



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 1427

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

DFAF will create a marketing campaign and develop educational materials making resources available for individuals and organizations serving pregnant women and new mothers. We will deliver 25,000 easy to read educational handouts illustrating the harms of marijuana during pregnancy to substance abuse prevention coalitions throughout Florida. The coalitions will disperse this information throughout their communities to hospitals, community health centers, pharmacies, and treatment centers. DFAF will devote a section of their website to provide additional resources, blogs containing relevant research and facts, and a treatment center identifier for those seeking help. DFAF will develop an online training course and webinars that will be offered to prevention and treatment professionals in Florida and establish a State Neonatal Marijuana Exposure Task Force that will be composed of community members, health care, prevention, and treatment professional, and policy makers.

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	221,903
Fixed Capital Outlay	0
Total State Funds Requested	221,903

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)	221,903	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2022-2023	221,903	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?

Yes

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		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	DFAF would hire a new full-time employee to work full time on the project at a salary. Additional staff for the project would include 156 hours by the executive director to manage the project, 260 hours by the Epidemiologist to collect data, and 48 hours by the bookkeeper for a total of 464 staff hours, totaling \$62,810 in salaries and \$18,843 in fringe benefits.	81,653
Expense/Equipment/Travel/Supplies/Other	Printing and mailing one pagers to coalitions in Florida \$25,000, regional town hall meetings (6) 45,000.	70,000
Consultants/Contracted Services/Study	\$16,000 for video production (Spanish and English with shorter clips to be used on social media, \$24,000 for digital marketing (32weeks), PR and Media consultant \$6,750, graphic design \$4,000, project evaluator \$3,500, virtual curriculum development and placement on virtual learning management system 16,000.	70,250
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		221,903

12. Program Performance

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

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

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

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



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

Overall attention and reach of the campaign will be measured by website visits and by mentions of the campaign in the press. Via Google Analytics, DFAF will measure the number of new visitors, returning visitors, unique user sessions and page views to the campaign website. Engagement will be measured through social media exposure, resource downloads and partner surveys. Via FB and Twitter analytics, DFAF will be able to track how widely the posts and tweets are seen by looking at the number of shares, mentions and conversations regenerated. DFAF will also survey the Florida Prevention Coalitions who received the printed educational resources to determine where and how the campaign resources were utilized in their communities.

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?

Return of funds.

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.

Drug Free America Foundation, Inc.



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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