



## Think.Change Initiative Call for Letters of Intent (LOI) Instructions Submission Deadline April 6, 2023

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*LOI release date 03/06/2023*

### Background

The Paso del Norte Health Foundation seeks letters of intent (LOI) from eligible organizations to further the Health Foundation's goals under the Think.Change initiative to reduce stigma and negative bias associated with mental health and substance use conditions. The LOI must include one of the following interest areas:

- Implementation of evidence-based training to reduce mental health and substance use related stigma and bias among people (i.e., teachers, landlords, service industry workers) who have frequent contact with individuals with a mental health condition and are less likely to receive on-the-job training.
- Implementation of evidence-based education for individuals and families with lived experience. Programs may address emotional well-being, mental illness and substance use conditions, symptoms, management, and treatment options.
- Implementation of evidence-based navigator training for individuals willing to serve as peer support, system navigators, or volunteer presenters, including people with lived experience.

**Note: a separate LOI was simultaneously released seeking programs informed by regional behavioral health consortia that address mental health and substance use health system gaps not otherwise covered by government resources or reimbursed by health coverage.**

The Health Foundation uses the LOI process to welcome various proposals from diverse applicants. After review, the Health Foundation will invite selected applicants to submit a full proposal.

### Mental Health and Emotional Well-Being Described

Mental health and emotional well-being are described as an overall positive state of one's emotions, life satisfaction, sense of meaning and purpose, and ability to pursue self-defined goals. The term is inclusive of behavioral health and recovery from conditions related to mental illness, substance use and addiction.

### Mental Illness Stigma Defined

Corrigan and Gelb (2006, 2014) define mental illness stigma in two forms:

**Public stigma** - defined as the prejudice and discrimination suffered by people with mental illness when the general population endorses stereotypes, and

**Self-stigma** - defined as the injury to self-esteem when a person with mental illness internalizes stigma.

Positive social environments also play an integral role in mental and emotional well-being and in preventing adverse health outcomes (Hatzenbuehler, 2011). The World Health Organization (2005) explains that stigma about mental disorders and discrimination against individuals with mental illness and their families prevent people from seeking mental health treatment. Research



supports the idea that individuals with more mental illness information are less stigmatized than misinformed individuals (Penn, Couture, 2012).

## Health Foundation Role in Reducing Stigma and Negative Bias Associated with Mental Health and Substance Use Conditions

Reducing stigma and negative bias is crucial to mental health and emotional well-being. Public stereotypes and self-stigma limit individuals' opportunities for good jobs, safe housing, adequate health care, and social relationships.

The burden of mental illness is among the highest of all diseases, and mental disorders are among the most common causes of disability. People with untreated mental health conditions, including children and adolescents, are at high risk for many unhealthy and unsafe behaviors, including alcohol or drug use, violent or self-destructive behavior, and suicide.

### Eligibility

Eligible applicants include nonprofit, tax-exempt organizations, churches, and government units located in the Paso del Norte region. See the Paso del Norte Health Foundation website: [pdnhf.org](http://pdnhf.org) for more information about grant guidelines.

### Deadlines & Schedule

Letters of intent are due via the Health Foundation's online application system by **April 6, 2023**. Invitations for full proposals will be announced by **May 18, 2023**.

Invited applicants may be required to meet with the Associate Program Officer before submitting a full proposal.

Full proposals are due by **June 22, 2023**.

The projected funding cycle start date is **November 1, 2023**, but other dates may be proposed.

### Letter of Intent Format

1. Purpose: In 100 words or less, state the purpose or goal of the proposed program. Applicants must link the purpose of the proposed program with at least one of the Think.Change initiative interest areas explained in the Background section of this document. Include the name(s) of selected evidence-based programs where appropriate.
2. Program Objectives: In 100 words or less, list up to three measurable objectives. These objectives may be modified if a full proposal is solicited.
3. Major Strategies Under Consideration: In 300 words or less, describe anticipated approaches or strategies to meet the proposed program objectives.

A budget is not required for the LOI.

Applicants are encouraged to speak with Sandra Day, Associate Program Officer, at [sdlay@pdnfoundation.org](mailto:sdlay@pdnfoundation.org), or 915-218-2617, about the LOI process and related Health Foundation program interests. For technical questions about online submission, please contact Juanita Galaviz at [jgalaviz@pdnfoundation.org](mailto:jgalaviz@pdnfoundation.org) or 915-218-2618. Please consult the Grantmaking Guidelines under the [Grant Center](#) on the Health Foundation's website.