

Review/Submit

FEND-Lexington/Fayette County

Once you've submitted this application, you will not be able to edit the contents.

Organization**Organization Name** Lexington/Fayette County Government**Mailing Street** 200 East Main Street**EIN** 61-0858140**Mailing City** Lexington**Fiscal Sponsor EIN** **Mailing State/Province** Kentucky**Tax Status** Local Government Entity**Mailing Zip/Postal Code** 40507**Legal Name** Lexington/Fayette County Government**Mailing Country** United States**Organization Phone** (859) 258-3114

Mission Statement The Mayor's Special Project Office was established to research the impact of opioid use disorder on the city of Lexington and to develop strategies to decrease deaths, increase access to treatment, increase harm reduction programming, reduce stigma and educate the public about substance use disorder. We understand that response to this issue is a matter of life and death. The approach we take will root the response of the entirety of our city. We have chosen to address this issue as a public health crisis with a clear understanding that addiction is a disease and that we, as the local government entity, need to do all we can to respond effectively, appropriately and consistently. We are dedicated to amplify and promote existing resources and programming and to create paths to new opportunities to creatively and effectively treat all who are impacted by opioid use disorder.

Website <http://www.lexingtonky.gov>**Project Overview**

This box will be checked if your Organization has indicated that it utilizes a Fiscal Sponsor.

If applicable, please list the full name of the fiscal organization and related contact information here: N/A

Proposal/Project Title (Limit 20 words) FEND-Lexington/Fayette County**Project Start Date** 8/1/2019**Project End Date** 8/1/2022**Duration (Months)** 36**Request Amount** \$300,000.00**Total Project Cost** \$1,379,516.00

Project Description In partnership with our consultant, Preventum Initiative, our public schools and our community partner Lexington Leadership Foundation, we are requesting a 3 year

investment to implement FEND. We are requesting \$300,000 over 3 years to support the necessary personnel, content creation, technology platform, gamification prizes and associated administrative expenses for the launch of FEND app.

Proposal Details

The city of Lexington has the second highest rate of overdose deaths in the state of Kentucky, second only to Louisville. Our local detention centers, adult and juvenile, are filled 75% with people affiliated with substance use in some type of way, whether its possession, trafficking, or some crime related to illicit substances. Our public safety departments are overrun with this issue, as are our court systems. Our local hospital emergency departments are seeing record numbers of overdose victims. Our local health department is exchanging high numbers of syringes.

In 2015, 80% of teen drug overdose deaths were accidental; 65% were from opioids. 50% of young people who currently inject heroin first misused prescription opioids. Deaths involving Fentanyl (synthetic opioids) were increased by 47% in 2017 alone. According to SAMHSA, every \$1 spent on opioid prevention can save between \$18 to \$30 on treatment. Less than 10% of people with substance abuse disorder ever get medical help.

Mayor Linda Gorton took office in January 2019 and she has made our city's response to the opioid epidemic one of her top priorities by assigning a Special Projects Coordinator to address substance use disorder. The Mayor's public appeal to address substance use disorder as a medical condition and to reduce the stigma has helped to change the trajectory of our collective city response.

Our Division of Social Services in partnership with our local health department, fire and police has been able to expend intentional resources and staff to address substance use disorder resulting in significant strides around expanded harm reduction, diversion, treatment opportunities and stigma reduction. The Mayor's office work will buttress which has been ongoing over the past several years.

We have seen an increase in national support around treatment and recovery initiatives and Lexington has seen some reward and favor from those opportunities, such as an increase in the number of treatment and recovery facilities to serve our residents; in both Lexington and surrounding rural counties. Even with the expanded opportunities, the need continues to grow as usage continues.

Here's what we know to be true: Our youth are facing a crisis! The misuse of prescription drugs, including painkillers (Opioids), benzodiazepines (Xanax), stimulants (Adderall and Ritalin), and Fentanyl among teens and young adults is on the rise, so too are addiction and overdose rates. There is an urgent need to reduce opioid misuse, abuse, overdose and diversion, and educate young people about the highly addictive, and potentially deadly, nature of these prescription medications.

Connecting with young people is a key component of the prevention and education strategy. The Mayor's office will utilize its' unique partnerships and administrative authority to amplify the need for FEND-Lexington/Fayette County and other tools for education and prevention with our city's young people.

Implementation of the FEND app will be a critical component to providing those life-saving tools.

1a. What is the primary alignment to the Trust giving portfolios?

Whole Community Health

1b. Describe the charitable purpose of this work. How does it fit with the giving portfolio listed above? (Limit to 500 words)

Charitable acts are often done in an effort to improve the quality of life for others around us. This opioid epidemic has been an assault on the ability to thrive for those who suffer from addiction. Substance use disorder drains those in addition of the ability to live their healthiest and best lives. According to a 2018 study by the National Institute on Drug Abuse, the misuse of and addiction to opioids, including prescription opioids, heroin, and synthetic opioids such as fentanyl, is a serious problem that affects not only the health of many Americans but social and economic welfare of our country. Across America, "individuals, communities and health care systems are struggling to cope with substance use, misuse, and substance use disorders" (U.S. Department of Health and Human Services, 2016, p. 1) and the problem is becoming deadlier than ever. Communities are like the body, if there is one unhealthy part, the whole cannot be truly healthy. There are effects seen that are indirect consequences. In this case, workforce development, healthcare costs, public safety resources and other services that impact us all are seeing the consequences of substance use disorder. With the reality that no one is immune from this disease of addiction caused by usage of prescription medication, it is clear to the City of Lexington that we must approach this as an epidemic that we all have a part in solving.

1c. Geographic Area Served

KY

1d. If "Other" or "Multiple" Geographic Areas

Served, please select all that apply:

2. What is your aspiration for the community you serve? (Limit 500 words)

Ideally, our aspiration would be to eliminate misuse of opioids across the board. We know that there are many facets to this desire. We aspire to be a resource for creative and effective methods to reduce opioid misuse for all of our residents. We want our city to be known as one of compassion ready to effectively respond to the crises of substance use disorder. We aspire to make known that we see this issue as a disease and one can seek help without shame. We aspire to make the discussion around substance use disorder one that is without fear and with solutions at the conclusion.

3. Opportunity Statement: Describe the opportunity, why it is an opportunity or problem, and whom the opportunity impacts. What specific elements of the opportunity/problem is this investment trying to address? (Limit 500 words)

Where Lexington has a large segment of our population impacted by the opioid epidemic, we do not have any resources that exist to educate middle and high school students (ages 12-18) on the truth about opioids, how to identify someone in overdose and what steps to take next.

FEND-Lexington will bring forth a resource that will educate, deter young people from experimenting and, potentially, save lives.

4. Describe the target demographics of the population your program will directly serve: Who is the population that will directly benefit from your project? Please be as specific as possible. For example, you may include average age, ethnicity, gender, sexual orientation, languages spoken, income, etc. (Limit to 100 words)

We plan to focus our energies to engage students in our middle and high schools in Lexington, which are organically more diverse than Lexington's overall population. This target also includes the parents/guardians of said students. The schools are listed below. And within the middle and high schools, the demographics are as follows; 49% White, 23% Black, 16% Hispanic, 5% Asian. In addition, the average percentage of those who qualify for free or reduced lunch is 52%. The participating middle schools are; Beaumont, Bryan Station, Crawford, Edythe J. Hayes, Jessie Clark, Leestown, Lexington Traditional, Morton, SCAPA, Southern, Tates Creek, Winburn and Bryan Station. The participating high schools will be; Frederick Douglass Henry Clay Lafayette Paul Laurence Dunbar, and Tates Creek.

The Special Projects Coordinator is charged with data collection and strategy development leading to the commissioning of a working group to help oversee an intentional, crafted approach to address opioids in Lexington, Fayette County. This multidisciplinary working group will be asked to help guide a successful path towards increased harm reduction methods, reduction of stigma, access to more treatment and recovery options for those seeking such and promoting education and prevention programs. The working group will include representatives from healthcare (administration, Medical Assisted Treatment, emergency, primary care, pain specialist, dental), business community, recovery and treatment, youth services, peer support specialist, faith community, court system, detention, police, fire, public school system, health department, state government, federal government, someone who has lost a loved one to overdose and someone in recovery.

The Mayor has made it clear, and evidence shows, that the healthcare community is essential to addressing this effort and that we need to be as collaborative as we can. Though this relationship has yet to be flushed out, we do know that a recent grant awarded to our largest healthcare system, the University of Kentucky, could give an opportunity to collaborate. And both Baptist Health and CHI-Saint Joseph have expressed exuberance with being a part of the solution.

5. Describe the scope and approach of the proposed work. This should be a narrative description of the principal results the investment would achieve and how those results relate to the opportunity/problem described above (rather than a list of outcomes and outputs). Describe why you believe the approach would lead to the desired results. Reference related work, existing evidence from evaluations or systematic reviews, and/or relevant experience, etc. (Limit to 500 words)

FEND-Lexington/Fayette County would be the first opportunity for the Mayor's office to bring together the multidisciplinary team to work on Lexington's response to the opioid crisis. Though our wider team will address all aspects of our approach, this investment would allow us to begin our collaborative efforts around educating young people and promoting prevention strategies to them and their parents/guardians, thus helping to root our identified priority. Education and prevention initiatives are an important component in our efforts to decrease the number of people who begin using illicit substances, thus avoiding the risk of death that comes with using opioids and other substances.

To date, a successful and widely used intervention program has not been implemented that serves Lexington/Fayette County's middle and high school students and their families. We are hopeful that FEND-Lexington/Fayette County can be that program that answers the need. The Preventum Initiative 2018 pilot project data demonstrates successful response, indicating that youth were more knowledgeable about the effect of opioid use and how to respond should they encounter someone suffering an overdose incident. In particular, participants confidence in recognizing an opioid overdose increased by ~50%. The percentage of participants likely to check for and dispose of unused or expired prescribed medications increased by ~12%. Overall opioid knowledge increased by ~16%.

The FEND-Lexington/Fayette County app will be customized for our city with local references. The gamification and incentives will create a community movement and encourage increased involvement while provoking public conversations about the content. We are excited to be able to glean data from the app regarding the progress of the gamers.

6. Board Members: Please include a list of your current, active board members, and a breakdown of your board demographically - percentage by race, ethnicity, gender, age, and other demographics you choose to share.

The FEND-Lexington/Fayette County advisory board and the Mayor's working group on opioid response is yet to be officially formed. We have been in communication with the various entities we have listed as partners to establish formal relationships for inclusion on these boards once ready to be appointed and enacted. As a method of practice,

diverse and inclusive boards are mandatory to community engagement projects such as this.

Benchmarks

Provide a list of outputs (ie goods, services, deliverables, or events produced during an investment) that will be tracked. This is not intended to be a complete list of activities, but rather outputs that inform whether the project is on track. The Kenan Trust and grantee will determine together which outputs will be tied to payments. Use this section to provide comments about the outputs/deliverables themselves including variances on completion dates, additional context, etc. Be sure to include the date and specific deliverable referred to in the comment.

Please note that you may have **up to 7 outputs, but may have less depending on your project's needs.**

Ensure at least 75% of your outputs or deliverables are SMART goals, and include a number or percentage target to drive towards. Per Peter Drucker's Management by Objectives SMART framework, make sure your goals are clear and reachable; each one should be:

- **S for Specific:** Instead of "better patient satisfaction score," the objective should be "improve the patient satisfaction score by 12 points using the patient satisfaction survey."
- **M for Measurable:** In order to be able to use the objectives as a part of a review process it should be very clear whether the person met the objective or not.
- **A for Achievable:** For instance, an objective which states "100 percent patient satisfaction" isn't realistically achievable. A goal of "12 percent improvement in patient satisfaction" is better—but needs to be assigned to the correct point person.
- **R for Realistic:** Realistic goals are potentially challenging but not so challenging that the chance of success is small. They can be accomplished with the tools at your disposal.
- **T for Time-bound:** In other words, it's not simply, "improve patient satisfaction by 12 percent," it's "improve patient satisfaction by 12 percent within the next 12 months." This is the final anchor in making the objective real and tangible.

Short Title	Type	Description	Deadline	Number Goal (if relevant)
Advisory Board	Number	A diverse advisory board will be commissioned to help with the oversight of the FEND-Lexington app.	6/1/2019	15
FEND-Lexington/Fayette County Engagement	Number	FEND is a unique public health campaign as it uses the traditional metrics of offline/online impressions (estimate of how many times the brand and message is viewed), as well as direct engagement in the FEND campaign. FEND Lexington estimates 1,000,000 impressions on online/offline channels per year, with a total of 3,000,000 impressions over the course of the three-year period. In terms of direct engagement on the FEND app, we estimate the target population for FEND in Lexington is 115,000 people. Of this, we estimate that just over 78% or 90,000 are smartphone users. Over a three-year period, we plan to onboard and engage this population in content related to the risks associated with prescription opioids misuse (and other commonly misused medications), as well as content on mental and behavioural health. FEND will also provide participants with local resources for those struggling with or affected by substance abuse, addiction, and mental health issues. We plan to engage more than 50% of the target population. This is significant as traditional mass-media campaigns (television, radio, billboards, brochures) routinely engage on average between 5-10% of the target population. In terms of measurable reach and engagement outcomes for FEND Lexington over the three-year period, our target numbers are: <ul style="list-style-type: none"> • Download the free FEND app via the App Store or Google Play: 52,000. • Create a FEND account and complete the onboarding/baseline survey: 40,000. • Active engagement with the FEND campaign (viewing content, completing pop quizzes, referring FEND to friends) breakdown: high: 30%, medium 50% and low 20% • Participate and complete the core FEND content: 30,000 . • Complete the exit (post-test) survey: 20,000. 	8/1/2022	115,000
Monitoring and Reporting	Number	The FEND app is the public facing component of FEND, but FEND is more than an app – it is a platform that combines machine learning and real-time reporting in the backend which allows us to monitor how the campaign is going so we can take corrective action if and when necessary. Online promotion, content and incentives can be adapted to ensure we are achieving maximum reach, engagement and impact in the target audience. The reporting provides the campaign manager and research team with a real-time breakdown on the: <ul style="list-style-type: none"> • Demographic characteristics and geolocation of participants. • Baseline knowledge and attitudes of participants. • Content views and pop quiz responses by participants. • App interactions and engagement by participants. • Popularity and interest in the various incentives and rewards offered. Monthly reports will be generated and shared with stakeholders.		

Short Title	Type	Description	Deadline	Number Goal (if relevant)
Outcome Evaluation	Number	<p>In addition to the continuous monitoring of the campaign as discussed above, the outcome evaluation of the FEND campaign is to test if the campaign met its goal of changing knowledge, and shifting attitudes and perception about substance misuse. This is measured by comparing participants baseline and exit surveys responses. We expect to achieve a statistically significant improvement in knowledge and change in attitudes among FEND participants between baseline and exit surveys.</p> <p>The key messages of FEND are to raise awareness and change knowledge around the risk perception of misusing prescription opioids and other medications such as prescription sedatives (i.e. Xanax) and stimulants (i.e. Adderall and Ritalin), and illicit methamphetamines. We want FEND participants to know:</p> <ul style="list-style-type: none"> • How to recognize and respond to an opioid overdose. • How to talk with a friend or family member who may be misusing or addicted to licit or illicit substances. • The signs of substance abuse, and common adolescent mental health issues. • That addiction is a disease and can happen to anyone. • Where they can get help locally – either for themselves, or a friend/family member. <p>FEND is about empowering youth to be a part of the solution! We give them the facts about substance misuse, and mental/behavioral health issues, so they can make informed choices about their health, and support their friends in doing the same.</p>		

Sustainability Narrative

1. Risk Mitigation: Please describe any significant risks to the success of this project and how you plan to address them. (Limit 100 words)

Despite obvious, growing and shared concern about the community impact of substance use disorder, the coordination of partnerships around this issue has continued to be challenging. That collaboration is one of the primary roles of the Mayor's Special Project Coordinator. We have identified this silo behavior as a risk of barrier to the success of this project; thus, rooting this project in as pivotal partnerships early on is essential. We have taken the steps to inform and engage those identified as organizations needed in order for FEND-Lexington to be successful. By identifying common goals to address youth and substance use disorder, mental health and other related factors, we have worked to create a team approach giving a seat at the table for all relevant partners.

2. What external community partners will work with you to sustain this effort?

FEND-Lexington will convene and strategize with a intentionally engaged group of community stakeholders as listed. We are also providing space to add partners as the project develops.

Lexington Leadership Foundation
 Fayette County Public Schools
 Blue Grass Community Foundation
 Civic Lex
 HealthFirst
 One Lexington
 Lexington's Faith-Based Community
 Lexington Public Library
Bluegrass.Org

Each of the aforementioned partners are equipped to connect and engage with youth in Lexington. The list also includes partners with expertise in the following areas; foundation funding opportunities, mental health and substance use treatment, physical health, community public safety, and community outreach.

3. What predicts your sustainability as an organization? (In cases of start-up organizations, please show evidence.) Please speak to financial and leadership factors.

The FEND-Lexington project is a timely opportunity for the city of Lexington, as we ramp up our response to substance use disorder. Our newly elected Mayor has made this one of her top priorities and has expanded her team to add a coordinator to deal specifically with this issue. Financially, we understand that the more we invest in public health prevention and education, the less we will need to expend on the other side in public safety, detention and treatment.

Though substance use disorder has not been a top 3 priority for the prior Mayoral administration, there have been efforts given a similar level of attention that have resulted positively. Lexington's One Lexington initiative housed in the Mayor's office over two separate mayors, has shown to increase community interest in violence intervention and prevention projects. Significant gains and vibrant, energetic interest has given rise to a transformation in the neighborhood of Winburn, a diverse community historically fraught with crime, violence, drugs and brokenness.

The establishment of a working group is one of the Mayor's top priorities. Where this group is yet to be named, it will have clear rules and objectives consistent with the objectives lined out in earlier responses relating to substance use disorder. It would be intended for the group to serve, at minimum, for the term of the current Mayor, if not longer.

For this particular project, a FEND-Lexington/Fayette County an advisory committee, led and staffed by the Special Projects Coordinator would be formed to oversee the financials and help to give input to the administrator on process, promotion of the app, continued fundraising as needed, and troubleshooting any areas of concern.

4. If the Kenan Trust did not fund this program, what funding resources which you draw on to get these same results?

a. Preventum Initiative is committed to supportive funding Year 1 \$383,000, Year 2 \$337,000, Year 3 \$337,000
 b. City of Lexington, funding commitment unknown and based on approved council budget
 University of Kentucky, funding commitment level unknown at the time of this application

5. If you were to receive Kenan Trust funding, what resources would you draw on to sustain this work beyond the first 2 - 3 years?

b. City of Lexington, funding commitment level unknown and based on approved council budget
 University of Kentucky, funding commitment level unknown at the time of this application

6. If grant-funded positions are included in this proposal, what committed funds would be used to support this role(s) beyond Kenan Trust funding?

N/A

Sustainability #S

Year	Org Revenue	Org Expenses	# of Program Participants	# of Staff (FTE)	# of Contractors (FTE)
Prior Fiscal Year					

Budget Narrative

1. Explain specifically how your outcomes and milestones are supported by the proposed budget. (Limit to 100 words)

FEND-Lexington will be led by the Mayor's Office, Special Projects Coordinator. Preventum Initiative will be our sole-contractor for development and implementation of the FEND app. Community Engagement and Positive Civic Contribution will be overseen by the advisory board led by the Mayor's Office, Special Projects. By capitalizing on our administrative authorities and community connections, the goals set forth will be able to be achieved.

2. Identify any factors that could significantly affect your organization's ability to operate within the proposed budget, and describe how your organization will manage or mitigate those factors. (Limit to 100 words)

There are no foreseen factors that could significantly impact the ability to work within the proposed budget.

3. To the extent that your organization will be relying on additional funding to make this grant successful, describe:

The Mayor's Office under the leadership of Special Projects guarantees the necessary resources to efficiently administer the investment funding.

1. Personnel and Benefits:

Campaign Manager - The campaign manager will be based in Lexington and will oversee all aspects of the campaign including day-to-day operations, coordination and implementation of FEND Lexington. They are responsible for liaison with the local community, schools and other stakeholders. Salary:150,000
 Research Assistants will conduct a variety of research activities including literature reviews to ensure content created for FEND Lexington is evidence-based. They are also responsible for data extraction, performing data analysis and overseeing FEND updates for stakeholders. Salary:18,000
 Preventum Initiative Administration will have general oversight of flow of all aspects of the program Salary:15,000
 Content Writer is responsible for the creation of compelling content (based on research findings and local stakeholder input) targeted to each of the identified FEND audiences in Lexington. Also responsible for maintaining a cohesive voice across social media to actively engage participants. 35,000
 Kevin Lyman Group (KLG) Team is responsible for securing and engaging relevant influencers and 'money can't buy' experiences as rewards for FEND participants. Also responsible for coordinating prizes, and arranging music concerts/sporting events as incentives for FEND participants. 90,000

2. Consulting and Professional Fees:

The Preventum Initiative team by way of FEND-Lexington will work directly with the Special Projects Coordinator from the Mayor's office. There are two FTE's associated with this project. The Special Projects coordinator will spend 10 days, 4 hours each day per month on the FEND project. The FEND-Lexington team time will vary depending on

the phase of the project. It is projected that the campaign manager will spend 36-40 hours per week.

3. Materials and Supplies:

Content creation (including new content for youth, adolescents, parents, and new misused prescription substances)\$100,000: \$50,000 (\$25K p/a year 2 & 3)

4. Computers and Equipment:

N/A

5. Printing and Publications:

Mailing/postage \$2,250: \$750 x 3 years
 Printing/copying \$2,250: \$750 x 3 years

6. Travel and Accommodations:

Travel \$7,000: \$2,500 (\$2,250 p/a year 2 & 3) - Some of the FEND team will need to travel into Lexington from various places over the project term.

7. Conferences, Conventions, and Meetings:

Any meetings will be at the expense of the Mayor's Office or in-kind offered by community partners.

8. Direct Facilities:

N/A

Legal – fundraising registration, competition compliance \$5,500: \$3,500 (\$1K p/a year 2 & 3)

9. Other Direct Costs:

Software license, data security, server hosting, software integration, software updates, develop and maintain 3-4 campaigns for Lexington within FEND app. \$650,000 (\$200K p/a year 2 & 3)

Gamification prizes, concerts, rewards, experiences \$300,000: (\$100,000 x 3 years)

10. Sub-grants:

None identified at this time.

Partner #1 Title

N/A

Partner #1 Name

N/A

Partner #1 Relationship Specifics

N/A

Partner #2 Title

N/A

Partner #2 Name

N/A

Partner #2 Relationship Specifics

N/A

Partner #3 Title

N/A

Partner #3 Name

N/A

Partner #3 Relationship Specifics

N/A

Attachments

Please attach a draft of your budget.

Attachment #	File Name	Attachment Description (Optional)	Created Date
1	FY2019 June Trustee Approval-_DraftBudget_ (/sfc/servlet.shepherd/version/download/068f4000009JZZFAA4)		05/02/19

990

Attachment #	File Name	Attachment Description (Optional)	Created Date
No Attachments			

Audited Financials

Attachment #	File Name	Attachment Description (Optional)	Created Date
1	FY2019 June Trustee Approval-_AuditedFinancials_ (/sfc/servlet.shepherd/version/download/068f4000009JS90AAG)		05/02/19

If audited financials are not available, please attach a brief explanation (3 - 5 sentences) of why they are not available, and a timetable to resolution.

501(c)3 status

Attachment #	File Name	Attachment Description (Optional)	Created Date
No Attachments			

Fiscal Sponsor 501(c)3

Attachment #	File Name	Attachment Description (Optional)	Created Date
No Attachments			

Verification of fiscal sponsorship

Attachment #	File Name	Attachment Description (Optional)	Created Date
No Attachments			