



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2022-2023

LFIR # 1481

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

The Virtual Breast Cancer & Heart Disease Advocate Program (VAP) is an innovative digital opportunity providing college students from multiple disciplines, including the next generation of healthcare professionals, with curriculum covering areas not typically addressed in academic programs such as: the importance of leading disease deterrent lifestyles, breast cancer and heart disease risk factors, prevention, screening guidelines, related COVID-19 risk factors, clinical trials, health equity and the social determinants of health. These advocates utilize the knowledge acquired through the program by educating and informing their families, peers, and the greater community through social media engagement.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

Type of Funding	Amount
Operations	250,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>250,000</b>

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	250,000	69%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	18,000	5%
Other	93,289	26%
<b>Total Project Costs for Fiscal Year 2022-2023</b>	<b>361,289</b>	<b>100%</b>

8. Has this project previously received state funding?

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

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?



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If yes, indicate the amount of funds received and what the funds were used for.

WBHI received federal assistance through the Paycheck Protection Program in the amount of \$57,817.50 in 2020 and \$57,817.50 in 2021. All funding was used for payroll expenses

#### 11. Details on how the requested state funds will be expended

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Program oversight and management, identify and develop new VAP partnerships.	38,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Travel to sustain existing partnerships and develop new partnerships with colleges/universities, administrators, professors, and on-campus coordination	10,000
Consultants/Contracted Services/Study	Accounting and grant administration	15,000
<b>Operational Costs: Other</b>		
Salary and Benefits	VAP Program Facilitator: Instructs college students, coordinates schedules, evaluates assignments and assessments. Manages relationship with colleges and university partners.  VAP Program Associate: Assists with facilitating webinars, student communications, certificate issuance and program facilitation.	90,000
Expense/Equipment/Travel/Supplies/Other	Education materials, printing, office supplies, telephone, leased office space, advertising, upgraded wi-fi.	62,000
Consultants/Contracted Services/Study	IT support, services to update, vet and independently monitor program effectiveness, marketing and creative required to sustain and grow college and university participation, website technology and maintenance.	35,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>250,000</b>

#### 12. Program Performance

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

In collaboration with post-secondary academic professors and institutions, The Virtual Advocate Certificate Program (VAP), will provide education and social media outreach opportunities to undergraduate, graduate, and medical students through an innovative digital curriculum covering topics such as leading disease deterrent lifestyles, disease prevention and early detection related to breast cancer and heart health and COVID-19 risk factors; topics not emphasized in existing academic programs.

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

WBHI will conduct educational webinars covering disease prevention and early detection for breast cancer, heart disease and related issues for 1,000 college students. Students will share their knowledge through quantifiable social media posts and engagement from those within their sphere of influence generating 3,000 social media impressions and 9,000 engagements to help educate others.

##### c. What direct services will be provided to citizens by the appropriation project?

Virtual education will be provided to college students represented at nine (9) higher educational institutions. During this funding period we expand capacity to serve an additional two (2) higher educational institutions to facilitate health literacy to impact present and future generations

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



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1,000 college/university students are projected to complete the certificate program.

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

Colleges and universities receive curriculum support and supplementation through VAP as well as an efficient approach to ensure students are engaged in meaningful social media interaction. Based on pre and post VAP assessments students will demonstrate increased knowledge and share their gained knowledge with the community through quantifiable social media posts and engagement from those within their sphere of personal influence.

**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 the contract?**

The Women's Breast & Heart Initiative will return unspent funding in correlation to deliverables and/or performance measures not met.

**13. The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

NA



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#### 14. Requestor Contact Information

a. First Name  Last Name

b. Organization

c. E-mail Address

d. Phone Number  Ext.

#### 15. Recipient Contact Information

a. Organization

b. Municipality and County

#### c. Organization Type

- ☐ For Profit Entity
- ☒ Non Profit 501(c)(3)
- ☐ Non Profit 501(c)(4)
- ☐ Local Entity
- ☐ University or College
- ☐ Other (please specify)

d. First Name  Last Name

e. E-mail Address

f. Phone Number

#### 16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number