AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: Contract for Services Request; Evolution Communica

Action Requested: Motion

Parties to the Agreement: Evolution communications agency - gunnison county

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

approval for contract for services

Fiscal Impact: $8,3000

Submitted by: Kari commerford **Submitter's Email Address:** kcommerford@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:
No concerns, in 2020 adopted budget. ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 2/14/2020

County Attorney Review: (●) Required ( ) Not Required

Comments:
ok db 2/14/20

Reveiwed by: GUNCOUNTY1\dBaumgarten Discharge Date: 2/14/2020 Certificate of Insurance Required

Yes ( ) No (●)

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\mbirnie Discharge Date: 2/14/2020

(●) Consent Agenda ( ) Regular Agenda ( ) Worksession Time Allotted: 0

Agenda Date: 2/18/2020

Revised April 2015

evolution
message matters

February 4, 2020

GCSAPP Proposal

Promotion of CME Dinner for Providers, Motivational Interviewing Training, Video-Focused Event(s)

Presented by Evolution Communications Agency

Overview

The Gunnison County Substance Abuse Prevention Project (GCSAPP) seeks communications/marketing support for three events scheduled for April 2020 – an opioid training, interviewing training and a "People's Supper" featuring the new video created by Brian Sullivan. *(We understand there's the possibility of a second People's Supper in Crested Butte at the Majestic Theater; if this second People's Supper is scheduled, Evolution will adjust its plans/budgets after consultation with GC.)*

Evolution put together this proposal with the goal of promoting these specific events, while also using the opportunity to educate the public generally about what Gunnison County is doing to combat opioid abuse, its devastating impact on the Gunnison Valley and, most importantly, solutions for those whose lives are impacted by Opioid Use Disorder (OUD).

We believe GCSAPP has a unique opportunity with the video, "Roots of Addiction," to create a small campaign to educate and encourage your community to come together and support each other as you work to help those who need it.

Overview continued

We recommend creating a campaign that is empowering and has a positive call to action.

We found great meaning in the words of Gregory, the sociology professor in the video: “The opposite of addiction is connection.” We want to work with your team and our creative designers on messaging; we believe at this point that a tagline such as, “Fighting Addiction with Connection,” could drive a campaign for these events and future ones as well. If this type of messaging proves successful, you could consider a more robust marketing campaign around this branding.

You are a bit limited in terms of budget, so it may be that some of our suggestions need to be executed further down the road. We are always open to discussions on how Evolution can best support your needs now, and in the future.

Target Audiences

The target audiences for these events varies based on the event.

CME Dinner (4.9.2020) Focused On Opioid Prescribing Practices:

- Dentists, Veterinarians, Primary Care Providers, Physician Specialists, Behavioral Health

Motivational Interviewing Training (Not Yet Scheduled)

- Physicians, nurses, social workers, complementary health providers, educators , judicial (police, judges, lawyers, parole)

"People's Supper" (4.27.2020) Featuring Brian Sullivan's Video

- Above listed audiences and the public generally

Key Messages: CME on Opioid Prescribing

- Learn the Latest Strategies for Appropriate Opioid Prescribing
- Gunnison County Confronts Opioid Addiction: Come Learn about Appropriate Prescribing Protocols
- Are Opioids Ever Appropriate? Come to This CME Event To Learn About Appropriate Prescribing Protocols
- Be a Part of the Solution: Learn Alternatives to Opioid/Narcotic Prescriptions
- Learn about how Cannabis is Being Used for Pain Management

Key Messages: Motivational Interviewing

- *Motivational Interviewing:* Learn How to Connect On Another Level (with your patient, your student, your colleague and anyone you're seeking to help)
- *Motivational Interviewing:* Learn How to Elicit Behavior Change
- New Training: How to Cut Through the Ambivalence with *Motivational Interviewing*
- *Do You Know About Motivational Interviewing?* It's a Counseling Method that Helps People Resolve Ambivalent Feelings and Insecurities to Find the Internal Motivation They Need to Change Their Behavior. Our Motivational Interviewing Training is Coming Soon!

Key Messages: Video Event

- *Fighting Addiction with Connection*
- *The Gunnison Valley Comes together to Confront Opioid Abuse. Come watch a locally produced video that explores some root causes of toxic stress and how that can lead to substance use disorder or opioid disorder*
- *Hear the personal stories of people in our community, their journey with addiction and messages of hope.*
- *Together as a community we can support each other as we heal by having open dialogue about the very real struggles with Opioid Use Disorder (OUD), some of the causes and solutions.*
- *Gunnison Valley comes together to fight addiction with connection.*
- *Come share your own story. Hear from health professionals about solutions and resources in our community. Get your questions answered.*

Strategy

Our strategy is to use a variety of communications tactics to reach the identified audiences with key messages in order to:

- Drive attendance at the three events
- Raise awareness of the opioid addiction crisis in the Gunnison Valley
- Communicate that there is hope and there are resources for persons struggling with addiction
- Raise awareness beyond the Gunnison Valley, to Colorado generally and even the nation, that rural communities have special challenges – and in this case unique solutions – when confronting opioid abuse.

Tactics – Flier

We recommend creating two or three fliers that publicize your three April events
(We will consider whether to put the CME and Motivational Interviewing events on the same flier to save resources since the target audiences do somewhat overlap.)

1. The fliers would be distributed both digitally and via hard copy
2. We would working with GCSAPP and your partners to have them posted throughout the community including:
    - The University Health Center
    - Gunnison Valley Health Hospital and other facilities
    - Gunnison County Dept. of Health and Human Services building
    - Gunnison County Sheriff's Office
    - Western Colorado University
    - Crested Butte Ski Area
    - The Center for Mental Health
    - Addiction support groups
    - CB State of Mind
    - Community Foundation of the Gunnison Valley

Tactics – Social Media, Email, Newsletters

Besides working with you to ensure the fliers (and info contained on them) are shared via your stakeholders/the county's social media channels, we'll request that each of the organizations listed on the previous slide:

- Post the information to their Facebook and other social media accounts
- Email the flier(s) to their relevant contact lists
- Include an article about the events in their newsletters

Tactics - Earned Media

In addition to issuing a press release about the events, we will reach out directly to media outlets state-wide (and selective national outlets) to get coverage, interviews or to win a post on their community calendar.

GV Newspapers:
We will pitch a story about the events to the Gunnison Times, Crested Butte News and the student newspaper at Western (Top 'o the World)

GV Radio:
We will investigate whether either KAVY (country music) or KBUT (public radio), or other local/regional stations, have public interest programs we could utilize for discussion of the events, particularly the video-focused event.

Special Earned Media Considerations for the Video Event

We have reviewed a draft of the video produced by Brian Sullivan and are excited about the potentials his video work offers us to promote your opioid-focused work in the Gunnison Valley, Colorado and nationally.

Challenge:
Brian leaves the country in mid February, with no firm return plan.

Proposed Solution:
Ideally, we get Brian's raw video from him so that we can have a professional video producer create a series of shorter videos from him that can be used for: pitching reporters/editors on our story, for organic and paid social media posts promoting the video event and bringing awareness to the GCSAPP/Gunnison Valley's work on the opioid issue.

Pitching Our Story to Reporters in Colorado, and Beyond

We believe a story about GCSAPP's work on the opioid front, with a special focus on the video created by Brian, could be very interesting to news reporters/editors/producers if it is packaged and pitched correctly.

- We'd work to get some stories out in advance of the video event, to drive interest to the event (and possibly get some media to the event).
- We will reach out to some of the people spotlighted in the video to determine if they are people we can/should offer to the news media for interview on this story. The people struggling with addiction will be critical, as the media will be very interested in interviewing them.
- Work with experts in the video to prepare for potential media interviews
- Due to his travel schedule, Brian will be of limited use in terms of our media pitching. This is less than optimal, but we can accomplish our goals if we have his raw video to work with.

Utilizing Advertising/Paid Media

Radio:
We recommend paid spots on radio stations KAVY and KBUT. KAVY will target the public at large while KBUT will reach an educated demo including professionals, healthcare providers and the University community.

Newspaper:
We recommend 2-4 advertisements with the Gunnison Times, Crested Butte News and Western University student newspaper.

Online:
We recommend a Facebook advertising buy to encourage our target audiences to attend one or more of your planned April events.

Other considerations

Like other campaigns, we'll need a call to action (something a person can do or place they can go ((like a website)) for more information and guidance).

We recommend creating a unique "Fighting Addiction with Connection" landing page with general information about the problem, solutions and resources. This also could live on the GCSAPP website. (We would work with you to determine the best solution and will need to know site details, such as what format to create this page in; i.e. WordPress or another format.)

Base Budget

Evolution Project Management fee	10 hours X $175 per hour =	$1750
Earned media work	24 hours X $175 per hour =	$4200
Graphic design fee estimate		$750

Paid media fee estimate:

Newspaper advertising	$600
Facebook ads (including project management fee)	$1000

TOTAL	**$8300**

Additional Budget Options

Create landing page	$1500
Video production to create short videos from Brian's raw video	$1500
Create GCSAPP logo – "Fighting Addiction with Connection"	
Graphic design fee estimate	$1200
TOTAL	**$4200**

Evolution understands that GC doesn't currently have funding for these options; we include them here in case funding were to become available in the future.

Because these services go beyond the initial scope of work that we've discussed with you, these are estimates only. If GCSAPP decides to move forward on any of these options, Evolution would get specific bids from our web, creative and video subcontractors.

Approvals

The officials who have signed this authorization page agree to the terms contained in this proposal. *(Not including a commitment to fund the Additional Budget Options on page 17.)*

Evolution Communications Agency Date

Gunnison County Date

Thank you!
We appreciate your consideration.