

SANDY FUNDING CRITERIA WORKSHEET

State Department: Department of Human Services
Name of Expenditure Program: SSBG Mental Health Public Awareness Campaign
Amount: \$2,000,000

Overview:

DHS recommends a public relations campaign targeted to the most impacted counties in order to communicate the availability of new clinical, housing and wrap around services funded through SSBG funds as well as existing behavioral health resources currently available throughout the service continuum. The Division would allocate \$2M of SSBG funds to this campaign. Some individuals may not be familiar or understand the trauma they may be experiencing post-disaster, especially, as research shows, when symptoms may not manifest for six months or longer. It will help them to understand that the trauma they are experiencing is not uncommon and that help is available. In addition, some individuals may be new at navigating the public behavioral health system and outreach will provide that guidance. The campaign will ensure that the public knows that services are even available for people who are low-income, underinsured or uninsured. The campaign would include use of a variety of types of media outlets, including social media. The cost estimate is based on experience in financing other outreach campaigns.

For the current initiative, public awareness campaign materials will include posters, billboards, service brochures, online media, print and radio messaging and presentations at meetings, conferences, health fairs, etc. Informational brochures will be distributed throughout the Department of Human Services (DHS), Department of Health (DOH), Department of Children and Family (DCF), Department of Community Affairs (DCA), accessed through state associations such as the NJ Hospital Association, NJ Primary Care Association, NJ Mental Health Association, NJ Association of Mental Health and Addiction Agencies and county boards of Social Services. Billboard advertisements will appear on NJ major highways, such as the NJ Turnpike, Garden State Parkway and other large commuter accessed road ways. Displays of NJ Recovery efforts will be on display throughout the NJ Transit Railway system, including posters inside trains and buses as well as advertisements on train platforms, bus stations and bus stops. The use of vinyl advertisement vehicle wraps will also be used on modes of transportation. Use of social media will be developed to have all advertisements available on line via the State Web site, the State Facebook page, DHS Facebook page, etc. Access via the internet will be available for all created media/advertisement. To the extent possible, public awareness campaign materials will be made available minimally in English and Spanish.

Most importantly, it is crucial to have roll out a media campaign that makes public and private entities and especially individuals aware of the resources made available through the SSBG funds as soon as possible following approval of the SSBG implementation plan so that resources can be made readily available to those in need. MHANJ is an advocacy organization. They (MHANJ) do not provide any clinical services such as outpatient services, housing, supported employment or supported education. Consequently, there isn't any inherent or perceived conflict of interest to have the MHANJ conduct the media campaign and I&R referral service to market SSBG resources

Federal Department of Origin:

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The US Department of Health and Human Services, Administration for Children and Families, Office of Community Services – The Disaster Relief Appropriations Act, 2013, (P.L. 113-2); “Hurricane Sandy Supplemental Funds” to address necessary expenses resulting from Hurricane Sandy, including social, health, and mental health services for individuals, and for repair, renovation and rebuilding of health care facilities (including mental health facilities), child care facilities, and other social services facilities.

Federal Requirements / Restrictions:

Meets the federal definition of allowable use of SSBG funding.

Procurement Process:

SSBG funding will be used to expand an existing contract that the Division of Mental Health and Addiction Services has with the Mental Health Association of NJ (MHANJ) in order to develop and deploy a clinical behavioral health public awareness campaign.

Eligibility Standards:

Implementation/Timeline:

Once approval to procure service is obtained the MHANJ will be asked to commence the development and implementation of the public awareness campaign. In addition, they will begin to hire staff so that they are able to handle the increased call volume into their information and referral service, which will serve as the hub for calls in response to the public awareness campaign.

IT Requirements:

Tracking/Monitoring:

MHANJ will provide quarterly contract monitoring reports to provide updates to the DMHAS of their activities and will comply with all federal and integrity monitoring requirements.

Reporting Requirements:

MHANJ will provide quarterly contract monitoring reports to provide updates to the DMHAS of their activities.

Allocation Formula:

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