



Extension - Health and  
Human Sciences

Purdue Extension – College of Health and Human Sciences (HHS Extension)  
Request for Proposals (RFP)

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## HHS Extension Request for Proposal (RFP)

### Overview

Purdue Extension in the College of Health and Human Sciences (HHS Extension) is interested in partnering with faculty or faculty-led teams in the College of Health and Human Sciences to research, design, and/or deliver research-based information that can benefit Indiana residents. HHS Extension requests proposal applications to receive funding for a project(s) that addresses the behavioral health and well-being of Indiana residents. Applicants can apply for up to \$50,000 to be used in a 12-month period.

### What is HHS Extension?

Purdue Extension in the College of Health and Human Sciences (HHS), known as HHS Extension, is a network of health education professionals that provide education to individuals and communities in each of Indiana's 92 counties. HHS Extension consists of a statewide administrative team, statewide specialists, and county-based Extension professionals. The community is Extension's classroom, both in-person and online. HHS Extension brings university research and expertise to the local level to help people strengthen relationships, eat smart, improve health, and achieve financial wellness. On the spectrum of care, Extension professionals focus on prevention and education by delivering educational programs, facilitating community connections, and collaborating on numerous local health initiatives. More information about HHS Extension can be found at [www.purdue.edu/hhs/extension](http://www.purdue.edu/hhs/extension). Information about Purdue Extension and HHS Extension's impact is available in several locations, including:

- 2024 Annual Impact Report  
[https://issuu.com/purdue\\_ag\\_communications/docs/purdue\\_extension\\_2024\\_impact\\_report](https://issuu.com/purdue_ag_communications/docs/purdue_extension_2024_impact_report)
- Purdue Extension Showcase (report to USDA)  
[https://extension.purdue.edu/about/\\_docs/3-329\\_2024extensionshow\\_final.pdf](https://extension.purdue.edu/about/_docs/3-329_2024extensionshow_final.pdf)

### Purpose of Request for Proposal (RFP)

The purpose of this RFP is to develop additional research and engagement-relevant partnerships in the College of Health and Human Sciences in an area of behavioral health and well-being. Behavioral health is a broad term that refers to a person's mental, emotional, and social well-being, as well as the actions that impact one's well-being. This area also includes support systems that promote mental well-being, prevent or reduce

emotional distress, and provide access to resources. Many factors can influence behavioral health, including genetics, family or social relationship dynamics, culture, discrimination, physical environment, socioeconomic or financial status, traumatic experiences, and physical health.

With these new partnerships, HHS Extension hopes to expand its activities related to behavioral health and to work toward a greater positive societal impact of its programs.

With the help of the RFP award recipient(s), HHS Extension will increase its capacity to:

- Conduct applied research
- Translate evidence into solutions that can be implemented at the community level
- Provide expertise on a specific subject under the umbrella of behavioral health
- Impart knowledge to Extension staff through professional development, including to county-based Extension professionals
- Engage and work collaboratively with county Extension professionals
- Champion the efforts of Purdue Extension
- Ensure a sustainable financial model for program efforts

### **Eligibility Requirements**

To be eligible to apply for this award, the lead individual must:

- Be research, clinical, tenured, or tenure-track faculty in the College of Health and Human Sciences. Early career/pre-tenured faculty are especially encouraged to apply.
- Be available to present the project results to Extension Professionals.

### **Award Details**

Under this RFP, HHS Extension will award one or more projects to faculty members or faculty-led teams in the College of Health and Human Sciences. The award funding ranges include:

- \$15,000 – 24,999
- \$25,000 – 39,999
- \$40,000 – 50,000

The funding start date is flexible to accommodate differing faculty needs, but the start date must occur between June 1 and August 15, 2025. Once awarded, the funding must be used in a 12-month period. Fringe benefit expenses must be included in the proposed budget.

## **Selection Criteria**

Priority will be given to applications that:

- Align with the mission of Purdue Extension and HHS Extension
- Have the ability for statewide implementation or translation to practical solutions for communities
- Provide evidence for a successful model for financial sustainability after the RFP funding ends
- Illustrate impact through evaluation mechanisms
- Include strategies for collaboration with county-based Extension professionals

Additional consideration will be given to proposals that incorporate in-kind contributions, though in-kind contributions are not required.

## **Reporting Requirements**

The award recipient(s) must:

1. Submit a mid-project report to HHS Extension Administration six months after the project funding period begins.
2. Submit a final report to HHS Extension Administration after the project funding period ends. The final report will summarize activities conducted with this funding, any outcomes or impact of the activities, and plans for funding sustainability.
3. Document efforts in Elements as an impact statement.

## **Submission Details and Due Date**

To be considered for this award, applications must be received by HHS Extension Administration no later than March 31, 2025 at 5:00 PM Eastern Time. Please e-mail the application as a single PDF application file to [extensionhhs@purdue.edu](mailto:extensionhhs@purdue.edu).

## **Information Session**

An information session about this funding opportunity will be held via Zoom on February 25, 2025 from 10:00 – 11:00 AM Eastern Time. This session will be used as the forum to provide examples of past and present faculty collaborations with HHS Extension, offer clarification about this award, and answer questions regarding the application. The information session will be recorded, but interested applicants are strongly encouraged to participate.

To access the information session:

Join Zoom Meeting

<https://purdue-edu.zoom.us/j/99844790195?pwd=gRIYotTczSPaMpXOWUHYdUYY4A6g7Y.1>

Meeting ID: 998 4479 0195

Passcode: 897027

#### One tap mobile

+13052241968,,99844790195#,,, \*897027# US

+13092053325,,99844790195#,,, \*897027# US

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#### Dial by your location

- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
- +1 646 558 8656 US (New York)
- +1 646 931 3860 US
- +1 301 715 8592 US (Washington DC)

Find your local number: <https://purdue-edu.zoom.us/j/99844790195>

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#### Join by SIP

- [99844790195@zoomcrc.com](mailto:99844790195@zoomcrc.com)

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#### Join by H.323

- 144.195.19.161 (US West)
- 206.247.11.121 (US East)

### How to Apply

Complete an application using the Application Template provided, then submit it as a single PDF file via email to [extensionhhs@purdue.edu](mailto:extensionhhs@purdue.edu). See the Application Guidelines section for more details.

### Inquiries

Submit questions regarding this funding opportunity via email to [extensionhhs@purdue.edu](mailto:extensionhhs@purdue.edu), or call HHS Extension Administration at (765) 494-8252.

### Timeline

RFP and Application available:	February 11, 2025
Information Session (Zoom):	February 25, 2025
Applications Due:	March 31, 2025
Award Notifications:	May 7, 2025
Funding Start Date:	Between June 1 – August 15, 2025
Mid-Year Report:	Six months after the funding start date
Funding End Date:	12 months after the funding start date
Final Report Due:	September 30, 2026

## HHS Extension Grant Application Guidelines

### Format

The application should be collated in a single PDF file following the format established in the Application Template provided. The Application Template is available for download at <https://extension.purdue.edu/hhs/rfp/hhs-rfp.html>. Unless otherwise noted in the Application Section guidance on pages 8 – 11, the file should adhere to the following:

- 1.5-spaced, 1-inch margin on all sides, and 12-point font.
- All pages must be numbered sequentially at the bottom of the page.

The application contents should be in the following order, with each section on a new page:

- Project Overview
- Problem Statement/Issue
- Work Plan (Goal and Objectives)
- Logic Model
- Evaluation Plan
- Sustainability Plan
- Budget and Budget Narrative
- Team Member Qualifications

There is no minimum page number expected for each section. Maximum page limits for each section are included in the Application Sections guidance on pages 8 – 11.

### Submission

To be considered for this award, applications must be received by HHS Extension Administration no later than March 31, 2025 at 5:00 PM Eastern Time. Please e-mail the application as a single PDF file to [extensionhhs@purdue.edu](mailto:extensionhhs@purdue.edu) using the subject line “2025 Extension RFP Application.”

An application will be deemed unacceptable and **not considered for funding** if it is:

- Incomplete,
- Received after March 31, 2025 at 5:00 PM Eastern Time, or
- Not prepared according to the format or instructions.

## **Application Sections**

The following information provides detailed descriptions of what to include in each section of the Application Template.

### Project Overview

This section is to provide a snapshot of the project and its team. Complete the cover sheet form to list the project title and project team member information.

There is not a page limit for the Project Overview section.

### Section 1: Problem Statement/Issue

This section should briefly yet thoroughly describe the problem (or issue) to be addressed by the project. Information in this section should, at minimum, include a discussion and data to illustrate the magnitude of the behavioral health issue in Indiana, as well as a description of how this relates to the mission and areas of focus for HHS Extension.

The Problem Statement/Issue section should not exceed 2 pages.

### Section 2: Work Plan (Goal and Objectives)

This section is to describe the work that will be completed during the funding period. Applicants may determine how best to present the Work Plan, whether through narrative, in chart/timeline format, or both. The Work Plan should identify the overall goal of the project as well as objectives to be attained during the funding period.

Objectives should be presented and written as SMART—specific, measurable, attainable, realistic, and time-bound. For each objective, provide a short description of the activity(ies) that will be done to help reach the objective. Below is an example of a SMART objective and activity description.

#### *Example:*

Objective- By March 1, 2026, 15 individuals will attend the workshop on managing stress.

Activities- Identify a trainer for the workshop; Secure a location for the workshop to be held; Develop workshop materials or modify existing resources; Market the workshop in the community; Deliver the workshop; Evaluate the workshop.

The Work Plan should also describe how the project will include collaboration with HHS Extension professionals in counties statewide, highlight the activities that work toward sustainability after the project period ends, and be complementary to the information in Section 3: Logic Model.

The Work Plan section should not exceed 3 pages.



### Section 3: Logic Model

This section is to provide a visual of the project. The Logic Model captures information about the resources available for the project, what activities will be completed, and anticipated outcomes/impact. Using the Logic Model template provided as part of the Application Template is required. A sample logic model is also included for reference. The Logic Model's formatting can be adjusted slightly as needed to best display the content.

To complete the Logic Model, include:

- The project title
- Situation—a brief statement to indicate why the issue is important and should be addressed by faculty and HHS Extension.
- Inputs—identify the things in which HHS Extension and/or faculty will invest, as well as the resources needed for the project to be successful. Inputs can also identify campus/field collaborations.
- Activities—details about the work that will be done as part of the project and what activities will be done to be successful. This section of the logic model demonstrates that the issue is actionable.
- Participation—information about the target audience(s) (primary and/or secondary) for the activities. Indicate who will be reached by the activities and the overall project, including whether the audience is regional or statewide.
- Outcomes-Impact—descriptions of the valuable results that will be achieved by the project. The outcomes and impact must be measurable and possible to evaluate. Long-term impact may speak to the sustainability intentions for after the project period ends.
- Assumptions—acknowledgments of what may already be in place or is ready to be addressed.
- External factors—recognition of the components (positive or negative) outside of the project that could have a direct or indirect impact on its success.

The Logic Model should be complementary to the information in Section 2: Work Plan.

The Logic Model section should not exceed 2 pages.

### Section 4: Evaluation Plan

This section should provide detailed information about evaluation efforts and metrics to be completed during the funding period. Describe the type of evaluation that will be implemented and the type of data (quantitative and/or qualitative) that will be collected for the project. Evaluation findings (metrics) are to be documented in Elements, an online data reporting system, to show impact of the project.

The Evaluation Plan section should not exceed 2 pages.

### Section 5: Sustainability Plan

This section should provide detailed information regarding the steps that will be taken toward the project's sustainability beyond the life of this funding period. For example, identify opportunities (such as resources, trainings, partnerships, collaborations, funding streams) that will be explored/developed/enhanced during the life of the proposed project to help sustain project operations after this project funding has expired. If planning to sustain only certain aspects of the project beyond this funding period, please identify them clearly. Include the main project sustainability activities in the proposal Work Plan.

The Sustainability Plan section should not exceed 2 pages.

### Section 6: Budget and Budget Narrative

This section should include a detailed budget for project expenses and a narrative describing how the funds will be used. Applicants may request funding up to \$50,000 for expenses related to the project. The funding start date is flexible to accommodate differing faculty needs but must occur between June 1 and August 15, 2025.

Funding may not be budgeted for 12-month faculty/staff currently being paid 50% or more on Extension funding, including HHS Extension Specialists and HHS Extension Educators. Funds may be used to support summer salary for Academic Year (AY or 9-month) faculty. Funds may be used for in-state travel, research materials and supplies, graduate or undergraduate student support/technicians/post-docs. Additional consideration will be given to proposals that incorporate in-kind contributions, though **in-kind contributions are not required**. Fringe benefit expenses must be included in the proposed budget. Indirect costs do not apply for this funding opportunity. Any template can be used to develop the budget, but an example is provided below and in the Application Template.

CATEGORY	AMOUNT
<i>Personnel</i>	
Faculty Member	\$
Graduate Student	\$
Fringe	\$
<i>Non-Personnel</i>	
Travel	\$
<i>Supplies</i>	
Printing	\$
<i>Other</i>	
<b>TOTAL</b>	\$

Every item in the budget must be justified in the budget narrative in accordance with the goals, objectives, and activities contained in the Work Plan.

The Budget and Budget Narrative section should not exceed 2 pages.

### Section 7: Team Member Qualifications

This section is to illustrate who the team members on the project are and their qualifications. Provide copies of the faculty lead team member's curriculum vitae (CV) or biosketch. There is not a specific format required for the biosketch, and so applicants are welcome to utilize the format used by the agency from which additional funding may be sought after this project's funding period.

Then provide brief descriptions of the additional team members' positions and qualifications. Highlight the relevant experience and/or training among the team that are relevant to completing this project's Work Plan.

There is no page limit for the Team Member Qualifications section overall, but each individual team member's CV, biosketch, or qualification description should not exceed 5 pages.

## Sample Logic Model

### Purdue Extension's Compassion & Resilience Education at Work Curriculum

Inputs	Outputs		Outcomes		
	Activities	Participation	Short-term	Mid-term	Long-term
<p><i>What we invest</i></p> <p><b>Team</b></p> <ul style="list-style-type: none"> <li>- <u>Leadership</u>: Principal Investigator from HHS Extension, Project Evaluator from Purdue School of Nursing, Authors from HHS Extension</li> <li>- <u>Content Development and Piloting</u>: Purdue Extension Educators</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>- Purdue Extension Leadership</li> <li>- HHS, 4-H, Community Development, and ANR Extension</li> <li>- Indiana Recovery Network</li> <li>- Society for Human Resource Management</li> <li>- Purdue Manufacturing Extension</li> <li>- Mental Health America of Indiana</li> <li>- Indiana Division of Mental Health and Addiction</li> <li>- Wellness Council of Indiana</li> <li>- Indiana Workforce Development</li> <li>- Local partnerships</li> </ul> <p><b>Resource Organizations</b></p> <ul style="list-style-type: none"> <li>- Substance Abuse and Mental Health Services Administration</li> <li>- National Alliance on Mental Illness</li> <li>- Indiana Department of Health</li> <li>- Center for Workplace Mental Health</li> <li>- Wellable</li> <li>- The Stability Network</li> <li>- The World Health Organization</li> </ul>	<p><i>What we do</i></p> <ul style="list-style-type: none"> <li>- Determine content needs through a needs assessment survey and Extension feedback.</li> <li>- Develop curriculum based on results of the needs assessment.</li> <li>- Determine delivery of the curriculum throughout the state, including: <ul style="list-style-type: none"> <li>- Format (in-person or virtual, resource dissemination, program length, etc.)</li> <li>- Methods to reach diverse audiences</li> </ul> </li> <li>- Create marketing materials and curriculum design.</li> <li>- Collaborate with employers and organizations to offer the curriculum to their personnel, making it available first as a pilot and then statewide.</li> <li>- Evaluate curriculum effectiveness.</li> <li>- Communicate project successes with stakeholders.</li> <li>- Leverage funds for sustainability.</li> </ul>	<p><i>Who we reach</i></p> <p><b>Participants</b></p> <ul style="list-style-type: none"> <li>- Indiana employees in workplaces across the state, including: <ul style="list-style-type: none"> <li>- Front line and general personnel</li> </ul> </li> <li>- Indiana employers in workplaces across the state, including: <ul style="list-style-type: none"> <li>- Executives and management</li> <li>- Human resources professionals</li> <li>- Supervisors</li> </ul> </li> </ul> <p><b>Priorities</b></p> <ul style="list-style-type: none"> <li>- Target audiences include but are not limited to rural populations.</li> <li>- Industries (not a complete list, and in no particular order): <ul style="list-style-type: none"> <li>- Healthcare</li> <li>- Manufacturing</li> <li>- Finance and banking</li> <li>- Retail and sales</li> <li>- Construction</li> <li>- Transportation</li> <li>- Agriculture</li> <li>- Hospitality</li> <li>- Social services</li> </ul> </li> </ul>	<p><i>What we think participants will know, feel and be able to do after the session</i></p> <p><b>Measurable</b></p> <ul style="list-style-type: none"> <li>- Reduced individual feelings of stigma toward people with mental health and substance use issues.</li> <li>- Increased knowledge of mental health and substance use terms.</li> <li>- Increased capacity to identify adaptive coping mechanisms for managing stress.</li> <li>- Increased awareness of Purdue Extension in participants' communities.</li> <li>- Increased awareness of the mental health and substance use education Purdue Extension offers.</li> </ul> <p><b>Conceptual</b></p> <ul style="list-style-type: none"> <li>- Purdue Extension is seen as an advocate for mental health and substance use education and awareness across the state.</li> </ul>	<p><i>How we think participant behavior will change after the session</i></p> <p><b>Measurable</b></p> <ul style="list-style-type: none"> <li>- Increased knowledge and skills to address misconceptions about mental health and substance use in their daily environment.</li> <li>- Increased confidence to access and navigate mental health and substance use support resources.</li> </ul> <p><b>Conceptual / Secondary</b></p> <ul style="list-style-type: none"> <li>- Workplaces reform their policies to support employees experiencing mental health or substance use issues.</li> <li>- Workplaces reform their policies to support employee family members experiencing mental health or substance use issues.</li> </ul>	<p><i>The impact of changed participant behaviors after the session</i></p> <p><b>Measurable</b></p> <ul style="list-style-type: none"> <li>- Increased self-reports of satisfactory work-life balance among employees.</li> <li>- Employers observe increased employee satisfaction and productivity.</li> </ul> <p><b>Conceptual:</b></p> <ul style="list-style-type: none"> <li>- Reduced community stigma toward people experiencing mental health and substance use issues.</li> <li>- Increased use of mental health and substance use support in participating organizations.</li> <li>- Increased use of mental health and substance use support in the community.</li> </ul>

## **Sample Logic Model, continued**

### **Situation**

In a 2021 survey of full-time U.S. workers, 76% of respondents reported experiencing at least one symptom of a mental health condition in the past year, up from 59% in 2019<sup>1</sup>. Depression and anxiety disorders cost the global economy \$1 trillion in lost productivity every year.<sup>2</sup>

### **Assumptions**

- Employers perceive a need for this type of curriculum in their organizations.
- Employers need assistance to deliver programming that supports employee mental health.
- Employees are interested in receiving education on mental health and substance use.
- Purdue Extension staff are trained to deliver this content.
- The CREW Curriculum will shift cultural norms in workplaces and may contribute to reduced rates of mental health disorders, substance use, and crises.

### **External Factors**

- Local, statewide, and national political climate
- Changing population demographics
- Hesitation or stigma to address mental health in workplaces

<sup>1</sup> Mind Share Partners (2021). Mental health at work report. <https://www.mindsharepartners.org/mentalhealthatworkreport-2021>.

<sup>2</sup> World Health Organization (n.d). Mental health at work. <https://www.who.int/teams/mental-health-and-substance-use/promotion-prevention/mental-health-in-the-workplace>.