



## **Notice of Funding Opportunity (NOFO): Fentanyl Public Awareness Social Media Campaign**

### **Overview**

The *Opioid Safety Coalition* at San Joaquin County Public Health Services is releasing funding to support up to ten (10) local organizations engaged in community outreach to help promote awareness of the dangers of fentanyl. San Joaquin County Public Health Services will provide mini-grants of \$1,500 to eligible organizations to conduct outreach regarding the dangers of fentanyl on social media and other digital platforms. Selected applicants will be provided with a package of approved digital media assets (e.g. static graphic posts, short PSAs, etc.) to post on social media platforms using paid advertising mechanisms (e.g. Facebook Ad Boosts, Twitter Paid Ads, etc.).

### Background

Fentanyl is a potent synthetic opioid that is up to 50 times stronger than heroin and 100 times stronger than morphine. It is commonly made into fake pills that resemble other prescription opioids. Other drugs, such as heroin, meth, and cocaine have also been laced with fentanyl. Drugs containing fentanyl are extremely dangerous, and many people are unaware that they are taking drugs laced with fentanyl.

Since 2019, there has been a 34-fold increase in deaths related to fentanyl overdose in San Joaquin County. More than half the victims were between 14-35 years old.

### Purpose & Program Overview

This funding is intended to recognize the strengths of the county's diverse community organizations and populations, and to offer an opportunity for organizations to incorporate fentanyl/opioid safety outreach in their existing communications activities.

Through this program, funding recipients will enter into a written agreement with PHS to post approved fentanyl awareness media assets twice per week on any social media platform of the recipient's choosing. The recipient organization must commit to posting each asset with at least \$25 paid advertising for the duration of the agreement. A final report must be submitted by the recipient organization detailing the outreach metrics. Following the receipt of the completed metrics report and invoice, the \$1,500 will be made to the contract organization.

### Eligibility Criteria

Funds are intended to support groups serving as trusted messengers in their own communities, such as community-based organizations, faith-based organizations, neighborhood associations, local business entities or associations, student clubs, or service clubs.

- Awards will be made to organizations, not individuals.
- Applicant organizations are required to furnish a copy of their IRS Form W-9 and insurance certificate.
  - See Sample Documents and Instructions for more information.

- Applicant organizations must be based in San Joaquin County.
- Organizations may only submit one proposal.

#### Key Dates & Deadlines

##### **April 3, 2023 (5 p.m. PT)**

Funding opportunity will be released.

##### **April 14, 2023 (5 p.m. PT)**

Deadline for receipt of full application.

##### **End of April 2023**

Award notifications.

##### **May 1, 2023**

Grant award start date.

##### **July 10, 2023 (5 p.m. PT)**

Deadline for receipt of final report and invoice.

#### Awards

San Joaquin Public Health Services (PHS) expects to award up to 10 individual grants of \$1,500 each, with a period of performance of two months (May & June).

*Funding is contingent upon approval by the San Joaquin County Purchasing Department.*

#### How to Apply

All grant applicants are expected to complete their application via

<https://www.surveymonkey.com/r/G5NTYGQ>.

Please ensure that all information is correct and up-to-date in the application. Please include links to the social media platforms that the organization will use to execute the deliverables ONLY.

SJCPHS will only fund applicants that are in good standing with all county laws. **Verified receipt of copies of the organization's IRS Form W-9 and Certificate of Insurance are required.** Refer to samples for format.

Successful applicants will receive a conditional award email with a Memorandum of Understanding Contract from SJCPHS. The agreement must be signed, returned, and fully executed before funding will be awarded.

#### Contact

Please contact Charles Udeze at [cudeze1@sjcphs.org](mailto:cudeze1@sjcphs.org), or call (209) 468-8400 (ext. 28007), for any questions about the application, digital media assets, or other items relating to the funding opportunity.