Making Connections for Mental Health and Wellbeing Among Men and Boys in the U.S.

FUNDING ANNOUNCEMENT: CALL FOR LETTERS OF INTEREST

May 2015
FUNDING ANNOUNCEMENT

TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background</td>
<td>3</td>
</tr>
<tr>
<td>About Prevention Institute</td>
<td>4</td>
</tr>
<tr>
<td>About The Movember Foundation</td>
<td>5</td>
</tr>
<tr>
<td>Description of Funding Opportunity</td>
<td>5</td>
</tr>
<tr>
<td>Goals and Objectives</td>
<td>6</td>
</tr>
<tr>
<td>Applicant Eligibility</td>
<td>8</td>
</tr>
<tr>
<td>Allowable Costs</td>
<td>8</td>
</tr>
<tr>
<td>Performance Measures</td>
<td>9</td>
</tr>
<tr>
<td>How to Respond to this Funding Opportunity</td>
<td>9</td>
</tr>
<tr>
<td>Review Criteria and Process</td>
<td>10</td>
</tr>
<tr>
<td>Important Application Dates</td>
<td>11</td>
</tr>
<tr>
<td>Resources to Assist/Glossary</td>
<td>11</td>
</tr>
<tr>
<td>Letter of Interest Coversheet Template</td>
<td>13</td>
</tr>
</tbody>
</table>
As the lead coordinating agency for the Movember Foundation’s U.S. mental health initiative, Prevention Institute is pleased to announce a new funding opportunity. The overarching goal of this initiative, *Making Connections for Mental Health and Wellbeing Among Men and Boys in the U.S.*, is to improve the mental health* and wellbeing of men and boys in the United States. This initiative, which emphasizes community-level strategies, underscores the importance of mental health and social connection and their link with community well-being and resilience.

With this funding announcement, Prevention Institute and the Movember Foundation invite applications from qualifying organizations to participate in planning and development of upstream,* community-level mental health and well-being strategies. Together, Prevention Institute, the selected sites, the Movember Foundation, and other project partners will strengthen and evaluate some of the best ways to enact positive change in the community – beginning with men and boys.

“...Do we want to describe this as an individual, internal problem or do we need to look at this a social-ecological problem as well? I’m looking at these issues from a social-ecological perspective that has a lot to do with the relationship between people and their social context and their physical environment.”

-Interviewee from *Making Connections Landscape Report*

**BACKGROUND**

This opportunity builds on the detailed landscape report on the current state of mental health for American men and boys, *Making Connections for Mental Health and Wellbeing Among Men and Boys in the U.S.*. A number of the resulting themes have shaped this funding opportunity, including:

- Prevention programs are effective but they are not at scale to maximize community-level impact.
- Indigenous and lay people approaches are emerging that support healing and mental wellbeing.
- Resilience is a critical protective factor for mental wellbeing.
- Population-level* prevention strategies are not well developed despite the analysis that underlying community-level conditions are a part of the problem.

The need to focus specifically on men and boys’ mental health is emerging. Too often, male socialization is at odds with mental wellbeing, isolating men from their families and discouraging expression of needs or emotions. Further, there is a conflation between male socialization, stigma and individual responsibility. The report details a number of findings about challenges to achieving mental well-being for boys and men that the funded projects will have the opportunity to impact, including:

- Disconnection and isolation—from community, peers, family, children and culture—are major factors that undermine men’s mental health. Restoring and strengthening these social connections is key in building intergenerational wellbeing and resilience.
- American society in general produces anxiety and is full of risk and stressors; the socialization of men and boys in the U.S. is often at odds with advancing their mental health and well-being.
- Trauma and its associated symptoms of mental and psychological illness are more prevalent in the U.S. than in most other countries around the world.

*All asterisked items are defined in the glossary*
• Boys and men of color are disproportionately impacted by trauma, have fewer economic opportunities and for many, more exposure to violence. This has far-reaching implications related to fathering, families and communities.
• Military service members, veterans, and their families experience trauma and its effects at a disproportionate rate. The impact of ongoing war and loss, injuries, and fear is often manifested in trauma-associated symptoms among veterans and their families.

“Feeling connected and feeling (a sense of) belonging to community, trust in the community, in the leadership—these give people a sense of greater wellbeing. These are the preventive factors that enable people to better change the sources of stress or change one’s reactions to stressful situations.”

- Interviewee from Making Connections Landscape Report

The initial focus of The Making Connections for Mental Wellbeing Initiative will prioritize those who have a particular high need for community-level attention to mental wellbeing, such as military/veteran communities/families and boys and men of color and their families. Ultimately, the Foundation hopes to expand its work in the US beyond the initial emphasis. Through this funding announcement, Prevention Institute and the Movember Foundation are seeking up to 10 communities to be part of this initiative.

• In Year 1, the successful community sites will go through a strategic planning process with technical assistance provided by Prevention Institute.
• Communities that are successful in fully participating with technical assistance and completing the development of an actionable prevention plan will be eligible to receive implementation grants for a period of 2-4 additional years.

Sites funded through this request for proposals will be focused on community-level, community-driven solutions that promote mental health and wellbeing for men and boys. The focus of our work together will be to meet men and boys where they are – where they naturally gather and gain support - in their community, and to promote resilience and connections across generations.

ABOUT PREVENTION INSTITUTE
Prevention Institute (PI) is a nonprofit, national center dedicated to improving community health and wellbeing by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute’s work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on community prevention, injury and violence prevention, health equity, healthy eating and active living, positive youth development, health system transformation and mental health and wellbeing.

Prevention Institute’s work has helped capture, translate, and apply learnings from individual communities, health conditions, and issues to ensure that successful methods and models for transformation are understood and implemented broadly. This history of cross field advancement includes connecting sustainable agriculture and healthy eating efforts, building ties between community prevention and health care, and developing approaches that link safety and chronic disease. Prevention Institute develops seminal tools and frameworks to help prevention practitioners apply best strategies, foster more effective community efforts, and support governmental and philanthropic initiatives to build on practices that are most likely to achieve greatest success and further the impact of investments. This approach is particularly useful in working across complex health issues and in communities impacted by historic health disparities.
For the *Making Connections for Mental Wellbeing Initiative*, Prevention Institute is responsible for working closely with and representing the Movember Foundation in this work in the US over the course of the project and specifically supporting site selection and administration; enhancing the capacity of sites to develop and implement effective plans; connecting sites to key partners and synergistic initiatives; fostering a community of practice*; capturing and disseminating the lessons learned through this work and catalyzing action on community-level approaches to men’s mental health and well-being. More information is on the organization’s website at [www.preventioninstitute.org](http://www.preventioninstitute.org)

**ABOUT THE MOVEMBER FOUNDATION**

The Movember Foundation’s vision is to have an everlasting impact on the face of men’s health. This work is primarily done by getting men to grow moustaches during Movember (the month formerly known as November) to spark conversation and raise funds for prostate cancer, testicular cancer and mental health. The Movember Foundation and community have raised over $550 million globally, and have funded over 800 world-class programs in 21 countries. Their commitment to changing the face of men’s health and won’t stop growing as long as serious men’s health issues remain.

*The Movember Foundation is fully accredited by the Better Business Bureau, and for the past two years has been named a Top 100 best NGO by The Global Journal. Movember is a registered 501(c)(3) charity. For more information please visit [www.Movember.com](http://www.Movember.com)*

### 1 DESCRIPTION OF FUNDING OPPORTUNITY

This funding opportunity is seeking community partners committed to developing and implementing community-driven, community-level strategies to improve mental health and wellbeing for boys and men in high need communities, such as boys and men of color and their families and/or military and veteran communities/families. The initial planning award is up to a maximum of $150,000 for a 1-year period to develop strategic partnerships and an actionable prevention plan. If selected for a planning award, grantees will be expected to participate in:

- A community of practice with other Making Connections sites, including at least one grantee network convening;
- Technical assistance calls with assigned liaison and network of grantees at least twice monthly;
- Subject matter webinars and online media geared toward capacity development;
- Site visits and technical assistance for development of an actionable prevention plan;
- Collaboration with evaluators to develop performance measures and implementation outcomes;
- Collaboration with Prevention Institute and subject matter partners on methods for translation of learning to inform synergistic work; and
- Informing the development of communication materials that will emerge from this initiative; giving appropriate acknowledgement to the Movember Foundation in local site materials developed in relation to this initiative.

Along with expected participation in the activities listed above, key deliverables expected of grantees in the initial planning year include:

- An actionable prevention plan that reflects principles, values, and community-level focus of the *Making Connections for Mental Wellbeing Initiative*, and is designed to advance mental health outcomes through prevention for men and/or boys;
- A proposed partnership structure that supports community-level decision making and project accountability; and
- Baseline evaluation activities determined by the type of project strategy being developed.

Sites that are successful in required participation and prevention plan development during year one will be eligible for implementation funding for a period of 2-4 additional years for up to $250,000 per year.†

This is a two-step application process:
1) Organizations must submit a Letter of Interest (LOI) with required coversheet and information described in this funding announcement, summarized in Section 6.
2) Based on individual and composite criteria, invitations will be extended to select applicants, who will respond with submission of Proposal Application. Instructions for submitting a full proposal application will be provided to organizations invited to apply based on review of Letters of Interest. Organizations must submit an LOI to qualify for participation in the funding opportunity.

Organizations invited to submit full Proposal Applications will be selected based on individual and composite criteria (see page 10 for individual and composite criteria). The composite criteria will help assure a diverse group of sites geographically, in population of focus and in existing capacity to plan and implement community-level strategies. The applicant’s geographic area, community and population of focus are identified by submitting the Coversheet with Letter of Interest. The organizational representative listed on the LOI Coversheet will receive correspondence related to the LOI.

Those who are invited to submit a full Proposal Application will be provided a proposal template and approximately four weeks to submit a full proposal, which will not exceed 10 pages in length, as well as required attachments. Organizational interviews will be held with the top applicants. The Board of the Movember Foundation will have final approval of all selected sites.

2 GOALS AND OBJECTIVES

The overarching goal of this initiative, Making Connections for Mental Health and Wellbeing Among Men and Boys in the U.S., is to improve the mental health and wellbeing of men and boys in the United States. The Making Connections for Mental Wellbeing Initiative seeks to support strategic investments in collaborative efforts that incorporate multiple organizations and include the community of focus in the proposed planning efforts. This current funding opportunity is designed to catalyze and leverage existing community capacity and support of initiatives designed to improve the mental health of men and boys, as well as wellbeing, through community-level strategies, such as those identified below.

Specific objectives of this funding opportunity:
1. To stimulate collaborative, local sites with a focus on improving mental health and wellbeing outcomes of boys and men through primary prevention* within a defined community.
2. To support development and implementation of high quality community-level strategies.
3. To focus on improving mental health and wellbeing that emphasizes benefit for boys and men, especially those in high need populations such as boys and men of color and/or military and veteran populations.

† Grantees will also be expected to participate in activities in years 2-4 that are similar to those describes for year 1 (e.g. community of practice, conveens, technical assistance, evaluation, and knowledge translation).
4. To identify and collect outcome data that is useful for continuous project improvement and to demonstrate improved mental wellbeing among men, boys and communities.

5. To support the engagement of the population of focus in the planning and implementation of a community-level strategy leading to improved mental health outcomes for men and boys (see examples of community-level practices and strategies).

6. To engage in a multi-site learning community (community of practice) that includes individual and collective evaluation and open sharing of challenges, results and outcomes.

The anticipated strategies are expected to be comprehensive, and results will only be achieved through a multi-sector*, collaborative effort as opposed to a series of separate, non-collaborative efforts. The following are examples of community level strategies that emphasize inter-disciplinary planning and collaboration:

Examples of Community -Level Approaches and Strategies:

**Within the physical/built environment***
- Create guidelines for affordable and mixed housing to promote mental health and social engagement (e.g. parks nearby, easy access to trees, sunlight, areas to congregate, walking paths, etc.).
- Design physical environments to foster social connection.
- Ensure that various departments within government apply a “mental health” lens when making decisions regarding community issues, including for example issues of planning and community design, development, housing and transportation.

**Within the social/cultural environment***
- Implement strategies to shift community social norms, including around narrow definitions of masculinity and mental health.
- Engage community members in identifying ways to support one another, enhance their communities, and advocate for policies that support community wellbeing.
- Foster positive social-emotional development, conflict resolution and pro-social skills.
- Create mental wellness efforts that are built within community-based programs/events and that are currently well-received as filling tangible, important needs in the community.

**Within the economic environment***
- Implement economic development plans that assess the impact of their development efforts on mental health and are designed to foster community cohesion and wellbeing.
- Provide job training, employment support, and placement services for veterans, formerly incarcerated individuals, individuals with a mental illness and chronically unemployed men.
3  APPLICANT ELIGIBILITY

Qualifying applicants must be incorporated and indicate on the Letter of Interest Coversheet, which of the following categories best describes their organization:

- City, State or County Government
- Native American Tribal Government
- US Territory
- School
- Institution of Higher Education
- Nonprofit with a 501(c)(3) status
- Native American Tribal Organization
- Faith-based Organization
- Minority Serving Organization
- Military and Veterans Serving Organization
- For Profit Organization and/or Small Business

In addition, the applicant organization:

- Must be willing to focus on social/cultural, physical/built environment and economic/educational factors that have the greatest influence on boys and men’s mental health across a community rather than solely on the provision of direct services, health education, or individual behavior change.
- Must be willing and able to engage the population of focus in planning and implementation activities
- Must be willing to participate in a learning-collaborative and openly share challenges, results, and outcomes.
- Must submit Letter of Interest and be selected to submit full Application Proposal.

4  ALLOWABLE COSTS

Letters of Interest should include general information on how awarded funds would be used. More specific guidance on budget preparation will be provided to organizations invited to submit a full Proposal Application. In general, the planning-oriented expenditures such as those listed below will be considered eligible through this funding:

- Costs of local networking activities, including collaboration, planning, and knowledge exchange activities.
- Salaries of project personnel who will enhance the collaborative effectiveness of the project.
- Costs involved in linkage with, and dissemination of findings to, targeted recipients/end users and those professionals who will use the knowledge established to improve their own practice.

The following are ineligible costs:

- Institutional overhead costs
- Tuition and professional membership dues
• Capital Costs, including costs associated with construction, renovation or rental of offices or other supporting facilities
• Secondary grants and awards issued by the award recipient

5 PERFORMANCE MEASUREMENT

The Making Connections evaluator will work with all awarded sites to refine performance measure, data collection methods and will conduct multi-site evaluation focused on inquiries such as:

• What are the types of solutions that various communities prioritize and effectively develop?
• What are some essential elements in improving mental well-being for men and boys?
• What role do community-level change initiatives play in supporting mental health and well-being for men and boys?
• What are the barriers and facilitators to successful implementation across different sites?
• What mental health outcomes/indicators are associated with community-level resilience?

The Making Connections for Mental Wellbeing Initiative is committed to collecting and disseminating information on the impacts of the investments such as these in boys’ and men’s mental health. The learning community will enhance knowledge translation* among initiative sites and expand the evidence base related to community level mental health and its impact for men and boys.

6 HOW TO RESPOND TO THIS FUNDING OPPORTUNITY

Letters of Interest and Coversheet must be submitted by 5:00 PM (PT) on Friday, June 12, 2015 to: MakingConnections@preventioninstitute.org

Letter of Interest (LOI) must adhere to the following instructions for presentation:

• Microsoft Word or PDF format.
• Completed Making Connections Coversheet (see page 13) attached in email with LOI.
• Letter of Interest (LOI) not exceeding 3 pages in length
• Minimum 12-point Arial font; Minimum of 1” margin on all sides of each page.
• A header on each page with the Organization’s name in top left-hand corner, and the page number in the top right-hand corner.

The Letter of Interest must include the following to be considered responsive:

1. Brief description of need:
• Describe the community and population of focus.
• Describe how the population of focus will be involved in planning and project implementation.

2. Brief description of what you want to accomplish:
• What mental health concerns do you want to prevent?
• Provide primary goal(s) and objectives.
• Describe the activities you would undertake to achieve the goals and objectives.
• Describe the key indicators of your success in a 12 month planning period.
3. **Applicant capacity to accomplish the work:**
   - Describe your organizational strengths and capacity to carry out this work.
   - Identify your lead staff member(s) and briefly describe capacity to carry out the work.
   - Identify potential partners that you think are critical to accomplishing the work.
   - Identify the types of technical assistance that would support you in accomplishing the proposed work.

4. **Amount requested:**
   - Overall funding requests and a general description of how the funds will be used.‡

All correspondence and questions relating to this call are to be submitted to MakingConnections@preventioninstitute.org. As appropriate, questions that are submitted will be posted with responses on the Making Connections for Mental Wellbeing page of the Prevention Institute website www.preventioninstitute.org.

7 **REVIEW CRITERIA AND PROCESS**

Letters of Interest will be reviewed and selected based on the guidance provided in this funding announcement and the following individual and composite criteria.

**Individual Criteria**
- Demonstrated understanding of the intent of the Making Connections for Mental Health and Wellbeing Initiative
- Selection of appropriate population of focus
- Well defined goals, objectives and activities
- Willingness and capacity to engage in a planning process, including with appropriate partners
- Ability to engage multiple sectors in planning and implementation
- Capacity to effectively carry-out the work
- Ability to harness community leadership
- Demonstrated willingness to participate in learning a collaborative, and
- Readiness to participate in individual site and collective evaluation

**Composite Criteria**
Among qualified applicants, sites will be selected to assure a diverse group of sites with respect to the following criteria:
- Geographic location,
- Population of focus, and
- Stages of readiness for planning and implementing community-level strategies

**Approximately 20 organizations will be selected to submit a full Proposal Application.** It is anticipated that up to 10 grantee sites will be selected through this funding opportunity.

‡ Proposed request should not exceed $150,000 and should consider only allowable costs.


8 IMPORTANT APPLICATION DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding Announcement Released</td>
<td>May 13, 2015</td>
</tr>
<tr>
<td>Webinar on funding intent and the application process</td>
<td>May 28, 2015</td>
</tr>
<tr>
<td>Deadline for Letter of Interest</td>
<td>June 12, 2015</td>
</tr>
<tr>
<td>Invitations to submit full Proposal Application sent to selected applicants based on LOI</td>
<td>July 2, 2015</td>
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<td>Deadline for full Proposal Application</td>
<td>August 3, 2015</td>
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<td>Application review interviews with top respondents</td>
<td>August 19 – 20, 2015</td>
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<tr>
<td>Funding Award Announcement and Contracting</td>
<td>September 14, 2015</td>
</tr>
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9 RESOURCES TO ASSIST

Making Connections for Mental Health Among Men and Boys in the U.S. The report that informed this initiative was informed by interviews and a literature review. It presents ways of thinking and understanding how norms associated with traditional masculinity and community environments impact mental health and wellbeing.

A webinar on this Funding Opportunity will be held on Thursday, May 28, 2015 from 1:00 to 2:30pm PDT. This webinar will describe the funding opportunity and the types of community-level strategies that can be advanced through this opportunity. To register for this webinar, click here.

GLOSSARY OF TERMS

Community of practice: According to Wegner- Mc Dermott and Snyder in Reflections on Cultivating Communities of Practice: A Guide to Managing Knowledge: “A community of practice is defined as: a group of people who share a concern, a set of problems or a passion about a topic, and who deepen their knowledge and expertise in this on an ongoing basis. They share information, insight, and advice, they help each other solve problems, ponder common issues, explore ideas act as sounding boards. They may create tools, standards, generic designs, or develop a tacit understanding that they share. They may develop a common sense of identity.”

Knowledge translation: A dynamic and iterative process of turning the knowledge generated from research into practical actions and uses as efficiently as possible to improve the health of individuals and communities. The World Health Organization identifies Knowledge Translation as a way of bridging the “know-do” gap, using knowledge to improve health policy, programs and practices.

Mental health: The World Health Organization defines mental health as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.
Multi-sector collaboration: A multi-sector collaboration is the partnership that results when government, non-profit, private, and public organizations, community groups, and individual community members come together to solve problems that affect the whole community.

Population health: the health, safety, and well-being of all people within a geographic area, including the equitable distribution of these characteristics throughout the population.

Primary prevention: Taking action before a problem arises rather than treating or alleviating its consequences (as defined by Prevention Institute).

Economic environment: A healthy economic environment is one where there is work for everyone capable of working, where workers are treated as assets and are paid a living wage, where there is equal economic opportunity for all, where those who can’t work are supported, and where money doesn’t buy political power or immunity from the law.

Physical/built environment: People-friendly design of buildings and spaces (human scale, with pedestrian passageways, gathering places, views, attractiveness, etc.); handicap access; preservation of historic and cultural heritage; cleanliness; safety (lighting, building and bridge design, long views, traffic patterns, bans on the use of toxic materials); good public transportation; traffic-free paths to encourage walking, jogging, and bicycling.

Social/cultural environment: A healthy community encourages social networks, provides gathering places where people from all parts of the community and cultures may mingle, nurtures families and children, offers universal education and other services, strives to foster non-violent and healthy behavior, invites familiarity and interaction among the various groups that make up the community, and treats all groups and individuals with respect.

Upstream strategies: Upstream strategies are strategies that address the community factors that shape health before any clinical intervention is necessary (also known as social determinants of health). These factors can include fields such as affordable housing, public safety, access to healthy food and economic opportunity.
Making Connections for Mental Wellbeing Initiative

LETTER OF INTEREST COVERSHEET

Name of organization: ____________________________________________________________

Contact person: _______________________________________________________________

Title/Position: ___________________________ Phone number: _________________________

Email address: _________________________________________________________________

Website: _________________________________________________________________________

Mailing address: __________________________________________________________________

Project Population of Focus
Check all that apply. Categories in **bold** are considered priority by the funder.

- [x] Boys of color Age: __________
- [ ] Men of color
- [ ] Military
- [ ] Veterans
- [ ] Families/Fathers
- [ ] Immigrants
- [ ] Tribal
- [ ] Other: _______________

Geographic Area of Focus

- [ ] Northeast
- [ ] Southeast
- [ ] Midwest
- [ ] Northwest
- [ ] Southwest
- [ ] Hawaii
- [ ] Alaska
- [ ] US Territories

Qualifying Organization’s Category

- [ ] City, State or County Government
- [ ] Native American Tribal Government
- [ ] US Territory
- [ ] School
- [ ] Institution of Higher Education
- [ ] Nonprofit with a 501(c)(3) status
- [ ] Native American Tribal Organization
- [ ] Faith-based Organization
- [ ] Minority Serving Organization
- [ ] Military and Veterans Serving Organization
- [ ] For Profit Organization / Small Business

Did you participate in the webinar?

- [ ] Yes
- [ ] No

Unless indicated below, you will be added to the contact lists of Prevention Institute and the Movember Foundation which receive e-alerts and information from our organizations.

- [ ] No, I do not want to be added to Prevention Institute mailing list.
- [ ] No, I do not want to be added to the Movember Foundation mailing list.