



## Legislation Text

File #: 21-0316, Version: 1

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

**Date Submitted:** 3-15-21

**Requesting Agency:** Department of Public Health and Environment  
**Division:**

**Subject Matter Expert Name:**

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**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 Agreement between the City and County of Denver and Analytics and Insights Matter LLC to reduce stigma associated with seeking behavioral health services.**

Approves a contract with Analytics and Insights Matter, LLC for \$548,951 and for two years to design and implement a stigma-reduction campaign related to behavioral health conditions and connect more residents to early intervention and behavioral health treatment and support, citywide (ENVHL-202157997-0). The last regularly scheduled Council meeting within the 30-day review period is on 6-14-21. The Committee approved filing this item at its meeting on 3-24-21.

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

**Contract Control Number:** ENVHL-202157997-0

**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 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.

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.

**Location (if applicable):**

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

10%

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

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

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

Competitive process

**For New contracts**

**Term of initial contract:** 2 years

**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: \$548,951**

**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)?**

***If length changing***

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

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

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

***If cost changing***

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

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

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

***If terms changing***

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