

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: 3.15.2021

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.)

Approves a contract with Analytics and Insights Matter, LLC. for \$548,951 and for two years to design and implement a stigma-reduction campaign to reduce stigma related to behavioral health conditions and connect more residents to early intervention and behavioral health treatment and support, citywide (ENVHL-202157997-0).

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, Jean Finn, Will Fenton	Name: Huyen Doan, Jean Finn, Will Fenton
Email: jean.finn@denvergov.org , Huyen.doan@denvergov.org or Will.Fenton@denvergov.org	Email: jean.finn@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 percent 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 for Denver's focus 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.

The Denver Department of Public Health and Environment (DDPHE) has selected Analytics and Insights Matter (AIM) through a competitive request for proposal process to design and implement a stigma-reduction campaign via a two-year contract starting January 1, 2021 to December 31, 2022. The goal is to reduce stigma related to behavioral health conditions as stigma acts as a barrier to early intervention and access to behavioral health treatment and support. The populations of focus fall into five overlapping sub-groups of individuals: people with mental health conditions, people with substance use disorders, people who use substances without a diagnosis, people who have attempted suicide, and people who have experienced suicidal ideation. The project objectives are to:

- reduce stigma as a barrier to accessing services;
- measure baseline knowledge, attitudes, and beliefs that result in stigma associated with behavioral health conditions in Denver; and
- change knowledge, attitudes, and beliefs in Denver to increase empathetic responses and decrease aversive responses to behavioral health conditions.

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR21 0316

Date Entered: _____

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.

- 6. **City Attorney assigned to this request (if applicable):** Lindsay Carder
- 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-202157997-0

Location: Citywide

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

Contract Term/Duration (for amended contracts, include existing term dates and amended dates):
January 1, 2021 – December 31, 2022

Contract Amount (indicate existing amount, amended amount and new contract total): \$548,951 new contract

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$548,951		

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
January 1, 2021 – December 31, 2022		

Scope of work: The scope of work has four phases outlined below.

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. Topics include but are not limited to: social distance, willingness to disclose, discriminatory intent, and accessing treatment and health care.

During the message development phase, AIM will develop messaging for diverse and disparate 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.

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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.

Was this contractor selected by competitive process? Yes 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 and Grant

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

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): A 10 percent 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 percent of the overall contract value.

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

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