



## Legislation Details (With Text)

**File #:** 23-0581      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 5/8/2023      **In control:** Safety, Housing, Education & Homelessness Committee

**On agenda:** 6/5/2023      **Final action:** 6/5/2023

**Title:** A resolution approving a proposed Third Amendatory Agreement between the City and County of Denver and Analytics and Insights Matter, LLC to add a Spanish-language evaluation component to the existing campaign.  
Amends a contract with Analytics and Insights Matter, LLC by adding \$19,890 for a new total of \$818,841 and 6 months for a new end date of 12-31-2023 to add a Spanish-language evaluation component to the existing campaign working to reduce stigma that is related to behavioral health conditions, citywide (ENVHL-202367675-03; ENVHL-202157997-03). The last regularly scheduled Council meeting within the 30-day review period is on 6-20-2023. The Committee approved filing this item at its meeting on 5-17-2023.

**Sponsors:**

**Indexes:** Anne Wallace

**Code sections:**

**Attachments:** 1. RR23-0581\_DDPHE\_Analytics and Insights Matter\_Request, 2. 23-0581 Filed Resolution\_Analytics and Insights Matter LLC 202367675-03, 3. 23-0581 Third Amendatory Agreement\_Analytics and Insights Matter, LLC 202367675-03, 4. 23-0581 Filed Resolution\_Analytics and Insights Matter LLC 202367675-03

Date	Ver.	Action By	Action	Result
6/5/2023	1	Council President	signed	
6/5/2023	1	City Council	adopted	Pass
5/17/2023	1	Safety, Housing, Education & Homelessness Committee	approved by consent	Pass

### Contract Request Template (Contracts; IGAs; Leases)

**Date Submitted: 5-15-2023**

**Requesting Agency: DDPHE  
Division:**

**Subject Matter Expert Name:** Huyen Doan, Marion Rorke, Will Fenton

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**Phone Number:**

**Item Title & Description:**

*(Do not delete the following instructions)*

*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.

**A resolution approving a proposed Third Amendatory Agreement between the City and County of Denver and Analytics and Insights Matter, LLC to add a Spanish-language evaluation component to the existing campaign.**

Amends a contract with Analytics and Insights Matter, LLC by adding \$19,890 for a new total of \$818,841 and 6 months for a new end date of 12-31-2023 to add a Spanish-language evaluation component to the existing campaign working to reduce stigma that is related to behavioral health conditions, citywide (ENVHL-202367675-03; ENVHL-202157997-03). The last regularly scheduled Council meeting within the 30-day review period is on 6-20-2023. The Committee approved filing this item at its meeting on 5-17-2023.

**Affected Council District(s) or citywide?** Citywide

**Contract Control Number:** ENVHL-202367675-03; ENVHL-202157997-03

**Vendor/Contractor Name (including any "DBA"):** Analytics and Insights Matter, LLC

**Type and Scope of services to be performed:**

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](https://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.

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.

**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 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](http://denvergov.org/dphe)

**Location (if applicable):**

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts): WMBE**

**Are WBE/MBE/DBE goals met (if applicable)?**

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.

**Is the contract new/a renewal/extension or amendment?**

Amendment

**Was this contractor selected by competitive process or sole source?**

**Competitive**

**For New contracts**

**Term of initial contract:**

**Options for Renewal:**

**How many renewals (i.e. up to 2 renewals)?**

**Term of any renewals (i.e. 1 year each):**

**Cost of initial contract term:**

**Cost of any renewals:**

**Total contract value council is approving if all renewals exercised:**

**For Amendments/Renewals Extensions:**

**Is this a change to cost/pricing; length of term; terms unrelated to time or price (List**

**all that apply)?**

Time price and scope

***If length changing***

**What was the length of the term of the original contract?**

**Current Contract Term**

**January 1, 2021- June 30, 2023**

**What is the length of the extension/renewal?**

**6 months**

**What is the revised total term of the contract?**

**January 1, 2021- December 31, 2023**

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

**\$798,951**

**What is the value of the proposed change?**

**\$19,890**

**What is the new/revised total value including change?**

**\$818,841**

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**