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# **The Elevate Youth California: Youth Substance Use Disorder Prevention Program: Evaluation Request for Proposals Applicant Webinar will begin soon!**

- If you have audio issues using computer speakers, join the audio by phone:
  1. Dial: 1-669-900-6833
  2. Meeting ID: 873 6294 9137
- All participants must stay muted.
- If you have questions during the webinar, submit them through the chat feature (click “Chat” at the bottom of the screen).



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**Welcome to the  
Elevate Youth California: Youth Substance Use  
Disorder Prevention Program Evaluation  
Request for Proposals  
Applicant Webinar**

**September 19, 2022**



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# Agenda

- **Introductions**
- **Program Background**
- **The Evaluation Opportunity**
- **Application Process**
- **Next Steps**



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## Our Evaluation Team



**Maurice Samuels**  
Managing Director of  
Evaluation and Learning



**Noemi Avalos**  
Evaluation Officer



**Breanna Mattis**  
Evaluation Associate



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## Our EYC Team



**Palvinder Kaur**  
Senior Program  
Officer



**Matt Cervantes**  
Managing Director  
of Healthy Youth  
Development  
Programs



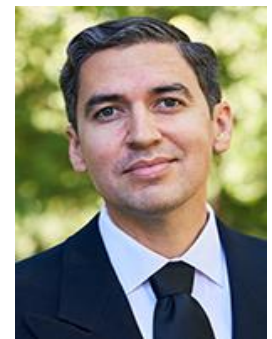
**Andrew Ha**  
Program Associate



**Latojanae Hull**  
Program Associate



**Shyra Murrey**  
Senior Program  
Associate



**Gerald White**  
Program Assistant



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# **PROGRAM BACKGROUND**



# The Center for Health Program Management (The Center) at Sierra Health Foundation Background

- Launched in 2012
- Brings people, ideas and infrastructure together to create positive change in California
- Dedicated to health and racial equity
- Managing entity of the Elevate Youth California program in partnership with California Department of Health Care Services



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## Prop. 64 Background

- Prop. 64 legalized adult use of cannabis
- Created new taxes on the cultivation and sale of marijuana
- Revenues go into the **California Marijuana Tax Fund**
- 60% to Youth Education Prevention, Early Intervention and Treatment





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## About Elevate Youth California

Grounded in social justice youth development, Elevate Youth California supports a statewide network of organizations working on youth substance use disorder prevention, education and early intervention start-up activities and/or enhancement efforts in low-income urban and rural areas throughout California, with a focus on impacting policy, systems and environmental change.



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# Funding Tracks and Cohorts

Funding Track	Number of current cohorts	Number of current funded partners	Focus
<b>Standard</b>	3	119	Policy, system and environmental change through youth activism, mentorship and peer-led support
<b>Capacity Building</b>	2	54	Strengthening the operational, programmatic, financial or organizational infrastructure of community-based organizations focused on youth substance use prevention
<b>Innovation</b>	1	12	Focus on non-traditional methods for policy, systems and environmental change.

- Total number of funded partners to date: 185
- 2 incoming cohorts: Standard Cohort 4, Capacity Building Cohort 3

Visit [www.elevateyouthca.org](http://www.elevateyouthca.org) to learn more about the EYC funded partners.



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# QUESTIONS?

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# **EVALUATION OPPORTUNITY OVERVIEW**



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# Evaluation Opportunity Overview

This is a request for proposals seeking submissions from consultants (or consulting groups) who can design and implement a three-year evaluation of the Elevate Youth California (EYC) program to:

- Determine the extent to which EYC programming met its intended outcomes.
- Inform planning, implementation, and sustainability of the EYC program.

In addition to the evaluation component, the selected team will support some project monitoring activities to ensure data quality and consistency in reporting



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# Evaluation Opportunity Overview

Monitoring activities include:

- Reviewing the existing templates for the required reporting for funded partners, providing recommendations for changes, and revising templates
- Reviewing the process for receiving reports, data aggregation, and review of the data from the required reports and providing recommendations for changes
- Reviewing technical assistance materials for partners completing the required reports.



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# Working with The Center

- We believe diversity is key to meeting our evaluation goals in a way that is responsive to the communities we serve.
- The Center is committed to equity-focused, culturally responsive and mixed-methods approaches to evaluation.
- The Center has highly collaborative working relationships with our external evaluation consultants.



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# Proposal Narrative Guidelines

1. The proposal should describe the proposed evaluation design, including:
  - Evaluation questions
  - Data collection methods and sources
  - Potential outcome measures
  - Analysis plan
  - Potential limitations of the data (e.g., data quality, completeness, and standardization) or design.





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# Proposal Narrative Guidelines

## 2. Support of monitoring components

- Reviewing the data processes, including data aggregation, existing reporting templates and technical assistance materials, and
- Providing recommendations and revised templates to ensure an efficient and accurate data collection process. Discuss how these activities fit into the evaluation.



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# Proposal Narrative Guidelines

3. How you plan to support learning with The Center's staff and key stakeholders, including leading formal learning events that can assist staff with determining areas for improvement and sharing program data and information



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# Potential Deliverables

Final deliverables and budget are to be determined after the evaluator is selected.

- Revised monitoring report templates
- Revise Logic Model
- Evaluation Plan
- Biannual Progress Report
- Annual Evaluation Report
- Final Evaluation Report



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**QUESTIONS?**

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# **SELECTION AND APPLICATION PROCESS**

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## Elevate Youth California Evaluation Application

Save my progress and resume later | Resume a previously saved form

# The Application



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Use **Tab** key or **mouse click** to move from field to field. Clicking **Enter** will attempt to **Submit** incomplete application. If you are a Mac user - Press and hold the Command key, then click the Drop Down Items.

[Access application here.](#)



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## The Application: Narrative Questions

- 1) Racial Justice and Health Equity:** Describe your organization's experiences or other evidence demonstrating commitment to racial justice and health equity, including an understanding of the social determinants of health and culturally responsive evaluation.
- 2) Content Knowledge/Expertise:** Describe your organization's knowledge and experience evaluating programs related to youth development; organizing and policy change; and substance use disorders. Provide relevant examples, if possible.
- 3) Evaluation Expertise:** Describe your experience/expertise evaluating complex, multi-site initiatives and using mixed methods. Provide examples that reflect experiences working with community-based organizations, youth, and the state, if possible.
- 4) Monitoring:** Describe your experience designing data collection systems for community-based organizations.



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# Application

## Required Application Attachments

- Evaluation Proposal Narrative
- Proposed Evaluation Budget
- Proposed Evaluation Budget Narrative
- Resumes
- Reports or other Sample Work Products





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## **Budget and Budget Narrative**

- Budget should not exceed \$575,000, inclusive of travel and expenses
- Identify proposed staff and their roles for the evaluation and monitoring activities
- Include hourly rate of each member of the evaluation team and their respective time requirements, estimated travel expenses and other operational expenses
- Budget and budget narrative not included in 12-page limit for proposal narrative



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# Selection

The review will focus on:

- Degree to which the selection criteria in the RFP is met
- Qualifications of the staff
- Completeness of the application
- Feasibility of proposed plans



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# NEXT STEPS



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# Intent to Apply Email

If you are interested in applying for this evaluation opportunity, please send an email including:

- Organization name
- Project lead contact information
- Brief description of your organization's interest in and experience with evaluating youth programs

**Please send your intent to apply email ([eval@sierrahealth.org](mailto:eval@sierrahealth.org)) by September 23, 2022.**



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## Timeline

- Intent to Apply email due date → September 23
- Application deadline → **October 21 at 1:00 p.m. PT**
- Review of Applications → October-early Nov 2022
- Interviews with Finalists → Week of November 14
- Contractor Selection → Late November 2022



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# FREQUENTLY ASKED QUESTIONS



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# Contacts and Resources

## Contact:

Send questions and inquiries related to this RFP to:

[eval@sierrahealth.org](mailto:eval@sierrahealth.org)

## Resources:

- Elevate Youth California web site:  
<https://elevateyouthca.org/>
- The Center: [www.shfcenter.org](http://www.shfcenter.org)



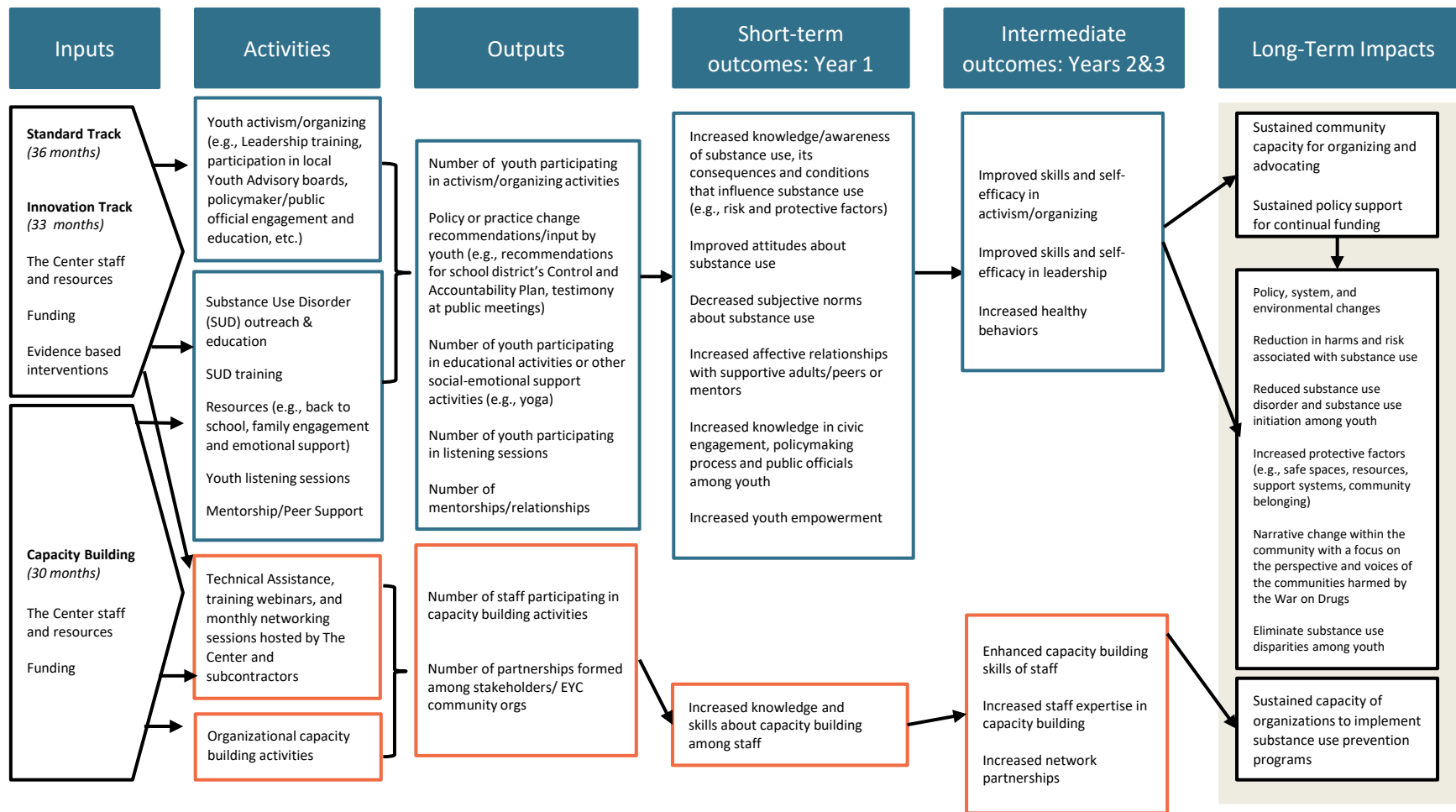
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**Thank You!**



**Program Goal:** Grounded in the Social Youth Justice Development, EYC supports a statewide network of organizations working on youth Substance Use Disorder prevention, education, and early intervention start-up activities and/or enhancements in low-income urban and rural settings through California, with a focus on impacting policy and systems and environmental change.

## Elevate Youth California Logic Model



**Assumptions:** Funded partners: (1) Implement culturally responsive activities grounded in Harm Reduction Trauma Informed Care, (2) have competencies and/or receive technical assistance to support building relevant competencies and (3) utilize listening sessions to modify the program based on youth voice and experiences. Youth have access to SUD prevention/intervention services in their area and opportunities and support for advocacy/organizing from the funded partners. Decision makers implement proposed recommendations for policy, systems and environmental change. The State has infrastructure to support and sustain the work past the grant cycle.

**KEY**  
 Blue- Participant level  
 Orange- Organization level