



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 1389

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

4. Project/Program Description

The campaign has three objectives, and it strives to reach these objectives through a micro-targeted, public health, anti-stigma campaigns and through Community-based Organization outreach. (1) Develop community competence to identify instances and ability to provide support to loved ones with Opioid/Substance Use Disorder; (2) Improve attitudes toward those living with and/or in recovery from Opioid Use Disorder (OUD); and (3) Increase knowledge about OUD and that recovery is not only possible, but probable, with proper support. This campaign has been proven effective at reducing stigma, which leads to increased engagement with behavioral health system, increased knowledge of life-saving interventions, and better/more appropriation care provided by front line workers. In short, this work will help ensure that the recommendations of the Statewide Opioid Task Force are implemented with fidelity, instead of met with resistance or half-hearted implementation.

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

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

Type of Funding	Amount
Operations	500,000
Fixed Capital Outlay	0
Total State Funds Requested	500,000

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	500,000	62%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	300,000	38%
Total Project Costs for Fiscal Year 2022-2023	800,000	100%

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. **Is future funding likely to be requested?** No
- a. **If yes, indicate nonrecurring amount per year.**
- b. **Describe the source of funding that can be used in lieu of state funding.**
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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Project Lead will oversee the pilot project.	50,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Project Evaluation/Impact Study	40,000
Operational Costs: Other		
Salary and Benefits	Public Health Anti-stigma Campaign Coordination and Community Outreach (100%)	160,000
Expense/Equipment/Travel/Supplies/Other	Campaign materials, public media purchase, outreach to organizations, community events, etc	120,000
Consultants/Contracted Services/Study	Healing Interviews for those impacted by Opioid/Substance Use Disorder	130,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		500,000

12. Program Performance

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

The campaign has three objectives, and it strives to reach these objectives through a micro-targeted, public health, antistigma campaigns, through community events, and through Community-based Organization outreach. : (1) Develop community competence to identify instances and ability to provide support to loved ones with OUD; (2) Improve attitudes toward those living with and/or in recovery from OUD; and (3) Increase knowledge about OUD and that recovery is not only possible, but probable, with proper support. These goals will be demonstrated by decreased stigma within the expanded Tampa Bay community of Citrus, Hernando, Pasco, Pinellas, Polk, Hillsborough, Manatee, and Sarasota.

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

Activities include formative research, baseline and final evaluation, story collection of people affected by addiction, paid public media campaign, engaging local community leaders/influencers, community-based organization (CBO) engagement, community-based events, technical assistance and educational webinars for CBOs, campaign reporting and peer-reviewed manuscripts.

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

Sharing one's story can heal. Sharing many stories is proven to reduce OUD stigma and increase awareness of life saving interventions. We will be collecting stories of residents of Tampa Bay (approx 200) who suffer from opioid use/substance use disorder. These stories will be used to dispell stereotypes about who is and is not dying, to reduce overall stigma against those with opioid use disorder in the community, and to share in community events.

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



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We anticipate directly engaging with 200 individuals impacted by substance use disorder and reaching more than 800 people with these stories over 15 months. We anticipate engaging at least 25 community based organizations and 50 business, civic, and religious leaders.

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

A representative sample of those in the Tampa Bay area will be surveyed at the beginning and end of the campaign. The survey consists of over 60 questions regarding general attitudes on Opioid Use Disorder; positions towards Opioid Use Disorder policy; public stigma; and self-stigma. The survey measures societal attitudes, behaviors, and knowledge about addiction and is a validated measure.

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 the contract?

This is an evidence-based, pilot of an anti-stigma, public health campaign to help reduce the number of opioid overdose deaths in our community. If this campaign fails to reduce stigma (which is measured through a pre- and post-evaluation) in our community, in general, and among stakeholders responsible for implementing the recommendations of the Statewide Opioid Task Force, specifically, then this campaign will not be rolled out in other Florida markets.

13. 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



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14. Requestor Contact Information

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

15. 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

16. Lobbyist Contact Information

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