



Maternal, Child and Family Health Coalition

FY 2013 – 2015 IMPROVING MATERNAL MENTAL HEALTH INITIATIVE

**A partnership between the Maternal, Child and Family Health Coalition
and the
St. Louis Mental Health Board**

CALL FOR CONCEPT PAPERS

Background

In the City of St. Louis each year over 5,000 babies are born. In line with national guidelines, approximately 40–60% of mothers will likely experience depressive symptoms around the time of pregnancy. It follows that 2,000–3,000 expectant women and new mothers each year in St. Louis City experience depressive symptoms and are in need of support.

However, many women will never receive appropriate supportive services due to stigma and limited resources, particularly for women at mild to moderate risk of depression. Particularly for low-income families, maternal depression is a known barrier to ensuring that young children experience healthy relationships. According to the National Center for Children in Poverty, “investing in treatment and support of one generation will promote healthy development for the next.”

Statement of Purpose

The Maternal, Child and Family Health Coalition (MCFHC) launched the Mapping a Course to a Healthier Community for Women, Children and Families initiative to call the St. Louis community to action for healthier women, children and families. Mapping a Course brought together parent and provider voices to identify, prioritize and create solutions to make our community healthier. Of significant concern were high levels of depression and stress among pregnant women and new mothers, a lack of appropriate mental health services, the under diagnosis of mental illness and stigmatization of mental illness in pregnant and postpartum women. From this process, the following goal was established:

Women before, during and following pregnancy who are at risk for depression and mental illness will be identified and receive care.

More information about the Mapping a Course Agenda may be viewed at [MCFHC](#).

St. Louis Mental Health Board has awarded funds to MCFHC to 1) develop and implement a grant program for the new Improving Maternal Mental Health Initiative in the City of St. Louis and 2) develop resources and build capacity to ensure success of the grants.

Project Overview

MCFHC will be the administrative manager for this investment and is requesting Concept Papers from organizations interested in serving pregnant and postpartum women in the City of St. Louis through screening and treatment for depression at traditional and non-traditional sites.

Proposed Project and Outcomes

In the spirit of the Mapping a Course to a Healthier Community for Women, Children and Families' goal to reduce depression among women, the Maternal, Child and Family Health Coalition seeks to fund:

- 1) A range of community-based, culturally competent support programs in traditional and non-traditional settings for women experiencing or at risk of depression, before, during and after pregnancy. Types of programs could include but are not limited to:
 - Peer /group support,
 - Mental health treatment,
 - Parenting skills and mother/infant relationship skills building, and/or
 - Coping skills and stress reduction.

- 2) Implementation or expansion in traditional and non-traditional settings of depression screening, evidence-based brief interventions, such as Motivational Interviewing and strong referral protocols for follow-up services (all are required if this option chosen).

Concept papers may include option 1 or 2, or both of the above.

Collaboration between and among community organizations in service delivery, referral and follow up that leads to a more coordinated system is one of the desired outcomes of this initiative. For example organizations that can screen women at risk and provide brief intervention and referral may want to collaborate with organizations that provide supportive interventions such as peer/support group activities.

Short and intermediate outputs from this initiative include:

- Staff trained to screen for depression
- Women screened for maternal depression
- Women referred for treatment/supportive care

Projected outcomes from this initiative include:

- Increase in number of women receiving care and support

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- Increase in number of women following through on referral for care and support
- Better mental health status of individuals

Possible applicants include but are not limited to: Federally Qualified Health Centers, home visitation providers, maternity shelters, community-based mental health centers, perinatal substance abuse treatment providers, child care providers, peer support programs, and faith-based organizations.

Summary of Funding

Funding will be provided for the period of July 1, 2012 – June 30, 2015. Funding beyond the first year is dependent upon performance and availability of funding. Average funding is expected to range from \$10,000 – \$50,000 per grant per year, with the potential of one or more grants at a higher amount. Projects that are new to a provider may not request more than \$100,000 per year.

Maximum amount available per year for this funding opportunity is approximately \$300,000. Only one grant per organization will be accepted.

The MCFHC will provide comprehensive training in utilizing Motivational Interviewing for assessment of depression and increasing readiness for treatment of depression. MCFHC will offer training and technical assistance through cohort groups for ongoing, monthly capacity building activities and skill enhancement of those trained in Motivational Interviewing. The MCFHC is covering the cost of the training; therefore costs associated with training should not be included in proposed budgets.

Guidelines:

- Eligibility Requirements and Community Investment Policies are available at <http://www.stl-mcfhc.org/fundingopp.htm>. Concept paper must be submitted electronically only on the Concept Paper Template provided by MCFHC. **Concept papers are limited to 4 pages maximum, including the Cover Sheet. Do not change the grey shaded areas of the questions; these are pre-set fonts and spacing.**
- Organizations choosing to collaborate in service delivery as listed in the Proposed Project section will need to clearly explain and document how the collaboration is already working or how it will be managed if this is a new partnership.

Concept papers must include responses to each of the following questions:

1. Who will benefit?

Provide a brief description of the consumers who will participate in your program. Indicate the barriers/challenges they experience. Also detail the strengths/opportunities they possess that indicate they have a reasonable chance of achieving success.

2. What is the end-result?

Describe the change in behavior or condition that successful consumers will experience because of their participation in your proposed project. This statement indicates the end result of your project. Outline how the proposed contribution is relevant to the consumers previously described.

3. What does the project entail?

Outline the model/approach/intervention you propose to implement. Clearly articulate why your model/approach/intervention is well matched for the consumers who will be served by your proposal. Provide details about the intensity of the intervention—how many sessions, session length, for how many weeks, by whom, where intervention will be provided and how follow up will be conducted. Describe the qualifications of those providing the service. For projects new to the organization, describe the steps and time needed to implement the project.

Organizations that plan on receiving referrals or are referring to a partner organization, describe the referral process that will be utilized and how it will be quantified. Describe the relationship you currently have with your proposed community partner. If this is a new partnership, please describe how you will be working together to ensure desired outcomes, how you will deal with challenging situations and why a chosen partner is the best match for this project.

4. What are the interim indicators of success?

Identify 3–5 interim indicators of success. List them in a logic sequence and state them in terms of change in behavior or condition that is measurable and verifiable. Interim indicators must coherently lead to end–result achievement.

5. What qualifies this organization to implement proposed project?

State why you are uniquely qualified to implement this project, work with the consumers described, and achieve the contribution that you proposed. Include related experience as well as past results/performance in the area. Finally, identify your capacity to fulfill these commitments. If your organization is collaborating with another organization please detail your past relationship/s with this organization, outcomes that were shared and how you will manage this relationship if it is a new one.

6. How will the proposed project contribute to the goal of this funding opportunity?

State why you believe the proposed project will contribute to the goal of this funding opportunity, which originated from the Mapping a Course to a Healthier Community for Women, Children and Families.

7. How much will it cost?

Indicate the estimated total cost for the first year of the proposed project (include personnel, fringe, occupancy, supplies, contractual and other costs). Specify how much will be borne by the MCFHC/MHB grant and the anticipated sources for the remainder of the costs.

Submission Instructions:

When you have completed the Concept Paper Cover Letter and Questions, click on the link at the end of the questions. This will pop up the MCFHC email. Save this document and name it with the organizational name and project title and date of submission (e.g., MCFHC–Mental Health Project–1–25–12). It is the responsibility of the organization to submit documents correctly. The Maternal, Child and Family Health Coalition will only accept retrievable, readable submissions. Applicants will receive a confirmation email.

- Email any questions regarding the concept paper application no later than to 5:00 p.m. on February 21, 2012 to [Concept Paper Question](#). Your questions will be answered within 2 business days by an MCFHC staff member. **Please do not call MCFHC with questions.**
- MCFHC will conduct a Call for Concept Papers Informational Meeting on **Wednesday, February 1, 2012, 1:00 pm at the Engineers Club.** All organizations interested in applying are encouraged to attend the informational meeting.

Selection Criteria and Process

Submissions will be evaluated on how well they respond to this Request for Concept Papers. Applicants bringing clarity to their responses will fare better than applicants lacking precision and clarity of purpose. Applications will be assessed on the following criteria:

- Alignment with the purpose of the Call for Concept Papers.
- Use of measurable indicators of success.
- Strength of community partnerships.
- Strength of project plans.
- Strength in organization qualification.

The MCFHC review committee will review applications and make recommendations for investors to be invited to submit full proposals. Once recommendations are finalized, MCFHC will notify investors on or about March 26, 2012 if they are invited to submit a full application.

There will be an investor meeting on or about March 30, 2012. Full proposals will be due to MCFHC by May 3, 2012. Full applications will be reviewed by MCFHC review committee and recommendations made to the St. Louis Mental Health Board for approval. Awardees will be notified by MCFHC on or about June 25, 2012. MCFHC will enter into grant agreements with recipients and projects are expected to begin July 1, 2012. Ongoing investment management with investors will be provided by the MCFHC.

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**COMPLETED PROPOSALS MUST BE SUBMITTED NO LATER THAN 4:00 P.M.,
FRIDAY, FEBRUARY 24, 2012.**

APPLICATIONS RECEIVED AFTER THIS DEADLINE WILL NOT BE ACCEPTED.

NO EXCEPTIONS WILL BE MADE.