

Center of Excellence on Social Media and Mental Wellbeing

June 2, 2022

3:00PM EST

Please Stand By – This webinar will begin shortly.

To access the audio portion of this webinar,

PHONE: + 1 669 254 5252, Meeting ID: 161 312 7836, Passcode: 942818

Zoom Link: <https://www.zoomgov.com/j/1613127836?pwd=VVV2YVVwdFZySVVoT1RWZnZEeDIqQT09>

Application Link:

[Center of Excellence on Social Media and Mental Wellbeing Cooperative Agreement - SM-22-013 \(samhsa.gov\)](https://www.samhsa.gov/center-of-excellence-on-social-media-and-mental-wellbeing-cooperative-agreement-sm-22-013)



SAMHSA
Substance Abuse and Mental Health
Services Administration

Basic Information

Estimated Award Amount: Up to \$2 million per year

Length of Project Period: Up to 5 years

Due Date: July 18, 2022

Anticipated Start Date: 09/30/2022

Program Purpose

The Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services is accepting applications for fiscal year (FY) 2022 Center of Excellence on Social Media and Mental Wellbeing program (Short Title: Social Media and Wellbeing CoE). The purpose of this program is to establish a national Center of Excellence (CoE) to develop and disseminate information, guidance, and training on the impact of children and youth's social media use (risks and benefits), especially the potential risks social media platforms pose to their mental health; and the clinical and societal interventions that could be used to address these risks.

Eligibility

Eligible applicants are States, political subdivisions of States, (as such terms are defined in section 5304 of title 25), health facilities, or programs operated by or in accordance with a contract or grant with the Indian Health Service, and other public or private nonprofit entities.

Nonprofit entities must submit documentation of their non-profit status in **Attachment 8** of your application.

Required Application Components

Budget Information (NOFO, p. 19-20)

SF-424A

Budget Justification and Narrative – See Appendix L (p. 69-73)

Project Narrative – no longer than 10 PAGES (p. 20, 24)

Attachments 1-8 (see p. 21-22 for page limitations)

Attachment 1: Letters of Commitment from participating organizations

Attachment 2: Data Collection Instruments/Interview Protocols

Attachment 3: Sample Consent Forms – **Not applicable to this NOFO**

Attachment 4: Project Timeline – See Section V, B.3 (p. 25)

Required Application Components

Attachment 5: Biographical Sketches and Position Descriptions – See Appendix G (p. 54)

Attachment 6: Letter to the Single State Agency – See Appendix J (p. 61)

Attachment 7: Confidentiality and SAMHSA Participant Protection/Human Subjects Guidelines – See Appendix D (p. 46-48)

Attachment 8: Documentation of Non-profit Status (p. 22)

Application Submission

All applicants must register with NIH's eRA Commons in order to submit an application. This process takes up to six weeks. If you believe you are interested in applying for this opportunity, start the registration process immediately. Do not wait to start this process.

**SEE APPENDIX A
FOR DETAILED INSTRUCTIONS**

Application Submission

- Applicants are required to complete **three (3) registration processes**:
 - System for Award Management (SAM);
 - Grants.gov; and
 - eRA Commons.
- NOTE: Prior to April 4, 2022, there were four components of the registration process which included obtaining a Dun and Bradstreet Number (DUNS number). The DUNS number has been replaced by a new Unique Entity Identifier (UEI) which is assigned by SAM.
- If you have already completed registrations for DUNS, SAM, and Grants.gov, you need to ensure that your accounts are still active, and then register in **eRA Commons**.

**SEE APPENDIX A
FOR DETAILED INSTRUCTIONS**

Purpose

Purpose: to establish a national Center of Excellence (CoE) to develop and disseminate information, guidance, and training on the impact of children and youth's social media use (risks and benefits), especially the potential risks social media platforms pose to their mental health; and the clinical and societal interventions that could be used to address these risks.

The Social Media and Mental Wellbeing CoE aims to:

- Increase awareness, education, and knowledge around the risk and benefits of social media use for children and youth to promote social-emotional wellbeing and prevent harm.
- Ensure and expand the availability and delivery of publicly available, free of charge training, technical assistance, and consultation for individuals who work with children and youth impacted by social media and negative mental health outcomes.
- Synthesize and disseminate to youth and adults best practices and research on appropriate social media use, communication, guidance, and other resources.

Required Activities

- In Years 1 and 3, complete an **environmental scan, literature review, and focus groups** with stakeholders (including mental health experts, technologists, youth voice, parents/caregivers, and teachers/school personnel) to gain a better understanding of the current behavioral health issues surrounding social media for children and youth.
- Develop and maintain a **technical expert panel (TEP)** which advises on the priorities and reach of the Center. This can include, but is not limited to, subject matter experts, youth with lived experience, parent-teacher-student associations, individuals who specialize in communications and technology product design (specifically those from social media companies), media, information studies, and data security, and researchers working on the topic of social media and mental wellbeing. The panel, which should reflect participants from diverse backgrounds and communities, must also include SAMHSA representation and shall convene no less than quarterly to provide guidance and recommendations for the implementation of the three priorities listed in the Purpose section of this NOFO.

Required Activities, cont.

- Develop and actively manage a **website** that is linked to the SAMHSA website and positioned to become a hub and valuable resource for all stakeholders⁷ involved with social media's impact on the well-being of children and youth. The website should be developed in Year 1 and actively managed during the entire project period. The website shall include, but is not limited to, the following: catalog or inventory of effective, culturally appropriate, and relevant resources; an evolving glossary of current media platforms; best practices and research updates; links to relevant SAMHSA resources.
- Create and maintain an **opportunity for public submission** of questions from youth, educators, parents/guardians, behavioral health professionals and clinicians, and other members of the general public on social media and mental wellbeing. Questions shall be answered within a reasonable time frame and responses catalogued for future reference.
- Develop and implement a **plan** (within the first three months of Year 1 and updated in subsequent grant years) and provide a summary and metrics that address the following activities: interactive, online learning modules; learning communities.

Data Collection and Performance Measurement

- Workforce Development (WD2): The number of people in the mental health and related workforce trained in mental health-related practices/activities that are consistent with the goals of the grant.
- Training (TR1): The number of individuals who have received training in prevention or mental health promotion.
- Knowledge, Attitudes, and Beliefs (NAB1): The number and percentage of individuals who have demonstrated improvement in knowledge/attitudes/beliefs related to prevention and/or mental health promotion.

Additional measures may be added in the future, including any new performance measures. This information will be gathered using a uniform data collection tool provided by SAMHSA. Recipients are required to submit data via SAMHSA's Performance Accountability and Reporting System (SPARS) and access will be provided upon award.

See [Appendix E](#) and [Appendix F](#) for more information on responding this section.

Funding Restrictions

- No more than 20 percent of the grant award for the budget period may be used for data collection, performance measurement, and performance assessment expenses.
- The indirect cost rate may not exceed **8 percent** of the proposed budget. Even if an organization has an established indirect cost rate, under training grants, SAMHSA reimburses indirect costs at a fixed rate of **8 percent** of modified total direct costs, exclusive of tuition and fees, expenditures for equipment, and sub-awards and contracts in excess of \$25,000. (45 CFR Part 75.414)

SAMHSA recipients must also comply with SAMHSA's standard funding restrictions, which are included in [Appendix I](#) – Standard Funding Restrictions.

Application Evaluation Criteria

Section A: Statement of Need (20 points – approximately 1 page)

Section B: Proposed Approach (30 points – approximately 4 pages)

Section C: Staff, Management and Relevant Experience
(35 points approximately 4 pages)

Section D: Data Collection and Performance Measurement
(15 points – approximately 1 page)

Section A: Statement of Need

1. Describe the risks and benefits related to the use of social media by children and youth. Discuss the need for technical assistance to address these risks and benefits.
2. Describe your organization's knowledge of evidence-based interventions on the impact of social media use and mental wellbeing of children and youth. Describe your organization's experience in engaging children and youth on social media use and the outcomes of the implemented activities.

Section B: Proposed Approach

1. Describe the goals and measurable objectives (see [Appendix E](#)) of your proposed project and align them with the Statement of Need described in A.1.
2. Describe how you will implement all of the Required Activities in Section I.
3. In **Attachment 4**, provide a chart or graph depicting a realistic timeline for the entire five years of the project period showing dates, key activities, and responsible staff. These key activities must include the requirements outlined in Section I. [**NOTE: The timeline cannot be over two pages and should be submitted in Attachment 4.**] The recommendation of pages for this section does not include the timeline.

Section C: Staff, Management, and Relevant Experience

1. Describe your organization's experience developing and disseminating information, guidance, and training on the impact of children and youth social media use at the national level. Identify any other organizations that will partner in the proposed project. If applicable, Letters of Commitment from each partner must be included in **Attachment 1** of your application. If you are not partnering with any other organization(s), indicate so in your response.
2. Describe the role of each, their level of effort and qualifications to include their experience developing and disseminating information, guidance, and training regarding social media for children and youth from diverse populations and settings.
3. Provide a complete list of subject matter experts to be recruited for this COE and describe the experience and qualifications needed for each.

Section D: Data Collection and Performance Measurement

1. Provide specific information about your how you will collect the required data for this program and how such data will be utilized to manage, monitor, and enhance the program.

Questions?

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Mental Health Promotion Branch Chief

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