



Equity Impact Zone - New Jersey

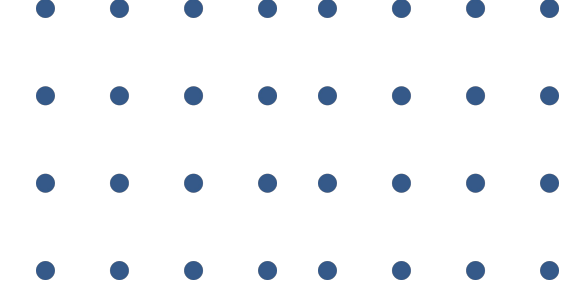
Informational Call

April 29, 2024

12:00 - 1:00 PM ET



This opportunity is made possible with the support of Otsuka America Pharmaceutical, Inc.



Agenda

Welcome!

Overview of MHA

Overview of EIZ Project

New Jersey Community
Assessment Findings

Grant Application Process

Q & A



Overview Of MHA

Overview Of EIZ Project

New Jersey Community Assessment Findings

Grant Application Process



OUR MISSION

Mental Health America advances the mental health and well-being of all Americans through direct service, public education, research, advocacy, and public policy.

We drive progress with a public health perspective through community-based solutions and a national agenda.

OUR COMMITMENTS

Lived Experience

Leads the way in all science and solutions.

Prevention

Preventative mental health saves lives, reduces distress and suffering, and saves taxpayer dollars.

Equity

Without exception, everyone deserves equitable access to the vital conditions for health, healing, and well-being.

Innovation

In a time of disruption and crisis, we welcome new knowledge and innovation.





Overview of MHA

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New Jersey Community Assessment Findings

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The Problem

Communities which are marginalized, impoverished, and disenfranchised are the experts on effective solutions to address their urgent needs. These community-driven solutions integrate culture, identity, and language to meet community members where they are and to close the mental and social health equity gaps they face due to longstanding systemic barriers. However, too often these community-developed and community-driven solutions are unfunded or under-funded and communities are left without the capacity to implement or sustain them.



What we need is
catalytic investment.

The Solution

MHA is providing the necessary resources of funding and technical assistance to uplift these community-driven solutions and break through funding and systemic barriers that impede progress.



Investing in NJ communities can:

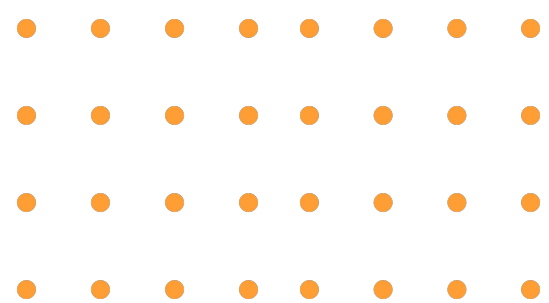
- Demonstrate evidence base for local solutions to mental health equity; and
- Catalyze regional investment for sustainable scaling to close the mental health equity gap.

Our Approach

Through an RFP process, MHA will select local org(s) to support a community-based and community-led strategy for addressing a specific mental health equity issue.



These areas will be called
Mental Health Equity Impact Zones (EIZs).



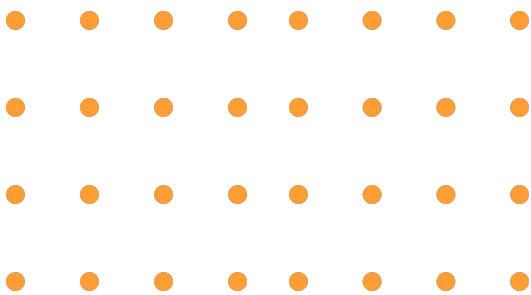
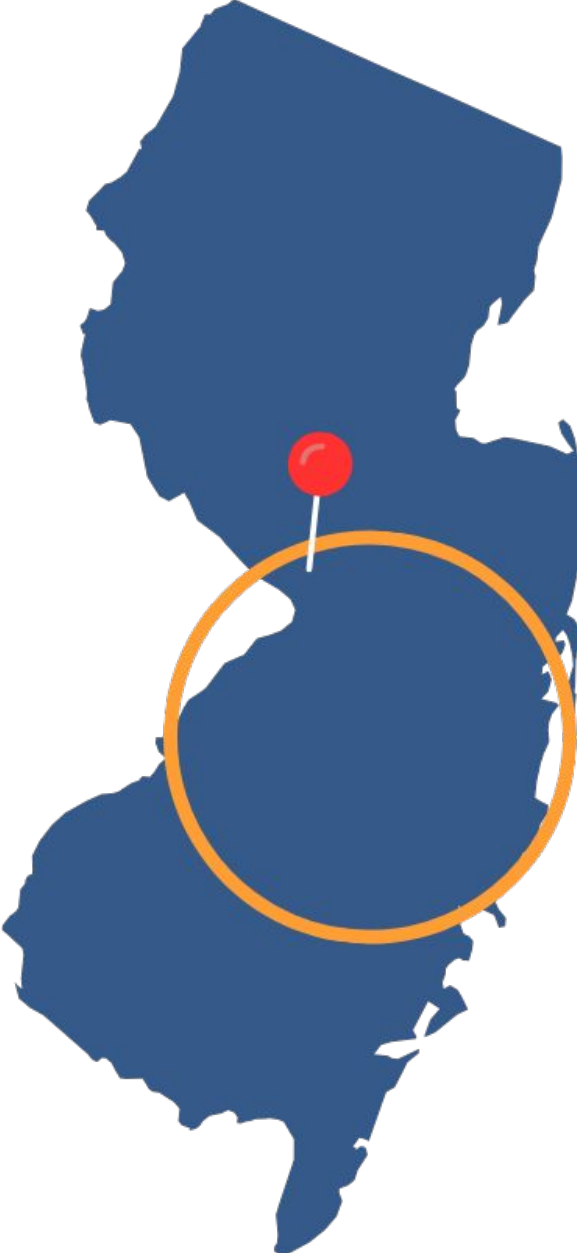
EIZ Application Overview

Funding Opportunity

- Seeking grant applicants in Burlington County and the city of Trenton, New Jersey, who are addressing mental health and social equity gaps through new or existing projects or programs.
- The goal of the Equity Impact Zone – New Jersey is to improve the well-being of communities.

Amount Of Funding Available

Funding will be multi-year and range from \$100,000-\$330,000 per year.





Overview of MHA

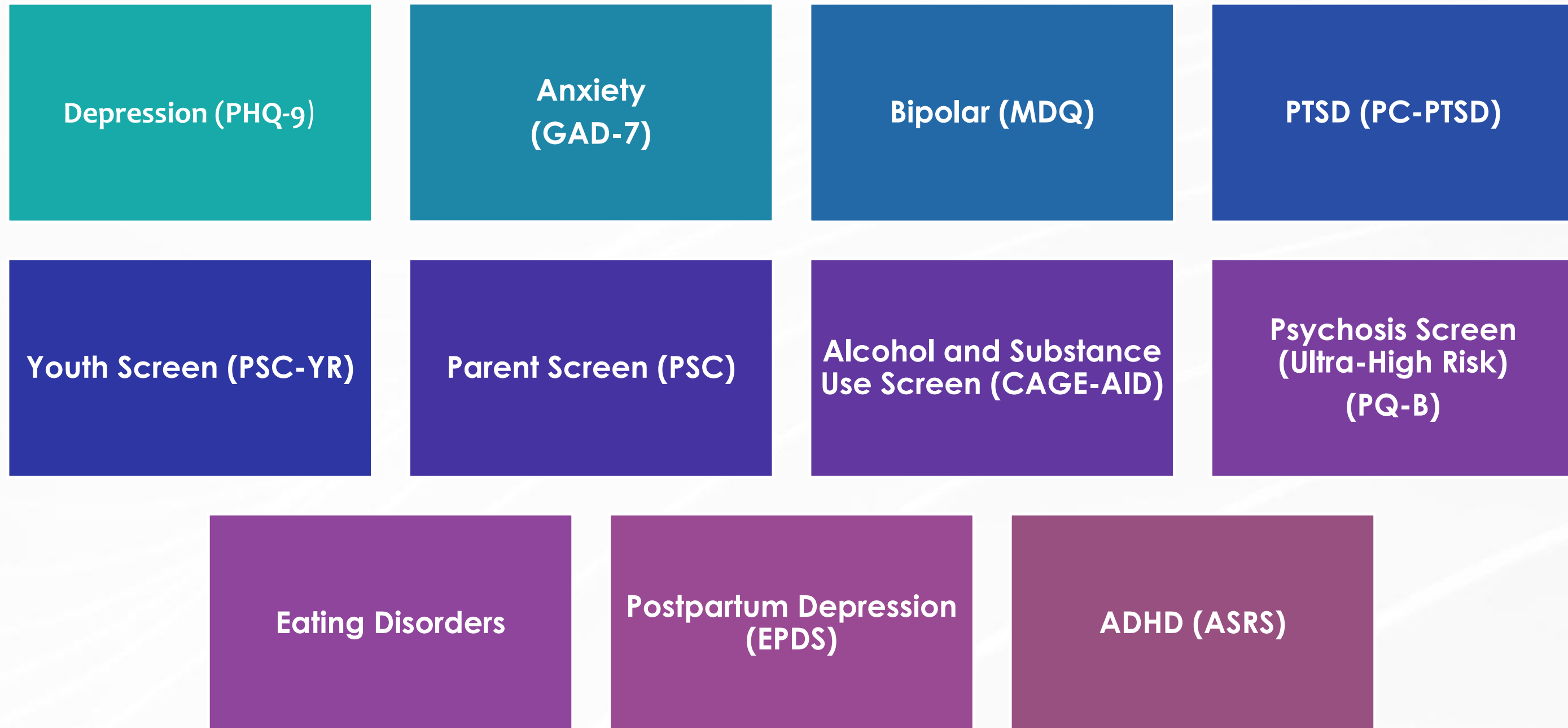
Overview of EIZ Project

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MHA Screening (www.mhascreening.org):

Over 20 Million Completed Screens



MHA Screening reflects the experiences of a help-seeking population that accesses mental health screening through www.mhascreening.org. We do not reach the entire population; therefore our numbers are likely to underreport the actual experiences of the population.

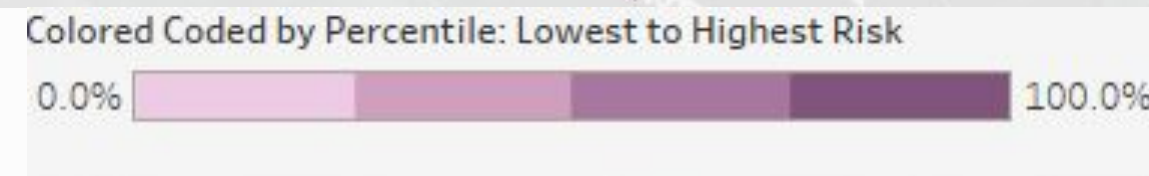
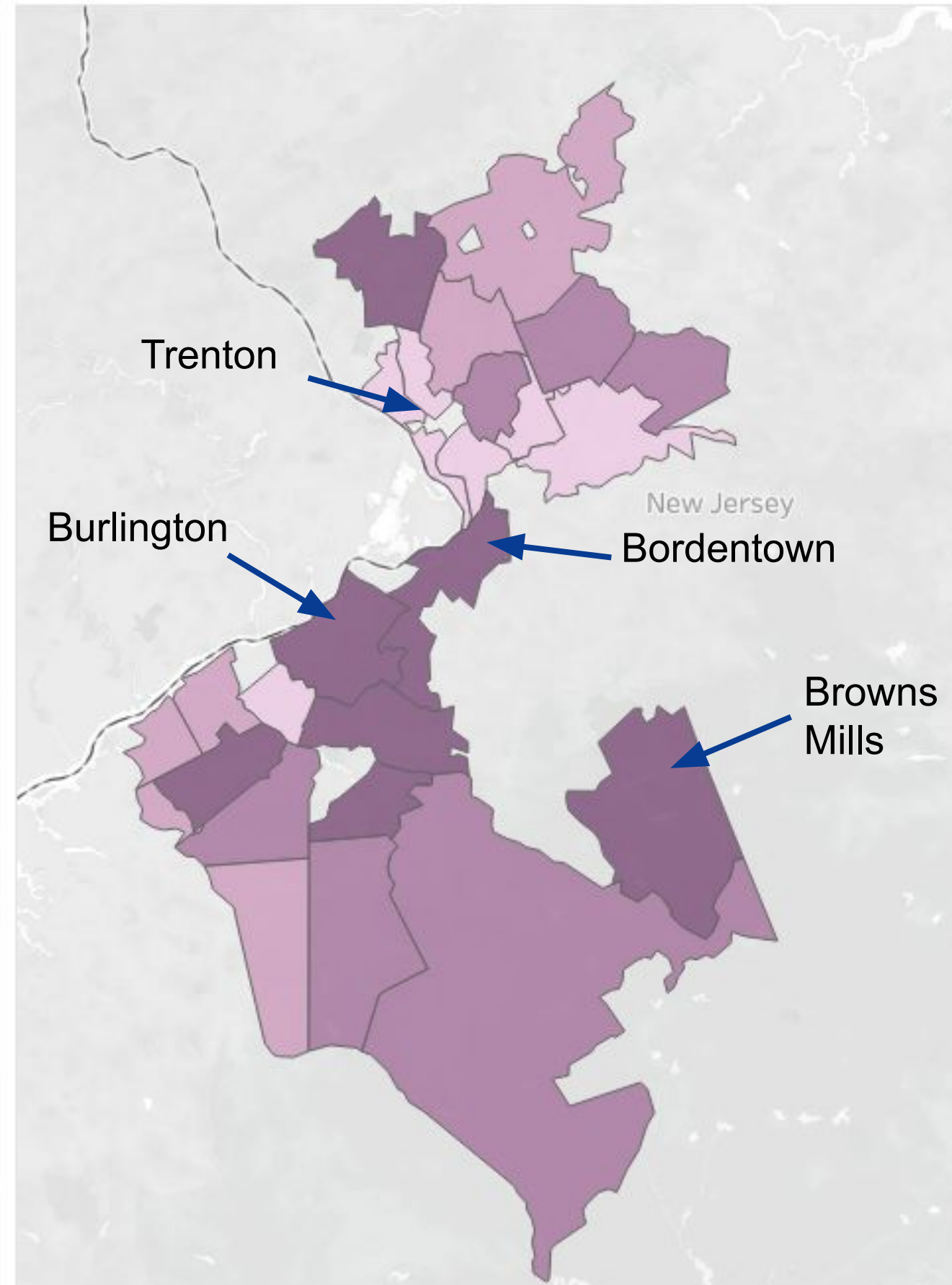
Deep Dive into MHA Screening Data

Areas with high sample sizes and highest risk across all mental health conditions:

- Bordentown
- Burlington
- Mount Holly
- Browns Mills

Trenton has lower sample sizes, higher percentage scoring at risk

Larger Populations at MH Risk Map



Larger Populations at MH Risk Table

| Zip Code (group) | City | # per 100K | Positive or Mode.. | Total Responses | Populati.. | Percent at Risk |
|------------------|---------------|------------|--------------------|-----------------|------------|-----------------|
| 08505 | Bordentown | 301 | 211 | 272 | 17,549 | 77.57% |
| 08016 | Burlington | 264 | 363 | 475 | 34,433 | 76.42% |
| 08060 | Mount Holly | 259 | 262 | 357 | 25,333 | 73.39% |
| 08015 | Browns Mills | 254 | 194 | 249 | 19,060 | 77.91% |
| 08057 | Moorestown | 239 | 200 | 260 | 20,892 | 76.92% |
| 08048 | Lumberton | 233 | 119 | 149 | 12,752 | 79.87% |
| 08534 | Pennington | 233 | 118 | 165 | 12,672 | 71.52% |
| 08088 | Vincentown | 231 | 224 | 293 | 24,203 | 76.45% |
| 08520 | Hightstown | 227 | 270 | 349 | 29,799 | 77.36% |
| 08054 | Mount Laur.. | 221 | 393 | 519 | 44,473 | 75.72% |
| 08550 | Princeton J.. | 219 | 180 | 234 | 20,546 | 76.92% |
| 08055 | Medford | 213 | 243 | 328 | 28,519 | 74.09% |
| 08619 | Trenton | 209 | 196 | 256 | 23,438 | 76.56% |
| 08075 | Riverside | 208 | 251 | 334 | 30,186 | 75.15% |
| 08077 | Riverton | 206 | 167 | 229 | 20,298 | 72.93% |
| 08540 | Princeton | 205 | 400 | 542 | 48,700 | 73.80% |
| 08052 | Maple Shade | 203 | 161 | 217 | 19,818 | 74.19% |
| 08053 | Marlton | 202 | 378 | 521 | 46,775 | 72.55% |
| 08648 | Lawrence T.. | 198 | 258 | 375 | 32,508 | 68.80% |
| 08691 | Robbinsville | 184 | 123 | 170 | 16,730 | 72.35% |
| 08610 | Trenton | 182 | 234 | 303 | 32,159 | 77.23% |
| 08046 | Willingboro | 169 | 215 | 297 | 31,747 | 72.39% |
| 08638 | Trenton | 154 | 148 | 184 | 23,960 | 80.43% |
| 08690 | Trenton | 152 | 124 | 170 | 20,445 | 72.94% |
| 08618 | Trenton | 140 | 220 | 308 | 39,148 | 71.43% |
| 08611 | Trenton | 129 | 161 | 206 | 31,283 | 78.16% |

Trauma, Financial Problems, Grief, are a Throughline

| Main Concerns | Browns Mills | Burlington | Trenton | Bordentown | NJ State |
|---|--------------|------------|---------|------------|----------|
| Financial problems | 22.95% | 21.65% | 24.61% | 16.46% | 19.90% |
| Grief or loss of someone or something | 26.56% | 21.65% | 19.91% | 21.10% | 17.83% |
| Loneliness or isolation | 60.98% | 59.53% | 53.87% | 56.12% | 54.50% |
| Relationship problems (friends, family, or significant other) | 42.30% | 40.00% | 45.67% | 55.27% | 44.21% |

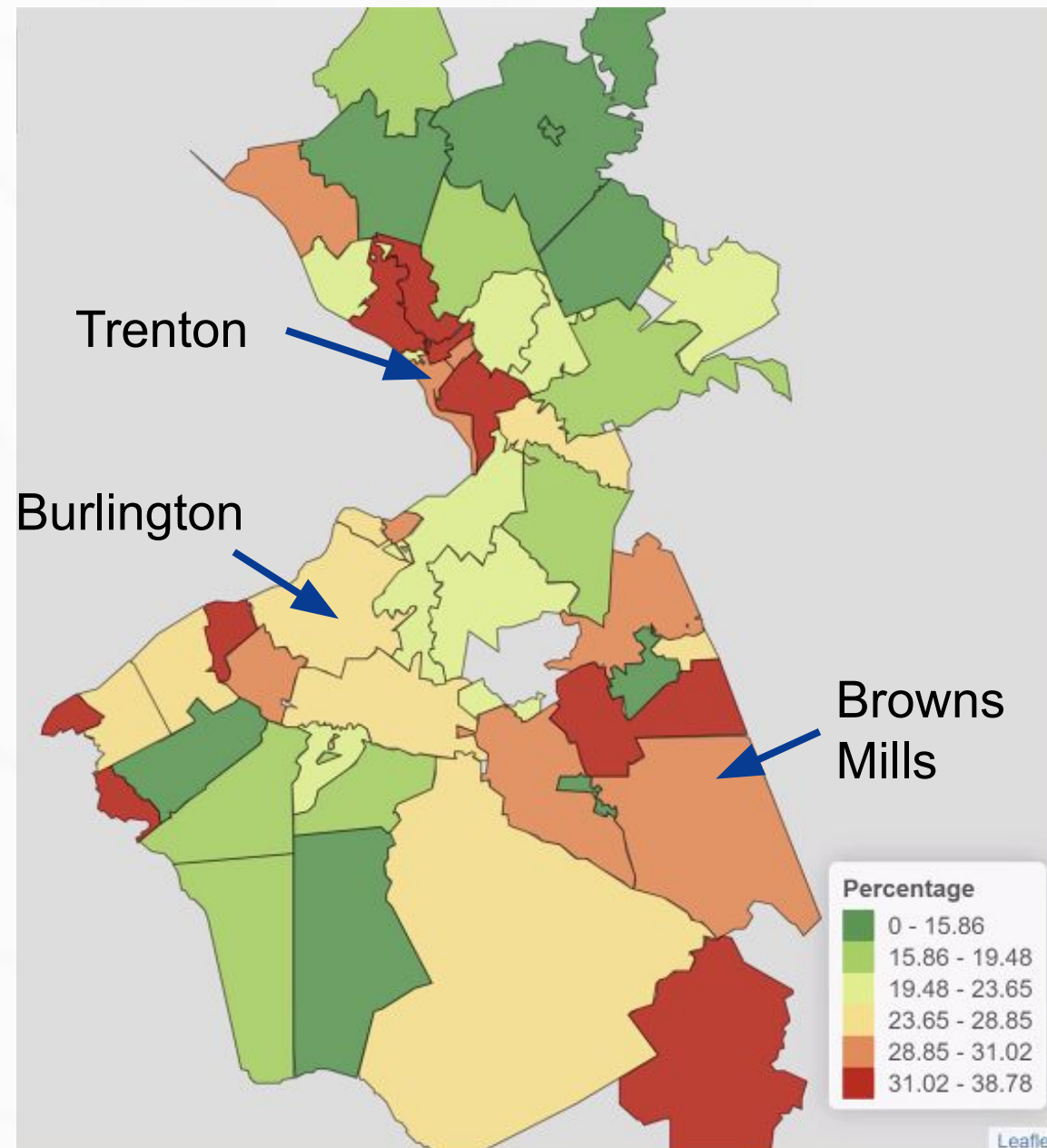
| Trauma Survivors | Browns Mills | Burlington | Trenton | Bordentown | NJ State |
|--|--------------|------------|---------|------------|----------|
| Percentage Identifying as Trauma Survivors | 36.10% | 24.42% | 27.45% | 29.95% | 22.87% |

"Past Job Loss, Constant Worrying"

"Past abuse as a child"

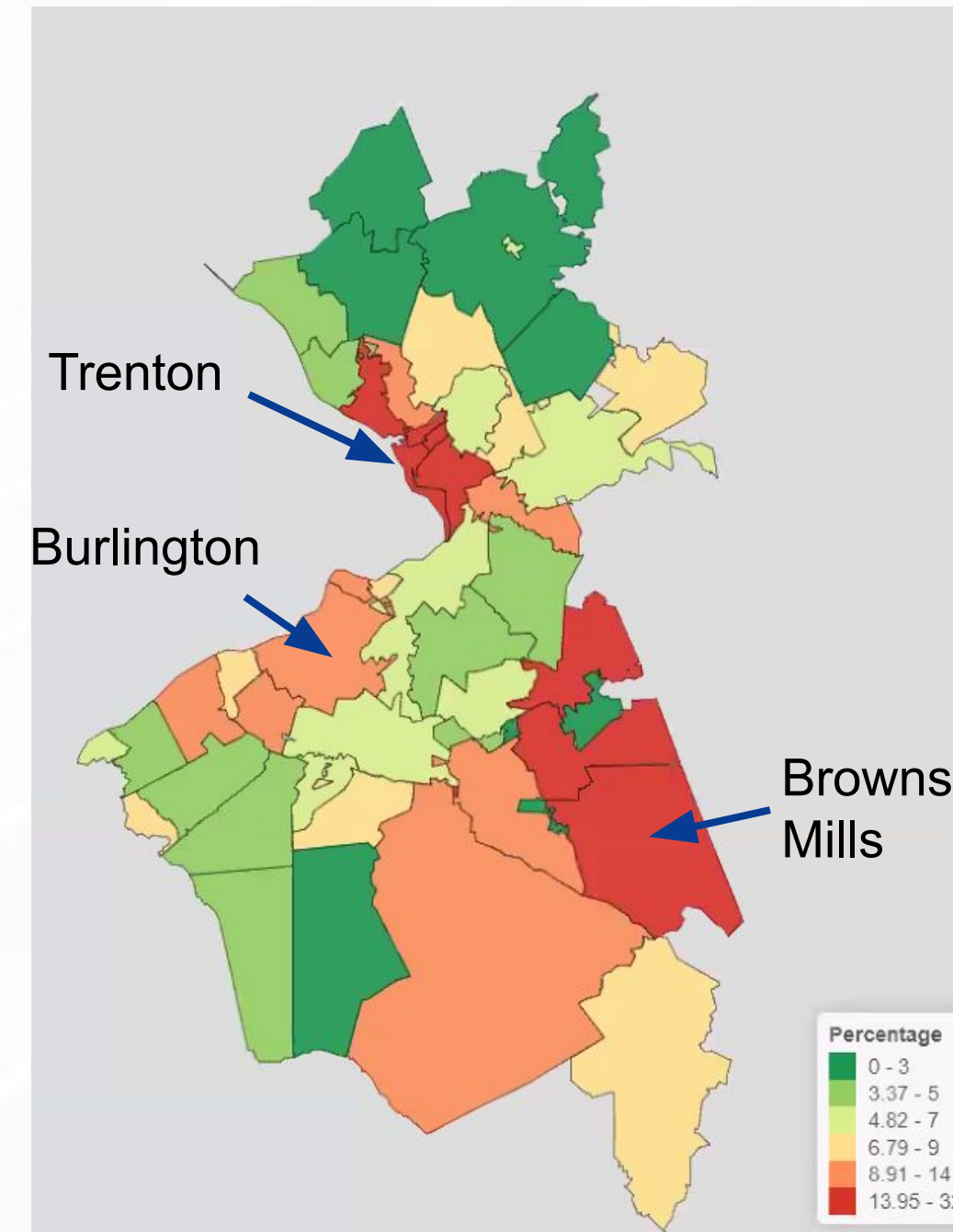
"Sole supporter for my child, her dad relapsed recently and doesn't seem to care."

High School Diploma Only



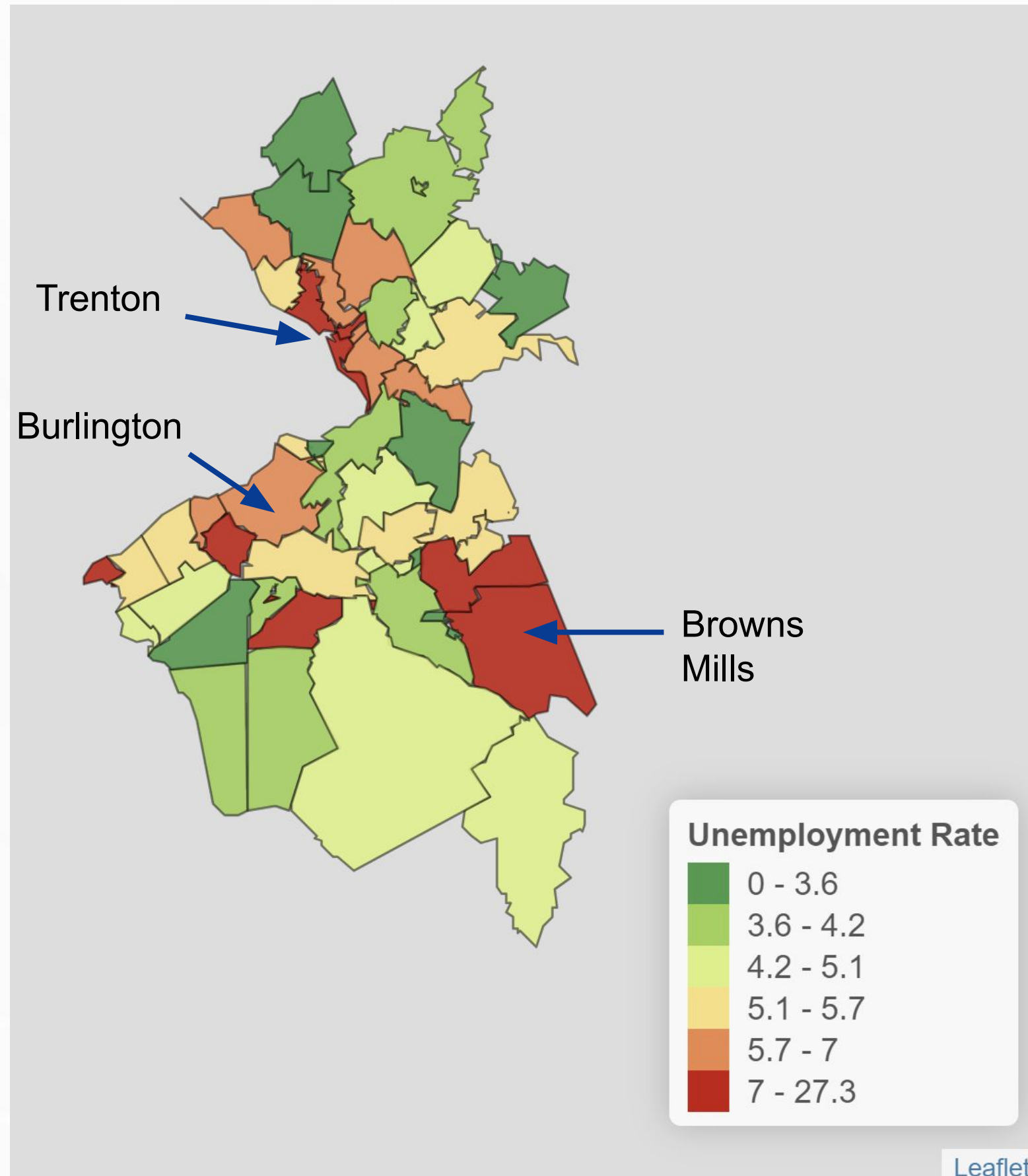
- Trenton 30-40% only have high school diploma
- Mt Holly – 24% only high school diploma
- Even in Burlington 25% to 30% only have high school diploma

NO High School Diploma/GED

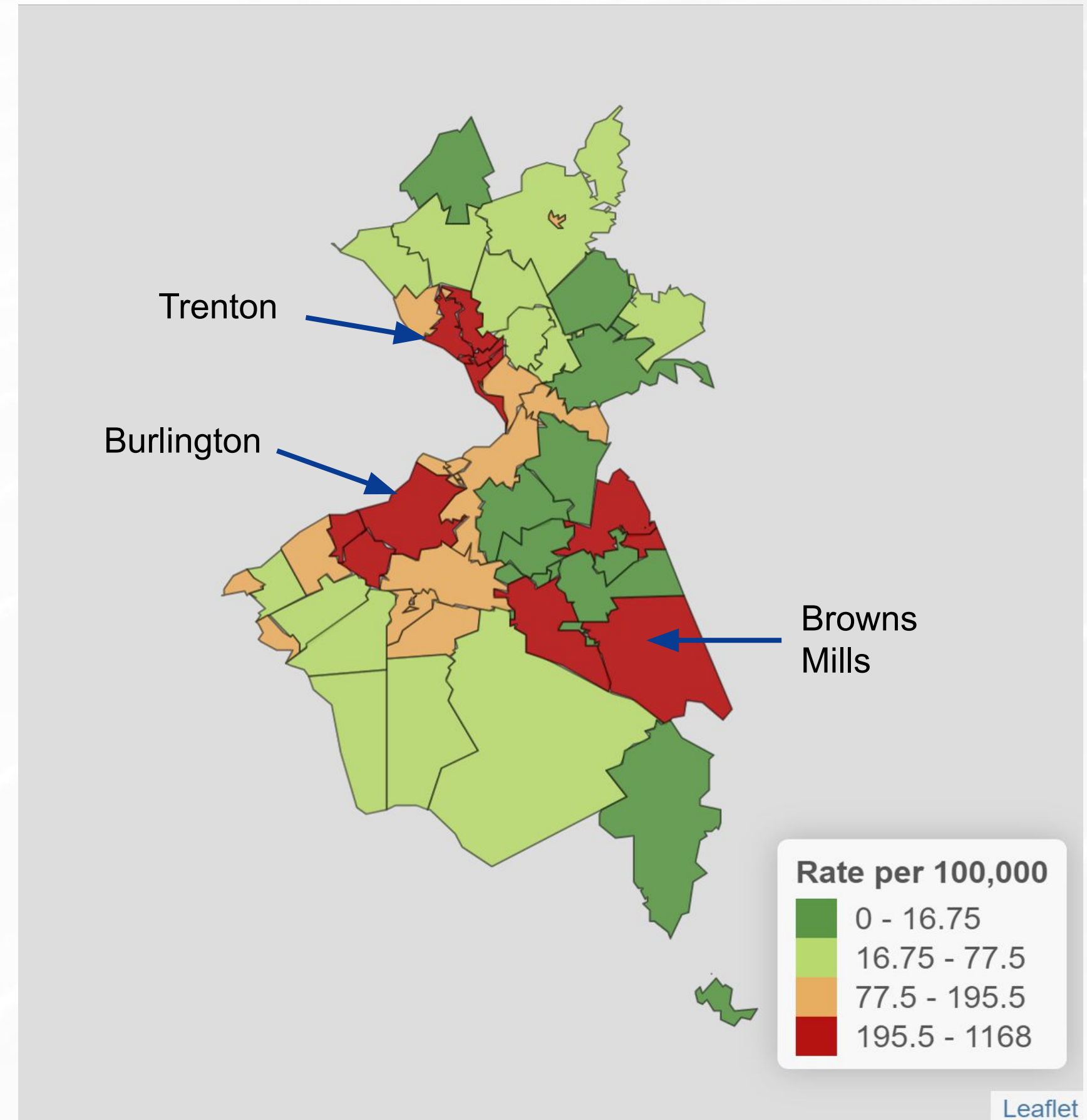


- Includes those with no high school diploma and those who achieved a GED
- Trenton 14 – 30% non-graduation rate
- Browns Mills area 20 – 30% non-graduation rate
- Even in Burlington 9-12% non-graduation rate

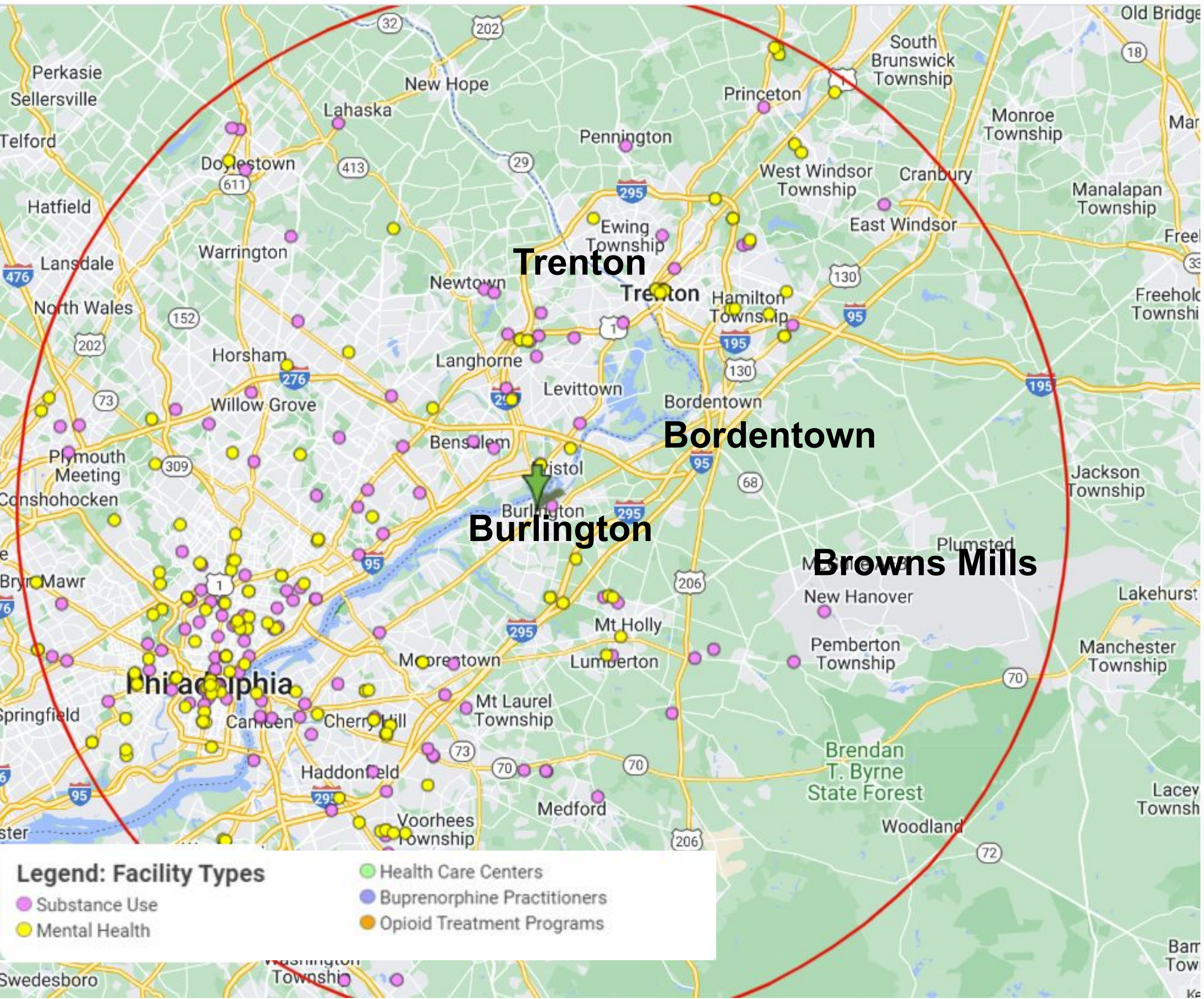
Unemployment Rates



Incarceration Rates



08016, USA



SAMHSA Treatment Locator

Fewer Services between Trenton and Camden

Global Findings – Understanding Risk Factors

Impact Topic Areas

- Individuals from communities with higher rates of routine or preventative health care were less likely to screen at risk for a mental health condition.
- Individuals from communities with higher rates of chronic health conditions like stroke, heart disease, COPD, and asthma had a higher chance of screening at risk for a mental health condition.
- Poor education outcomes, lower household income, and higher unemployment and incarceration rates were correlated with higher mental health risk.
- Communities reported experiencing trauma, violence, grief or loss, financial problems, and loneliness more often than average in the state of New Jersey.



Overview of MHA

Overview of ELZ Project

New Jersey Community Assessment Findings

Grant Application Process

Grant Application Process

| Steps | Timeline |
|--|---------------------------------|
| 1 Eligibility Assessment | April 22 – May 20 at 9 a.m. ET |
| 2 Concept Proposal Submission Period | April 22 – May 20 at 5 p.m. ET |
| Invitation to Submit Written Proposal | Early June |
| 3 Written Proposal Submission Period (Invite Only) | Mid June – July 19 at 5 p.m. ET |

Application is a 3-step process designed to be as simple as possible while ensuring MHA clearly understands your proposal.

Eligibility Assessment

- To determine if your organization is eligible for this grant, you must first successfully complete the eligibility assessment.
- This tool will help you understand the grant application requirements and determine if your organization is eligible for this grant opportunity.



<https://bit.ly/EIZAssessmentTool>

Concept Proposal Application



If you are eligible to apply, you will receive an email providing you with access to the online portal to submit a concept proposal.

- The concept proposal application will require organizations to respond to 12 questions about their proposed program or project.
- The questions are broken down into two parts, with eight narrative responses and four yes/no response questions.
- Concept proposals will be **accepted from April 22 until May 20, 2024; they will be reviewed by early June 2024.**

Format Guidelines

- Select any **one** of the following formats to submit your responses to narrative-based concept proposal questions.
- For **all formats**, you will need to respond to questions 9-12 directly in the grant portal before submitting.



Written Response

- Written responses should be limited to 200 words per question.
- You can create one comprehensive written response that addresses all eight narrative questions.



Video Response

- Roughly 30-90 seconds in length per narrative question.
- Create one comprehensive video that addresses all eight narrative questions.
- Maximum file size of 1 GB when uploading. If your video is too large to upload, please email specialprojects@mhanational.org.



Presentation Response

- Presentation responses (e.g., deck, slideshow, PowerPoint) should be limited to 1-2 slides per narrative question.

Key Considerations – Social Drivers of Mental Health



- Tell us what social drivers of mental health your project or program will address.
- Include how these are tied to mental health and well-being.



11. **EQUITY:** How is your organization focused on the betterment of community mental health? Please check one or more of the [social drivers of health](#) that you seek to address:

- Adequate and nutritious food
- Adverse childhood experiences
- Educational inequality
- Environmental pollution and climate change
- Maternal health
- Poverty
- Quality health care
- Social exclusion and discrimination
- Safe and secure housing
- Violence and community safety

<https://mhanational.org/issues/social-drivers-mental-health>

Key Considerations – *New Jersey Community Assessment Findings*

At the highest level, we know:

- Communities with higher mental health needs within these counties reported experiencing trauma, violence, grief or loss, financial problems, and loneliness more often than average in the state of New Jersey.
- Poor education outcomes, lower household income, and higher unemployment and incarceration rates were correlated with higher mental health risk.
- Individuals from communities with higher rates of routine or preventative health care were less likely to screen at risk for a mental health condition.
- Individuals from communities with higher rates of chronic health conditions like stroke, heart disease, COPD, and asthma had a higher chance of screening at risk for a mental health condition.

MHA Screening population demographics in Burlington County and Mercer county, where Trenton is located:

- Individuals who identified as LGBTQ+, Hispanic or Latino, or “more than one race” screened at risk for a mental health condition at higher rates than the general population in these two counties.
- Youth under age 18 also screened at risk for a mental health condition at higher rates than any other age group in Burlington and Mercer counties.
- 77% of screeners who identified as Black or African American or Hispanic or Latino reported household incomes less than \$80,000 a year, compared to 53% of white screeners in Burlington and Mercer counties.

GRANT PROCESS AND TIMELINE GUIDELINES

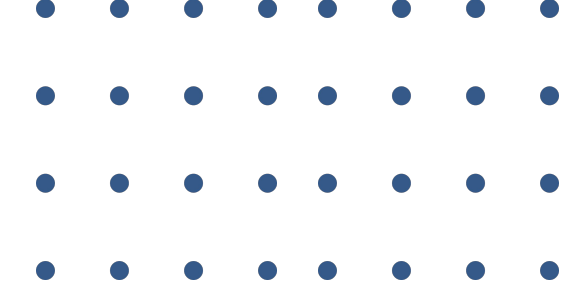
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- Use the *New Jersey Community Assessment Findings* in your proposal.
- Tell us how your proposed project or program will address an equity gap that was identified with the *New Jersey Community Assessment Findings*.

<https://bit.ly/EIZGrantInstructions> (page 2)

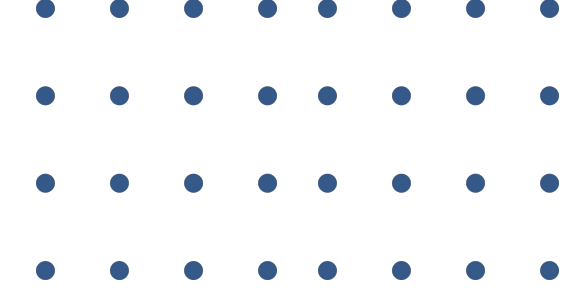
Written Proposal (*Invite Only*)

- Select concept proposal applicants will be invited to submit full written, in-depth proposals, including a budget narrative.
- Prior to submitting this proposal, applicants will have an opportunity to meet with Mental Health America to help shape their proposal, including their evaluation outcomes and outputs.
- The written proposal period will occur in early June and **submissions are due on July 19, 2024.**



Q & A





Questions?

specialprojects@mhanational.org

THANK YOU!



EIZ Grant Instructions

<https://bit.ly/EIZGrantInstructions>



Eligibility Assessment Tool

<https://bit.ly/EIZAssessmentTool>



EIZ - NJ Website

<http://www.mhanational.org/EIZNJ>