

Overdose Awareness, Prevention, and Education Campaigns

Funding Application for Local Health Jurisdictions SFY25



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Purpose

The Washington State Legislature allocated these funds to support local health jurisdictions (LHJ) in implementing overdose prevention, awareness, and education campaigns in State Fiscal Year 25.

Available Funding and Grant Timeline

Funding

- Total funds available to all LHJs: \$2,000,000
- Minimum estimated amount available per LHJ application: \$56,000
*The minimum estimated amount available assumes all LHJs in WA apply for funding.
- Please demonstrate in your workplan how your campaign activities can be scaled up or down to account for actual funding post-award.

Timeline

Application release date	09/20/24
Application due date	10/07/24
DOH sends draft contract Statements of Work (SOW) to grantees	10/10/24
Grantees provide feedback to DOH on draft SOW*	10/15/24
Contract start date	10/31/24
Contract end date	06/30/25

**LHJs will have 3 business days to provide feedback on the draft statement of work (SOW). LHJs should have staff available to work with DOH to finalize an SOW by 10/15/24 to meet the DOH Consolidated Contracts amendment deadline.*

Eligible Applicants

All LHJs in Washington State are eligible for this funding. An LHJ may submit one “Joint Regional Application” that supports campaigns in multiple LHJs and counties in their region with permission from participating LHJs.

Eligible Activities

- Develop an overdose prevention, awareness, and education campaign that includes information on opioids and fentanyl.
- Expand upon/modify an existing overdose prevention, awareness, and education campaign and include information on opioids and fentanyl.

For the purposes of this grant funding opportunity, the following key terms are defined as such:

- Prevention: Strategies associated with:
 - Addressing social conditions and environmental factors to decrease the incidence of harmful drug use (e.g., addressing barriers to housing, employment, behavioral and physical healthcare).
 - Decreasing the risk of fatal overdose and other associated harms in populations that are already using drugs (e.g., an intervention for people currently using or who recently experienced a non-fatal overdose).

- Promoting recovery and management of the long-term effects of drug use to maintain and improve overall well-being, which can include medications for opioid use disorder (MOUD).
- Awareness: Activities intended to increase the knowledge of a fact or existence of an issue or situation.
- Education: Activities intended to transmit knowledge or skills and the tools to improve the application of that information. Awareness can be the first step in education.
- Campaign: a more comprehensive, coordinated, communications effort using multiple channels in a community to spread prevention, awareness, and education information with the intent to promote long-term attitude, norms, or behavior change.

Grantee Requirements

Campaign material requirements

- Include evidence-based information about opioids and fentanyl in campaign messaging.
- Use trauma-informed/recovery-focused language, which can include language about medications for opioid use disorder (MOUD).

Reporting requirements

- Submit a progress report to DOH contract manager every other month with information on activity progress.
- Attend virtual meetings with DOH contract manager every other month to discuss activity progress, successes, and any barriers to work.
- Attend 2-3 DOH-organized meetings in which all recipients of these grant funds come together to share resources and discuss activity progress, successes, and challenges.

Billing requirements

- Submit monthly A-19 billing to DOH with supporting documentation.

Joint Regional Application requirements

- Submit a letter of support from each LHJ included in the joint application. The letter must include descriptions of each LHJ's role in implementing the proposed activities and how workplan progress will be tracked for each county that each LHJ represents.

Grantee Considerations

- Prioritize tailoring messaging, materials, outreach, and dissemination to audiences at increased risk of experiencing or witnessing an overdose.
- Prioritize using updated overdose trend and drug use data to inform new campaign materials.

DOH-Provided Support

DOH can provide access to the following supports upon request:

- Clinical technical assistance for any questions related to symptoms of overdose, effects of drugs on the body, MOUD, etc.
- Access to internal opioid and drug data dashboards and other county-level data.

- Access to statewide communications workgroups such as the State Opioid and Overdose Response Plan (SOORP) Communications Workgroup to stay updated on communications work at the state level and at other LHJs.

Applicant Information

LHJ Name	
Counties/Regions served	
Names of other represented LHJs (and served counties) if submitting a Joint Regional Application	
Address	
Application Point of Contact (If submitting a Joint Regional Application, include names and emails for a point of contact at each participating LHJ)	
Title	
Phone Number	
Email Address	

Application Questions

Baseline Questions

1. LHJs will have 3 business days to provide feedback on and finalize the SOW from DOH to meet the DOH Consolidated Contracts amendment deadline.

I agree to have staff available to work with DOH to finalize a SOW by the Consolidated Contracts amendment deadline of 10/15/24.

Yes

No

2. Do you currently have an overdose prevention campaign that includes information on opioids and fentanyl?

Yes

No

3. If the answer to #2 was "Yes", would you use this funding to expand/modify this existing campaign?

Yes

No

4. Are you submitting a Joint Regional Application that supports campaigns in multiple counties?

Yes

No

Workplan Questions

There are two sets of questions below. One set of questions is for LHJs that will expand/modify an existing campaign. The second set of questions is for LHJs that will develop a new campaign. Please select the set of questions that aligns with your intent and your answers to Baseline Questions #2 and #3.

Expand an Existing Campaign

Answer the following if you will use the funds to expand an existing campaign. If these do not apply to you, fill in "N/A" and skip to the next section.

1. If you will use these funds to expand an existing campaign, please describe the existing campaign. Please share the name, channels (TV, print, radio, etc.), topics of focus, target audience, desired outcomes, and any other relevant information.

2. Please fill out the below workplan table with your specific activities, related deliverables, and timelines for these deliverables.

For activities, please describe the work you will achieve to expand the current campaign. This can include, but is not limited to, activities related to a combination of the following expansion methods:

- Increasing the reach of your existing campaign or increasing saturation of your existing campaign messaging.
- Expanding into new campaign channels (TV, print, radio, etc.).
- Targeting the same audience using a different method or targeting a new audience.
- Modifying or updating outreach methods and/or materials.
- Updating the content shared in your messaging and efforts.

Develop a New Campaign

Answer the following if you will use the funds to develop a new campaign. If these do not apply to you, fill in "N/A".

1. Are there existing campaigns from other agencies or counties that you will use to inform your new campaign efforts? If yes, please share their name, channels, topics of focus, target audience, and desired outcomes.

2. Please fill out the below workplan table with your specific activities, related deliverables, and timelines for these deliverables.

For activities, please describe the work you will achieve to develop a new campaign. This can include, but is not limited to, activities related to a combination of the following:

- What channels or types of media you will use (TV, print, radio, etc.).
- Who your target audience will be and how you will tailor messaging to the audience.
- What outreach methods you will use.
- What topics and content areas you will prioritize in your messaging.

Work plan Table

*If you are submitting a Joint Regional Application, in addition to your own LHJ’s activities, demonstrate through activities how each county served by each LHJ you are applying on behalf of will benefit from the joint funding.

Activities	Due Dates/Time Frame	Deliverables to DOH
E.g. Develop four (4), one-hour long, radio ads that are each one hour each that will air on XXX station.	E.g., One (1) radio ad will air every week, for four (4) weeks, during the month of February.	Monthly A-19 and supporting documentation Monthly Progress Report (same for all activities)

For Due Dates/Time Frame, please share the schedule on which you are expecting this work to be completed. E.g., One (1) radio ad will air every week, for four (4) weeks, during the month of February.

**Please note that all funds must be spent by June 30, 2025.*

Additional Questions for LHJs submitting a Joint Regional Application

1. Please describe how resources will be distributed in each county of each LHJ that you are applying on behalf of.

2. Please describe how unique populations in each county served by each LHJ will be targeted by the joint regional effort.

Narrative Questions

All applicants should answer the following narrative questions.

1. Please describe how your proposed work plan activities are an expansion of an existing campaign OR part of the development of a new campaign.
2. Please share how your proposed work will meet awareness, education, and prevention goals. Please describe what kinds of information you will bring awareness to, what kinds of facts you will educate people on, and what types of risk you hope to prevent.
3. Please share how you decided on the target audience, what channels to use, and what outcomes you're hoping to achieve.
4. Please describe your community's need and how your proposed campaign activities will address the need. LHJs submitting a Joint Regional Application should describe the need in all counties served by all represented LHJs.

Applicant Budget Table

Please fill out the following budget table. All costs should be reasonable and relevant to the grant scope.

Instructions

Line Item	What to put in Justification column
Salaries	Calculation for the amount requested
Benefits	% of salary requested or a cost breakdown
Travel	Locations and purpose of travel
Goods and Services	Item cost calculation and purpose
Subcontracts	Contractor name, general scope of work, contract timeline
Administrative costs/indirect (if applicable)	

Line Item	Amount Requested	Justification – please tie all costs to the activities you described in the above questions
Salaries		
Benefits		
Travel		
Goods and Services		
Subcontracts		
Administrative costs/indirect (if applicable)		
TOTAL BUDGET		

Budget and Billing Guidance

In collaboration with each grantee, DOH will create consolidated contract statements of work that reflect the activities and budget proposed in this application. The use of contract funds is limited to the approved activities and budget outlined in the grantee’s contract. Grantees must obtain prior written approval from DOH staff before making changes to budgets and contract activities.

DOH awards funding through reimbursement-based billing. Invoices must be submitted monthly on an A19 invoice voucher. If a cost supports more than one funded program or initiative, grantees must use a cost allocation plan to determine the portion of the cost funded through this grant.

Selection Criteria

Overall reasonability of the budget, ability to complete work plan activities in the noted timeline, description of community need, use of grantee considerations (refer to “Grantee Considerations” section) in work plan activities, and 2022 overdose rate data of the county/counties you serve may be considered when reviewing applications.

Application Submission Steps

1. Fill out the information in the “Applicant Information” section.
2. Answer the relevant questions in the “Application Questions” section.
3. Fill out the budget table in the “Applicant Budget Table” section.
4. Email completed applications to DOH Contract Manager Karen Pastori at Karen.Pastori@doh.wa.gov by 11:59pm PT on 10/07/24. Applications submitted after this date cannot be considered.

DOH Contact Information

If you have any questions, please email Karen Pastori at Karen.Pastori@doh.wa.gov.