

# Pre-Application Conference: Overdose Stigma Reduction and Community Engagement Projects RFA

***Wednesday, July 30<sup>th</sup>, 2025***

Overdose Prevention & Response Program

Health Sciences Division

Public Health – Seattle & King County



# Pre- Application Conference Agenda



Introductions



Overview of the funding opportunity



Guidance for preparing application



Application evaluation



Award information & timeline



Q & A

# Introductions

**Kishan Scipio**

Contracts Specialist



**Ellis Johnson**

Communications Specialist



**Jonetta White**

Education Specialist



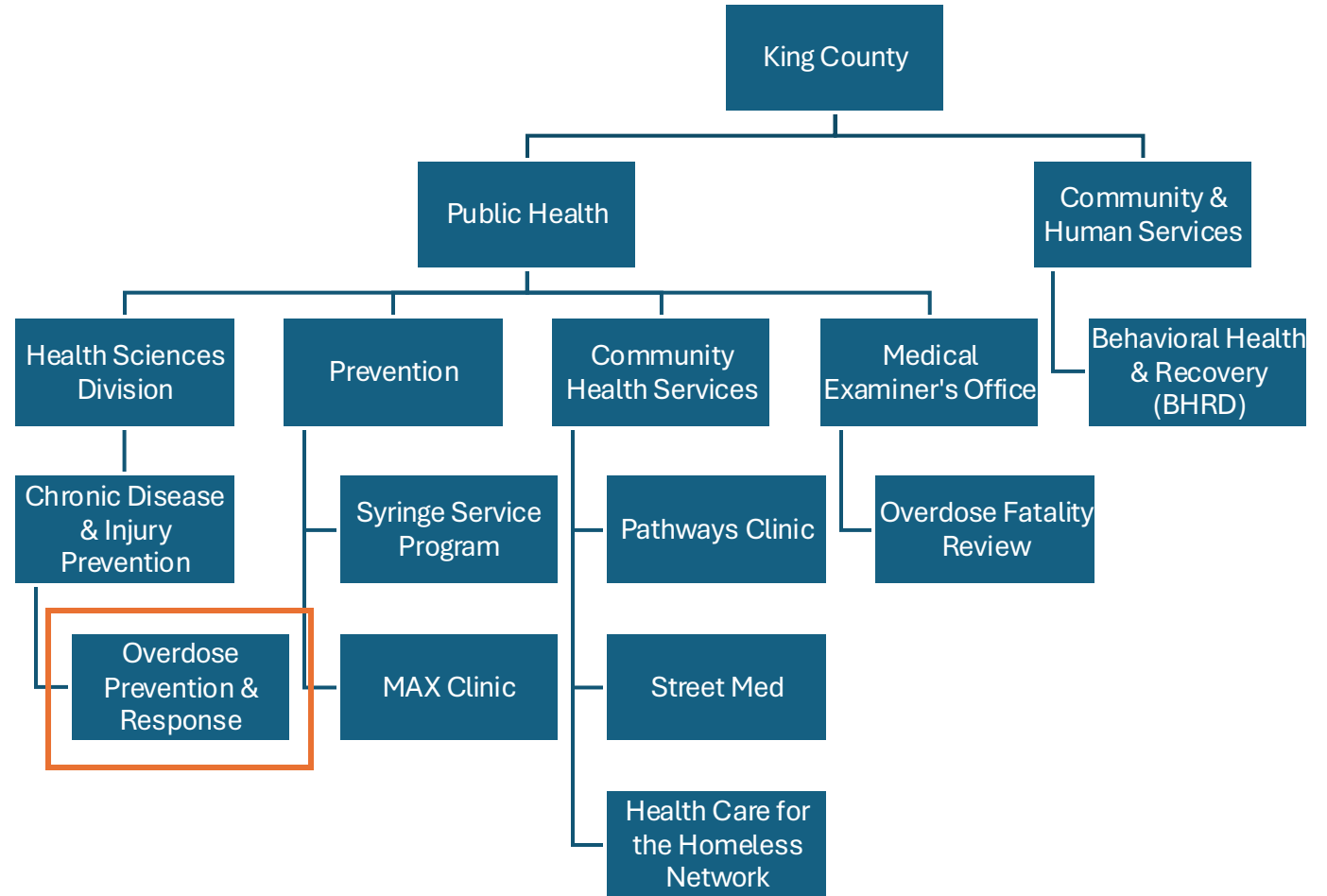
**David Baure**

Program Manager



# Overdose Prevention and Response Program

- **Current funding opportunity is housed within the Overdose Prevention & Response Program.**
- Overdose Prevention & Response has several programming to address overdose in King County including:
  1. epidemiologic surveillance and data,
  2. convening housing service providers,
  3. management of the Opioid Settlement Fund,
  4. operating a Naloxone and Supply Clearinghouse,
  5. working with EMS, and more!
- This funding opportunity will be overseen by the training and communications team.



# Overview of the Funding Opportunity

# Background on Overdose Stigma Reduction and Community Engagement Projects



## Funding Source and Goal

- In 2023, Public Health-Seattle & King County (PHSKC) received a five-year CDC grant through the Overdose Data to Action: LOCAL program. This funding supports overdose prevention work, including efforts to reduce stigma toward people who use drugs.
- The goal is to increase understanding of stigma among both community members and professionals, and to strengthen connections to care.
- To help carry out this work, PHSKC is making CDC grant funds available to local, community-based organizations through this RFA.
- Funded projects will focus on **reducing substance use stigma** and preventing overdose in the communities most impacted.

# Goals of the Funding Opportunity

Fund projects that:

- (a) are led by and/or meaningfully engage, BIPOC communities (especially Black, African American, American Indian/Alaskan Native communities); and
- (b) are implemented in South King County with a focus on adults (25 years and older) as the primary audience (but may include youth, 24 years and younger).

*(South King County as geographically defined by Health Reporting Areas and regionally impacted by increased overdosed deaths noted in King County's Overdose Data Dashboards).*

This RFA seeks to fund two types of projects:

1. Community-based Training and Engagement
2. Communications and Messaging



# Funding Project Types



**You may apply for one OR both project types**

## Community-based Training and Engagement

- (a) Offer stigma reduction trainings for specific cultural or community groups. These can be part of broader overdose or substance use education.
- (b) Lead community education that shares real stories of how stigma affects people who use drugs and their communities.
- (c) Work to reduce stigma within organizations or communities, and promote approaches that support the health, dignity, and safety of people who use drugs (PWUD).
- (d) Peer-led, culturally responsive, and /or language-accessible

## Communications and Messaging:

- (a) Use storytelling, art, or media to shift harmful views about substance use, overdose, harm reduction, or treatment.
- (b) Share real stories from the community—through videos, zines, social media, posters, podcasts, or public art.
- (c) Run campaigns that challenge stigma and highlight the humanity and dignity of people who use drugs (PWUD).
- (d) Share clear, easy-to-understand information about overdose prevention tools and resources.



# Goals of the Funding Opportunity

- Fund South King County communities most impacted by fatal overdoses.
- The total funding opportunity is \$220,000.
- You may apply for up to \$45,000
- We aim to make ~5 awards ranging from \$25,000 - \$45,000
- Projects must occur/be implemented over an eleven month-period (funds to be issued between October 1, 2025 – August 31, 2026).

## Outcomes



Decrease stigma and improve attitudes and knowledge about substance use, overdose, evidence-based substance use disorder treatment, and PWUD.



Strengthens supportive interactions between PWUD and community organizations, service providers, or healthcare providers.

# Guidance for Preparing Applications

# Proposal Narrative

## General instructions:

- A complete application includes
  1. A signed cover letter
  2. Document that includes responses to all narrative questions including description of your organization, your proposed project and deliverables, how community will be involved and who you are trying to reach, project impact, a budget, and a timeline
- Use the narrative questions to structure your proposal, paying particular attention to the scoring criteria.
- Be sure to read formatting instructions (no more than 8 pages, size 11 pt font)



**Contract, Procurement and Real Estate Services (CPRES)**  
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TTY Relay: 711  
[www.kingcounty.gov/health](http://www.kingcounty.gov/health)

**Public Health**   
Seattle & King County

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**Request for Applications # 2025CDIP852RFA**

**ADVERTISED DATE:** July 17, 2025

**Title:** Overdose Stigma Reduction and Community Engagement Projects

**Due Date and Time:** No later than Aug 19, 2025 02:00 PM PST

**Contract Specialist:** Kishan Scipio

**Submit Questions & Application to:** [cpres-CDIP@kingcounty.gov](mailto:cpres-CDIP@kingcounty.gov)

All submitted RFA responses become public information and may be reviewed by anyone requesting to do so at the end of the selection process. RFA responses will become the property of King County and will not be returned to the Applicants. Applications must include this RFA Response Cover Sheet, signed and dated by the President of the Board, Executive Director, or someone who has the full authority to legally bind the entity submitting the RFA response to the contents of the RFA response.

The selected Applicant will be required to enter into an Agreement with King County, which will be initiated by PHSKC. The department's standard agreement terms and conditions are included in this RFA as an Attachment, as well as any terms and conditions of the funding source. These terms and conditions are subject to change prior to execution of the actual Agreement.

*I understand the terms and conditions of the RFA and agree to meet the requirements of PHSKC if an award is made. All information provided in this Application is true and accurate to the best of my knowledge. Proposed program design and costs shall be valid until at least the end of the Applicant's current fiscal year. I have read the potential Agreement terms and conditions and do hereby accept them as presented. I understand that the actual Agreement will be sent subsequent to award for my signature.*

\_\_\_\_\_  
Signature                      Date                      Printed Name & Title

Applicant Information  
Organization Name: \_\_\_\_\_  
Address: \_\_\_\_\_

Primary Contact Information  
Name, Title, and Email Address: \_\_\_\_\_

Secondary Contact Information  
Name, Title, and Email Address: \_\_\_\_\_

THIS PAGE MUST ACCOMPANY YOUR SUBMITTAL.



# Budget & Budget Narrative

- Proposals may request up to \$45,000
- The budget should cover all project costs for an 11-month period (ending Aug 30, 2026)
- Submit a budget a format as shown in narrative question 2:
  - table within a document (e.g., Word)

Activity (abbreviated description)	Budget
Total	\$

- You may choose to create a more detailed budget in a spreadsheet (e.g., Excel)



# Uses of Funds

## Examples: Project Planning Activities

<i>Activity</i>	<i>Deliverable</i>
Conduct planning meetings or calls	# planning meetings; # meeting summaries
Recruit project participants	Recruitment plan; Participant list

## Examples: Project Implementation Activities

<i>Activity</i>	<i>Deliverable</i>
Create training(s)	# training(s) developed
Create art / media projects	# campaign materials (by type) # storytelling workshops

## Examples: Project Dissemination Activities

<i>Activity</i>	<i>Deliverable</i>
Conduct training(s)	# trainings / workshops
Disseminate art / media projects	# events; # locations art displayed / media

\*\*\*NOTE: Funding will be deliverable-based and deliverables may change during contract negotiation phase

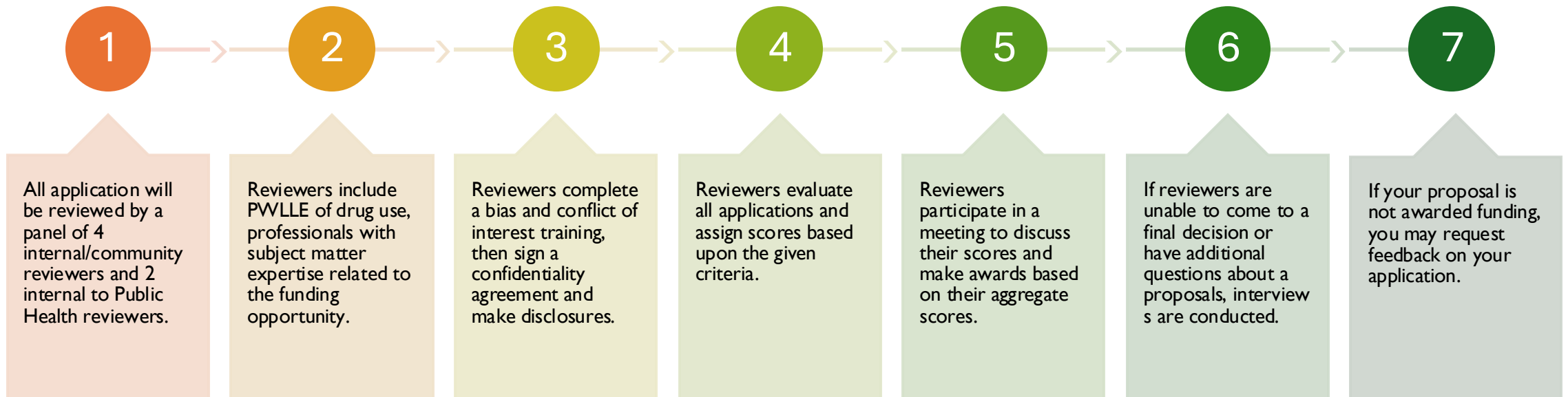
# Application Evaluation

# Scoring Criteria

- Criteria correspond directly to the narrative prompts
- Scores are based on the degree to which proposals align with the criteria

Prompt	Criteria	Points
<b>Organization Description</b>	<ul style="list-style-type: none"> <li>- Description of organization and service locations.</li> <li>- Services/ programs offered to BIPOC communities (especially Black,African American, and/or AIAN communities) or for PWUD w/in these communities.</li> <li>- Where services/programs take place.</li> <li>- Demonstrated history of work in South King County.</li> </ul>	20
<b>Proposed Project</b>	<ul style="list-style-type: none"> <li>- Aligns with funding goals</li> <li>- Culturally specific, peer-led, and/or increased accessibility approaches</li> <li>- Which BIPOC communities will be engaged/served, intended audience and plan to reach them and how the community of focus and people with lived/living experience will be involved/lead the design and delivery of project.</li> <li>- Comprehensive project deliverables with supporting activities.</li> <li>- Detailed budget, aligns with activities to support deliverables</li> <li>- Realistic timeline</li> <li>- Application formatting requirements</li> </ul>	35
<b>Desired Impact</b>	<ul style="list-style-type: none"> <li>- Description of desired impact</li> <li>- Culturally relevant strategies to decrease stigma and improve attitudes and knowledge about substance use, overdose, evidence-based substance use disorder treatment, and/or PWUD.</li> <li>- Strengthens supportive interactions between PWUD and community organizations, service providers, or healthcare providers.</li> </ul>	25
<b>Evaluating Success</b>	<ul style="list-style-type: none"> <li>- Strategies for evaluating project success</li> <li>- Relevant metrics to track desired outcome/impact</li> <li>- Plan for gathering and incorporate feedback</li> </ul>	20
<i>Total Points</i>		100

# Application Review Process



# Award Information & Timeline

# Things to know about the award...

## **If awarded, PHSKC will:**

- Use your proposal narrative and proposed budget to draft a scope of work and budget for the contract, including reporting requirements and an invoicing template.
- Potentially request changes to your proposed deliverables or proposed budget.
- Release funds based on completion of deliverables and the proposed budget.
- Meet with you to discuss any changes you would like to make to the scope of work and budget.

## **More information about requirements for applicants and awardees can be found in the RFA announcement, including:**

- Organizational requirements
- Fiscal requirements
- Insurance requirements

# Reporting Requirements



PHSKC will work with awardees to determine best reporting methods for reaching deliverables, documenting outputs, evaluating change, etc.

# Invoicing Requirements



Submit an invoice (using a provided template) at completion of a deliverable



County will pay not more than 30 days after completion of an invoice

# Timeline & Next Steps

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EVENT	DATE
Request for Applications Issued	July 17
Pre-proposal Conference	July 30
Final day to ask questions	August 1
Final addendum posted	August 5
<b>Application due no later than 2:00 PM PT</b>	<b>August 19</b>
Award announcements	No later than September 30
Contract negotiations	October



## Q & A

*Q1: “We’re based in Seattle or outside South King County but have services that cross into South King County, can we still apply?”*

**A1: Yes**, you can apply. The strongest applications will include organizations and groups that demonstrate history and connection to impacted communities in South King County.

*Q2: “Do I have to do both a training and comms in our project to apply? Is one better than the other?”*

**A1: No**, you’re welcome to propose training **or** comms projects that meet the anti-stigma needs of your community. You may also propose a project that incorporates both training and communications projects.



# Questions?

- Responses to questions from today's session will be posted to the webpage for the RFA.
- Following today's session, please direct all questions to PHSKC's Contracts & Procurement Services Office at: [cpres-CDIP@kingcounty.gov](mailto:cpres-CDIP@kingcounty.gov)
- Public responses to all questions will be posted to the RFA webpage until the close of the public question period.