



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 1960

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. **Project/Program Description**

Project Opioid is a commission of cross-sector leaders dedicated to lowering the number of victims of Opioid Use Disorder (OUD) and overdose deaths across Florida. Project Opioid will use data-backed strategies to implement Engagement Programs (EPs) in every sector; educate and engage the community through advocacy; close gaps between prevention, response, and recovery; and develop innovations through wrap-around efforts.

5. **State Agency to receive requested funds**
- State Agency contacted? Yes No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input style="width: 80%;" type="text" value="384,700"/>
Fixed Capital Outlay	<input style="width: 80%;" type="text" value="000"/>
Total State Funds Requested	384,700

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input style="width: 80%;" type="text" value="384700"/>	<input style="width: 80%;" type="text" value="39.0"/> %
Matching Funds		
Federal	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
State (excluding the amount of this request)	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Local	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Other	<input style="width: 80%;" type="text" value="604,300"/>	<input style="width: 80%;" type="text" value="61"/> %
Total Project Costs for Fiscal Year 2020-2021	989,000	100 %

8. **Has this project previously received state funding?** Yes No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>	<input style="width: 80%;" type="text"/>

9. **Is future-year funding likely to be requested?** Yes No

If yes, indicate nonrecurring amount per year.



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10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	The requested funds will go towards 10% of total project budget. Executive Director - will drive the initiative serving as champion, ambassador, collaborator and chief executive in building the story, the staff, the strategy and the systems to guide the detailed work to follow. The ED will also serve as the key liaison to the board of directors and the chief point of contact for fundraising. Total salary with benefits: \$95,000.	9,500
Other Salary and Benefits	The requested funds will go towards 10% of total project budget. Community Relations Director - will sustain relationships with community members, nonprofits, and fellow stakeholders cultivating a favorable operating climate. Total salary with benefits: \$60,000. Communications Director: has the role of brand management and advocacy, managing all communications, activities and building external relations with funders and the media. Total salary with benefits: \$60,000.	12,000
Expense/Equipment/Travel/Supplies/Other	The requested funds will go towards 20% of total project budget. Direct costs total \$182,000. Much of our work is based on relationship building and information sharing: Comms/Marketing \$12,000 (CFL) + \$25,000 (statewide scaling). Event Expenses: \$21,000 (CFL) + \$40,000 (statewide scaling); Office Operations: \$8,000 (CFL) + \$24,000 (statewide scaling). Travel: \$28,000; Project Space: \$12,000; Equipment: \$12,000.	36,400
Consultants/Contracted Services/Study	The requested funds will go towards approximately 100% of the total project budget. We have budgeted approximately \$20,000 for expert Healthcare and Recovery consultant services.	20,000
Operational Costs: Other		
Salary and Benefits	The requested funds will go towards approximately 10% of the total project budget. Statewide Project Director: will develop and maintain statewide collaboration and expand Project Opioid's model throughout 67 Florida counties. Total salary with benefits: \$50,000. Regional Project Mgr (Central Florida) - works with the ED, CRD, and CD to develop and maintain relationships and the infrastructure of Project Opioid. Total salary with benefits: \$30,000.	10,500
Expense/Equipment/Travel/Supplies/Other	The requested funds will go towards approximately 100% of the total project budget. The following is the total budget for the development our New Frontline Engagement Programs (EP) and our Statewide Advocacy and Awareness Campaign. 4 EPs: \$149,000 (Corporate, Faith, Law Enforcement, First Responders); program dev., training, org. partnerships for statewide roll-out; Advocacy: \$120,000; comprehensive multi-media campaign w/events for statewide roll out.	269,000
Consultants/Contracted Services/Study	The requested funds will go towards approximately 68% of the total project budget. We have partnered with UCF for our Data Study on the Opioid Crisis in the state of Florida. The first and second phase of the study is currently budgeted at \$40,000.	27,300
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		384,700



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11. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

Project Opioid's overarching goal is to curb opioid misuse, dependency and overdoses and save lives by creating a comprehensive roadway system to ending the opioid crisis that closes the gaps between prevention, response, and recovery. We will find out what works, what doesn't work, and what makes the problem worse in these three areas and work with leaders from every sector across Florida to develop innovations through wrap-around efforts.

b. What activities and services will be provided to meet the intended purpose of these funds?

The following are Project Opioid's 2020 objectives and core focus areas: 1. Community Engagement Strategies; 2. New Frontline Engagement Programs (EPs); 3. Phase 2 Data Study in partnership with UCF; 4. Project Search, partnered with Google (separately funded); 5. Advocacy and Awareness Campaign; 6. Statewide Collaboration.

c. What direct services will be provided to citizens by the appropriation project?

Core Focus Areas include: 1) EPs developed/tailored for business, faith, law enforcement & first responders that engage employees on the dangers of opioids, improve access to addiction services, break down barriers to help, improve coverage/benefits for rehabilitative services, re-educate/train on interacting w/victims of opioid use disorder (OUD) & improved methods/policies, & effectively/appropriately diverting victims away from the justice system, towards a pathway to recovery. 2) An aggressive campaign that will inform, educate & engage the community on OUD, break down stigma on addiction, arm public w/accurate info., motivate people to seek help, & improve access to help. Strategies: multi-media campaign, Opioid Take-Backs, awareness events. 3) Develop/maintain relationships across Florida to close gaps that let people fall through the cracks.

d. Who is the target population served by this project? How many individuals are expected to be served?

Anyone at-risk for, currently using, or abuse opioids. Target population includes elderly persons, persons with poor mental health or poor physical health, jobless persons, economically disadvantaged persons, at-risk youth, homeless, drug users (in health services), currently or formerly incarcerated persons, drug offenders (in criminal justice). Serves >10,000 individuals.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Improve physical & mental health, reduce substance abuse & recidivism by increasing access/coverage to preventative & comprehensive long-term treatment options, ensuring healthcare/ insurance providers recommend alternative treatments to opioids, educating patients on opioids, breaking down stigma on mental health/addiction, & removing barriers to help. Improve education & protect public from harm with an advocacy campaign backed up by a comprehensive data study to inform & engage the public. New Frontline EPs that empower businesses/org. to educate employees steering away from opioids & toward pathways to recovery. Divert from the criminal justice system w/our advocacy & New Frontline EPs divert victims & at-risk populations towards preventative/recovery options. Success will be measured by a comprehensive study in 2022 comparing/synthesizing data from polling of our EPs & advocacy campaign, future SAMSHA & Med. Examiner reports, OTP capacities/census & justice system stats.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Pro-rata return of state funds for portions of project deemed noncompliant.



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12. **The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

N/A

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **Recipient Contact Information**

- a. Organization
- b. Municipality and County
- c. Organization Type
- For-profit Entity
 - Non-Profit 501(c) (3)
 - Non-Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (please specify)
- d. First Name Last Name
- e. E-mail Address
- f. Phone Number

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.