

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**. Contact the Mayor's Legislative team with questions

Date of Request: 11.7.2021

Please mark one:  Bill Request or  Resolution Request

## 1. Type of Request:

- Contract/Grant Agreement  Intergovernmental Agreement (IGA)  Rezoning/Text Amendment  
 Dedication/Vacation  Appropriation/Supplemental  DRMC Change  
 Other:

2. **Title:** (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Amends a contract with Analytics and Insights Matter LLC by adding six months for a new end date of 6-30-2023 to reduce stigma related to behavioral health conditions, citywide. No change to agreement amount (ENVHL- 202265373 -02).

3. **Requesting Agency:** Public Health & Environment (DDPHE)

## 4. Contact Person:

|   |   |
|---|---|
| Contact person with knowledge of proposed ordinance/resolution  | Contact person to present item at Mayor-Council and Council   |
| Name: Huyen Doan, Kalyn Horst, Will Fenton  | Name: Huyen Doan, Kalyn Horst, Will Fenton  |
| Email: <a href="mailto:kalyn.horst@denvergov.org">kalyn.horst@denvergov.org</a> ,<br><a href="mailto:Huyen.doan@denvergov.org">Huyen.doan@denvergov.org</a> or <a href="mailto:Will.Fenton@denvergov.org">Will.Fenton@denvergov.org</a> | Email: <a href="mailto:kalyn.horst@denvergov.org">kalyn.horst@denvergov.org</a> ,<br><a href="mailto:Huyen.doan@denvergov.org">Huyen.doan@denvergov.org</a> or <a href="mailto:Will.Fenton@denvergov.org">Will.Fenton@denvergov.org</a> |

## 5. General description or background of proposed request. Attach executive summary if more space needed:

According to the Behavioral Risk Factor Surveillance Survey, over 15% of Denver adults have experienced four or more Adverse Childhood Events, which are associated with increases in risk for behavioral health conditions, indicating many Denver residents may want services at some point. Stigma has been mentioned as a barrier to care in local focus groups and conversations with people with behavioral health conditions. Furthermore, the Behavioral Health Literacy and Community Involvement Working Group that assisted in the development of *Road to Wellness: A Strategic Framework to Improve Behavioral Health in Denver*, indicated that "stigma remains a major barrier in accessing behavioral health treatment." A campaign addressing stigma is included in the *Opioid Response Strategic Plan* as a strategy to Prevent Substance (Mis)use, and aligns with Caring 4 Denver's focuses on youth, community-centered connections, care provision, and alternatives to jail. With the onset of the COVID-19 virus, the need for behavioral health services are increasing within our community and is expected to grow exponentially.

Analytics and Insights Matter LLC will conduct a formative assessment, develop anti-stigma messages, disseminate messages via a campaign and evaluate the impact of anti-stigma messages on knowledge, attitudes and beliefs of Denver residents. The contract covers for personnel, supplies and operating, sub-contractors, and indirect costs.

The contract amendment includes additional work: a comprehensive behavioral health needs assessment. The COVID-19 pandemic has had a significant impact on the behavioral health of people with reported increases in anxiety, depression, suicidal ideation, trauma or stressor-related disorder, and substance use from pre-pandemic levels. According to recent research, mental health conditions disproportionately impact specific populations, young adults, Hispanic persons, black persons, essential workers, unpaid caregivers for adults, and those receiving treatment of pre-existing psychiatric conditions. Given the significant increase in reported behavioral health conditions, it is an opportune time to identify the specific service needs of people with behavioral health conditions, barriers to services and identify the actions and system changes necessary to improve access and acceptability of the service continuum as responsive to the needs of its customers.

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The Denver Department of Public Health and Environment (DDPHE) has selected **Analytics and Insights Matter (AIM)** to conduct the Denver Comprehensive Behavioral Health Needs Assessment Across the Service Continuum: Prevention to Recovery. Comprehensive needs assessments are a well-established public health practice to identify and characterize needs, challenges, and potential solutions from the perspective of people impacted by a behavioral health condition (i.e., substance use disorder, serious mental health condition, non-serious mental health condition or suicidal ideation or action). A needs assessment highlights the current state, the future state as established in the research literature, and the gaps between them. Most needs assessments include the perspective of stakeholders and service providers to capture information on the current service delivery system and its capacity to provide services that are responsive to people in need.

The needs assessment will use quantitative and qualitative data collection methods and sampling reflective of the groups impacted by mental health conditions, substance use disorders, and suicide with oversampling of groups who may be difficult to access and under-represented in needs assessments. These may include but are not limited to, people experiencing homelessness, those with disabilities, racial and ethnic groups, non-English speaking people, youth and LGBTQ+.

- 6. **City Attorney assigned to this request (if applicable):** Breena Meng
- 7. **City Council District:** All
- 8. **\*\*For all contracts, fill out and submit accompanying Key Contract Terms worksheet\*\***

### Key Contract Terms

**Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):**  
Professional Services

**Vendor/Contractor Name:** Analytics and Insights Matter LLC

**Contract control number: Amendment:** ENVHL-202265373, Original: ENVHL-202157997

**Location:** Citywide

Is this a new contract?  Yes  No    Is this an Amendment?  Yes  No    If yes, how many?   2  

**Contract Term/Duration (for amended contracts, include existing term dates and amended dates):**

Existing: January 1, 2021 – December 31, 2022

Amended: January 1, 2021 - June 30, 2023

**Contract Amount (indicate existing amount, amended amount and new contract total):** \$798,951

| <i>Current Contract Amount</i> | <i>Additional Funds</i> | <i>Total Contract Amount</i> |
|--------------------------------|-------------------------|------------------------------|
| <i>(A)</i>                     | <i>(B)</i>              | <i>(A+B)</i>                 |
| \$798,951                      | \$0                     | \$798,951                    |

| <i>Current Contract Term</i>       | <i>Added Time</i> | <i>New Ending Date</i> |
|------------------------------------|-------------------|------------------------|
| January 1, 2021- December 31, 2022 | 6 months          | June 30, 2023          |

**Scope of work:** The scope of work is below, split by Anti-Stigma Campaign and Behavioral Health Needs Assessment

Stigma Campaign:

During the formative assessment phase, AIM will conduct a literature review, an assessment of similar projects, develop and conduct a survey of the population with stigma-scales, and conduct focus groups and interviews with relevant stakeholders to address a variety of stigma topics that may include, but are not limited to Social Distance, Willingness to Disclose, Discriminatory Intent, and Accessing Treatment & Health Care. During the message development phase, AIM will develop messaging for diverse and disparate

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audiences based on existing knowledge and formative assessment activities. During the campaign phase, AIM will implement the message dissemination portion of the project based on formative assessment findings and an approved Marketing Plan and Advertising Plan. During the evaluation phase, AIM will compile and analyze data to determine campaign awareness, understanding, and effectiveness. This will include a second dissemination of the survey with stigma scales to compare knowledge, attitudes and beliefs before and after the campaign.

**Needs Assessment:**

The needs assessment will include the following components:

1. **Review of the literature (prior strategic plans, studies, and prior needs assessments)** conducted within the last three to five years on mental health and substance use disorder pertinent to the City and County of Denver.
2. **Review of demographics and populations** at risk or impacted by mental health and substance use disorders, including the population size and level of care needed if available, behavioral and socioeconomic characteristics, health literacy, and health-seeking behaviors.
3. **Development of methods**, sampling schemes, tools, data collection, cleaning, storage, and analysis protocols, including data security protocols to protect personally identifiable information.
4. An **assessment of needs** across the service continuum and specific subpopulations of people with mental health conditions and substance use disorder, including:
  - a. an identification of the services needed,
  - b. barriers to services, including extent to which people are denied needed services,
  - c. respondents' recommendations for how to improve service delivery so it is **available, accessible, and acceptable to them** across a variety of parameters such as culture, language, gender identity, ability, and other characteristics, and
  - d. assess the degree to which access to service is timely, the cost is affordable, and location and hours are convenient.
5. A **resource inventory** of organizations and individuals who provide services across the continuum, including the name of the organization, location of service, type and levels of services provided, the audience for services, eligibility criteria, service exclusions, service waitlist, and range/average length of time a person is on a waitlist, number of people served annually by service level, and condition.
6. Profile of **provider capacity and capability** to deliver services, including the adequacy of the behavioral health workforce to meet service delivery needs and workforce limitations (please note: workforce limitations could be insufficient staff to meet service demand, adequate education and training, or incongruence between the characteristics of the service population and those providing the services.)
7. Quantitative assessment of **unmet needs and service gaps**; comparing available services to identified needs reveals unmet needs and service gaps, analysis of unmet needs/service gaps may include a determination of overall needs, as well as the identification of service needs for subpopulations.
8. Identified **capacity development needs**; capacity development needs exist when disparities in the availability of services are identified, particularly in historically underserved communities.
9. A **discussion of needs** across the service continuum and subpopulations impacted by mental health and substance use disorders and recommendations for further study.

**Was this contractor selected by competitive process?** Yes, for the initial contract      **If not, why not?**

**Has this contractor provided these services to the City before?**  Yes    No

**Source of funds:** Public Health and Wellness Special Revenue Fund

**Is this contract subject to:**  W/MBE    DBE    SBE    XO101    ACDBE    N/A

**WBE/MBE/DBE commitments (construction, design, Airport concession contracts):** A 10% MWBE participation goal was set and could be met with a certified self-performing MWBE prime contractor or utilizing a certified MWBE subcontractor(s) for 10% of the overall contract value.

**Who are the subcontractors to this contract?** Circuit Media, Arrow Performance Group, Dr. Thomas Barrett

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