Community Led Public Education Campaign Request for Proposals #3 (2027)

Did You Know?

- Adverse Childhood Experiences (ACEs) are common and can impact a person's health in the short and long term. ACEs can lead to chronic health conditions, substance misuse, mental illness, and long-term behavioral issues.
- Want to learn more? Check out: www.miace.org/resources/

- Publiceducation campaigns are a way to highlight actions that can protect our communities from adversity. They can reframe how people think and talk about ACEs and highlight programs to prevent ACEs or build resilience. Learn more about Preventing ACEs in the CDC's Resource for Action Guide.
- A public education campaign can be shared on social media, through brochures or posters, on billboards, or in multiple other ways.
- Public education campaigns can help engage your community and offer ways to promote safe, stable, nurturing relationships and environments for everyone.
- Public education campaigns can teach skills to ensure a strong start for children, promote learning, and healthy relationships.
- These messages can connect youth and adults in mentoring or afterschool programs and reduce the stigma around seeking help with parenting or substance misuse, depression, or suicidal thoughts.
- Public education campaigns can enhance primary care services, promote services and treatment to lessen the harms of ACEs and prevent problem behaviors and future involvement in violence.

In 2027, the MI Essentials for Childhood (EfC) project will support four public education campaigns. These campaigns should reflect your community's unique needs.

- Selected recipients will receive a $7,000 grant to support their organizational work to create, distribute, and evaluate a public education message.
- Community organizations will be selected using data from www.miacedata.org to identify counties and regions with a high ACE burden and corresponding Social Determinants of Health (SDoH).
- SDoH are non-medical factors affecting health, like socioeconomic status and geographic location. Want to learn more? Check out the CDC site: Social Determinants of Health | Public Health Gateway | CDC

- MPHI has created a public education toolkit to help guide your campaign development. Please review the toolkit to understand the components of a public education campaign.

Grant Details

- The funding will support work from January 1 - July 31, 2027.
- The $7,000 public education award will be paid in three (3) increments.
- Funded organizations will be asked to complete a progress and final report.
- Report submission will be online, using the same platform as this application.
- Grant awards are contingent on MPHI's receipt of CDC NOA Year 4 - Michigan Essentials for Childhood (MI-EfC) cooperative agreement funding.

Technical Assistance (TA) and Support

- Please use the Community-Led Public Education Toolkit to guide your campaign's development, implementation, and evaluation. Several worksheet documents will be required components and submitted with your reports.
- The MI-EfC Team will be available for two TA calls for each organization.

Organization Responsibilities

- Funded organizations will be required to evaluate the reach of their public education campaign.(Reach = actual or estimated number of people who saw or heard their public education campaign.)

- Funded organizations will be encouragedto evaluate the impact of their public education campaign.(Impact = the number of people who learned something from your campaign and/or changed their behavior because of it.)

Key Dates

- October 14, 2026 - Request for Proposals Application Opens
- November 16, 2026 - Proposal Submission Closes

- December 7, 2026 - Organization Selection Notification
- A subcontract with MPHI will need to be completed before campaign work begins

- January 1, 2027 - June 30, 2027 - Community-Led Public Education Campaign (ongoing)
- April 5, 2027 - Progress Reports Due
- July 1-31, 2027 - Final Report Submission

All questions must be answered to be considered for the Community-Led Public Education Campaign program. Submission of an application does not guarantee a grant award.

If you have questions, need information, or need help completing the application, contact Amy Stagg at astagg@mphi.org or 517-324-7310.

Thank you!

Can you fulfill all requirements to be considered for a Community-Led Public Education Campaign grant?

◯ Yes
◯ No

This includes:

- Use data to determine the focus of your public education campaign
- Develop and launch a public education campaign for your community
- Evaluate the reach of your public education campaign
- Complete online reports and submit evaluation results.

Please share information about your Organization and the Communities you serve:

Name of Organization:

_____

Website:

_____

Street Address:

_____

City:

_____

Zip Code:

_____

Please note the county or counties your organization serves:

_____

Is your organization incorporated?

◯ Yes
◯ No

Is your organization a 501(c)3 non-profit:

◯ Yes
◯ No

Please provide your Tax Id Number:

_____

Upload your non-profit status letter (if applicable)

We'd like to understand if your organization focuses on specific communities or populations. Please review the following questions and select all that apply. If your organization does not focus on a particular community or population, please note N/A in that selection.

Please note the racial/ethnic groups your organization serves:
(select all that apply)

☐ American Indian or Alaska Native
☐ Asian
☐ Black or African American
☐ Hispanic or Latino
☐ Middle Eastern or North African
☐ Native Hawaiian or Pacific Islander
☐ White
☐ Multiple Races
☐ Other:
☐ N/A

Other:

_____

Please note the age groups your organization serves:
(select all that apply)

☐ Infants or young children (0-10)
☐ Youth (11-17)
☐ Young Adults (18-24)
☐ Adults (25+)
☐ Older Adults (65+)
☐ Other
☐ N/A

Other:

_____

Please note the sex groupsyour organization serves:
(select all that apply)

- ☐ Men
- ☐ Women
- ☐ N/A

Please note the sexual orientation groupsyour organization serves:
(select all that apply)

- ☐ Gay/lesbian
- ☐ Bisexual
- ☐ Heterosexual or Straight
- ☐ Other sexual orientation
- ☐ N/A

Other:

_____

Please note the economically disadvantaged communities your organization serves:
(select all that apply)

- ☐ Experiencing homelessness or housing insecurity
- ☐ Experiencing poverty
- ☐ Experiencing food insecurity
- ☐ Experiencing barriers to healthcare (access, quality, or affordability)
- ☐ Experiencing barriers or reliable access to transportation
- ☐ Experiencing barriers to childcare (access, quality, or affordability)
- ☐ Other
- ☐ N/A

Other:

_____

Please note the communities your organization serves:
(select all that apply)

- ☐ Young parents
- ☐ Single parents
- ☐ People with disabilities
- ☐ People with a mental health issue
- ☐ People with a substance use disorder
- ☐ Victims of crime/violence
- ☐ Perpetrators of crime/violence
- ☐ Incarcerated or formerly incarcerated
- ☐ Other
- ☐ N/A

Other:

_____

Please select the community characteristics that apply to the area(s) you serve:

- ☐ Low education levels
- ☐ Lack of access to affordable housing
- ☐ High levels of crime and violence
- ☐ High levels of unemployment
- ☐ Other
- ☐ N/A

Other:

_____

Please tell us a little bit about your proposed public education campaign and your staff experience and capacity to take on this work:

Please describe your proposed message and the audience, or community members, you hope to reach with your public education campaign:

Please use miacedata.org to help identify the ACE indicators in your community. Statewide, regional, and county-level data can be found on the following indicators:

Home & Family Environment Access to Care School Environment Neighborhood & Community Abuse/Neglect System & Policy Factors Chronic Diseases Health Risk Behaviors Mental Health

Public Education campaigns can be shared in many formats; please check the platforms your organization may use.

- ☐ Social media (X, Facebook, LinkedIn, other)
- ☐ Brochures or posters
- ☐ Billboards
- ☐ Other

Other:

Please note who will be the primary contact for this project work and will be responsible for signing paperwork and uploading reports.

First Name

Last Name

Title:

Email:

Share a little about your organization's past communications and public education projects.

Please share the number of staff members you anticipate participating in the research, development, launch, and evaluation of the public education campaign. Give some details on the role each staff member will have.

Has your organization administered a public education campaign in the past? If so, tell us briefly about the process and outcomes you achieved.

(Past experience is not a requirement to be selected)

Does your organization have expertise in communications, social media, or other assets? (partnerships, blended funding, etc.)

Is there anything else you would like to share about your organization or staff skill set?