Emergency Grant to Address Mental and Substance Use Disorders During COVID-19

FAQ

1. Can I use the grant to fund a call center?
SAMHSA previously stated that only a small portion of funds could be used for call centers/hotlines. In their call to states 4.21.20, they stated that call centers/hotlines could be funded but it must be for mental health professionals who are providing treatment. To be consistent with the narrative that OhioMHAS submitted, a funded mental health professional would need to provide mental health services based on the SBIRT model.

2. Can funds be used to pay for administrative costs?
Yes, each county can allocate $42,966.00 if required for administrative costs.

3. What is the follow up rate for the GIPRA?
If we were to reach 1,500 people and got 1,500 baseline interviews, we would be held responsible for an 80% follow up rate, or 1,200 follow up GPRA.

4. Can we fund the regional crisis center?
Yes. As long as the individuals who are served are experiencing a mental health crisis as a result of COVID-19

5. Could you clarify the use of funds for marketing?
OhioMHAS was informed via our NOA that we could not use funds (we set aside $1,500 for supplies and advertising) for advertising. I then sent an email asking for clarification. The following is the content that we received from SAMHSA:

*If your NoA mentions that you may not use federal funds for advertising and promotional items, perhaps your justification needs greater clarification.*

*Make sure that all social media costs adhere to 75.421 in the Code of Federal Regulations.*

§75.421 Advertising and public relations.

(a) The term advertising costs means the costs of advertising media and corollary administrative costs. Advertising media include magazines, newspapers, radio and television, direct mail, exhibits, electronic or computer transmittals, and the like.

(b) The only allowable advertising costs are those which are solely for:
(1) The recruitment of personnel required by the non-Federal entity for performance of a Federal award (See also §75.463);
(2) The procurement of goods and services for the performance of a Federal award;
(3) The disposal of scrap or surplus materials acquired in the performance of a Federal award except when non-Federal entities are reimbursed for disposal costs at a predetermined amount; or

(4) Program outreach and other specific purposes necessary to meet the requirements of the Federal award.

(c) The term “public relations” includes community relations and means those activities dedicated to maintaining the image of the non-Federal entity or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public.

(d) The only allowable public relations costs are:

(1) Costs specifically required by the Federal award;
(2) Costs of communicating with the public and press pertaining to specific activities or accomplishments which result from performance of the Federal award (these costs are considered necessary as part of the outreach effort for the Federal award); or

(3) Costs of conducting general liaison with news media and government public relations officers, to the extent that such activities are limited to communication and liaison necessary to keep the public informed on matters of public concern, such as notices of funding opportunities, financial matters, etc.

(e) Unallowable advertising and public relations costs include the following:

(1) All advertising and public relations costs other than as specified in paragraphs (b) and (d) of this section;
(2) Costs of meetings, conventions, convocations, or other events related to other activities of the entity (see also §75.432), including:
   (i) Costs of displays, demonstrations, and exhibits;
   (ii) Costs of meeting rooms, hospitality suites, and other special facilities used in conjunction with shows and other special events; and
   (iii) Salaries and wages of employees engaged in setting up and displaying exhibits, making demonstrations, and providing briefings;
(3) Costs of promotional items and memorabilia, including models, gifts, and souvenirs;
(4) Costs of advertising and public relations designed solely to promote the non-Federal entity.

If your costs are allowable as per this reg, then please add additional narrative in your budget to support the costs requested.

If you are going to use any funds for advertising ensure that you provide clarification using the wording in 75.421. For example, ”Costs of communicating with the public and press pertaining to specific activities or accomplishments which result from performance of the Federal award (these costs are considered necessary as part of the outreach effort for the federal award).”

6. Is there an available GPRA training?

We will be contracting with a University that will provide training.