

**Flash Up
Request for Proposals (RFP) Information**

Application Due Date: August 13, 2018 (final proposal)

Award: \$100 gift card (or equivalent) to one (1) selected Flash Up event proposal.

Description: The Center for Public Policy and Health's Division of Mental Health and Substance Use is accepting applications for Flash Up proposals. The purpose of this RFP is to propose and develop Flash Up events. Flash Ups are events that will target college students and will focus on increasing awareness, educating and/or otherwise fostering skills and behaviors that seek to strengthen and support the mental wellness of college students. Flash Up events should focus on one or more components that have been proven to improve or strengthen mental wellness. Examples could include, but are not limited to, resiliency, connectedness, stress reduction, self-efficacy, thought patterns, mentorship, time-management, and engagement.

Additional Information: Applicants may submit initial proposals for one or more Flash Up events (only one Flash Up event per application). Applicants are encouraged to seek feedback from others (e.g., brainstorming sessions) in developing their Flash Up event. However, applicants own the rights to their initial proposal and the final submitted application, whether or not the applicant receives feedback from others during the process of developing and refining the final application.

APPLICATION

1. Name/Title of Flash Up Event.
2. Describe the focus/components of the Flash Up event. For example, what will the Flash Up event focus on (e.g., stress reduction, resiliency) in the effort to improve the mental wellness of college students? Describe the evidence/research available to justify the focus of the Flash Up event.
3. Describe the target population. Will the Flash Up event be designed to target any specific subgroups of college students (e.g., LGBTQ, minorities, veterans)? If subgroups are being targeted, provide evidence to support these subgroups as target populations.
4. Detail what the Flash Up event will entail. Include specific information regarding how to set up the event, what equipment or supplies (if any) are needed, staffing needs and other resources. Include estimated time it will take students to participate in the event. This section should include enough detail to allow a reader to setup and host the event exactly as it is intended.
5. Describe how the Flash Up event will appeal to college students and attract/engage them to participate in the event. If available, include evidence to support why students will be attracted to or engaged in the event.
6. Describe the outcome(s) of the Flash Up event – what are your hypotheses? What will students gain through participation in the event? What/how will mental wellness be improved? Provide evidence to support your proposed hypotheses.