

YOUTH MENTAL HEALTH CALL FOR APPLICATIONS

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GENERAL QUESTIONS

WHAT IS THE NATIONAL COUNCIL FOR BEHAVIORAL HEALTH?

The National Council for Behavioral Health (National Council) is an organization based in Washington, D.C., that represents more than 2,900 organizations from across the country that provide services and supports for those living with mental health, addiction and other challenges.

CAN I LISTEN TO RECORDINGS OF PAST OFFICE HOURS?

Recordings of previous office hours can be accessed here:

[September 13](#)

[September 20](#)

[September 27](#)

[October 4](#)

I THINK I WOULD BE A BETTER FIT AS A MENTOR OR YOUTH. CAN I APPLY FOR THAT INSTEAD?

That's great! Please [provide your contact information](#) to get updates on those opportunities.

APPLICATION: SUBMISSION QUESTIONS

DO I HAVE TO BE A NATIONAL COUNCIL MEMBER TO APPLY?

No. You do not have to be a National Council member to apply for this opportunity.

I AM NOT A MENTAL HEALTH PROVIDER/ORGANIZATION. CAN I STILL APPLY?

Absolutely! Applicants may include any and all organizations (or collaboratives of multiple organizations) that are passionate and motivated to improve mental health outcomes for young people, with particular emphasis on serving culturally diverse and/or underserved communities.

I WAS NOT ABLE TO SUBMIT MY EXPRESSION OF INTEREST BY SEPTEMBER 14. CAN I STILL APPLY?

Yes. You can still apply if you did not express interest by Friday, September 14. Please still [provide your contact information](#) at your earliest convenience.

HOW LONG IS THE APPLICATION?

The application is comprised of three main requests for information:

1. A brief description of your organization, the community and the population you intend to serve. (up to 1,000 words)

2. A description of the approach, practice, or program you wish to implement, including how it will impact young people and address current gaps in engagement with services. (up to 1,000 words)
3. A description of how you will ensure the necessary personnel, infrastructure and/or financial resources are in place to successfully implement and continue your proposed efforts and commit to fully participate in the learning opportunity and all activities. (up to 500 words)

You also have the option to submit a 15-minute video instead of providing written responses to the questions above. If you are considering submitting a video, please see [Can I submit a video instead of written responses?](#)

As part of the application, you'll also:

- Nominate five to 10 youth by submitting their name, email address and age.
- Include a brief explanation of how you intend to use the up to \$100,000 incentive payment. (up to 200 words with the option to submit a budget spreadsheet)
- Select and reserve two time blocks that your team will be available for a one-hour preparatory coaching call with a change coach. Ten finalists will be selected to participate in a coaching call to help them prepare for an interview.

For more information, please visit the [application platform](#).

HOW DO I SUBMIT MY APPLICATION?

You can submit your application via our [application platform](#). Once you register and create a username and password, you can start your application and complete it at any time. You can even begin entering information and return to it at a later date.

CAN I SUBMIT MORE THAN ONE APPLICATION?

We ask that organizations submit no more than one application.

WHAT HAPPENS AFTER I SUBMIT MY APPLICATION?

Ten finalists will be selected to participate in a one-hour individual preparatory coaching call with a change coach. The coaching call will focus on further developing and refining the proposed approach in preparation for a final interview. Each of the 10 finalists will then participate in a 45-minute virtual interview where they will pitch their idea to our project team staff.

APPLICATION: PROPOSED APPROACH QUESTIONS

WHAT TYPE OF PROPOSED APPROACH ARE YOU LOOKING FOR IN THE APPLICATIONS?

Your proposed approach should aim to increase youth engagement in mental health supports to reduce the incidence of youth depression, anxiety and suicide. Considering that youth mental health supports can take many forms, there are minimal parameters on what can be proposed in the application. Your proposed approach could focus on facilitating family bonding, fostering positive peer interaction, promoting healthy self-expression, providing behavioral health treatment, etc. Ultimately, your proposed approach should target diverse populations from underserved communities. Your application should include a basic strategy for incorporating youth voice into start-up and ongoing implementation of the approach.

We've created this optional [Self-Reflection Worksheet](#) to help guide you as you consider your approach. This resource does not need to be submitted with your application. If you would like additional guidance, we encourage you to attend our weekly virtual office hours on Thursdays (beginning 9/6, ending 10/4) from 1 to 2 p.m. ET ([join the virtual meeting](#)) or contact Mohini Venkatesh at MohiniV@TheNationalCouncil.org.

MY PROPOSED APPROACH DOES NOT FIT IN ONE OF THE CATEGORIES LISTED OR IT FITS IN MULTIPLE CATEGORIES. CAN I STILL APPLY?

Yes. If your proposed approach does not fall under one of the listed categories, please propose and briefly explain a new category in your application. If your proposed approach fits into more than one category, please list the primary and secondary categories.

Current categories include:

1. *Partnerships*: Increase connections between important players in the lives of young people that help ensure young people have timely and effective engagement in mental health supports. Partnerships can be either formal or informal and either within your organization or in the broader community.
2. *Increasing Awareness*: Increase a community's knowledge about depression, anxiety and suicide in young people including connecting the broader community or family, peers or organizational staff in awareness building activities.
3. *Decrease Loneliness*: Focus on adolescents and supports that contribute to positive connectivity with others.
4. *Clinical and Social Interventions*: Connect young people to direct services or supports that improve adolescent mental health.

DOES MY APPROACH HAVE TO COVER THE FULL AGE RANGE OF THE TARGET POPULATION (10-24 YEARS OLD)?

No. Your proposed approach does not have to target the full age range; it can target a subset of the age group (10-24 years old).

DOES MY APPROACH HAVE TO BE EVIDENCE-BASED?

Your proposed approach does not have to be "evidence-based" in the traditional sense. However, your application should include how your approach has demonstrated effectiveness for your target population.

CAN I PROPOSE AN EXISTING PROGRAM AS MY APPROACH?

You can propose an existing program if your organization is seeking to expand to a new and/or different population of focus. We are seeking to identify new approaches, so please refrain from proposing to continue or grow a program in the same capacity that it is already being implemented.

I'M NOT SURE MY APPROACH IS WHAT YOU'RE LOOKING FOR. IS THERE SOMEONE I CAN SPEAK WITH TO DISCUSS IF WHAT I AM THINKING IS A GOOD FIT?

Yes. You're invited to join our weekly virtual office hours on Thursdays (beginning 9/6, ending 10/4) from 1 to 2 p.m. ET ([join the virtual meeting](#)). You may also submit questions in writing to Mohini Venkatesh at MohiniV@TheNationalCouncil.org.

CAN I SUBMIT A VIDEO INSTEAD OF WRITTEN RESPONSES?

Video submissions will also be accepted in place of a written narrative. Video applications should be no longer than 15-minutes and should include a description of:

1. Your organization, the community and the population you intend to serve.
2. The approach, practice, or program you wish to implement, including how it will impact young people and address current gaps in engagement with services.
3. How you will ensure the necessary personnel, infrastructure and/or financial resources are in place to successfully implement and continue your proposed efforts and commit to fully participate in the learning opportunity and all activities.

Videos will be scored solely on content and not on production value, but please keep your video to 15-minutes, as video content beyond 15-minutes will not be reviewed. To submit your video, first upload it to YouTube, then include the link in your application. We encourage you to visit the [application platform](#) and read the application closely because there are a few additional elements of the application.

APPLICATION: BUDGET/FUNDING QUESTIONS

HOW WILL THE PILOT INCENTIVE PAYMENT BE DISTRIBUTED?

Following attendance of the March 2019 in-person event, \$10,000 will be paid up-front to assist with start-up costs. The remaining incentive payments will be allocated based on attaining specific milestones that will be identified collaboratively between each pilot, their coaches and the evaluator. Up to \$100,000 will be paid over the course of the entire project period (not per year).

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SHOULD TRAVEL COSTS BE INCLUDED IN THE BUDGET PROPOSAL?

Required travel costs (including site visits, four in-person meetings and NatCon) will be covered separately by the National Council. Please include local and/or additional project-related travel in your budget as needed.

CAN THE FUNDING BE USED FOR INDIRECT/OVERHEAD COSTS?

Yes, the funding can be used to cover any costs, staff time, materials and/or resources needed to implement your proposed approach.

SHOULD THE YOUTH STIPENDS BE INCLUDED IN THE BUDGET PROPOSAL?

No, the \$6,500 youth stipends will be covered separately by the National Council.

WILL THE YOUTH PARTICIPANTS HAVE TO PAY FOR THEIR OWN TRAVEL COSTS? IS IT PART OF THEIR \$6,500 STIPEND?

No, travel costs will be covered separately by the National Council.

YOUTH NOMINATION AND PARTICIPATION

WHAT IS MY ROLE IN NOMINATING YOUTH TO PARTICIPATE IN THIS INITIATIVE?

Pilots are expected to nominate five to 10 youth candidates, ages 16-24,* as part of the application process. A subset of the nominated youth will be competitively selected to represent the target population in the learning network. These young people will receive leadership training to help them infuse their perspective into the implementation of the pilot approach.

Pilots are encouraged to recruit youth that may not fit the mold of a “traditional” candidate, i.e., they don’t have to be heavily involved in student councils or other youth associations. The goal is to assemble a diverse group of young people capable of contributing varied viewpoints and individual experiences into this work. Once pilots are selected, only the youth nominated by those pilots will be invited to apply. Three youth will be selected to participate from each pilot community. Pilots can nominate up to 10 youth in their application.

To assist applicants in their outreach to youth, we encourage you to share this [informational handout](#) to help them understand more about potential participation. We also encourage you to read the handout closely to get a better understanding of how youth will be engaged.

*Nominees must be at least 16 years old due to travel requirements.

IS THERE A PLACE I CAN GO TO GET SUPPORT IN IDENTIFYING YOUTH TO NOMINATE?

Of course! We encourage you to attend our weekly virtual office hours on Thursdays (beginning 9/6, ending 10/4) from 1 to 2 p.m. ET ([join the virtual meeting](#)) or contact Mohini Venkatesh at MohiniV@TheNationalCouncil.org.

DO WE NEED TO PROVIDE THE NAMES AND CONTACT INFORMATION OF OUR YOUTH NOMINEES?

Please provide the names and contact information in your application. If you are selected as a pilot site, we will contact them with your facilitation. We will not reach out to the nominated youth prior to selecting the pilot sites nor without your prior knowledge.

IF MY SITE IS SELECTED AS A PILOT, HOW MANY OF OUR YOUTH NOMINEES WILL BE ACCEPTED?

Once the five final pilot sites are selected, the nominated youth from those five sites will be invited to submit an application and interview. Three of the nominated youth from each site will be accepted into this initiative.

WHAT IS THE TIME COMMITMENT ASSOCIATED WITH YOUTH PARTICIPATION IN THIS INITIATIVE?

Youth commitment will include connecting with the pilot sites, Influencers Institute faculty and peers and with their community at large. Other activities include:

- Meetings with pilots and mentors of which the duration and frequency are up to team's discretion;
- Monthly calls with Influencer Institute peers;
- Regular coaching/trainings/webinars/etc. – specific details are not yet available;
- Four 1-or-2 day in-person meetings (Spring 2019, Fall 2019, Spring 2020, Fall 2020);
- Conference attendance at NatCon19 and NatCon20 (3 days each), two of the aforementioned in-person meetings are linked to NatCon.

We recognize that many of the youth nominees will have school and work commitments outside of this initiative. We will work with the youth participants to help balance the various commitments.

WILL A GUARDIAN BE ABLE TO ACCOMPANY THE YOUTH TO THE IN-PERSON MEETINGS?

Travel requirements are a driving factor for the minimum age requirement of 16 years old. Adults from the Influencers Institute and project staff will act as chaperones during in-person meetings. Additional adult chaperones that wish to accompany minors in travel are not required for in-person meetings, and as such are not covered by the National Council travel budget. If you wish to include additional chaperones in your budget, feel free to do so.

CAN I NOMINATE YOUTH THAT ARE CURRENTLY STAFF MEMBERS AT MY ORGANIZATION?

Youth nominees should not currently be employed by your organization. This will be an exciting opportunity to engage young staff as allies in this initiative, but please nominate other youth from your community.

CAN I NOMINATE A YOUNG PERSON THAT WILL BE OUT OF TOWN MOST OF THE YEAR, SUCH AS ATTENDING SCHOOL OUT OF STATE?

While the youth leadership program will be responsive to whomever is accepted, regular interaction with the pilot site is necessary for effective implementation. We suggest the youth nominees are grounded in the home community of the pilot site in some capacity (e.g., school is relatively close in location, the student plans to travel home regularly for breaks, the student is enrolled at a local community college, etc.).

ARE THE YOUTH PARTICIPANTS REQUIRED TO ATTEND THE FOUR IN-PERSON EVENTS AND NATCON?

Yes, youth participants are required to attend the four in-person events and NatCon. Accommodations can be made given any extenuating circumstances, but please take the required attendance into consideration when making your nominations.

LEARNING NETWORK AND TECHNICAL ASSISTANCE QUESTIONS

WHAT IS THE DURATION OF PARTICIPATION?

Participation will begin with orientation in January 2019 and will conclude with a final in-person event in September 2020.

WHO ELSE WILL BE INVOLVED IN THE LEARNING NETWORK?

Pilots – Organizations just like yours striving to implement an approach to increasing youth access and engagement in mental health supports.

Mentors – Individuals/organizations experienced in managing organizational change and implementing promising practice(s). Each pilot will be strategically paired with a mentor organization.

Youth – Youth from each pilot community will be competitively selected to receive leadership training to infuse their voice and experience into the implementation process.

Change Coaches – Coaches experienced in quality improvement strategies and managing organizational culture change will guide pilot sites as they seek to implement a promising approach.

Subject Matter Experts – Participants will receive exclusive access to experts within the National Council and partner networks, including [Change Matrix](#), Watauga Consulting, [Youth Move National](#) and [Relias](#).

Evaluator – An external evaluator will monitor the project, catalog lessons learned and identify opportunities to replicate and/or scale the proposed approaches in other communities nationwide.

WHAT KIND OF ACTIVITIES WILL PILOTS TAKE PART IN AS PART OF THE LEARNING NETWORK?

The learning network will use a combination of face-to-face learning sessions, action periods and quality improvement activities to support implementation of the proposed approaches. Pilots will work in cohorts with their change coach, dedicated mentor and young people from their community. They will also collaborate across the network with their fellow pilot sites, mentors and young people. There will be four in-person convenings:

1. March 2019 (Nashville, Tenn.)
2. September 2019 (TBD)
3. April 2020 (Austin, Texas)
4. September 2020 (TBD)

WHAT IS THE TIME COMMITMENT ASSOCIATED WITH PILOT SITE PARTICIPATION IN THIS INITIATIVE?

In addition to the time and effort associated with implementing the proposed approach, pilot sites will participate in the following activities:

- Virtual orientation meeting (January 2019; partial day)
- Site visit with mentor (February 2019; 2 days)
- At least three hours per month for coaching calls, virtual meetings with other pilots, dedicated mentors, and evaluators
- Effort dedicated to collecting and submitting data, tracking and reporting on milestones
- Four 2-day in-person meetings with the entire Learning Network (Spring 2019, Fall 2019, Spring 2020, Fall 2020)
- Conference attendance at NatCon19 and NatCon20 (3 days each)

BENEFITS OF PARTICIPATION QUESTIONS

WHAT ARE THE BENEFITS OF PARTICIPATING?

Incentive payment. Each pilot will receive up to \$100,000.

Tailored coaching and evaluation. Pilots will receive network-wide and site-level coaching tailored to their specific implementation and change management needs. In addition to coaching, pilot sites will work with an evaluator to develop and implement a customized evaluation plan. This will afford pilots access to qualitative and quantitative data to monitor their progress and guide their work.

Incorporate youth voice. The involvement of youth in the change process is key to ensuring that the approach is person-centered and that youth voice is woven into the fabric of their organization. By truly incorporating and

leveraging youth voice, pilots will more fully connect with their community and the population they serve to improve outcomes.

Travel expenses to in-person meetings. All travel expenses (air/ground travel, lodging and per diem for attendees) for the four in-person meetings and a mentor/pilot in-person collaboration day will be covered.

NatCon registration and travel expenses. Participation includes free registration and travel expenses to NatCon, the nation's premiere mental health conference, drawing up to 6,000 attendees, in 2019 and 2020. This presents not only an opportunity for pilots to participate in the robust educational programming offered at NatCon, but also to engage with peers who are striving to implement similar change in their own organizations and communities.

Relias virtual learning platform. Participating organizations will have access to Relias' learning platform which includes a comprehensive suite of trainings and employee retention and performance management solutions that help organizations thrive in today's environment.

ADDITIONAL QUESTIONS?

We encourage you to attend our weekly virtual office hours on Thursdays (beginning 9/6, ending 10/4) from 1 to 2 p.m. ET ([join the virtual meeting](#)) or contact Mohini Venkatesh at MohiniV@TheNationalCouncil.org.