

**Agenda Item 8.B. – CalMHSA Stigma and Discrimination Reduction Proposals
Staff-Consultant Program and Funding Recommendations**

TO: CalMHSA Board Member

FROM: CalMHSA Staff

RE: CalMHSA Board Meeting Packet, Agenda Item 8.B. – Program Matters, Stigma
and Discrimination Reduction Proposals for June 9, 2011

Attached you will find the supplemental documents relative to Agenda Item 8.B.

CalMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 1: Strategies for a Supportive Environment Program (SSEP)

Component 1: Stigma Discrimination Reduction Consortium

Background and Status:

1 proposal was received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 1, Component 1: Stigma Discrimination Reduction Consortium, released on February 14, 2011. The following proposer was selected to implement Program 1, SSEP, Component 1, Stigma Discrimination Reduction Consortium:

California Network of Mental Health Clients

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 1, SSEP. A CalMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 1: Strategies for a Supportive Environment; and Component 1: Stigma Discrimination Reduction Consortium.

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) Criteria: Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)
- 2) Budget Allocations: Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: California Network of Mental Health Clients Final Score: 366.
- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends California Network of Mental Health Clients to implement SDR Program 1, Component 1, for a **maximum** funding limit of \$1,539,225 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with California Network of Mental Health Clients based on its proposal for the implementation of SDR Program 1 (SSEP), Component 1 (Stigma Discrimination Reduction Consortium), within the maximum funding limit allocated for this component in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

The California Network of Mental Health Clients is a client-administered and staffed not-for-profit corporation. The mission of the organization is to confront stigmatizing attitudes about mental health clients in the public, the media, the mental health system, and within mental health clients themselves; and to provide a strong voice of, by and for mental health clients, to be heard on all issues concerning clients and public policies affecting them in the government, the media and the community. Strengths of this proposal include the following:

- The California Network of Mental Health Clients, a solely consumer-run organization, is the formal advocacy statewide voice for California's mental health consumers
- The California Network has 28 years of experience in leading state efforts to address stigma and discrimination through client leadership, visibility and involvement in public policy, media, education and grassroots organizing
- California Network has developed programs and activities to influence both California and national mental health delivery systems related to stigma and

discrimination. In 1988, California Network developed the concept of "client culture" as a mechanism of change for the mental health system's and societal attitudes and practices towards clients. Client culture is currently part of the California Cultural Competency Mental Health Plan and a mandated training for all counties.

- California Network strives to always model and endorse client empowerment and recovery and promote social inclusion
- California Network is a founding partner in the California Memorial Project which fights stigma by restoring the cemeteries where thousands of people who lived and died in state hospitals and facilities were buried in unmarked graves.

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- Strong history of working with mental health populations
- The California Network is adept at running coalitions and have many peer run programs
- The California Network proposal demonstrated capacity and exceeded standards
- The California Network sustainability design is well thought out and shows potential for sustainability beyond the contract
- Staffing plan is minimal: A small dedicated staff who are very experienced to fulfill the grant requirements
- The California Network is well connected and has the ability to share with SAMHSA, etc.
- The general spirit of the proposal is very collaborative. The California Network's history support their capability to bring in and work with collaborative groups

CaIMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 1: Strategies for a Supportive Environment Program (SSEP)

Component 2: Social Marketing

Background and Status:

5 proposals were received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 1, Strategies for a Supportive Environment Program (SSEP), Component 2: Social Marketing released on February 14, 2011. Of the 5 proposals, the following proposer was selected to implement Program 1, SSEP, Component 2, Social Marketing:

Runyon, Saltzman & Einhorn

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 1, SSEP. A CaIMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 1: Strategies for a Supportive Environment; and Component 2: Social Marketing.

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) **Criteria:** Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)

- 2) **Budget Allocations:** Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: Runyon, Saltzman & Einhorn Final Score: 354.
- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends Runyon, Saltzman & Einhorn to implement SDR Program 1, Component 2 for a maximum funding limit of \$11,236,334 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with Runyon, Saltzman & Einhorn based on its proposal for the implementation of Program 1, Strategies for a Supportive Environment, Component 2, Social Marketing, within the maximum funding limit allocated for this component in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

Runyon, Saltzman & Einhorn (RS&E) is a 51 year-old Sacramento-based communications firm whose social marketing efforts are designed to successfully motivate California target audiences via the mediums, activities, organizations and languages they embrace. Strengths of this proposal include the following:

- RS&E social marketing efforts have addressed complex communication challenges ranging from elder abuse to teen pregnancy to air quality, etc. for 27 years
- RS&E is skilled at forming coalitions, navigating social media and assimilating disparate ideas and approaches
- RS&E have disseminated essential information in English and several other languages
- An array of tools are used by RS&E, both conventional and unconventional, and include strategic planning, traditional advertising and public relations activities, community-based outreach, advocacy, digital communication, etc.

- RS&E has assembled a comprehensive team, including: social marketing experts, expert clinical consultants, community based organizations and public television experts
- RS&E and its subcontractors have worked together for several years on statewide multicultural, multimedia social marketing programs such as the Network for a Healthy California Initiative on Childhood Obesity and Healthy Families/Medi-Cal for Children Program

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- RS&E has a long history of developing and disseminating social marketing efforts throughout California
- The sustainability plan is articulated in depth for the youth populations
- In-depth youth technical assistance and training
- The selected experts are specialized in their fields
- RS&E identified a number of strong and appropriate collaborations (for example, NAMI, CAYEN)

CalMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 1: Strategies for a Supportive Environment Program (SSEP)

Component 3: Capacity Building

Background and Status:

1 proposal was received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 1, Strategies for a Supportive Environment Program (SSEP), Component 3: Capacity Building released on February 14, 2011. The following organization submitted a proposal for implementation of Program 1, SSEP, Component 3, Capacity Building:

United Advocates for Children and Families (UACF)

Panel reviewers and staff had several questions and seek additional information. As a result staff plans to discuss the proposal with UACF. This discussion was not possible to schedule prior to the June Board meeting, as such staff recommendations for Program 1: Strategies for a Supportive Environment Program (SSEP), Component 3, Capacity Building, will be completed for your Board's July meeting.

CaIMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 2: Values, Practices and Policies (VPPP)

Component 1: Resource Development

Background and Status:

1 proposal was received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 2, Values, Practices and Policies (VPPP), Component 1: Resource Development released on February 14, 2011. The following proposer was selected to implement Program 2, VPPP, Component 1, Resource Development:

Mental Health Association of San Francisco (MHASF) on behalf of the Center

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 2, VPPP. A CaIMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 2: Values, Practices and Policies and Component 1: Resource Development

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) Criteria: Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)

- 2) Budget Allocations: Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: Mental Health Association of San Francisco (MHASF) Final Score: 415.
- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends Mental Health Association of San Francisco to implement SDR Program 2, Component 1 for a **maximum** funding limit of \$3,000,000 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with Mental Health Association of San Francisco (MHASF) based on its proposal for the implementation of Program 2 (VPPP), Component 1 (Resource Development), within the maximum funding limit allocated for this component in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

The Mental Health Association of San Francisco (MHASF) submitted their proposal on behalf of the proposed *California Center for Dignity, Social Inclusion and Stigma Elimination (the Center)*. MHASF has provided leadership in mental health education, advocacy, research and service to the diverse communities of San Francisco for over 60 years. As a consumer-run nonprofit, MHASF provides education and training focused on challenging stigma, improving the quality of mental health services, raising awareness and providing educational trainings. MHASF has pioneered numerous unique programs and has led a number of national and state initiatives including research, technical assistance and training programs focused on mental health recovery, stigma reduction and consumer empowerment. Strengths of this proposal include the following:

- Partners in the Center include the field's leading international researchers, national and state program and policy experts, practice, communication and training

professionals along with leading California consumer-run grassroots, community, family and age group advocate organizations.

- The combined expertise of the Center comprises decades of leading work at the local, regional and national level in stigma and discrimination reduction policy, advocacy, research and practice

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- In general, a well written proposal including an exceptional quality management approach
- In cooperation with other SDR programs the proposed Center plans to empower communities with knowledge, advance the field and provide a clearinghouse of best practices, self-evaluation tools and technical assistance to advance broad and sustained reduction in stigma and discrimination across the state
- The Center's experts include leading international experts in stigma reduction, research, program development, culturally competent practices and evaluation

CalMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 2: Values, Practices and Policies (VPPP)

Component 2: Partnering with Media and the Entertainment Industry

Background and Status:

1 proposal was received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 2, Values, Practices and Policies (VPPP), Component 2: Partnering with Media and the Entertainment Industry released on February 14, 2011. The following proposer was selected to implement Program 2, VPPP, Component 2, Partnering with Media and the Entertainment Industry:

Entertainment Industries Council, Inc.

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 2, VPPP. A CalMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 2: Values, Practices and Policies and Component 2: Partnering with Media and the Entertainment Industry

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) **Criteria:** Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)
- 2) **Budget Allocations:** Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: Entertainment Industries Council Inc. Final Score: 382.
- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends Entertainment Industries Council, Inc. (EIC) to implement SDR Program 2, Component 2 for a maximum funding limit of \$3,000,000 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with Entertainment Industries Council, Inc. (EIC) based on its proposal for the implementation of Program 2 (VPPP), Component 2 (Partnering with Media and the Entertainment Industry), within the maximum funding limit allocated for this component in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

The Entertainment Industries Council (EIC), Inc. was founded in 1983 as a nonprofit organization. EIC's California Board of Directors is entirely comprised of entertainment industry leaders. Strengths of this proposal include the following:

- To complement EIC's capabilities and access, EIC has assembled a very qualified team which includes:
 - Reingold, a full-service social marketing firm with a 25-year track record of creating and delivering compelling messages to carefully targeted audiences
 - Fischer Communications, who has created multicultural mental health communications and social marketing campaigns across northern California for nearly 30 years
 - Hispanic Communications Network, who designs and executes culturally competent multimedia and grassroots social marketing strategies for multicultural audiences on issues, including health

- Peers Envisioning and Engaging in Recovery Services, who has a 10 year track record in combating stigma and discrimination against people with mental health issues via their wellness, recovery and empowerment initiatives
- Team EIC has an extensive background in mental health communications, program design, advocacy relations and local and national engagement in mental health related issues
- EIC fosters collaboration with content experts and key community stakeholders to encourage authentic characters and storylines in media

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- A well thought out proposal was developed and provided context, logic and outreach strategies
- EIC has strong connections with the entertainment industry
- EIC has existing data and stakeholder input processes and can use these to tap into for the development of relevant quality measures
- Good connections have been thought out for connecting stigma and discrimination reductions to the two initiatives of suicide prevention and student mental health

CaIMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 2: Values, Practices and Policies (VPPP)

Component 3: Promoting Integrated Health

Background and Status:

3 proposals were received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 2, Values, Practices and Policies (VPPP), Component 3: Promoting Integrated Health released on February 14, 2011. The following proposer was selected to implement Program 2, VPPP, Component 3, Promoting Integrated Health:

Community Clinics Initiative

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 2, VPPP. A CaIMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 2: Values, Practices and Policies and Component 3: Promoting Integrated Health.

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) Criteria: Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)
- 2) Budget Allocations: Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: Community Clinics Initiative Final Score: 363.
- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends Community Clinics Initiative to implement SDR Program 2, Component 3 for a maximum funding limit of \$3,000,000 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with Community Clinics Initiative based on its proposal for the implementation of Program 2 (VPPP), Component 3 (Promoting Integrated Health), within the maximum funding limit for this component in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

Since 2006, the Integrated Behavioral Health Project (IBHP), a program of Tides' Community Clinics Initiative (CCI) has provided technical assistance to advance the integration of physical and behavioral healthcare across California. Strengths of this proposal include the following:

- Established partnerships with the National Council of Community Behavioral Health, The Mental Health Association of CA and the California Network of Mental Health Clients
- 23 IBHP-awarded grants to clinics to develop and test best practices and advance integrated care models; and 11 IBHP-awarded "learner grants" to support the advancement of integrated care models
- In concert with the California Primary Care Association, IBPH-sponsored trainings were designed to motivated providers and stakeholders to embrace the integrated model

- IBHP established a nationally acclaimed web-based resource library (www.ibhp.org) as a clearinghouse of strategies, tools, research, policy issues and other information to advance the integrated behavioral field
- Central to IBHP's focus has been the provision of technical assistance and training that improve treatment outcomes for underserved populations while also reducing stigma associated with services.

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- A lifespan approach was integrated into the program concept
- Stakeholder engagement is integrated into the program approach
- Overall, the program strategy is sound
- IBHP-CCI appears to have the capacity to build an infrastructure and keep it going. They have done this successfully in the past

CalMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 2: Values, Practices and Policies (VPPP)

Component 5: Reducing Stigma and Discrimination in Mental Health and System Partners

Background and Status:

2 proposals were received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program 2, Values, Practices and Policies (VPPP), Component 5: Reducing Stigma and Discrimination in Mental Health and System Partners released on February 14, 2011. The following proposer was selected to implement Program 2, VPPP, Component 5, Reducing Stigma and Discrimination in Mental Health and System Partners:

National Alliance on Mental Illness, California (NAMI)

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 2, VPPP. A CalMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 2: Values, Practices and Policies and Component 5: Reducing Stigma and Discrimination in Mental Health and System Partners.

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) Criteria: Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)
- 2) Budget Allocations: Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: NAMI California Final Score: 381.

4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends National Alliance on Mental Illness, California (NAMI) to implement SDR Program 2, Component 5 for a maximum funding limit of \$3,000,000 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with the National Alliance on Mental Illness, California (NAMI), based on its proposal for the implementation of Program 2 (VPPP), Component 5 (Reducing Stigma and Discrimination in Mental Health and System Partners), within the maximum funding limit allocated for this component in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

NAMI California submitted their proposal as the lead agency, in partnership with the Union of Pan Asian Communities (UPAC) and Pacific Clinics. Founded in 1978, NAMI California is a grassroots organization of families and individuals whose lives have been affected by serious mental illness. Founded in 1974 as nonprofit organization, UPAC's mission is to improve the general well-being and education of Asian/Pacific Islanders (API), and other ethnic communities of San Diego County. Pacific Clinics was established in 1926 and is a private nonprofit community behavioral healthcare agency. Strengths of this proposal include the following:

- NAMI California, UPAC and Pacific Clinics have designed a Reducing Stigma and Discrimination in Mental Health System Partners Program.
- The Pacific Clinics Training Institute is experienced in providing courses for health professionals, clinical paraprofessionals and administrative staff, consumers and their families and the community.

- UPAC provides a comprehensive array of services addressing the critical needs of individuals from across the life span and from diverse ethnic communities, including refugees and immigrants
- NAMI California has a network of 70+ local affiliates located throughout California, representing more than 19,000 individuals
- From program development through service delivery, all aspects of NAMI programs are provided by consumers and family members

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- The program objectives and outcomes were addressed in a comprehensive manner
- A good connection to rural communities
- Good history of achieving goals and plans
- Strong programs that are innovative are noted for NAMI California
- Positively motivated to expand resources and capability related to cultural and linguistic competency

CaIMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 3: Promising Practices Program (PPP)

Background and Status:

A proposal was received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program, Promising Practices Program (PPP), released on February 14, 2011. The following proposer was selected to implement Program 3, Promising Practices Program:

Mental Health Association of San Francisco

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 3, PPP. A CaIMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that each organization is fully capable of implementing SDR Program 3: Promising Practices Program (PPP).

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) Criteria: Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer's Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)
- 2) Budget Allocations: Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.
- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative

scores and to rank each proposal: Mental Health Association of San Francisco Final Score: 400.

- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends Mental Health Association of San Francisco to implement SDR Program 3, for a maximum funding limit of \$2,942,909 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate contract with the Mental Health Association of San Francisco based on its proposal for the implementation of Program 3 (PPP), within the maximum funding limit allocated for Stigma and Discrimination Reduction Program 3 in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

The Mental Health Association of San Francisco (MHASF) submitted their proposal on behalf of the proposed California Center for Dignity, Social Inclusion and Stigma Elimination (The Center). The Center proposes to research and disseminate leading practices for SDR promising programs through a unique Technical Assistance Research and Training Center, with the goal of growing the range and diversity of stigma and discrimination reduction programs that are effective in diverse communities across the state. Strengths of this proposal include the following:

- The combined expertise of The Center comprises decades of leading work at the local, regional and national level in stigma and discrimination reduction policy, advocacy, research and practice through its partners:
 - The Mental Health Association of San Francisco (MHASF) has provided leadership in mental health supports, education, advocacy and research to the diverse communities of San Francisco for 60+ years
 - UC Davis Center for Reducing Health Disparities provides a multidisciplinary, collaborative approach to the inequities in health access and quality of care

- The National Consortium on Stigma and Empowerment (NSCE) provides training, capacity building and analysis in the field of stigma and discrimination research
- Family and Youth Roundtable (FYRT) builds partnership between the families and youth receiving services and the public through training, consultation, support and coaching services to both families and youth receiving services and public provider partners
- Peers Envisioning and Engaging in Recovery Services (PEERS), a consumer-run nonprofit organization, provides wellness, recovery and empowerment services
- Project Return Peer Support Network (Project Return) is among the nation's largest programs run by and for people with mental illness and helps people with mental illness to build support among their peers
- The Racial and Ethnic Mental Health Disparities Coalition (REMHDCO) leads coalition-building of multi-ethnic nonprofit organizations, leaders and programs that work together to advocate for reducing mental health disparities in racial and ethnic communities
- The Center is grounded in core values of the Mental Health Services Act (MHSA)
- The Center is structured to create and sustain a transformation of public views and behaviors
- With the identification of best practices and evidence-based practices in stigma and discrimination reduction programs and efforts, The Center will deliver a longitudinal study that will report change over time of identified programs, promising practices programs and research conducted by community programs

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- As described above, partnerships of The Center are impressive
- Quality management is a strong area
- Data collection is another strong area noted

CalMHSA Staff-Consultant Program and Funding Recommendations

SUBJECT: Strategic Initiative: Stigma and Discrimination Reduction (SDR)

Program 4: Advancing Policy to Eliminate Discrimination Program (APEDP)

Background and Status:

1 proposal was received in response to the Requests for Proposals for Stigma and Discrimination Reduction Program, Advancing Policy to Eliminate Discrimination Program (APEDP), released on February 14, 2011. The following proposer was selected to implement Program 4, Advancing Policy to Eliminate Discrimination Program:

Disability Rights California

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for SDR Program 4, APEDP. A CalMHSA Staff-Consultant analysis followed the Review Panel evaluations to assess concurrence with the Review Panel findings and to ensure that the organization is fully capable of implementing SDR Program 4: Advancing Policy to Eliminate Discrimination Program (APEDP).

In general, Subject Matter Experts, Staff and Consultants recommend selection of Proposers based upon the following:

- 1) Criteria: Consultants developed the weight for each quality rating based upon the overall level of importance of each section of the RFP in its ability to influence the overall quality and effectiveness of the proposed project and its implementation:
 - Proposer’s Qualifications and Fit for Stigma and Discrimination Reduction (20% Maximum Point Weight)
 - Program Design (45% Maximum Point Weight)
 - Staffing Design (10% Maximum Point Weight)
 - Quality Management and Data Management (5% Maximum Point Weight)
 - Leveraging and Organizational Support (5% Maximum Point Weight)
 - Budget Package and Financial Information (15% Maximum Point Weight)

- 2) Budget Allocations: Each proposal budget was reviewed for compliance related to expenditures and administrative overhead, including total percentage allocated for administrative costs.

- 3) Subject Matter Experts Review Panel Evaluation: Each proposal was reviewed and scored by Subject Matter Experts, using a Master Ratings Form developed to identify cumulative scores and to rank each proposal: Disability Rights California Final Score: 403.

- 4) Staff-Consultant Analysis: In follow-up to proposal ranking, staff-consultant analysis was undertaken to assess the selected proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and the fulfillment of statewide requirements.

Staff Selection:

CalMHSA Staff recommends Disability Rights California to implement SDR Program 4, for a **maximum** funding limit of \$2,917,092 (the funding allocated in the Implementation Work Plan):

Requested Action by Board:

- 1) Direct staff to negotiate a contract with the Disability Rights California based on its proposal for the implementation of Program 4 (APEDP), within the maximum funding limit allocated for Stigma and Discrimination Reduction Program 4 in the approved Implementation Work Plan.
- 2) Delegate to CalMHSA President or Executive Director the authority to execute a contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

BASIS FOR STAFF RECOMMENDATION

Highlights, Applicant Strengths

Disability Rights California (DRC) the nonprofit agency established under federal law to protect and advocate for the rights of Californians with disabilities. Strengths of this proposal include the following:

- DRC has worked in the area of mental health law for 20+ years
- DRC employs attorneys whose expertise is mental health and discrimination law in all areas that people with mental health challenges participate in (employment, housing, community life, etc.)
- DRC's peer self advocacy program is a national model program for employing peers to teach self advocacy skills to people with mental health challenges

Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis sessions noted the following proposal strengths:

- A good logic model was presented
- Best practices reflected a grasp on an effective strategy for consumers and linguistic materials are considered and provided
- The DRC proposal made sense and the logic was appropriate
- Best practices in awareness and education: where resources are found, then change will occur

PROGRAM MATTERS

Agenda Item 8.C.

SUBJECT: Student Mental Health Initiative Proposals

BACKGROUND AND STATUS:

On February 28, 2011, CalMHSA staff released the Student Mental Health Initiative RFA followed by a Proposers' Conference held on March 7th. A total of 5 proposals were received at the George Hills Company office by 5:00 p.m. on March 21st.

Subject Matter Experts (SME) with relevant experience were recruited by CiMH to review and score the Student Mental Health Initiative proposals submitted. SMEs participated in a webinar orientation on May 17, 2011 for instruction on review and scoring process. Upon reviewing the 5 submitted proposals, the review panel met on May 26, 2011 to discuss and submit their scoring of proposals.

On May 27, 2011 CalMHSA with support from CiMH performed a staff analysis of reviewer comments and scores to assist in making final recommendations to the CalMHSA Board for contract awards.

Upon Board approval staff will move forward with contract negotiations. Contracts are expected to be fully executed within 30 days of Board approval.

Staff has attached the list of proposers recommended for Board approval.

RECOMMENDATIONS:

Approval of proposers for Student Mental Health Initiative as more particularly stated in the Staff Analysis and Recommendations for Board Approval.

REFERENCE MATERIALS ATTACHED:

- Staff Analysis of Recommendations for Board Approval