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You must use a recognized commercial or governmental carrier. Hand carried applications will not be accepted. Faxed or e-mailed applications will not be accepted.

V. Application Review Information

A. Evaluation Criteria

Your application will be reviewed and scored against the requirements listed below for developing the Project Narrative (Sections A–D). These sections describe what you intend to do with your project.

- In developing the Project Narrative section of your application, use these instructions, which have been tailored to this program. These are to be used instead of the “Program Narrative” instructions found in the PHS 5161–1.
- Be sure to provide complete references for any literature cited in your Project Narrative. The reference list will not be counted toward the 25-page limit for these sections.
- You must use the four sections/headings listed below in developing your Project Narrative. Be sure to place the required information in the correct section, or it will not be considered. Your application will be scored according to how well you address the requirements for each section.
- The Supporting Documentation you provide in Sections E–G, Appendices 1 through 5, and the Reference list will be considered by reviewers in assessing your response, along with the material in the Project Narrative.
- The number of points after each heading below is the maximum number of points a review committee may assign to that section of your Project Narrative. Bullet statements in each section do not have points assigned to them. They are provided to invite the attention of applicants and reviewers to important areas within each section.

Section A: Need (20 points)

- Describe the problem the project will address. Describe the national significance of the problem. Documentation of need may come from a variety of qualitative and quantitative sources in the professional literature. The quantitative data could also come from national data available regarding mental health and substance use needs, gaps, and priorities. For example:
 - Applications focusing on substance abuse might draw from SAMHSA’s National Household Survey on Drug Use

and Health (NHSDUH); Drug Abuse Warning Network (DAWN); and Drug and Alcohol Services Information System (DASIS), which includes the Treatment Episode Data Set (TEDS).

- Applications focusing on mental health might draw on data available from the National Association of State Mental Health Program Directors (NASMHPD), SAMHSA (<http://www.samhsa.gov/cmhs/MentalHealthStatistics>), or other sources.

Qualitative sources may also include conclusions of conferences and events of national significance.

- Describe the target population for the practice.
- Review the literature that demonstrates a need to develop or adapt an effective practice for the target population. Demonstrate through the literature review that current evidence-based approaches to the problem do not exist or have not been evaluated for the specific target populations, or that approaches of greater clinical or cost effectiveness are needed.
- Demonstrate that the need in the community in which the project will be carried out is of sufficient magnitude that an adequate evaluation of the practice can be conducted. To the extent possible, use locally generated data or State data such as that available through State needs assessments.

Section B: Proposed Approach (30 points)

- Describe the practice proposed for evaluation.
- Describe how the proposed practice will respond to the needs described in Section A of your Project Narrative.
- Discuss the potential effectiveness of the practice proposed for evaluation. Why has this practice been selected? Present the theoretical underpinnings, core principles, and major assumptions of the proposed practice. Outline the key operational elements of the practice and summarize any relevant literature.
- Identify any necessary collaborators on the project, including their roles and responsibilities. Demonstrate their commitment to the project. Include letters of support in Appendix 1: Letters of Support. Identify any cash or in-kind contributions to the project.
- If applying for combined Phase I and II, describe the extent to which the practice has been previously developed, implemented, stabilized, and documented. Include a description of the support system needed for full implementation of the proposed practice—e.g., community collaboration and consensus building, training and overall readiness of those implementing

the practice, and involvement of families and consumers in the project.

- If applying for Phase II only, show that the practice is ready for systematic evaluation by providing, in Appendix 2, the documentation for the practice described in the Performance Measurement section of this PA for Phase I, including all of the following:
 - A logic model depicting the theory underlying the practice.
 - A manual describing the practice in detail that would allow others to replicate the practice.
 - Documentation of how critical stakeholders were included in the development of the practice.
 - A detailed description of the population that the practice is designed to serve, and demographic characteristics of the people served by the practice over the past year.
 - Demonstration of stability in the number of people being served by the practice.
 - Documentation that staff are trained in the practice (via the number and percentage of staff trained), and a mechanism for ongoing training for any new staff.
 - Evidence demonstrating that the practice is in full operation and that a routine service delivery process is in place.
 - Pilot outcome results. (**Note:** Collection of these data need not include an extensive set of outcomes systematically collected on all participants, but quantitative project data should provide some indication that key outcomes are being achieved.)
 - Present the goals and measurable objectives of the project. Describe why the practice can better be evaluated for effectiveness following completion of the grant activities. For applications that include Phase I, include in your description how achievement of your goals will fulfill the Performance Expectations cited above and in Section I–B of this document.
 - Describe the action steps to accomplish the goals and objectives. Demonstrate that the action steps will lead to successful accomplishment of the goals and objectives.
 - Describe the potential barriers to successful conduct of the proposed project and how you will overcome them.
 - Describe how the project will address issues of age, race/ethnicity, culture, language, sexual orientation, disability, literacy, and gender in the target population.