

Elevate Youth California Innovation Track

Instructions

Application Instructions

Be sure to read the request for applications carefully before beginning your application. Required fields and attachment uploads are marked with *.

You may save your in-progress application at any time and return to it later using the link you will receive in an automated e-mail.

If you are unable to submit your application online or need help, please contact us at elevateyouthca@shfcenter.org with the subject line: Application Online Help.

Applicant Information

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Organization Name

Enter the organization's legal name.

County of Mendocino Behavioral Health and Recovery Services

Is the applicant organization a fiscal sponsor for this proposal?

A fiscal sponsor is an organization that applies on behalf of an entity or group that does not have legal nonprofit standing with the IRS.

No

Department or Project

if applicable

Address

1020 S. Dora St.

City State Zip Code

Ukiah CA 95482

County of Organization's Primary Location

Mendocino

Phone Tax ID Number

7074722388 946000520

Website

<https://www.mendocinocounty.org/government/health-and-human-services-agency/behavioral-health-and-recovery-services>

Social Media

Twitter, Facebook, Instagram, etc.

Organization Status

Organization has 501(c)(3) nonprofit status with the IRS. Select one.

No

Annual Budget

What is the applicant organization's annual budget amount?

34418700

Annual Audit

Does the applicant organization have an annual financial audit?

Yes

CEO / Director

Prefix **First Name**

Dr. Jenine

Last Name

Miller

Title

Director

E-mail

millerje@mendocinocounty.org

Office Phone

(707) 472-2355

Extension

Application Contact (for questions related to this proposal)

No **Check here if same as CEO/Director**

Prefix **First Name**

Mrs. Joy

Last Name

Beeler

Title

Staff Services Administrator

E-mail

beelerj@mendocinocounty.org

Office Phone

(707) 472-2388

Extension

Project Information

Project Information

Project Name

10 words maximum

Substance Use Prevention Youth Leadership Expansion (to outlying Areas) Project

Brief Summary and Purpose of Project

100 words maximum

Mendocino County Behavioral Health and Recovery Services Substance Use Prevention intends to develop programs that are culturally responsive and resiliency and healing centered for youth focusing on substance use prevention in some of our most rural and ethnically concentrated communities. Mendocino County has communities that are very isolated from the larger population centers and also more ethnically concentrated, these communities are at higher risk of poverty and risk factors associated with substance use, in addition to having extremely limited resources for activities that foster resilience and community building. The expansion will include two to three new youth leadership groups.

Amount Requested

698341.43

Project Start Date

2/16/2022

Project End Date

11/15/2024

Proposed Implementation Strategy (Required)

Youth Activism for Policy, System, or Environmental Change

Select at least one additional strategy

Mentorship/Relationship

Peer-led Support and Leadership Program

Project Geography

County Impact

Please indicate what percentage of activity will be spent in which California counties. (Total must add up to 100.)

Mendocino (100%)

Urban/Rural

Indicate whether the proposed project serves an urban or rural(including frontier) area, or both. See definitions in RFA. To verify urban and rural areas visit [the California Health and Human Services MSSA Data Set](#)

Rural Area

Population to be Served

Disproportionately impacted community you will be serving. Select all that apply and provide specific populations for each in the textbox below.

Latino/Hispanic (65%)

Native American (35%)

Specific Population to be Served

Enter more details on specific populations - racial, ethnic communities, etc.

Isolated Latino and Native American

Additional Area of Focus

Check any of the following populations that are a primary focus of the project.

Immigrant Youth

LGBTQ2S+ Youth

Racial/Ethnic Make-Up of Board and Staff**Racial/Ethnic Breakdown Staff/Board**

African-American/Black (2%)

Asian-American/Asian Pacific Islander (1%)

Latino/Hispanic (16%)

Native American (6%)

Other (Please identify) (75%)

Specific Racial/Ethnic Make-up of Board and Staff

Enter more details on specific populations - racial, ethnic communities, etc.

Other includes those that declined to state

Project Narrative**Project Narrative Questions****Organization Description**

Provide a brief overview of your organization:

- a) when it was established,*
- b) racial/ethnic make-up of board and staff,*
- c) your organization's mission,*
- d) whom you serve,*
- e) geographic area your organization covers,*
- f) socio-economic status of community served,*
- g) history of working at the policy and systems change level, and*
- h) the types of programs you operate.*

If applying as a coalition, information about the coalition should be provided. (250 words maximum)

Established in 1850, BHRS Mental Health program cares for the people whose lives are affected by mental illness. SUDT programs assist participants who have substance use disorders to create and maintain a healthy, balanced lifestyle, free of alcohol and other drug abuse.

Mendocino County BHRS SUDT Prevention services work with Mendocino County youth on tobacco prevention campaigns, Coalition for Gang Awareness and Prevention, Sober Truth on Preventing Under Age Drinking, and school-based prevention education around prevention of substance use, self-harm, bullying, and other influences on youth. Friday Night Live chapters in Ukiah specifically work with LGBTQ youth to make school safer through education and policy advocacy (GLAM), Ukiah High School also has a tobacco and alcohol prevention Group (GASP), and a youth opioid use prevention advocacy group for the prevention and education of harmful impacts of opioid use, and participates in Take Back events. Other Prevention projects include Safe RX Mendocino, a coalition dedicated to reducing harm to the community caused by opioids. Grant funding will allow us to expand youth leadership and advocacy programs to more remote and rural areas of Mendocino

County.

We are a rural county in Northern California covering over 3,878 square miles. The median household income in Mendocino County is \$51,416, and the average per capita income is approximately \$29,000. Smaller and more remote communities have even lower incomes that fall closer to the poverty threshold. KidsData shows that for the period of 2014-2018, Mendocino County has 24.8% of all children living in poverty.

Track Record with Community

Describe your organization's history and relationship with the community disproportionately impacted by the War on Drugs selected in the Project Summary section of this application. How does your organization reflect the community it serves? (200 words maximum)

Mendocino County is located in the "Emerald Triangle," known for being the largest cannabis-producing region in the U.S. Exposure contributes to criminal activity in Mendocino County and increases the risk for youth to start using at early ages, in addition to contributing to intergenerational trauma and impacts of multiple decades of drug use and exposure and associated Adverse Childhood Experiences. Remote and difficult to access regions of the county are more likely to experience higher risk factors associated with criminal activity, poverty, trauma, and isolation. Mendocino County rates of marijuana use in 11th graders are significantly higher at 22% compared to California rates. Trends related to deaths due to opioid overdose, prescription opioid overdose, heroin overdose, and deaths due to all drug overdose are increasing and are higher than California rates.

Overrepresentation disparities for Native American and Latino individuals in Child Welfare Services. According to Healthy Mendocino, substantiated child abuse reports rates for Native American individuals are three times higher than youth identified as white. Those identified as Hispanic or Latino are close to the same rate as those identified as white, even though that is not reflective of the proportions in the general population.

Track Record with Youth

Please describe your organization's history and relationship with youth engagement and leadership development with a particular focus on any subpopulation in which you plan to focus. In what ways does your organization incorporate social justice youth development and trauma-informed practices into its work? How does your organization apply an intersectional approach to achieving health and racial equity and youth engagement? (300 words maximum)

Mendocino County's existing youth advocacy and leadership groups are school-based and address a variety of topics related to the War on Drugs. These programs are facilitated and supported by substance use prevention staff, but projects are initiated and led by youth ideas. Programs in Fort Bragg address substance use prevention and gang awareness and prevention through a collaboration with the Coalition for Gang Awareness and Prevention. Fort Bragg youth groups also work on the Sober Truth on Preventing Underage Drinking Act (STOP Act) to reduce and prevent underage drinking in Fort Bragg. Willits High School and middle schools participate in YA! Youth advocates for health and a healthy school environment. Three Friday Night Live chapters in Ukiah address risk factors for LGBTQ2S+ youth through education and advocacy, reducing smoking and alcohol use, and awareness-raising about the dangers of opioid use, including participation in community drug Take-Back events.

Mendocino County intends to expand Youth leadership programs by developing groups in Latino/Hispanic communities on the south coast and/or Anderson Valley and Native American Communities in North County. Existing youth leadership programs serve clients in the largest population centers and schools of Ukiah and Fort Bragg in Mendocino County. While these projects are looking to expand to other school districts and communities, the most remote and hard to access communities are not yet scheduled to have program expansions. These populations tend to be impacted more by poverty and the impacts of being isolated communities and are ethnically concentrated population centers increasing the impacts of culturally associated historical trauma and institutional distrust in these communities.

Track Record with Family Engagement

Please describe your organization's history and planned approach to engaging young people's family members. (200 words maximum)

Because of Mendocino County's large disparate geography but small isolated population centers, BHRS has partnered regularly with Family Resource Centers and other community-based organizations to expand resources and access points for those living in isolated communities. BHRS regularly participates in outreach events such as community events, health fairs, and farmers markets to increase awareness and exposure of programs, activities, and prevention information. Offering these resources and information in low threshold settings outside of treatment venues allows for families and the general public to become aware without having to commit to or acknowledge a need for treatment.

Need and Intended Participants

Provide a brief description of the need, challenge or issue the project will address. Describe the youth that you plan to engage in the project. (200 words maximum)

As described in Mendocino County's history and context related to the War on Drugs, Mendocino County struggles most with spreading a small infrastructure across sizeable geography and significantly higher risk factors concentrated in small communities. The need, based on increased rates of overdoses can be quantified as up to three times higher than other counties based on use and death rates up to three times higher than other counties. This project will target some of our geographically hardest to reach and isolated communities that are also at increased risk due to ethnically concentrated populations and higher risk factors associated with additional risk factors due to historical trauma, intergenerational trauma, and institutional distrust. The project will use grant funds to build the infrastructure in the form of transportation funds, staffing, and incentives to build youth leadership and advocacy groups in three communities that do not currently have them on the south coast, far north, and Anderson Valley. The BHRS staff will engage youth in each community, participate in listening sessions, develop the leadership groups based on the direction of the youth, and develop infrastructure for the groups that can sustain beyond the life of the grant through youth leadership.

Policy, Systems and Environmental Change

Identify what policy, systems and/or environmental change the project will be addressing. Identify the impacts on the youth population that will be realized if the policy, systems and/or environmental changes you are focusing on are successful. (200 words maximum)

BHRS program staff will support and facilitate youth-directed groups focusing on advocacy and change in their communities. Based on experience with prior youth advocacy y, we expect the project will impact environmental change by creating safe spaces for youth in the community, systems changes through local changes to processes in school and community, and policy changes related to advocacy for regulation changes, and school or community agency policy changes. Based on community need and history, we anticipate that Round Valley may look to impact the environment by creating safe spaces for cultural resiliency that will lead to advocacy for the impacts of marijuana, methamphetamine, and opioids on the Native American youth in the community and policy and system impacts on local businesses, Tribal Council, and interactions between Tribal government and the broader community. South Coast and Anderson Valley groups will also likely start with environmental impacts, identifying neighborhood recreational safe spaces as these regions have minimal activities for youth. We anticipate those gathering spaces to focus on the impacts of tobacco, alcohol, marijuana, and methamphetamine. This region is more likely to have increased migrant and immigrant workers so education, advocacy, and awareness-raising are likely to be a high priority.

Use of Funds and Project Plans

Based on the selected strategy/strategies, describe in detail your plan for using these funds. Include how you plan to increase youth understanding of substance use disorder through the cultural lens of the impacted community and how you plan to reduce harm for those youth who are already using substances. Describe your plan for engaging youth, including recruitment, training and leadership development. What plans do you have in place to account for COVID-19 public health guidance and youth and family engagement? If you use any curriculum, evidenced-based programming or other

innovative programs to implement the identified strategies, please include those details. (300 words)

Our project expansion will begin with informing the youth through school outreach of the existing youth leadership activities in the more populated communities, then conducting Youth Listening Sessions in each area to allow for youth input on what topics and strategies matter most to the youth in that community. BHRS intends to hire the support staff (or provide stipends) to the extent we are able for each region from the region being served to increase trust, rapport, and knowledge of community-specific concerns. The project will use local input on incentives that work for the community such as providing food, shared activities, and supports that will overcome impediments to participation (such as gas cards or transportation support).

BHRS has been following Public Health guidance on health and safety precautions for COVID-19 in all in-person and public communications. These involve all BHRS staff being fully vaccinated or tested regularly according to accommodation permissions, wearing masks, cleaning and sanitizing regularly, maintaining physical distance, and other directions as received and updated by Public Health. The community sizes indicate that the size of each youth group will not likely exceed 20 youth, so social distancing will be possible.

Outcomes and Evaluation Process

Based on the monitoring/evaluation approaches identified in the work plan attachment, describe your overall plan for evaluating progress toward your project's goal(s), including participant outcomes such as change in knowledge, attitudes or behaviors; policy, systems and environmental outcomes such as increased awareness, changing social norms around substance use; and preventing harm from substance use disorder. Please also affirm your commitment to participating in the external Appreciative Inquiry activities. (300 words maximum)

The evaluation, monitored through staff, will assess whether the project is accomplishing objectives, milestones and progress toward goals, how well it is doing it, and how it might be improved. The evaluation will seek answers to the following process evaluation questions: Did the youth groups address concerns raised in Youth Listening Sessions? Were the objectives and goals reached? What Activism, Policy, and System Changes were accomplished? Were mentor-ship or peer-led processes used to facilitate change? How successful were these strategies and what barriers were encountered? Did the youth have input into overcoming barriers and addressing strategies toward policy and environmental change? Was youth leadership facilitated in such a way that the groups will be able to sustain beyond the grant term? What barriers were encountered and what efforts were made to surmount them? The Project Coordinator will oversee youth groups to monitor participation rates, progress toward goals, and satisfaction. The project will have a Youth Listening Session annually for each youth group. The initial session will collect feedback on the needs and direction of each community, the subsequent listening sessions will report out and hear feedback from youth in the community on progress and strategies for overcoming barriers. Feedback from the youth listening session will be analyzed by the groups and as part of the evaluation. BHRS will participate in external Appreciative Inquiry activities.

Organizational Capacity

Describe:

- a) your organization's capacity, unique skills and experiences to implement an innovative project in terms of the implementation team and other organizational resources,*
- b) the project's integration into your workflow,*
- c) how (if at all) you are using community partnerships to improve and deepen impact, and*
- d) how this project may further build your organization's capacity. (250 words maximum)*

Mendocino County BHRS is flexible to meet the needs of our community. Existing youth programs have a good rapport with the youth and schools in our more populated cities. Capacity and workforce challenges exist, but Mendocino adapts to find ways to meet needs creatively like using different classifications, interim positions, and extra help to fill until permanent solutions are available. Our communities within the county are very unique with disparate needs and strong community voices about how they want to address concerns. Developing leadership groups with input from youth in the communities will recognize unique community needs, resources, and

priorities. The new programs will integrate with existing infrastructure for youth including supervision and fiscal support minimizing the fiscal impact of adding new groups. Adding the staff time equivalent of 1.5 program specialists will add the capacity needed to serve geographically distant communities.

Mendocino County will partner with school districts to establish youth groups, and we will also build on existing partnerships with community organizations that have cultural liaison roles in the community to expand resources and access to services and will utilize those relationships to implement these expanded youth programs. These agencies may support youth groups by providing safe environments for youth activity, expanding youth voice by sharing in community health activism, and other collaborations. Agency partners historically include but are not limited to Federally Qualified Health Clinics, Family Resource Centers, Youth Resource Centers, Tribal Health Clinics, Tribal Council and governments, and community and/or cultural centers.

Attachments

Proposed Budget

Proposed Two-Year and Nine-Month Project Budget

Download The Center's budget form [here](#). Be sure to complete a budget for each year. Each budget will roll up to the total budget spreadsheet.

[Mendocino County Budget.xlsx](#)

Proposed Budget Justification

Please describe expense line items and what they will support. You may download a template to use [here](#). Upload your budget justification in Word or PDF format.

[Mendocino County Budget Justification.pdf](#)

W-9

Applicant Organization's Form W-9

Upload the applicant organization's form W-9 in PDF format.

[W9 MENDO BH.pdf](#)

Work Plan

Work Plan

Download The Center's work plan template [here](#), fill it in and upload it. Word or PDF format.

[Mendocino County BHRS Youth SUD Work Plan.pdf](#)

Support Letter

Support Letter

Upload a support letter signed by the applicant organization's executive, or, if you are applying as a coalition, upload a support letter stating each coalition member organization's role in the project and signed by each member organization's executive. If there are multiple letters, please combine into a single PDF and upload.

[Support Letter SIGNED.pdf](#)

