

Exhibit B

1. Targeted Populations

Contractor will develop strategies designed to increase the capacity of youth and youth peer-to-peer (CAYEN), Lesbian, Gay, Bisexual and Transgender (LGBT) communities and ethnically diverse populations (REMHDCO) to combat and diminish mental health stigma and discrimination within those communities. These strategies will be provided to UACF for inclusion in the California Mental Health Stigma and Discrimination Reduction Master Plan.

2. Needs Assessment

- A. CAYEN will facilitate 1 statewide survey of youth peer-to-peer workers, and 1-3 focus groups across California to gather information and feedback from this population that will inform the California Mental Health Stigma and Discrimination Reduction Needs Assessment. The statewide survey will include identification of agencies state wide employing youth peer to peer workers. Focus groups will include the Northern, Central, and Southern regions, as well as urban and rural populations.
- B. CAYEN will facilitate at least 1 LGBT TAY focus group to gather information and feedback from this specific TAY sub-population that will inform the California Mental Health Stigma and Discrimination Reduction Needs Assessment
- C. REMHDCO will facilitate 1 statewide survey of ethnically diverse and 1-3 focus groups across California to gather information and feedback from this population that will inform the California Mental Health Stigma and Discrimination Reduction Needs Assessment. Focus groups will include the Northern, Central, and Southern regions, as well as urban and rural populations.
- D. REMHDCO will facilitate 1 statewide survey Lesbian, Gay, Bisexual and Transgender communities and 1-2 focus groups across California to gather information and feedback from this population that will inform the California Mental Health Stigma and Discrimination Reduction Needs Assessment.

3. Collaboration with Cal MHSA Partners

Contractor when appropriate and directed by UACF via the Master Plan, will collaborate with other Cal MHSA partners, not limited to but including the Student Mental Health Initiative and the Suicide Prevention components.

4. Master Plan

Contractor will contribute language to the development of the Master Plan that is culturally relevant.

5. Contract Strategies/Local Roundtables/Forums

- A. Contractor will utilize the following operational guidelines to develop and execute contract strategies:
- 1) Target a specific audience rather than the general public at large and involve people with mental illness and their families in all aspects of the program, from design through evaluation.
 - 2) Incorporate direct contact between the public and people with mental illness and their families.
 - 3) Developing inter-sectorial linkages for service planning and delivery between mental health systems and generic services and supports.
- B. Contractor will provide information to UACF and or its subcontracted agent (s), in a mutually agreed upon format, on referrals to other Cal MHSA initiatives; cross training occurrences; partner and program evaluation; benchmarks that establish process and results of self assessment tools distributed and collected from youth, LGBT and ethnically diverse communities.

Contractor will ensure participation and attendance at Community Network Roundtable's (CNR) by Youth, LGBT, and ethnically diverse populations. Contractor will work in conjunction with UACF to help the CNR's meet their objectives of:

- 1) Develop and implement contract strategies to reduce stigma and discrimination in the county and in each of the 12 regions
- 2) Coordinating a public awareness campaign with CalMHSA and its partners
- 3) Working in partnership to share best practices and successes with other local networks across the state.

- C. Contractor will promote, encourage attendance at, and disseminate information to their target populations (Youth, LGBT, and ethnically diverse populations) regarding Forums. Contractor will provide speakers for presentations as necessary.
- D. Contractor (MHA) will distribute electronic information and educational materials for UACF through MHA's nine statewide centers as requested.

6. Speakers Bureau

- A. Contractor will work in conjunction with UACF in the development of a process for speaker recruitment, orientation, training, placement and evaluation.
- B. Contractor will identify one youth, one representative of the LGBT population and one representative from an ethnically diverse population in a minimum of three of the 12 UACF regions (Exhibit C) to attend the UACF Tell Your Story Training and then speak at forums, meetings etc regarding their personal experiences

7. Trainings

- A. Contractor will provide 2-3 youth to be trained and certified by UACF in mental health and stigma education using a peer to peer training module.
- B. Contractor will provide 2-3 ethnically diverse persons to be trained and certified by UACF in mental health and stigma education using a peer to peer training module.
- C. Contractor will provide 2-3 persons from the LGBT community to be trained and certified by UACF in mental health and stigma education using a peer to peer training module.

8. Website

In ways mutually agreed upon by the contractor and UACF, Contractor will work with UACF to link their websites with the UACF website to ensure access to resources and calendars of events.

Contractor will dedicate one page of their existing web page (s) to information on the Stigma and Discrimination Reduction initiative. Contractor will supply a link to the UACF web page on this page and allow UACF to place a link on their web page to the Contractors web site.

9. Outreach/RSE

As necessary the Contractor will work UACF and Runyon, Saltzman and Einhorn (RSE) to develop and promote the PBS documentary being developed on the stigma and discrimination reduction effort.

10. Sustainability

- A. In ways mutually agreed upon by the contractor and UACF, the Contractor will assist in the development of local sponsors (Hero's for Hope) in the 12 regions to ensure the sustainability of local Chapters and their ability to continue work in the area of stigma and discrimination reduction when the contract period has expired. Contractor will develop and facilitate an introduction with UACF staff with a minimum of one business sponsor in each of the 12 regions.

- B. In a manner mutually agreed upon by the Contractor and UACF, the Contractor will provide information, articles and specific information to be contributed to the annual regional reports produced in each of the 12 regions to justify continued funding, outline objectives and highlight early success projects in the local communities.

11. Coordination with UACF

Contractor will attend monthly meetings with the UACF Stigma and Discrimination Reduction Program Manager to provide updates and problem solve on the progress of deliverables to be provided as outlined in this contract.

Contractor will submit monthly invoices no later than the 5th of the following month to:

UACF

Attn: Angela Tatem

2025 Hurley Way, suite 290

Sacramento, CA 95825

The invoices will be for 1/9th of the entire contract amount and will be accompanied by a narrative documenting what work has been done towards the deliverables.

