



**The Mental Health Literacy  
Community Training and Education Initiative  
Call for Proposals Applicant Guide**

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## Background

In March 2021, Council approved \$14 million in support of the Calgary Mental Health and Addiction Community Strategy and Action Plan and its three outcome areas of:

- Being well: Wellness at home, at school, at work and in the community
- Getting help: What you need, when, where and how you need it
- Staying safe: Security at all times, especially in a crisis

To support the vision of the strategy, The City of Calgary is seeking support in implementing **Action 2B by expanding the reach of mental health literacy training and education programming to Indigenous, Black, and diverse Racialized youth.**

## 2023 Mental Health Literacy Community Training and Education Initiative Call for Proposals

The purpose of this Call for Proposals is to support the coordination and delivery of youth mental health literacy programming **organized by and for Indigenous, Black, and diverse Racialized communities.**

For the purpose of this call, **mental health literacy** is defined as understanding how to achieve and maintain positive mental health; decreasing stigma related to mental disorders; and enhancing help-seeking efficacy (which involves knowing when to seek help, where to find it and what to expect)<sup>1</sup>.

The successful initiative(s) may target one population group and/or work more broadly to convene sector partnerships to develop a coordinated approach to mental health literacy programming for Indigenous, Black, and diverse Racialized youth. This fund is not intended for the delivery of clinical mental health services.

## Mental Health Literacy Community Training and Education Initiative Scope

Initiative activities can be phased and may include, but are not limited to:

### Phase 1:

- Building programs for schools and the community built on best practices of mental health literacy and peer support programs.
- Developing an inventory or environmental scan of organizational programs and outreach initiatives.
- Engaging with community members to develop a model or adapting curriculum.
- Partnering with other organizations and demonstrating relationships.

### Phase 2:

- Fostering a coordinated system of care among grassroots, equity-led and mainstream, organizations.
- Partnering to increase capacity of mental health literacy initiatives.

- Developing a youth advisory council comprised of community leaders and volunteers to establish a network of peer educators.
- Providing mental health learning and education opportunities for families, neighbours, and peers to foster natural supportive environments and informal support networks.
- Convening and hosting opportunities for organizations that develop mental health resources to enable collaboration among mental health literacy initiatives focused on education.
- Identifying and assessing youth-serving organizations that could adopt and implement proposed mental health literacy approaches.
- Creating toolkits and resources for community groups looking to develop or adapt mental health literacy initiatives.

## Priority Areas and Objectives

Initiatives will support the following strategic outcomes:

**Process Outcome:** Collaborative relationships have been formed to coordinate the delivery of mental health literacy information and programming.

**Medium-term Outcome (6 - 24 months):** Children, youth and their families in Calgary have knowledge and language about mental health, mental illness, how to support positive mental health, and when to seek help.

**Long-term Outcome (2 - 5 years):** Calgarians can cope with the stresses and strains of daily life at school and have access to supports and services when needed.

### Potential Indicators:

- More Calgarians report a strong sense of community and belonging.
- More Calgarians experience strong social support/availability of natural supports.
- More Calgarians report improved ability to cope with stresses and strains of everyday life.
- More Calgarians report increased opportunities for Calgarians to connect within their communities.
- More Calgarians report improved knowledge about mental health and addiction.

## Application Checklist - The Mental Health Literacy Community Training and Education Initiative - Call for Funding Proposals

Applications are being accepted through the [Funding Information Management System \(FIMS\)](#) until March 1, 2023, at 11:59 p.m. Due to the expected volume of applications and the time needed to review them, late applications will not be accepted.

### Before you apply:

- Review the Mental Health Literacy Community Training and Education Initiative Call for Proposal webpage and this Applicant Guide in its entirety.
- Review Calgary's Mental Health and Addiction Strategy and Action Plan.
- Optional:** Attend a scheduled information sessions or send an email to [fundingproposals@calgary.ca](mailto:fundingproposals@calgary.ca) if you have any questions.

- Optional:** Download the non-fillable copy of the application form for review in advance of completing the application in FIMS.

#### Setting up Funding Information Management System (FIMS):

- Review the FIMS [frequently asked questions](#).
- Complete [FIMS online training modules](#) .
- Organizations that do not have a [FIMS](#) account must set up a [myID](#) business account in order to register.
  - To obtain a business id number, visit [Calgary.ca/startbusiness](#) or call 403-268-5311.
  - Register your primary email address online at [Calgary.ca/businessemail](#) or call 403-268-5311.
  - Set up your myID business account by visiting [myid.calgary.ca](#) and using your existing business ID number and your registered email address.
- Create a FIMS account and set up organization profile ahead of creating a funding application. As it can take 3-5 business days to finalize this step and organizations are advised to allow ample time for creating these accounts.

#### Application Process:

- Upload organizational documents through FIMS by the application deadline:
  - Certificate of incorporation
  - Organization bylaws
  - List of Board of Directors
  - Strategic plan, including vision and mission
  - Organization's most recent audited financial statement
  - Organizational Chart
- Access the application in FIMS under the 'Available Funding' section.
- Complete and apply for each program you are seeking funding for.

## Definitions

**Mental Health Literacy:** Understanding how to achieve and maintain positive mental health; decreasing stigma related to mental disorders; and enhancing help-seeking efficacy (which involves knowing when to seek help, where to find it and what to expect)<sup>1</sup> .

## Contact

If you have identified barriers with this call for funding proposals or would like to suggest ideas on how to make this funding more equitable, please contact us at [fundingproposals@calgary.ca](mailto:fundingproposals@calgary.ca) . We commit to integrating the feedback when possible and providing rationale if we are currently unable to make the changes.

## Application Period

Applicants can apply through the [Funding Information Management System \(FIMS\)](#) from Wednesday, February 1 to Wednesday, March 1 at 11:59 p.m.

Detailed application information, including eligibility, application assessment, decision making, reporting, and glossary can be found by searching “call for funding proposals” on Calgary.ca.

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<sup>i</sup> Kutcher et al 2016, p.155