

**Cecil County Health Department  
Mental Health Initiative  
Community Mini-Grants**

**Request for Proposals (RFP)  
Fiscal Year 2023**

**RFP Number: CCHD-2023-01**

Issue Date: 11/29/2022

The purpose of this Request for Proposals is to solicit applications for mini grants to community organizations to build and strengthen the informal system of care for mental health. The goal of the mini grants is to provide funding for activities and training aimed at increasing knowledge and skills related to mental health and improving the mental health and wellness of community members.

**Eligibility Requirements**

- Any municipal government, law enforcement agency, community-based organization, faith-based organization, or local business serving residents in Cecil County, Maryland may apply.
- Licensed behavioral health providers are not eligible for this funding.

**Contract Term:** 1/15/2023 – 5/30/2023

**Issuing Office:** Cecil County Health Department

**Issuing Point of Contact:** Sandra Ferguson  
Administrative Officer, III  
Cecil County Health Department  
401 Bow Street  
Elkton, MD 21921-5501  
443-245-3742  
[sandy.ferguson@maryland.gov](mailto:sandy.ferguson@maryland.gov)

**Contract Monitor:** Laurie Humphries  
Deputy Health Officer – Operations  
Cecil County Health Department  
401 Bow Street  
Elkton, MD 21921-5501  
410-996-1122  
[laurie.humphries@maryland.gov](mailto:laurie.humphries@maryland.gov)

**Deadline for receipt of proposals:** December 29, 2022; 5:00 PM EDST

## ***Cecil County Health Department Mental Health Initiative***

### **PART I: SOLICITATION INFORMATION AND INSTRUCTIONS**

#### **Background:**

In early 2022, the Cecil County Health Department, in collaboration with ChristianaCare Union Hospital, completed a Community Health Needs Assessment to identify the priority health needs of Cecil County residents. After a comprehensive review of data regarding health conditions and outcomes, key informant interviews, focus groups and public meetings with community stakeholders, mental health was identified as the top health priority for 85.7% of survey respondents. Anecdotal reports from community partners confirm that there are increased levels of mental distress among community members of all ages, likely exacerbated by the COVID-19 pandemic.

The Cecil County Health Department has developed a plan for improving mental health in Cecil County. While access to clinical care is critically important, mental health care can include more informal sources of care such as friends, family members, faith leaders, and other non-professional supports. Indeed, many individuals who are experiencing mental distress do not seek treatment through the formal system of care. This may be attributed to a lack of knowledge regarding available services, barriers to access such as cost, distance, lack of transportation, and little to no appointment availability, as well as issues of stigma associated with seeking and obtaining mental health services. Some populations may face additional obstacles with finding culturally competent care.

These factors may lead individuals to seek out informal care resources when they are experiencing mental distress such as family members, friends, faith leaders, etc. Preference for informal care resources may also be linked to severity, with individuals who are experiencing more severe symptoms more likely to seek formal care resources. Individuals seeking informal care resources may therefore be at an earlier stage of distress, with milder symptoms.

The CCHD Mental Health Initiative seeks to strengthen the informal system of care by:

1. Improving mental health knowledge and skills among Cecil County residents.
2. Increasing the number of individuals who live or work in Cecil County who have completed evidence-based training in mental health.
3. Improving understanding and awareness of the system of care for mental health and resources available to county residents.
4. Fostering stronger social connections while simultaneously providing education regarding mental health and wellness.

CCHD welcomes applications from county entities interested in improving mental health in the community and/or within their organizations.

**General:**

Cecil County Health Department reserves the right to accept or reject any proposal and to annul the bidding process and reject all proposals at any time prior to contract award, without thereby incurring any liability to Bidders.

**Proposal Deadline and Submission:**

Proposals must be submitted by 5:00 PM EST on December 29, 2022.

Submit applications via email to Sandra Ferguson at [sandra.ferguson@maryland.gov](mailto:sandra.ferguson@maryland.gov).

Proposals received after 5:00 PM EST on December 29, 2022 will not be considered for review. Faxed or mailed proposals will not be accepted.

**Procurement Officer:**

The Procurement Officer responsible for this solicitation is:

Sandra Ferguson  
Administrative Officer, III  
Cecil County Health Department  
401 Bow Street  
Elkton, MD 21921-5501  
443-245-3742  
[sandy.ferguson@maryland.gov](mailto:sandy.ferguson@maryland.gov)

**Proposal Format:**

Proposals must include the following:

1. Application:  
All proposals must be submitted using the Application found in Appendix A.
2. Description of Organization:  
Provide a description of the Applicant entity including the reason why funds are being requested.
3. Proposal Narrative:  
A brief narrative should be provided stating the overall goal of the project and the desired outcomes.
4. Budget:  
The contract award will be on a fixed price basis. A detailed budget should be included in Appendix A. Funds may not be carried over beyond the term of the contract; therefore, the budget should only include expenses to be incurred by May 30, 2023.
5. Proposal Submission Cover Page:  
All proposals must include the Proposal Cover Page included in this RFP. An electronic

copy in MS Word format may be obtained by contacting the Procurement Officer.

**Contract Award:**

1. Multiple contract awards will be made from this solicitation based on the merit of the applications. A total of \$150,000 is available for awards. It is estimated that there will be approximately 10 awards at \$15,000 per award. Award amounts may vary depending on number of applications received.

2. Project Rating:

Applications will be rated based on the following criteria:

- a. Alignment with the RFP goal of increasing knowledge and improving the mental health and wellness of Cecil County residents.
- b. Use of evidence-based programming.
- c. Budget efficiency.

## **PART II: SPECIFIC REQUIREMENTS/DELIVERABLES OF PROPOSED CONTRACT SPECIFICATIONS**

### **Vendor requirements:**

Applicants must complete the Mental Health Initiative Community Partnership Participant Work Plan Application form. Any municipal government, law enforcement agency, community-based organization, faith-based organization, or business serving residents in Cecil County, Maryland may apply. Licensed behavioral health providers are not eligible for this funding.

### **Scope of Services:**

The purpose of this RFP is to provide funding to improve mental health knowledge and skills and strengthen the informal system of care through one or more of more following activities:

- Provision of evidence-based mental health training (e.g., Mental Health First Aid) or social-emotional learning opportunities for adults or children in the Cecil County community.
- Provision of educational activities to help the community learn more about mental health, including identifying signs and symptoms of mental illness and better understanding available resources and the system of care.
- Provision of activities that foster social connection, build community, and enhance mental wellness (note: must include an educational component related to mental health and wellness).

Applicants must complete the Mental Health Initiative Community Partnership Participant Work Plan Application Form in its entirety.

### **Content of Proposals:**

1. Proposals must detail the objectives of the project initiatives as outlined above.
2. Each initiative must be budgeted separately with costs estimated.

**PROPOSAL COVER PAGE**

CECIL COUNTY HEALTH DEPARTMENT

***Mental Health Initiative***

Proposal Attested to by: \_\_\_\_\_  
(Signature)

Date: \_\_\_\_\_

**PART III: GENERAL SOLICITATION AND PROPOSAL PROVISIONS**

- A. The Department of Health reserves the right to cancel this solicitation or reject any or all proposals, in whole or in part, to waive minor irregularities in proposals, or to allow the bidder to correct a minor irregularity if the best interest of the State will be served by doing so (COMAR 21.06.02).
- B. All proposals become the property of the Department of Health. Neither the Department nor the State of Maryland shall be responsible for any expenses incurred by the bidders in preparing or submitting their proposals.
- C. All bidders shall acknowledge the receipt of all amendments, addenda, and changes issued in connection with this solicitation.
- D. Proposals may be modified or withdrawn by written notice received in the office designated in this Solicitation before the time and date set for the opening. If expressly permitted in the invitation for proposals, notification of modification or withdrawal may be made by electronic means only in the manner specified in the invitation for proposals.
- E.
  - 1. A Proposal, request to withdraw a Proposal, or a modification to a Proposal is late if it is not received by the Department at the place and by the date and time specified on page 1 of this Solicitation.
  - 2. A late Proposal, late modification, or late request for withdrawal shall not be considered. Exceptions may be made when a late Proposal is received before contract award, and the Proposal, the modification, or withdrawal would have been timely but for the action or inaction of State personnel directing the procurement activity or their employees. A late modification of a successful Proposal, which makes its terms more favorable to the State, shall be considered at any time it is received and may be accepted.
- F. Multiple awards will be made from this RFP.
- G. Bidders should give specific attention to the identification of those portions of their proposal that they deem to be confidential, proprietary information, or trade secrets and provide any justification of why this information should not be disclosed under the Annotated Code of Maryland, §§ 10-611 through 10-630 of the State Government Article. Bidders are advised that, upon request for this information from a third party, the Department is required to make an independent determination as to whether the information may or must be divulged to the party. Bidders are further advised that proposals will be opened publicly unless specifically stated otherwise in Section II (see COMAR 21.05.02.11 and 21.05.02.17).
- H. Any bidder or other interested person who is aggrieved by the award of the contract resulting from this solicitation may protest that decision. If a protest is

made, it shall be in accordance with the procedures set forth at COMAR 21.10.02.03. and 04.

- I. The State reserves the right to make the award by item, group of items, or total Proposal if it is in the best interest of the State to do so, unless the bidder specifies in its Proposal that a partial or progressive award is not acceptable. Note: this may render the Proposal non-responsive.
  
- J. Although Maryland law does not authorize procuring agencies to favor resident Bidders in awarding procurement contracts, many other states do grant their resident businesses preference over Maryland contractors. Therefore, as described in COMAR 21.05.01.04, a resident business preference will be given if: a responsible Bidder whose headquarters, the principal base of operations or principal site that will primarily provide the services required under this INVITATION FOR PROPOSALS is in another state submits the most advantageous Proposal; the other state gives a preference to its residents through law, policy, or practice; and, the preference to be applied to the contract award herein does not conflict with Federal law or grant affecting the procurement contract. The preference given shall be identical to the preference that the other state, through the law, policy or practice gives to its residents.

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**APPENDIX A**  
**Mental Health Initiative Community Partnership Participant**  
**Work Plan Application**

Name of Organization:

Title of Proposed Program:

Total Funding Requested:

Primary Program Contact: (Name, email, phone)

Fiscal Contact: (Name, email, phone)

**PROJECT OVERVIEW:**

Target Population: (check all that apply)

- Ages 0-4
- Ages 5-10
- Ages 11-13
- Ages 14-18
- Ages 19-25
- Ages 26-60
- Ages 60+

Selected Goal(s) of the Project: (check all that apply)

- Provision of evidence-based mental health training (e.g., Mental Health First Aid) to individuals in the Cecil County community.
- Provision of educational activities to help the community learn more about mental health, including identifying signs and symptoms of mental illness, and improve understanding of available resources and the system of care.
- Provision of activities that foster social connection, build community, and enhance mental wellness (note: must include an educational component related to mental health and wellness).

**APPENDIX A**

Work Plan

<b>Action Steps</b>	<b>Person (Role) Responsible for Implementing Action Step</b> <i>(i.e., group/coalition, staff person, contractor, etc.)</i>	<b>Mental Health Curriculum/Materials to be used</b>	<b>Timeline</b> <i>MM/YY - MM/YY</i>	<b>Measure(s) of Success</b>

## **APPENDIX A BUDGET JUSTIFICATION**

INSTRUCTIONS:

### **Relationship of Budget to Work Plan**

Please describe how the requested funds will provide services as detailed in the Work Plan.

### **Direct Costs:**

Direct costs can include personnel, travel, supplies, equipment and contractual services necessary to complete the activities outlined in the Work Plan.

Unallowable costs include: Entertainment, Promotional Items (unless they have a health and wellness use), Clinical and Research costs. Food is allowable for events only if justification is provided as to why it is necessary (increases attendance, event is held during the lunch hour, etc.).

### **Indirect Costs**

Indirect costs cannot exceed 10% of the direct total costs.

**APPENDIX A  
BUDGET NARRATIVE & JUSTIFICATION**

**A. PERSONNEL**

Personnel Name	FTE	Title	Contribution to Project	Salary
<b>TOTAL</b>				

**B. FRINGE BENEFITS**

Fringe Benefit	Cost
Fringe Benefit Rate:	
<b>TOTAL</b>	

**C. TRAVEL**

No. of miles	Description of Travel	Cost @ .625/mile
<b>TOTAL</b>		

**D. EQUIPMENT**

**Justification:** (insert language for each line item)

Description	Cost
<b>TOTAL</b>	

**E. SUPPLIES**

General Description of Supplies required	Cost
<b>TOTAL</b>	

**F. CONTRACTUAL**

**Justification:** (insert language for each line item)

Description	Cost
<b>TOTAL</b>	

**G. OTHER**

**Justification:** (insert language for each line item)

Description	Cost
<b>TOTAL</b>	

**H. TOTAL DIRECT COSTS (Total A through G)**

\_\_\_\_\_

**I. INDIRECT COSTS (May not exceed 10% of direct costs)**

\_\_\_\_\_

**J. TOTAL COSTS**

\_\_\_\_\_