



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1875

1. Project Title Drug Free America Foundation - Reducing the Use of Marijuana During Pregnancy and Postpartum

2. Senate Sponsor Gayle Harrell

3. Date of Request 02/21/2023

4. Project/Program Description

Continued educational campaign for individuals and organizations serving pregnant women and new mothers. Devote a section of their website to provide additional resources, blogs containing relevant research and facts, and a treatment center identifier for those seeking help. Drug Free America Foundation will develop and host an online training course and webinars that will be offered to prevention and treatment professionals in Florida and continue a statewide task force.

5. State Agency to receive requested funds Department of Health

State Agency contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	216,727
Fixed Capital Outlay	0
Total State Funds Requested	216,727

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	216,727	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2023-2024	216,727	100%

8. Has this project previously received state funding? Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2021-22	0	221,903	476	No

9. Is future funding likely to be requested? No

a. If yes, indicate nonrecurring amount per year.

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

DFAF will utilize donations to perform the work herein.

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

Yes



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LFIR # 1875

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

\$117,163 in PPP Loans.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

☐ Planning ☐ Design ☐ Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List 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.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/ Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	DFAF would continue a full-time employee to work on this project at a salary. Additional staff for the project would include 208 hours by the executive director to manage the project, 260 hours by the program director to collect data, and 48 hours by the bookkeeper for a total of 464 staff hours. Totally \$65,752 in salaries and \$19,725 in fringe benefits.	85,477
Expense/Equipment/Travel/Supplies/ Other	Development and delivery of resources (English and Spanish) \$25,000, statewide meeting \$30,000.	55,000
Consultants/Contracted Services/Study	\$16,000 video production (Spanish and English), \$36,000 digital marketing (48 weeks), PR and Media consultant \$6,750, graphic design \$4,000, project evaluator \$3,500, LMS course passes \$10,000.	76,250
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/ Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		216,727

14. Program Performance

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



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Continued awareness and educational campaign to lower the number of pregnant and postpartum women using marijuana to include public education, professional education and training, and the expansion of a statewide taskforce.

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

Cross platform digital campaign consisting of infographics, videos, etc., professional training via webinars and on line learning management software.

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

Education and awareness directed at pregnant and postpartum women in the state of Florida as well as professional working with that population

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

Pregnant and postpartum women in the state of Florida as well as professionals working with that population.

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

Overall attention and reach of the campaign will be measured by website visits and by social media impressions and clicks, via Google Analytics, DFAF will measure the number of new visitors, returning visitors, unique user sessions and page views to the campaign web page. Engagement will be measured through social media exposure resource downloads, and parent surveys.

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?

Return of funds.

15. Requester Contact Information

a. First Name Amy **Last Name** Ronshausen
b. Organization Save Our Society From Drugs
c. E-mail Address aronshausen@dfaf.org
d. Phone Number (727)828-0211 **Ext.** 101

16. Recipient Contact Information

a. Organization Drug Free America Foundation, Inc.
b. Municipality and County Statewide

c. Organization Type

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



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Fiscal Year 2023-2024

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d. First Name Last Name

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number