logic model is included with data to support the strategies

Program Vision: A well-informed and motivated community collaborating at all levels to decrease youth substance use.

Population Served: Youth under 24 who live in Dent County

| Problem Statement | But Why? | But Why Here? | Strategies | Activities | Short-term Outcomes | Intermediate Outcomes | Long-term Outcomes |
|--|---|--|---------------------------|--|--|---|--|
| Youth in Dent County are using electronic cigarettes to ingest THC. 22.3% of youth grades 6-12 in Dent County reported using electronic cigarettes and 12.6% used marijuana in the past 30 days according to the 2020 Missouri Student Survey. | The 2020 Missouri Student Survey indicated that 37.5% believe there is no or slight risk to using electronic cigarettes and 44.4% believe the same for marijuana. | Coalition and community meetings indicate that there is mixed information surrounding the safety of vaping THC and nicotine. | Education | Provide the evidence-based Too Good For Drugs curriculum to all 6-9 grade students in Dent County across 5 school districts. | Students in Dent County participating in Too Good For Drugs will demonstrate at 25% increase in post curriculum test scores. | The 2024 Missouri Student Survey will demonstrate at 4% reduction in youth perception of harm related to electronic cigarettes and marijuana as compared to the 2020 Missouri Student Survey. | The 2026 Missouri Student Survey data will demonstrate a 8% reduction in youth grades 6-12 who report using electronic cigarettes and a 4% reduction in using marijuana in the past 30 days as compared to the 2020 Missouri Student Survey. |
| | The 2020 Missouri Student Survey indicated that 37.5% believe there is no or slight risk to using electronic cigarettes and 44.4% believe the same for marijuana. | Town Hall meetings indicate that as marijuana use is normalized among adults there is a lack of education for adults in how marijuana impacts youth. | Information Dissemination | Coalition will mail 3 educational postcards focused on educating parents on the harms of vaping THC and how to talk to their children. Postcards will include QR code to link parents to talking kits, education, and other resources. | Each parent of a student grades 6-9 will receive three postcards with education, resources, and encouragement. (1480 estimated parents in Dent County Schools) | The 2024 Missouri Student Survey will demonstrate at 4% reduction in youth perception of harm related to electronic cigarettes and marijuana as compared to the 2020 Missouri Student Survey. | The 2026 Missouri Student Survey data will demonstrate a 8% reduction in youth grades 6-12 who report using electronic cigarettes and a 4% reduction in using marijuana in the past 30 days as compared to the 2020 Missouri Student Survey. |

Exemplars

Evaluation

Describe how the project will be evaluated. Include how and what data will be collected and how it will be used. Briefly describe how it will be disseminated to partners involved in the project and, as applicable, the larger community.

Checklist: Process data collection is described in Evaluation (if application is awarded the highest score)

Checklist: Efforts to disseminate described in Evaluation

Exemplars

...The process evaluation will consist of sign-in sheets for attendance and/or meeting minutes or notes. The outcome evaluation will consist of pre- and post-test project surveys of the Vaping Prevention Plus Wellness curriculum.

The staff will update partners at the monthly coalition meetings and through the NMCFRC newsletters and emails. The coalition members, both adult and youth, will also share event scheduling and activity updates with the community through school calendars and newsletters, on social media and through word of mouth. NMFRC has a wide and established communications network. Mid-year and final evaluation data will be shared through that network as well.

Exemplars

Both process and outcome evaluation strategies will be used to assess the project's success. For the process evaluation, participation will be tracked using sign-in sheets. For the outcome evaluation, pre- and post-tests from the SPORT curriculum will be used to measure program effectiveness. The coalition will use social media and word-of-mouth at worship services to promote the program and its outcomes, and to disseminate substance use prevention information and county-specific substance use data with the community and stakeholders. At monthly coalition meetings, partners will be updated on the program and its outcomes.

(this is literally all they wrote for a perfect score!)

Mini Grant Checklist

1 missing item from this list will result in 5 points being taken off your total score, 2 missing items will result in 10 points being taken off. 3 or more missing items means the application will be rejected. Remember you must have a minimum score of 60 to be funded.

- Cover sheet completed, including 75 word description
- Budget completed
- MOA completed (remember to fill in names in first sentence)
- Narrative is no more than 4 pages long (more than 5 will be automatically rejected)
- Target population identified in Needs Assessment
- Coalition match is described in Capacity
- People involved in planning described in Planning
- Estimated number of individuals reached given in Implementation
- Sustainability plans described in Implementation
- Logic model is included with data to support the strategies
- Process data collection is described in Evaluation (if application is awarded the highest score)
- Efforts to disseminate described in Evaluation

Themes in not approved applications

Not completing the items on the checklist / required items on the rubric: 2 in 2021, 1 per year in 2022 and 2023

Too low of a score: 5 in 2021, 0 in 2022 and 2 in 2023

Activities not connected to substance use at all (mental health, treatment, harm reduction, self-esteem in early childhood)

Activities given a name that is connected to substance use but isn't actually doing it with fidelity (things like a group hike being called mentoring)

Developing a Budget

Budget

- Make Sure the Budget Matches Your Strategic Plan
 - Ensure reasonable expenses given the plan
 - Most grant budgets require justification of expenses
- Match/In-Kind Dollars
 - Often a grant requirement to that prove you have community buy-in
 - Consider volunteer time, travel (mileage, meals), supplies (printer toner, paper, pens), discounts, free program elements, office space, etc
 - Write down ALL things necessary to implement your plan and think about what is or can be included for free or discounted

Rules for DBH Mini Grants

- Cannot fund one-time events, unless tied to larger, ongoing effort (post prom/graduation events, dances, etc)
- Cannot fund incentives or other symbolic giveaways
- Should support interventions that have evidence demonstrating a positive effect (evidence-based programs, environmental strategies like compliance checks, capacity building efforts, etc)
- Cannot fund promotional items including clothing, pens, mugs/cups, folders/folios, lanyards, and conference bags.
- No more than 50% of budget can be used for personnel/contractors.
- No more than \$250 can be used for food/drink.

Past Budget Revisions Needed / Cannot Fund

- Incentives / promotional items / giveaways
- Conferences
- Tobacco cessation
- Ongoing technological expenses (one-time expenses might be allowed)
- Things that are not part of the core plan at all – i.e., lockboxes added in to round the budget to \$5000 when there is no need shown for lockboxes
- Things that might be nice but not at all needed for core activities to take place - i.e., food for a regularly occurring meeting with stakeholders
- Math errors

Scoring Rubric

Needs Assessment

| 20 Points Awarded | 15 Points Awarded | 10 Points Awarded | 0 Points Awarded |
|--|---|---|--|
| Data are presented with context that clearly demonstrates need | Data on the issue are presented with context (other county, state or over time comparisons) | Data on the issue are presented but with no context | No Data are presented STOP HERE Application cannot be funded |

Needs Assessment Feedback (will be repeated for each row):

Capacity

| 20 Points Awarded | 15 Points Awarded | 10 Points Awarded | 0 Points Awarded |
|--|--|--|---|
| Coalition's plan seems reasonable given the resources available. Necessary partners have committed to the project. Coalition has successfully completed a plan of a similar level in the past. | Coalition's plan seems reasonable given the resources available. Necessary partners have committed to the project. | Coalition's plan seems reasonable given the resources available. | Coalition does not have the capacity to carry out plan STOP HERE Application cannot be funded |

Planning

| 20 Points Awarded | 15 Points Awarded | 10 Points Awarded | 10 Points Awarded |
|---|---|--|--|
| Coalition has demonstrated that all relevant partners in the community have been engaged in the planning process with a special focus on engaging the voice of high need* groups. | Coalition has demonstrated that all relevant partners in the community have been engaged in the planning process. | Coalition has demonstrated that many relevant partners in the community have been engaged in the planning process. | Coalition is narrowly focused (i.e. school based only) and request is not part of a larger community effort. |

Implementation

| 20 Points Awarded | 15 Points Awarded | 10 Points Awarded | 0 Points Awarded |
|--|---|---|---|
| Project contains at least 1 named EBI* with positive evaluation results. EBI is targeting the majority of the community OR a high needs* group | Project contains at least 1 named EBI* with positive evaluation results. EBI is targeting small group | Project is capacity building only, clearly addressing a gap in their plan | Project does not connect to a larger plan to prevent substance use STOP HERE Application cannot be funded |

Evaluation

| 20 Points Awarded | 15 Points Awarded | 10 Points Awarded | 0 Points Awarded |
|--|--|--|---|
| Project will collect outcomes data (% change in a risk factor, pre / post, etc.) in addition to process data | Project will collect process data (collecting numbers served, items distributed, etc.) | Project has a “completed yes / no” evaluation plan | Project does not have an evaluation plan STOP HERE Application cannot be funded |

*High needs - underserved population OR high risk population

*Named EBI – specifically named program like *Lifeskills* or *“Talk, They Hear You”*. NOT *character development curriculum* or *media campaign*.

Make sure you review the
scoring rubric, in depth,
multiple times!

Questions?

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