



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1988

1. Title of Project: Cleveland Clinic Florida - Avoid The Opioid Education Campaign

2. Senate Sponsor: Debbie Mayfield

3. Date of Submission: 02/19/2019

4. Project/Program Description:

In the United States more than 115 deaths a day are attributed to opioid related overdoses. In Florida, more than 3,800 deaths were associated with opioid use and abuse in 2015, contributing to Governor Scott declaring a State of Emergency. Nearly three decades and thousands of deaths later, the urgency to take control of the situation involves everyone from healthcare providers to government agencies at both the state and federal level. Cleveland Clinic Florida, with five hospitals in a four county area, has a program that can reduce opioid prescribing and abuse through a public awareness campaign. Using a set of short informative videos viewable on the provider's or patient's phone, the campaign will educate patients on the correct prescribing and use of opioids and alternative options for pain management.

5. State Agency to receive requested funds : Department of Health

State Agency Contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020

Type of Funding	Amount
Operations	250,000
Fixed Capital Outlay	
Total State Funds Requested	250,000

7. Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	250,000	90.91%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	25,000	9.09%
Total Project Costs for Fiscal Year 2019-2020	275,000	100.0%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		

9. Is future-year funding likely to be requested? No



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10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Executive Director - 5% \$20,000 - salary support for dissemination efforts, including social media and clinical care; Project Head - Salary support 1.0 FTE \$45,000+ benefits 0.25%= \$56,250, Program administration, Video programming oversight Project Head will also provide specific program support to identify state systems and opportunities for dissemination, serve to head social media dissemination efforts, media network liaison, and online dissemination.	76,250
Other Salary and Benefits	Data processing and analysis	10,000
Expense/Equipment/Travel/Supplies/Other	Travel statewide for dissemination - 2 trips/month \$1000 for 18 months = \$36,000; Supplies and Materials for distribution/dissemination (i.e. stamps, mailing, media relations) - \$12,750	48,750
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	2nd Video - Physician Resource tool/patient education video- Production and editing \$15,000; Media dissemination/Public Health distribution - \$100,000 - two videos; Exploration of state supported mechanisms and means for distribution	115,000
Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		250,000

11. Program Performance:

a. What is the specific purpose or goal that will be achieved by the funds requested?

The goal of this project is to achieve state-wide dissemination of educational materials regarding the opioid crisis and available alternatives in order to reduce prescribing of opioids, thus reducing possible dependencies.

b. What are the activities and services that will be provided to meet the intended purpose of these funds?

Two short, two-minute videos, one video for prescribers and one video for patients, will be produced as part of a statewide education campaign, "Avoid the Opioid." The funding will be used for the production and dissemination of these videos. Both videos will be produced based on real-life scenarios and will provide the public with information regarding opioid use and abuse as well as alternative options that are available. All avenues of media will be engaged in this dissemination process.



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c. What are the direct services to be provided to citizens by the appropriations project?

Citizens will be engaged and educated regarding opioid medications with the underlying goal to help manage pain without the use of opioids and potential misuse of these medications.

d. Who is the target population served by this project? How many individuals are expected to be served?

The target population is all Floridians. By targeting all types of outreach across the state, the goal is to reach the majority of our state-wide population over the course of this project.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The expected benefit is increased public awareness of opioid medications and reducing demand and consumption of these medications. Evaluation methods: Internally, we will evaluate patient's opioid awareness within the Cleveland Clinic. Evaluation of dissemination will be conducted via social media reports. A third-party programme consulting company will evaluate the efficacy of implementation of the programme at the one-year mark.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Funding will be distributed upon previously agreed upon deliverables such as numbers of Floridians educated. If deliverables are not met, distribution of funds will be limited.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

N/A

13. Requestor Contact Information:

- a. **Name:** Vani Sabesan, M.D.
- b. **Organization:** Cleveland Clinic Florida
- c. **E-mail Address:** sabesav@ccf.org
- d. **Phone Number:** (954)659-5000

14. Recipient Contact Information:

- a. **Organization:** Cleveland Clinic Florida
- b. **County:** Indian River
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** Vani Sabesan, M.D.



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e. **E-mail Address:** sabesav@ccf.org

f. **Phone Number:** (317)513-8489

15. Lobbyist Contact Information

a. **Name:** Chris Chaney

b. **Firm Name:** The Advocacy Group at Cardenas Partners

c. **E-mail Address:** cc@cardenaspartners.com

d. **Phone Number:** (239)220-1525