



To: Interested Parties / Potential Bidders
Fr: Patty Sullivan, Dementia Friendly MA
Date: January 27, 2021
Re: Request for Proposals from Community-based organizations to Engage the Chinese American Community in the Dementia Friendly MA Initiative

With the support of the Tufts Health Plan Foundation, and the Executive Office of Elder Affairs, the Massachusetts Council on Aging and Senior Center Directors, Inc., (MCOA) is the sponsoring organization for the Dementia Friendly MA Initiative (DFM). Dementia Friendly Massachusetts is an initiative comprised of organizations, individuals, and municipalities growing dementia-friendly communities.

The goal of DFM is to increase the number of municipalities across the Commonwealth that commit to supporting those living with dementia, their families, and care partners, by signing the DFM pledge. To help communities to become dementia-friendly, DFM offers educational and networking events, access to online resources, and guidance from the DFM project manager. Information about the initiative can be found at dfmassachusetts.org.

In FY21, the Executive Office of Elders Affairs, through a grant to MCOA, is providing additional support for specific outreach activities into the Chinese American community regarding dementia. According to a study by Dr. Benjiman Woo as published in *Cureus Journal of Medical Science*:

- The intense stigma associated with mental illness in Chinese culture, a lack of dementia-related knowledge, and poor availability of culturally sensitive information about dementia dissuade Chinese Americans from seeking help for dementia.
- Approximately one out of every four elderly Chinese Americans stigmatize dementia as a mental illness. Chinese Americans also have more negative perceptions toward dementia than other chronic illnesses.
- Family members of patients with dementia in the Chinese American community tend to have moderately stigmatizing views about dementia.
- Only 13% of Chinese American immigrants were aware of dementia services in their community.
- Studies show that despite holding misconceptions and being less knowledgeable about dementia, Chinese Americans are eager to participate in dementia educational campaigns.

It is clear that the stigma around dementia in the Chinese American community needs to be reduced by providing educational opportunities that are specifically designed to allow this community to



engage in a better understanding of the disease and to assist those experiencing dementia to seek care.

Project Description DFM Chinese American Outreach

MCOA staff is working to expeditiously select a contractor to engage the Chinese American community in the initiative. **Time is of the essence.** MCOA has expedited its RFP process and contracts will be executed swiftly. The challenge for selected bidders will be the requirement of being able to ramp up and start delivering services by February 22, 2021, and complete the work by June 30, 2021.

Key features of this RFP

Preference may be given to organizations with significant connections to Chinese American community-based organizations across the Commonwealth and to those organizations that are experienced with older adults and/or have strong relationships with a Council on Aging.

1. The maximum amount of funding is \$30,000, with the potential of an additional \$30,000 for FY22, pending availability of funding.
2. MCOA will issue "Cost Reimbursement" contracts only.
3. All FY21 contractual work must be completed by June 30, 2020.

RFP Schedule and Instructions

1. RFP released on January 27, 2021
2. Complete proposal applications must be submitted to MCOA no later than 6 PM on February 12th, 2021.
3. The contract will be awarded by February 17, 2021
4. The contract must be signed and returned to MCOA by February 22, 2021.
5. The initial project period will begin promptly on February 22, 2021, and shall continue through June 30, 2021.

Application Instructions for MCOA Direct Grant Funding Opportunities

Prepare the application using these **format and submission instructions**:

1. Use 12-font 8"x11" paper size only.
2. Save the document as follows: FY21-DFM-Chinese American Outreach from *Name of Agency*



3. Upload your application and all required attachments at:
<https://fs16.formsite.com/mcoa/sreal1q9p/index.html>. To ensure your uploading was successful, please email your Proposal Narrative *only* to Shari Cox, MCOA Fiscal Manager, at Shari@mcoaonline.com.
4. During MCOA's application review period, please reply promptly should we contact you (the primary contact) with any questions via email or telephone.
5. MCOA will notify the primary contact of the outcome via phone and email.
6. A formal contract will be emailed to the primary contact identified in your application.
7. The contract must be signed and returned promptly to MCOA, before incurring any program costs.

Questions? If you have questions on the application requirements or permissible use of funding, please submit questions to Patty Sullivan at patty@mcoaonline.com.

Application Content:

The overall goal of the grant is to raise awareness about the impact of dementia on the Chinese American community by providing educational opportunities that are specifically designed to allow this community to engage in a better understanding of the disease and being provided the opportunity to engage in building dementia-friendly Chinese American communities.

The application must contain the following elements:

1. How you plan to conduct two focus groups to develop an understanding of the dementia experience in the Chinese American community, and document your findings.
2. How you plan to develop a shared vocabulary for talking about dementia in the Chinese American community.
3. How you plan to Rewrite existing DFM materials to make the documents more culturally appropriate for members of the Chinese American community.
4. How you will assist in the distribution of the revised DFM materials to community-based organizations statewide that support, advocate for, and serve the Chinese American community.
5. How you will support the wide distribution of these materials on a peer-to-peer basis across organizations serving the Chinese American community in the Commonwealth.
6. How you will develop and deliver a training for Councils on Aging (to be recorded) on overcoming barriers to engaging the Chinese American community in building dementia-friendly communities.



7. Provide a Project Budget for the grant period February 22, 2021 to June 30, 2021, using the budget template below, indicating how funds will be allocated.
8. You must include a description and relevant calculations for each line item. Budgets must also show any in-kind support and other funding if any. Allowable costs include salary, fringe benefits (capped at 25% of salary), mileage reimbursement, and rent/utilities/phone (capped at 2% of contract value).

Project Budget

Name of Agency: _____

Budget for February 22, 2021 – June 30, 2021

Category	Amount	In-Kind	Details