

NOTICE OF FUNDING AVAILABILITY

STATE OF NEW JERSEY DEPARTMENT OF HUMAN SERVICES DIVISION OF MENTAL HEALTH AND ADDICTION SERVICES

RISK MESSAGING REGARDING ALCOHOL, MARIJUANA & ILLICIT SUBSTANCE USE AND MISUSE FOR YOUTH AND THEIR PARENTS

TAKE NOTICE that, in compliance with N.J.S.A. 52:14-34.4, 34.5 and 34.6, the Division of Mental Health and Addiction Services (DMHAS) hereby announces the availability of the grant program funds described herein.

Program Name: Risk Messaging Regarding Alcohol, Marijuana & Illicit Substance Use and Misuse for Youth and Their Parents

Purpose: This Request for Proposals (RFP) is issued by the New Jersey Department of Human Services (DHS), Division of Mental Health and Addiction Services (DMHAS) for prevention services for youth in New Jersey and their parents using risk messaging to address alcohol, cannabis and illicit substance use/misuse. Funding for services is provided by the Federal Substance Abuse Prevention and Treatment (SAPT) Block Grant supplement and the American Rescue Plan Act of 2021 from the Substance Abuse and Mental Health Services Administration (SAMHSA). DMHAS anticipates making one award which addresses both youth/young adults and parents/caregivers in New Jersey.

Public health risk communication involves the systematic dissemination of information to diverse audiences (e.g., individuals, communities, and institutions) facilitating their informed, independent decision making about the existence, nature, and/or severity of risks and hazards affecting health, safety, and the environment. Working under circumstances fraught with uncertainty, confusion, and a sense of urgency, public health risk communication practitioners must communicate with constituencies in ways that build, maintain, and/or restore trust and credibility while also persuading individuals to enact self-protective behaviors to minimize adverse health outcomes.

Successful bidders will be expected to:

- Promote collaboration and integration of programs providing risk messaging services to youth and their families;
- Increase knowledge of risk messaging service providers regarding public health and prevention communication strategies;
- Address issues that impede access to and compromise the quality of prevention and related services for diverse and underserved youth;
- Utilize multiple modes of messaging, such as Facebook, YouTube and other social media and innovative approaches; and

- Employ a youth development approach (explained in RFP).

Available Funding Amount: Approximately \$1,000,000 is available subject to appropriations. Due to funding requirements, \$500,000 needs to be expended by 2/14/23; the additional \$500,000 will be expended by 9/30/24.

Who Can Apply/Bidder Qualifications: To be eligible for consideration for this RFP, the bidder must satisfy the following requirements:

- The bidder must be a non-profit or governmental entity;
- If the bidder is a substance use disorder treatment provider, the bidder must be licensed by the Department of Health Certificate of Need Licensing Office (CN&L) prior to the start of services;
- For applicant bidder that has a contract with DMHAS in place when this RFP is issued, that bidder must have all outstanding Plans of Correction for deficiencies submitted to DMHAS for approval prior to submission of proposal;
- The bidder must be fiscally viable based upon an assessment of the bidder's audited financial statements. If a bidder is determined, in DMHAS' sole discretion, to be insolvent or to present insolvency within the twelve (12) months after bid submission, DMHAS will deem the proposal ineligible for contract award;
- The bidder must not appear on the State of New Jersey Consolidated Debarment Report¹ or be suspended or debarred by any other State or Federal entity from receiving funds;
- The bidder shall not employ a member of the Board of Directors as an employee or in a consultant capacity; and
- Pursuant to N.J.S.A. 52:32-44, a for-profit bidder and each proposed subcontractor must have a valid Business Registration Certificate on file with the Division of Revenue. This statutory requirement does not apply to non-profit organizations, private colleges and universities, or state and municipal agencies.

Proposal Procedure: Effective August 19, 2022, the Request for Proposal (RFP) is available at <https://www.nj.gov/humanservices/providers/grants/>. A proposal must be submitted that comports with the RFP requirements and instructions.

Proposal Receiving Office: Helen Staton
Department of Human Services
Division of Mental Health and Addiction Services
5 Commerce Way, Suite 100
PO Box 362
Trenton, NJ 08625

Submission Deadline: Proposals must be received by 4:00 p.m. EST on September 16, 2022.

¹<http://www.nj.gov/treasury/revenue/debarment/debarsearch.shtml>

Notification Date: Bidders will be notified on or before October 14, 2022.

August 19, 2022

Sarah Adelman, Commissioner

Date