



# INTERACT FOR HEALTH

A Catalyst for Health and Wellness

## **Campaign to Reduce Stigma of Addiction**

Request for Applications

**2019**

## Request for Applications ■ Deadline noon Sept. 30, 2019

### BACKGROUND

Greater Cincinnati is in the middle of an epidemic of misuse of and addiction to prescription opioids and heroin (together called opioids).

Opioid misuse and abuse often leads to overdose deaths. According to the Centers for Disease Control and Prevention, drug overdose deaths killed more than 70,000 Americans in 2017. Two-thirds of these deaths (68%) involved a prescription or illicit opioid. Greater Cincinnati has been disproportionately affected by the opioid epidemic. The region consistently has one of the highest overdose rates in the country (Murphy, Xu, Kochanek, & Arias, 2017).

Research shows that a comprehensive approach that includes effective prevention, treatment and recovery and decreasing stigma will improve the quality of health for people with a substance use disorder (U.S. Department of Health and Human Services, 2016). As part of its strategic plan, Interact for Health has prioritized aligning the region's response to the opioid epidemic in four areas: access to treatment, impact on children, recovery support and reducing stigma.

#### RFA Goal

To expand implementation of the recently developed regional messaging campaign to reduce the stigma of addiction in Greater Cincinnati.

### RFA OVERVIEW

Interact for Health and the Funders' Response to the Heroin Epidemic (FRHE) seek applications from organizations interested in participating in the second round of implementation of a messaging campaign to reduce stigma around addiction.

Stigma is a mark of shame, disgrace or disapproval that sets a person apart from others. When people are labeled by their addiction they are seen as part of a stereotyped group rather than as individuals. They may be rejected or discriminated against. Because of the stigma surrounding addiction, policymakers may be reluctant to allocate resources, primary care providers may be less willing to screen for and address substance abuse problems, and individuals may delay seeking treatment. (Yang et. al, 2017). Delaying treatment can put an individual at a higher risk of an overdose. Stigma can also isolate families and loved ones of those suffering from addiction in ways that are felt and enacted, and can affect the social and emotional health of family members (O'Shay-Wallace, 2019).

To address the stigma related to addiction, Interact for Health and its partners in FRHE (including bi3, Fifth Third Foundation, Jacob G. Schmidlapp Trusts, Greater Cincinnati Foundation, The Cincinnati Bar Foundation, The R.C. Durr Foundation and United Way of Greater Cincinnati) have developed a regional messaging campaign. Research with partners throughout Greater Cincinnati, done with local branding agency Hyperquake, shows the community is receptive to messages that share hope after addiction, recognize addiction as a disease and emphasize community-based solutions.

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FRHE provided funding and assistance to coalitions in Butler, Clermont, Dearborn and Grant counties to pilot the campaign. Traditional and digital media advertisements tailored to each community's needs were developed and then implemented from July to September 2019. An evaluation of the pilot campaigns will be implemented, with refinements made for this second round of implementation. It is anticipated that campaign elements will be made available as a free resource to be used throughout the region.

Desired outcomes of the campaign include:

- Creating a positive community of hope for those in recovery.
- Increased perception that there are resources available in the community to help people struggling with addiction.
- Change community perception of addiction.
- Increased support for families and loved ones of those coping with addiction.

Interact for Health and FRHE anticipate selecting three to four grantees for this second round of implementation. These awards will be six month grants between \$15,000 and \$45,000 each (see also the Budget and Media Campaign Development section below), totaling no more than \$100,000. Grants will be awarded by late November and campaigns are expected to launch in early December. The amounts awarded will vary by county and target populations. Desired applicants are organizations acting as the lead entity for collaborative efforts combating addiction and the opioid epidemic at the county or local level, such as a drug-free coalition or heroin task force.

## Eligibility Criteria

Applicants must:

- Be a public or private nonprofit or governmental organization.
- Provide services in at least one county of Interact for Health's 20-county service area (see map at right).

If two or more organizations will be collaborating on the project, either organization may take the lead and serve as the fiscal sponsor, but representatives from each organization must participate in the application process.

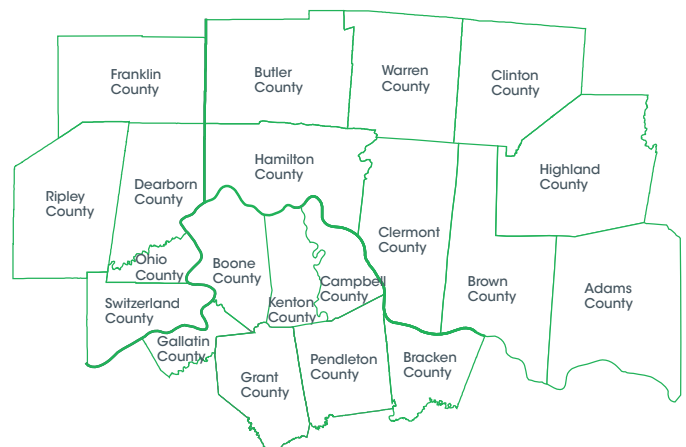
## Interact for Health's commitment to equity, diversity and inclusion

Interact for Health has a large service area with diverse communities, and is committed to expanding equity, diversity and inclusion among the grantees it funds. Interact for Health values organizations that have experience working in communities of color and low-income communities, and whose potential staffing of the project is representative of the community they are serving.

## Grantee Requirements

Awarded grantees will be expected to complete the following throughout the duration of the funding:

- Develop reducing stigma marketing materials tailored to the applicant's community with the assistance of consultants.
- Distribute reducing stigma marketing materials with guidance from consultants.
- Participate in Canva training (3-4 hours) at Interact for Health in November 2019. Canva is a user-friendly web-based graphic-design tool that will allow community partners to access and customize designs and templates.
- Participate in the evaluation of the campaign in partnership with Interact for Health staff and consultants.



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# APPLICATION REQUIREMENTS AND PROCESS

## Cover Sheet

Please complete Interact for Health's [Campaign to Reduce Stigma of Addiction Application Cover Sheet](#) to serve as the cover page for your grant application.

## Application Narrative

The application narrative can:

- be up to two pages long, single-spaced;
- use a type font not smaller than 12 points; and
- have margins of not less than 1 inch.

Application narrative should:

- Articulate why the applicant is interested in participating in the campaign.
- Describe the applicant's understanding of and expertise in addressing addiction and the opioid epidemic in their community.
- Outline the impact of stigma in their community.
- Illustrate existing relationships that will help strengthen the utilization of the campaign.
- Describe any leveraged dollars that are available to further augment the reach of the campaign.

## Budget and Media Campaign Development

Plans and specific budgets will be determined in October 2019 with the help of Interact for Health staff and media consultants after grant applications have been selected. Grantees will work with consultants to identify the needs and goals for the campaign in their respective communities and then provide feedback on suggested implementation plans. Grantees will then be an active partner in implementing the campaign with extensive assistance from qualified consultants.

While much of the grant funding will be directed to the consultants for developing the creative materials and for purchasing media buys, the

grantee will be permitted to use part of the grant funding for project coordination (up to \$3,000).

## Required Materials

You must submit the following with your application:

- Campaign to Reduce Stigma of Addiction Application Cover Sheet.
- Application narrative.
- Most recent audited financial statement.
- Copy of current operating budget.
- Most recent annual report (if available).
- Résumé of the project director.
- List of the organization's board of trustees, including names, employers and position titles.
- Interact for Health and InterAct for Change's Disclosures Form and any explanations.
- A concluding statement signed and dated by the organization's CEO, attesting that the application is complete and true.

## Application Selection Criteria

Interact for Health and the FRHE will use the following criteria to select the most competitive applications. Selected applications will demonstrate:

- The Campaign to Reduce Stigma of Addiction aligns with the coalition's goals and/or community plan.
- Leveraged funding and/or existing resources.
- Collaboration at county or local jurisdiction level.
- Engagement with diverse partners appropriate to the jurisdiction.
- A feasible media campaign and budget after working with the consultants.



## Timeline

Campaign to Reduce Stigma of Addiction Q&A conference call	<b>1- 2 p.m., Sept. 11, 2019; or 10-11 a.m., Sept. 13, 2019</b>
Grant application deadline	<b>Noon, Sept. 30, 2019</b>
Notification of acceptance of grant application	<b>5 p.m., Nov. 25, 2019</b>

## Questions

Interested applicants who have questions are invited to join the Campaign to Reduce Stigma of Addiction Q&A Conference Call from 1-2 p.m., Sept. 11, 2019 (dial 1-888-240-2560, enter meeting ID 905 734 337, followed by the # sign) or 10 a.m.–11 a.m., Sept. 13, 2019 (dial 1-888-240-2560, enter meeting ID 113 006 938, followed by the # sign).

Interested applicants unable to attend those sessions should direct questions to Program Associate Lisa Myers, [lmeyers@interactforhealth.org](mailto:lmeyers@interactforhealth.org) or 513-458-6629, or Senior Program Officer Sonya Carrico, [scarrico@interactforhealth.org](mailto:scarrico@interactforhealth.org) or 513-458-6647.

## Application Submissions

Required forms and details can be found on the Request for Proposals page of Interact for Health's website, <https://www.interactforhealth.org/requests-for-proposals/>. Please email all required materials to [proposals@interactforhealth.org](mailto:proposals@interactforhealth.org). Please put "Reduce Stigma of Addiction RFA-(your organization's name)" in the subject line to ensure delivery. For assistance, please contact Grants Manager Kristine Schultz at [kschultz@interactforhealth.org](mailto:kschultz@interactforhealth.org).

## REFERENCES

Murphy, S.L., Xu, J., Kochanek, K.D. & Arias, E. (2017). Mortality in the United States. NCHS Data Brief, no 328. Hyattsville, MD: National Center for Health Statistics. Retrieved from <https://www.cdc.gov/nchs/data/databriefs/db293.pdf>.

O'Shay-Wallace (2019). "We Weren't Raised that Way": Using stigma management communication theory to understand how families manage the stigma of substance abuse. *Health Communication*, DOI: 10.1080/10410236.2019.1567443.

U.S. Department of Health and Human Services (HHS), Office of the Surgeon General, Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health. (2016). Washington, DC: HHS.

Yang, L.H., Wong, L.Y., Grivel, M. M., & Hasin, D. S. (2017). Stigma and substance use disorders: an international phenomenon. *Current Opinion in Psychiatry*, 30(5), 378–388.