



SAMHSA'S PROGRAM TO ACHIEVE WELLNESS

Incorporating Wellness Into Recovery

SAMHSA's Program to Achieve Wellness Recognition of Excellence in Wellness

What: Through the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Program to Achieve Wellness, organizations and communities will be recognized for their exemplary efforts.

When: Apply by July 6 to promote wellness for people with mental and/or substance use disorders.

For more information: <http://www.samhsa.gov/wellness-initiative/program-achieve-wellness>

Background

For those living with a serious mental illness, it is *physical* illness that is largely responsible for the high rates of premature mortality among this population (De Hert et al., 2011). People with mental and/or substance use disorders smoke at rates 70% higher than most Americans, resulting in as many as 200,000 deaths per year among this group (CDC, 2013). People with serious mental and/or substance use disorders are 25 to 40 percent more likely to die from heart disease than the general population (Kilbourne et al., 2009); and twice as likely to be overweight or obese (Daumit et al., 2013), adding to a greater risk for diabetes, and high blood pressure. The holistic wellness of those with mental and/or substance use disorders is critically important to people living long, full, healthy, productive lives.

Goal

The goal of The Recognition of Excellence is to identify and showcase innovative programs and practices that put the concept of wellness into action. Recognized programs will be those that:

- Create meaningful improvements in the lives of people in recovery from mental and/or substance use disorders
- Effectively work to address the increased rates of chronic illness and premature death experienced by this population

SAMHSA's Program to Achieve Wellness is inviting applications from programs that have demonstrated exceptional achievements in integrating effective wellness practices into services for people in recovery from behavioral health disorders. Three programs will be selected and highlighted as models that other communities can adopt and implement.

Benefit

This recognition will allow SAMHSA's Program to Achieve Wellness, and the selected programs, to share comprehensive, effective, and outstanding program and practice strategies and designs with the behavioral health field, public health field, and general public. A webinar will announce the selected programs, providing an opportunity for viewers to learn more about the innovative approaches, as well as how to replicate their strategies. The importance of wellness, and the need to address health disparities and the mortality gap, will be illuminated through Recognition of Excellence in Wellness.

Eligibility

- National organizations, community-based organizations (including providers, peers, and peer providers), communities, states, and tribes in the United States, the District of Columbia, and U.S. Territories are eligible to apply
- Federal agencies and individuals are ineligible
- Applicant organization must provide services or supports to individuals with mental and/or substance use disorders, or individuals experiencing homelessness/at-risk for homelessness with behavioral health conditions
- The program described in the submission must address at least one of the [Eight Dimensions of Wellness](#)

How to Apply

Complete and submit an application cover sheet, a narrative description of the program, two testimonials from program participants, and documentation of the impact on wellness.

Application Cover Sheet

An **application cover sheet is required** for all submissions. The cover sheet is available for download at <http://www.samhsa.gov>.

Application Package Overview:

- Application cover sheet
- Narrative description
- Two testimonials from program participants
- Outcome documentation

Narrative Description

Submit a **narrative no longer than five pages** that clearly and concisely describes:

- What are the components of the wellness program, the rationale for the program, and funding supporting the program
- How the wellness program was implemented, including the story of the transition or change in adopting the program, staff responses to the change, challenges that were overcome, and any champions who served as catalysts for change
- How the program impacted wellness of the target population
- Why the program should be considered an innovative program
- How the program will be sustained

Testimonials

Applicants are asked to submit **two brief testimonials or stories** from individuals who participate/participated in the wellness program. Testimonials can be submitted as written attachments or video supplements. **Written testimonials should not exceed 500 words.** Testimonials submitted as videos should be no longer than three minutes.

Outcome Documentation

Applicants are to **include a brief summary of documentation of outcomes** to show that the wellness approach is an effective practice for improving health outcomes and reducing premature mortality of individuals with mental and/or substance use disorders. Outcome documentation can include a formal evaluation or assessment or other quantitative or qualitative data that illustrates successful outcomes of the program. **Documentation of outcomes should not exceed two pages.**

Submission Terms and Conditions

By submitting a nomination, each participant automatically confers on the Substance Abuse and Mental Health Services Administration (SAMHSA) an irrevocable, nonexclusive, and unrestricted license to use the submitted content for purposes consistent with the agency's national service mission. This includes the right to copy, reproduce, display, or distribute the content of the submission, and to make derivative (copied) works based upon the submission or a substantial portion of it without attribution or prior permission. When submitting testimonials, photos, or videos applicants must include a written and signed release statement from the wellness program participant giving consent to share the story, photo, or video as part of The Recognition of Excellence application. Applications without this consent will not be reviewed.

The Recognition of Excellence in Wellness is sponsored by SAMHSA, 5600 Fishers Lane, Rockville, MD 20857. Policy Research Associates, Inc. is the Administrator for the Recognition of Excellence in Wellness under SAMHSA contract no. HHSS280201500001C.

Submission

Applicants are to submit completed application packages via email to paw@prainc.com with "Recognition of Excellence in Wellness" in the subject line. If submitting videos or photos, they can be submitted in the application email, or applicants can include a link to a cloud storage server for access, e.g.: Dropbox, WeTransfer.

Alternatively, applicants can submit completed application packages via postal mail to:

Program to Achieve Wellness Recognition of Excellence
Policy Research Associates
345 Delaware Avenue
Delmar, NY 12054

All materials must be received by 11:59pm ET on Wednesday, July 6, 2016.

Judging Criteria

Innovation – Judges will award up to 35 points for applications that represent highly innovative, practice-tested programs. Innovative programs are those successful programs that exemplify creativity, effectiveness, and demonstrate a new and novel approach for enhancing or promoting wellness among individuals with mental and/or substance use disorders.

Replicability – Judges will award up to 35 points for applications that show creative use of funding and staffing resources, which would allow the program/practice to be easily replicated by other groups across the country.

Impact – Judges will award up to 30 points for an application that demonstrates significant impact on the lives of individuals with mental and/or substance use disorders, or on the lives of individuals experiencing homelessness or at-risk for homelessness with behavioral health conditions. Points will be awarded when formal evaluations or other forms of outcome data, qualitative or quantitative, are indicative of an improvement in the wellbeing of the applicant's target population, including illustration of improved health outcomes for individuals with mental and/or substance use disorders.

Recognition

While there is no cash prize, three programs will be showcased on the website for SAMHSA's Program to Achieve Wellness and SAMHSA's social media channels. National press releases will be initiated to congratulate the selected programs of the 2016 Recognition of Excellence in Wellness. The Program to Achieve Wellness will host a webinar featuring the Innovators and their programs, congratulating them, and allowing for Q&A with webinar participants.

Timeline

Announcement:	Wednesday, June 8, 2016
Submission Deadline:	Wednesday, July 6, 2016
Selection Announcement:	Wednesday, July 20, 2016
Webinar:	TBD, based on availability of selected program

Questions?

Please contact Crystal L. Brandow, Program Coordinator, at cbrandow@prainc.com or 1-800-850-2523 with any questions about the application process.

Applications are due by 11:59pm ET on Wednesday, July 6, 2016 via email to paw@prainc.com or postal mail to Program to Achieve Wellness Recognition of Excellence, Policy Research Associates, 345 Delaware Avenue, Delmar, NY 12054.