

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

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

Date of Request: 5.5.23

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 \$19,890 for a new total of \$818,841, adding six months for a new end date of 12-31-23, and extending the scope of work to include the evaluation of the Spanish version of the campaign and integrate it into the planned evaluation activities, for existing stigma reduction programming, citywide (ENVHL-202367675).

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, Marion Rorke, Will Fenton	Name: Huyen Doan, Marion Rorke, Will Fenton
Email: marion.rorke@denvergov.org Huyen.doan@denvergov.org or Will.Fenton@denvergov.org	Email: marion.rorke@denvergov.org Huyen.doan@denvergov.org or Will.Fenton@denvergov.org

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 conducted a formative assessment, developed anti-stigma messages, disseminated messages via a campaign and is evaluating 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 first contract amendment included 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 level. The needs assessment used 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. This was completed and is available at denvergov.org/dphe

The second contract amendment included a no-cost extension through 6/30/2023 and the change of payment terms from net 30 to immediate.

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This amendment adds the evaluation of the Spanish version of the campaign into the scope and integrates it into the planned evaluation activities with the addition of \$19,890 to the current contract budget. The evaluation phase of the Anti-Stigma campaign includes an evaluation report with: pre (when possible) and post-test survey results with analysis, reports on the reach of campaign information, assessment of effectiveness, and recommendations on continuation of campaign efforts. The vendor will also prepare an overall project presentation that includes a high-level overview of the evaluation report, and recommendations to the City based on the results of the campaign.

This year, we have identified funds for conducting an evaluation of the Spanish version. The vendor still expects to complete activities within the current contract term, however, to prevent us from returning later this year in the event of unexpected barriers, we want to extend the contract through the end of 2023.

6. **City Attorney assigned to this request (if applicable):**

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: ENVHL-202367675; ENVHL-202261909; ENVHL-202157997-0

Location: Citywide

Is this a new contract? Yes No **Is this an Amendment?** Yes No **If yes, how many?** 3

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

Current: January 1, 2021 - June 30, 2023

New: January 1, 2021 - December 31, 2023

Contract Amount (indicate existing amount, amended amount and new contract total): \$818,841

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
(A)	(B)	(A+B)
\$798,951	\$19,890	\$818,841

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
January 1, 2021- June 30, 2023	6 months	December 31, 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 conducted a literature review, an assessment of similar projects, developed and conducted a survey of the population with stigma-scales, and conducted 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 developed messaging for diverse and disparate audiences based on existing knowledge and formative assessment activities. During the campaign phase, AIM implemented

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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. With additional funding identified in 2023, this amendment will allow AIM to incorporate an additional evaluation of the Spanish-language version of the campaign.

Behavioral Health Needs Assessment:

The needs assessment used quantitative and qualitative data to understand the type and level of behavioral health service needs in Denver and to determine the type and level of behavioral health services available. The needs assessment was conducted over the course of a year (2022) and draws on qualitative and quantitative data, including interviews and focus groups with community members and service providers. The needs assessment has been completed and is available at denvergov.org/dphe

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, NeocomPromo

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