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## **Agenda Item 7.B. – CalMHSa Suicide Prevention Proposals Staff-Consultant Program and Funding Recommendations**

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**TO: CalMHSa Board Member**  
**FROM: CalMHSa Staff**  
**RE: CalMHSa Board Meeting Packet, Agenda Item 7.B. – Program Matters, Suicide  
Prevention Proposals for May 6, 2011**

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**Attached you will find the supplemental documents relative to Agenda Item 7.B. of your meeting packets.**



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## CalMHSA Staff-Consultant Program and Funding Recommendations

**SUBJECT: Strategic Initiative: Suicide Prevention**

**Program 1: Suicide Prevention Network Program (SPNP)**

### **Background and Status:**

1 proposal was received in response to the Requests for Proposals for Suicide Prevention Program 1, Suicide Prevention Network Program (SPNP), released on January 28, 2011 from:

#### **Didi Hirsch Psychiatric Services (dba Didi Hirsch Mental Health Services)**

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for Program 1, SPNP. 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 Program 1, SPNP.

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 Suicide Prevention (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. Didi Hirsch Final Score: 336

- 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 the following organization to implement SP Program 1, Suicide Prevention Network Program (SPNP) for a **maximum** funding limit of \$2,055,934 (the funding allocated in the Implementation Work Plan):

**Didi Hirsch Psychiatric Services (dba Didi Hirsch Mental Health Services)**

**Requested Action by Board:**

- (1) Direct staff to negotiate contract with Didi Hirsch Psychiatric Services (dba Didi Hirsch Mental Health Services) based on its proposal for the implementation of Suicide Prevention Program 1, SPNP, within the maximum funding limit allocated for Suicide Prevention Program 1 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**

Didi Hirsch Psychiatric Services submitted their proposal on behalf of the California Crisis Centers Consortium. Strengths of this proposal include the following:

- Established in 1942, Didi Hirsch Mental Health Services operates nine centers in Los Angeles and has extensive experience in managing large-scale, complex projects
- Didi Hirsch's Suicide Prevention Center (SPC) proposes to serve in the lead role for the ten crisis centers who will form the nucleus of the coordinated state network – Contra Costa Crisis Center, Crisis Intervention and Suicide Prevention Center of San Mateo, Crisis Support Services of Alameda County, The Effort (Sacramento County), Help Inc. (Shasta County), OptumHealth Access and Crisis Line (San Diego), San Francisco Suicide Prevention, Suicide Prevention and Counseling Services of Marin, and Suicide Prevention and Crisis Services of Yolo County
- The crisis centers are natural leaders for the SPNP undertaking, as they are already organized as a network, under the auspices of the California Department of Mental Health, Office of Suicide Prevention
- The Consortium members are already linked to one another and intimately involved in suicide prevention education and training, research, support services and they maintain

connections to community groups, law enforcement, hospitals, faith-based groups, school districts, and others.

### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

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

- Outstanding qualifications, strong history of success and a proven regional track record
- Exceptional references across stakeholder groups
- Significant support from the Los Angeles County Mental Health Community
- Consortium connections that are already in place and crisis centers already linked and agreeing to work together
- A wide network of partnerships in healthcare providers, law enforcement and faith-based organizations is already in place
- Outcomes are clearly laid out and straightforward and are specific, measurable and consistent with Suicide Prevention Program 1.



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## CaIMHSA Staff-Consultant Program and Funding Recommendations

**SUBJECT: Strategic Initiative: Suicide Prevention**

**Program 2: Regional Local Suicide Prevention Capacity-Building Program (RLSPCB)**

### **Background and Status:**

**8** proposals were received in response to the Requests for Proposals for Suicide Prevention Program 2, Regional Local Suicide Prevention Capacity-Building Program (RLSPCB), released on January 28, 2011.

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for Suicide Prevention Program 2, RLSPCB. 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 Suicide Prevention Program 2, RLSPCB.

Staff recommends 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 Suicide Prevention (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, 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 rank each proposal.

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

#### **RECOMMENDATIONS:**

CalMHSA Staff recommends the following 7 organizations to implement SP Program 2, RLSPCB for a **maximum** funding limit of \$9,593,549 (the funding allocated in the Implementation Work Plan):

**Didi Hirsch Psychiatric Services (dba Didi Hirsch Mental Health Services)**, covering the Los Angeles Region and the Southern Region inclusive of Ventura, San Bernardino, Riverside, Orange, San Diego and Imperial counties (Final Score: 413)

**SLO Hotline, Transitions Mental Health Association**, covering the Southern Region inclusive of San Luis Obispo, Santa Barbara and Kern counties (Final Score: 363)

**Family Services Agency of the Central Coast/Suicide Prevention Service**, covering the Bay Area Region inclusive of Monterey and Santa Cruz counties (Final Score: 409)

**North Bay Suicide Prevention Project, Family Services Agency of Marin**, covering the Bay Area Region inclusive of Marin, Sonoma and Solano counties and the Superior Region inclusive of Lake and Mendocino counties (Final Score: 401)

**San Francisco Suicide Prevention**, covering the Bay Area Region inclusive of San Francisco, San Mateo, Contra Costa and Santa Clara counties (Final Score: 400)

**Institute on Aging Center for Elderly Suicide Prevention (CESP)**, covering the Central Region inclusive of Sacramento, El Dorado, Placer, Amador, Sutter/Yuba and Yolo counties and the Superior Region inclusive of Butte, Colusa, Glenn, Trinity, Humboldt, Siskiyou and Modoc counties (Final Score: 384)

**Kings View Suicide Prevention Program**, Central Valley, covering the Central Region inclusive of Fresno, Madera, Merced and Stanislaus counties (Final Score: 354)

#### **REQUESTED ACTIONS:**

- (1) Direct staff to negotiate contracts with the following entities for the implementation of Suicide Prevention Program 2, Regional Local Suicide Prevention Capacity-Building Program (RLSPCB) within the maximum funding limit allocated for Suicide Prevention Program 2 in the approved Implementation Work Plan:

Didi Hirsch Psychiatric Services (dba Didi Hirsch Mental Health Services); Family Services Central Coast/Suicide Prevention Service; North Bay Suicide Prevention Project, Family Services Agency of Marin; San Francisco Suicide Prevention; Institute on Aging Center for Elderly Suicide Prevention (CESP); SLO Hotline, Transitions Mental Health Association; and Kings View Suicide Prevention Program, Central Valley

- (2) Delegate to CalMHSa President or Executive Director the authority to execute contracts negotiated by staff, but only after funding adequate to fund contracts is received from state.

### **HIGHLIGHTS, APPLICANT STRENGTHS:**

#### **Didi Hirsch Psychiatric Services (dba Didi Hirsch Mental Health Services)**

Didi Hirsch Psychiatric Services submitted their proposal for SP Program 2, RLSPCB, and request CalMHSa funding to expand the reach of accredited crisis line services and to increase warmlines capacity and usage in the Southern-Central region. Strengths of this proposal include the following:

- Didi Hirsch's award-winning and American Association of Suicidology-accredited Suicide Prevention Center (SPC) has more than 50 years of experience in suicide prevention
- Its 24/7 bilingual English/Spanish crisis line is one of the busiest in the nation and serves as the back-up for the entire State of California
- The creation of a dedicated nocturnal warmline is proposed. It would be based at the Los Angeles County Department of Mental Health. NAMI-Orange County would also extend nocturnal warmline coverage with CalMHSa funds. These additions will encourage cooperation and information exchanges among the region's warmlines, promoting the formation of a new Southern California Warmlines Network
- An increase for more bidirectional linkages between the Suicide Prevention Center's crisis line and area warmlines is anticipated
- To provide culturally competent crisis care to Asian American communities in Southern California, plans are in place to hire bilingual Vietnamese/English and Korean/English counselors.
- As part of this project, Didi Hirsch will become Riverside, San Bernardino and Ventura Counties' officially designated crisis line

#### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- Applicant has a strong history (over 50 years) and a strong infrastructure
- Didi Hirsch has provided a strong proposal and has a high probability of affecting change
- Staffing plan seems adequate

- Strong in the area of quality management and data collection
- Extensive international and statewide network partners
- Applicant did a great job with Asian and Latino target populations
- Korean and Vietnamese have been addressed here which is really good
- Applicant has a fair amount of training which will help in sustainability

## **Family Services Agency of the Central Coast/Suicide Prevention Service**

### **Highlights, Applicant Strengths**

Family Services Agency of the Central Coast/Suicide Prevention Service submitted their proposal with the purpose of lowering the incidence of suicide, promoting help seeking behaviors, improving resiliency across the lifespan and reducing the stigma that individuals face. Strengths of this proposal include the following:

- The organization has been an established provider of suicide prevention and intervention services over the last forty-four years
- The organization has an integrated approach to service delivery encompassing community based education, multiple outreach activities, an established twenty-four hour suicide crisis response component and provides services to high risk groups including survivors of suicide loss
- With CalMHSA funds, the organization plans to implement best practices systems of service delivery that will result in accreditation by the American Association of Suicidology.
- With CalMHSA funds, personnel will design and implement a technology/Internet-based prevention plan to supplement suicide crisis response services; expand upon current network affiliations; and build capacity for increased culturally appropriate services to historically underserved and high risk groups

### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- A strong logic model
- Significant involvement of consumers and family members
- The staffing plan is consistent with the proposed objectives
- The quality management activities rely on good written documentation and tracking of activities

## **North Bay Suicide Prevention Project, Family Services Agency of Marin**

### **Highlights, Applicant Strengths**

North Bay Suicide Prevention Project, Family Services Agency of Marin submitted their proposal with the aim of expanding accredited, locally responsive Suicide Prevention and Crisis Hotline regional services. The hub of services will be provided at the Family Service Agency of Marin (FSA). FSA will also serve as the North Bay Suicide Prevention lead agency. Strengths of this proposal include the following:

- FSA was founded in 1945 and has a long history of partnering with clients, their families and the wider community
- FSA programs serve over 4,000 children, adolescents and adults each year
- FSA is Marin's largest provider of community-based mental health and substance abuse services
- The proposed project is a collaboration between FSA and the five North Bay county governments
- FSA utilizes a wide range of evidence based and best practices models of care and measures the impact of its work through standardized instruments and evaluation tools
- FSA programs are supported by the expertise and resources of the following collaborations: Suicide Prevention & Community Counseling (24/7 Hotline, Grief Counseling and Community Education); Child, Adult and Family Counseling; Pregnancy and Early Parenting Services; Services for Addiction Recovery; Childhood Trauma Treatment; Home-based Family Mentoring; and Jeanette Prandi Children's (Forensic Interview) Center

### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- The proposer went beyond letters of support and obtained letters of agreement from the five collaborative partner counties
- A strength of this proposal is the plan to involve stakeholders
- The proposer's staffing plan is consistent with proposal objectives
- Thorough, multi-year budget plan
- Good staffing plan
- The proposer provides a good plan and excellent details for leveraging resources
- The section for qualifications and fit for suicide prevention was very organized, collaborative

### **San Francisco Suicide Prevention (SFSP)**

#### **Highlights, Applicant Strengths**

San Francisco Suicide Prevention submitted their proposal as the lead agency, representing the Bay Area Suicide and Crisis Intervention Alliance (BASCIA), San Francisco Suicide Prevention, Contra Costa Crisis Center, Crisis Support Services of Alameda County, Youth and Family

Enrichment (San Mateo County) and Family Service Agency of Marin. Strengths of this proposal include the following:

- The five agencies operate countywide 24/7 crisis hotlines, are all accredited by the American Association of Suicidology (AAS) and collectively represent over 150 years of service for preventing suicides and reducing self-destructive behaviors
- In total, the five agencies serve over 4 million California residents and encompass a large geographical area
- For this proposal, the five agencies intend to partner to leverage resources and experience, expand suicide prevention services and build capacity across the Bay Area by: developing electronic crisis counseling services across all five Bay Area counties; expanding outreach to rural communities in the Bay Area, improving the capacity and capabilities of warm lines located in the Bay Area; improve outreach and services to African American, Asian/Pacific Islander, Latino, LGBTW, adolescent, transition age young adults, mid-aged and elder communities; develop a Bay Area emergency plan to assure that the Bay Area has continuous coverage by an AAS Certified Crisis Center in the case of emergency; and provide expertise and consultation to all California crisis centers.

#### Highlights, Review Panel Evaluation and Staff-Consultant Analysis

In general, the evaluation and analysis session noted the following strengths:

- The proposer is well qualified with 5 AAS certified programs and approximately 40 years of experience
- The proposal builds upon existing community assets and strengths
- The proposal does a good job of including volunteers and reflects a commitment to a large volunteer base
- The proposal contains good organizational strategies
- Inclusion of stipends for consumers and families is a plus
- The proposal specifically targets priority populations of MHSA
- The proposer's posting of information about lessons learned and best practices on their website to be made available to other organization deserves a high score of 5
- The budget plan is well written
- The proposer articulates plans to seek additional funding to develop a web-based infrastructure
- Budget costs are consistent with the scope of work

#### **Institute on Aging Center for Elderly Suicide Prevention (CESP)**

##### **Highlights, Applicant Strengths**

Institute on Aging Center for Elderly Suicide Prevention (CESP) submitted their proposal with the intent to increase the capacity of its Center for Elderly Suicide Prevention (CESP) to provide early suicide intervention and prevention services, locally and regionally, to a diverse population of older adults and to share its considerable experience.

Strengths of this proposal include the following:

- Over the years, Institute on Aging (IOA) has grown to be one of Northern California's largest providers of comprehensive community-based services for older adults
- The Center for Elderly Suicide Prevention and its "Friendship Line" have been an integral part of the IOA for the past 15 years
- The Friendship Line is operated 24/7 with the constant help of trained volunteers. A unique feature of the helpline is that it not only receives calls and offers responsive support, but it follows up with outgoing calls to be sure that the caller's situation is stable or improved
- The support of CalMHSA funds would enable CESP to augment and strengthen its innovative senior warm line/hotline – The Friendship Line – so it can best complement the work of traditional hotlines operating in the region with specialized senior services
- The proposed program would have the benefit of the organization support of the IOA, a major community-based provider of senior services and the opportunity thereby to make elderly suicide prevention "part and parcel" of the larger context of healthcare and supportive services for older adults

### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- The proposer has over 30 years of experience and has an Executive Director who is knowledgeable and understanding of frail and elderly individuals
  - The proposer has an extensive history and experience as well as financial capability
  - The proposal focus is focused on a specific age group, not all groups. This is actually a strength of the proposal
  - Program activities include assessment, outcomes and trainings and the program description is clearly laid out.
  - The agency has an excellent data tracking and evaluation system
  - The agency has a long history of sharing and training across the state on suicide and depression
- The proposal addresses the geographical aspects well
- The proposal is inclusive of stakeholder involvement and is somewhat inclusive of consumer and family members.

**SLO Hotline, Transitions Mental Health Association (TMHA)**

## **Highlights, Applicant Strengths**

SLO Hotline, Transitions Mental Health Association submitted their proposal with the intent of serving as both a model center and regional centerpiece for suicide prevention. Through recent contacts with Mental Health Departments and service providers in neighboring counties (Southern Santa Barbara, Ventura, Monterey, Kern and Santa Cruz), TMHA has become aware that there is great potential for the development of a regional consortium.

Strengths of this proposal include the following:

- Since 1980, TMHA has developed and operated residential, vocational and day rehabilitation programs in San Luis Obispo and Northern Santa Barbara counties for psychiatrically disabled adults, homeless disabled adults and at-risk youth
- The capacity for TMHA to successfully operate the proposed project is demonstrated by the agency's long history of developing and maintaining innovative and productive direct-service programs
- TMHA is involved in several Full Service Partnerships, multi-agency collaborative that provide 24/7 supportive services where and when consumers require them
- The Full Service Partnerships have a collective capacity of 240 adults, older adults and transition age youth
- CalMHSA funds will facilitate the opportunities for SLO Hotline and TMHA to: become an AAS-accredited suicide call center for the Central Coast of California; establish a viable Suicide Prevention online option for the County's TAY population; increase the role of consumer and family stakeholders in SLO Hotline content and program design; collect and share all data and best practices; and continue to make overtures to neighboring counties

## **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- The proposer has over 30 years of experience
- The proposer's description for qualifications & fit for suicide is well laid out
- CARF Accreditation implies that they have the capacity
- The proposer appears to have plenty of resources (San Francisco + 26 counties?)
- The proposer has an excellent data tracking and evaluation system
- The proposer has a solid infrastructure already in place

## **Highlights, Applicant Strengths**

Kings View Suicide Prevention Program, Central Valley proposes to establish and operate the Central Valley Suicide Prevention Project in Fresno, California and intend to operate this program with support from the 8 counties in their region. Kings View intends to provide four major prevention services through the Program 2 RLSPCB Program: Engage all key stakeholders, agencies and community groups in all 8 counties in establishing local needs assessment regarding the most effective methods to publicize and market their suicide prevention project locally; and establish and operate a 24/7 365 day Suicide Prevention Hotline, located in Fresno; develop and implement a marketing strategy and plan unique to each county based on the needs assessment results and input from key stakeholders in those counties; and collect, record and analyze all data generated from presentations and call logs, and other sources.

Strengths of this proposal include the following:

- Kings View is located in Fresno California and has addressed the multiple mental health, substance abuse and developmental disabled needs of Central Valley consumers for 60 years
- There is no existing behavioral health organization in the Central Valley that has provided the breadth of mental health and prevention services in all 8 targeted central valley communities as Kings View
- With an annual budget over \$22,000,000, Kings View has established itself over 60 years as a prudent steward of taxpayers' funds.

## **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- The proposer is doing a good job of in-house leveraging. This section was very detailed, totally focused on youth and children. This process was laid out well
- The Budget Justification is clear and well laid out
- The proposer provided detailed information regarding in-kind support



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## CalMHSA Staff-Consultant Program and Funding Recommendations

**SUBJECT: Strategic Initiative: Suicide Prevention**

**Program 3: Social Marketing Suicide Prevention Campaign (SMSPC)**

### **Background and Status:**

**4** proposals were received in response to the Requests for Proposals for Suicide Prevention Program 3, Social Marketing Suicide Prevention Campaign (SMSPC), released on January 28, 2011. Of the 4 proposals, the following proposer was selected to implement Program 3, SMSPC:

#### **AdEase**

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for Program 3, SMSPC. 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 Program 3, SMSPC.

Staff recommends 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 Suicide Prevention (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 rank each proposal. AdEase Final Score: 395

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

**Staff Selection:**

CalMHSA Staff recommends the following organizations to implement SP Program 3, Social Marketing Suicide Prevention Campaign (SMSPC) for a maximum funding limit of \$10,622,732 (the funding allocated in the Implementation Work Plan):

**AdEase**

**Requested Action by Board:**

- (1) Direct staff to negotiate a contract with AdEase based on its proposal for the implementation of Suicide Prevention Program 3, SMSPC, within the maximum funding limit allocated for Suicide Prevention Program 3 in the approved Implementation Work Plan.
- (2) Delegate to CalMHSA President or Executive Director the authority to execute the contract negotiated by staff, but only after funding adequate to fund contracts is received from the state.

**BASIS FOR STAFF RECOMMENDATION**

This recommendation is based on Subject Matter Expert recommendations, Staff-Consultant analysis, budget compliance analysis, proposal's fulfillment of essential characteristics of the CalMHSA Work Plan and fulfillment of statewide requirements.

**Highlights, Applicant Strengths**

AdEase submitted their proposal in collaboration with the Suicide Prevention Resource Center (SPRC) and with Your Social Marketer Incorporated. Strengths of this proposal include the following:

- The lead agency for this RFP is AdEase, a full service marketing firm, with offices in both Northern and Southern California and represented by twenty-two staff members
- A campaign framework built on extensive experience and centered on the core values of community and consumer voice, research and data driven decisions and evaluation, cultural and linguistic competence and collaboration and integration of existing efforts
- The campaign's reach is designed to effectively target the media, the general population of California as a whole and specific high-risk groups as well as survivor peer groups
- The campaign is designed to permeate counties, communities and rural areas

- The campaign is outcomes-based and includes individual level outcomes that are centered on strengthening individual knowledge and skills so that Californians will be able to recognize warning signs and know what action to take
- For quality assurance, checks and balances are built into AdEase's organizational infrastructure to help identify and eliminate errors before they occur. Quality assurance principles are applied throughout the lifecycle of all projects

### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- A strong background for implementing mental health campaigns
- Good leveraging of in-kind media contributions
- Significant number of dedicated staffing which helps assure outcomes
- Experience in developing large scale marketing campaigns, particularly with San Diego Suicide Prevention
- Commitment to work with networks, counties, health providers, other gatekeepers and offers them collateral that is customizable to specific populations
- Commitment to use focus and research groups to give feedback to this program throughout the 3-year term



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## CalMHSA Staff-Consultant Program and Funding Recommendations

**SUBJECT: Strategic Initiative: Suicide Prevention**

**Program 4: Suicide Prevention Training Workforce Enhancement Program (SPTWEP)**

### **Background and Status:**

**2** proposals were received in response to the Requests for Proposals for Suicide Prevention Program 4, Suicide Prevention Training Workforce Enhancement Program (SPTWEP) released on January 28, 2011. Of the 2 proposals, the following proposer was selected to implement Program 4, SPTWEP:

#### **LivingWorks, of LivingWorks Education LP**

An independent Review Panel of Subject Matter Experts evaluated each proposal based on the criteria stated in the RFP for Program 4, SPTWEP. 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 Program 4, SPTWEP.

Staff recommends 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 Suicide Prevention (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, 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. LivingWorks Final Score: 350

- 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 Selections:**

CalMHSA Staff recommends the following organizations to implement SP Program 4, Suicide Prevention Training Workforce Enhancement Program (SPTWEP) for a **maximum** funding limit of \$1,029,183 (the funding allocated in the Implementation Work Plan):

#### **LivingWorks, of LivingWorks Education LP**

#### **Requested Action by Board:**

- (1) Direct staff to negotiate contract with Living Works based on its proposal for the implementation of Suicide Prevention Program 4, SPTWEP, within the maximum funding limit allocated for Suicide Prevention Program 4 in the approved Implementation Work Plan.
- (2) Delegate to CalMHSA President or Executive Director the authority to execute contracts negotiated by staff, but only after funding adequate to fund contracts is received from state.

### **BASIS FOR STAFF RECOMMENDATION**

#### **Highlights, Applicant Strengths**

LivingWorks Education, a suicide-intervention skills training company, was founded in 1983 and currently sustains two operational headquarters in Calgary, Alberta and Fayetteville, North Carolina. Strengths of this proposal include the following:

- The LivingWorks proposal is built on the foundation of their 3-year training contract with the California Department of Mental Health (1986-1989) and annual extensions through 1996
- LivingWorks employs 36 fulltime and contract staff in North America and plans to add 192 trainers to its cadre of 166 ASIST trainers towards the objective of training 33,000 ASIST (Applied Suicide Intervention Skills Training) participants
- LivingWorks plans to provide 100 new safeTALK (Tell, Ask, Listen, KeepSafe) trainers, recruited throughout CalMHSA member counties with the objective of training 38,000 safeTalk participants to build peer support capacity, statewide
- Utilizing a leading edge electronic learning platform, LivingWorks will license 2900 online sessions of e-SuicideTALK

- LivingWorks plans to add several layered training components to the ASIST training design, based on updated research, new developments, extensive evaluations and experiences of a skilled team that still includes three of the original founders

### **Highlights, Review Panel Evaluation and Staff-Consultant Analysis**

In general, the evaluation and analysis session noted the following strengths:

- The LivingWorks work plan builds on previous evidence-based work
- The main leveraging appears to be the applicant's previous research and development and experience conducting training – which is considerable
- A number of skilled trainers are already in place