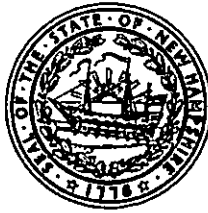


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FIS 18 148

Frank Edelblut  
Commissioner

Christine Brennan  
Deputy Commissioner

STATE OF NEW HAMPSHIRE  
DEPARTMENT OF EDUCATION  
101 Pleasant Street  
Concord, N.H. 03301  
TEL. (603) 271-3495  
FAX (603) 271-1953

June 25, 2018

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court, and

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
State House  
Concord, New Hampshire 03301

*Christine Brennan* 7/20/18  
Approved by Fiscal Committee Date

**REQUESTED ACTION**

Pursuant to RSA 14:30-a, VI, authorize the Department of Education to expend funds from the Pfizer Foundation in the amount of \$500,000 to support the State of NH's efforts to bring about positive student outcomes relative to the opioid crisis; effective upon Fiscal Committee and Governor and Council approval through June 30, 2019. Acceptance of funds were approved by Fiscal Committee on January 19, 2018, Item #FIS 18-016, as amended; and by Governor and Council on February 7, 2018, Item #39. 100% Other Funds.

Funds to be budgeted as follows:

Positive Student Outcomes Fund  
06-56-56-562010-19660000  
FY 2019

Source of Funds	Title	Amount
005-407991	Private Local Funds	\$ (500,000.00)
Class/Expense	Class Title	Amount
041-500801	Audit Fund Set-Aside	\$ 500.00
102-500731	Contracts for Program Services	\$ 499,500.00
Total		\$ 500,000.00

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
June 25, 2018  
Page 2

### EXPLANATION

New Hampshire has been disproportionately impacted by the Opioid Epidemic. The NH Department of Education is committed to supporting NH youth, families, and schools as they experience this public health crisis first hand. To support these efforts, the NH Department of Education was awarded a \$500,000 grant from the Pfizer Foundation. These funds will be used to: (1) implement an evidence-based, on-line Substance Misuse Prevention program to be made available for all middle and high school public school students in New Hampshire, (2) conduct a social media campaign that will use public service announcements written, directed, and produced by New Hampshire youth, and (3) support recovery housing needs for persons who complete addiction treatment programs and seek to attain supportive housing in the state of New Hampshire.

*(1) Implement an evidence-based, on-line Substance Misuse Prevention program to be made available for all middle and high school public school students in New Hampshire*

The NH Department of Education anticipates entering into a contract with the Paul School at the University System of NH to work in conjunction with the NH Department of Education, Bureau of Student Wellness to develop an on-line Substance Misuse Prevention education program to be made available for all middle and high school public school students and their families/caregivers in New Hampshire. The goals of this effort include:

- o Universal access for all middle and high school students in New Hampshire and their families
- o Dissemination of information about protective factors and how they prevent risky behaviors including alcohol, other drug, and opioid substance misuse
- o Dissemination of information about risk factors and how they can influence adolescent behavior including alcohol, other drug, and opioid substance misuse
- o System analytics to describe utilization, instruction metrics, and reach report
- o Measureable improvements in knowledge acquisition, attitudinal change, and positive behavior change.

In order to leverage change and to maximize the implementation of evidence-based practices, with fidelity, this effort will center on the 40 Developmental Assets created by The Search Institute. The final curriculum will focus on the 40 positive supports and strengths that young people need to succeed. Half of the assets focus on the relationships and opportunities adolescents need in their families, schools, and communities (external assets). The remaining assets focus on the social-emotional strengths, values, and commitments that are nurtured within young people (internal assets).

Services to be rendered within this contract include:

- a. In collaboration with the Bureau of Student Wellness, design, build, and disseminate an interactive, online program based on the 40 Developmental Assets that builds student resiliency and aids in the prevention of substance misuse amongst diverse audiences
- b. Align efforts with other initiatives, committees and agencies / organizations to enhance outcomes. Potential partners include the Bureau of Student Wellness; the

- New Hampshire Family and School Partnerships; the Bureau of Drug and Alcohol Services; Partnership for a Drug Free NH; the Governor's Prevention Task Force; the Regional Public Health System; the Governor's Youth Council; the NH National Guard Counter Drug Task Force; the Children's Behavioral Health Collaborative
- c. Provide a timeline for the project that includes major milestones and when all activities will begin and end based on the quality indicators. This timeline must include the activities that will be implemented; the resources that will be used to implement them, and the expected outcome(s) of each activity
  - d. Develop and implement an evaluation plan to determine effectiveness of the project. The evaluation plan should assess whether activities identified in the proposal were accomplished and the impact of the project on NH middle and high school students, including students with disabilities and students who are limited English.
  - e. Comprehensive evaluation of the tool and measureable improvements in knowledge acquisition, attitudinal change, and positive behavior change

(2) *Conduct a social media campaign that will use public service announcements written, directed, and produced by New Hampshire youth*

The NH Department of Education anticipates issuing a Request for Proposal (RFP) that will seek proposals from individuals, agencies, or organizations (hereafter referred to as applicant(s)) to work in conjunction with the NH Department of Education, Bureau of Student Wellness to implement a social media campaign using existing public service announcements written, directed, and produced by New Hampshire youth. The goals of this effort include:

- o Reach all age groups of New Hampshire youth through direct digital marketing using innovative and targeted advertising metrics
- o Use social media platforms to enhance reach and engagement by marketing virally packaged information bursts that will supersede the impact of traditional marketing strategies
- o Collection of analytics to describe engagement and reach

In order to ensure broad messaging reach, the successful applicant will utilize a diverse array of vehicles for dissemination including both organic and paid advertising on various social media platforms. The successful proposal will address diverse audiences including middle and high school students and their families, students with disabilities, students who are limited English proficient, and those with limited access to high speed internet.

Services to be rendered by the successful applicant will include:

- a. In collaboration with the Bureau of Student Wellness, plan, develop, and execute a strategic advertising campaign using various social media platforms leveraging existing public service announcements written, directed, and produced by New Hampshire youth.
- b. Provide a timeline for the project that includes major milestones and when all activities will begin and end based on the quality indicators. This timeline must

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
June 25, 2018  
Page 4

- include the activities that will be implemented; the resources that will be used to implement them, and the expected outcome(s) of each activity
- c. Develop and implement an evaluation plan to determine effectiveness of the project including specific analytic measures to be tracked. The evaluation plan should assess whether activities identified in the proposal were accomplished and the impact of the project on middle and high school students and their families, including those with limited access to high speed internet. The applicant may provide a completed evaluation plan with the application or may provide a work plan for engaging stakeholders, identifying focus questions, establishing short and long term objectives, and assessing the formative and summative impact of the project

*(3) Support recovery housing needs for persons who complete addiction treatment programs and seek to attain supportive housing in the state of New Hampshire*

The Department of Education anticipates issuing a grant to a local, NH based peer recovery center to support those in early recovery to secure housing within a quality sober living facility. Expectations of the grant will include:

- a. Grantee will connect with person in recovery prior to discharge from a 28 day program.
- b. Grantee will assess the needs of the person in recovery to determine a suitable housing location. Items for consideration include: individual ties to the area, transportation, cultural considerations, etc.
- c. Grantee will maintain relationships with all relevant sober living providers to ensure knowledge and accessibility.
- d. Grantee will maintain relationships with residential treatment facilities across the state and related aftercare coordinators in an effort to collaboratively place individuals in sober living facilities.

All contracts and grant agreements will be submitted for approval by the Governor and Executive Council, as required under the Department of Administrative Services, MOP 150 Governor and Executive Council Actions.

Funds are budgeted as follows:

Class 040 – Audit Fund Set Aside – Funds appropriated to pay audit fund set aside as required.  
Class 102 – Contracts for Program Services – Funds appropriated to enter into contracts/agreements to provide the services outlined above.

Sincerely,



Frank Edelblut  
Commissioner

07 415



Frank Edelblut  
Commissioner

Christine Brennan  
Deputy Commissioner

STATE OF NEW HAMPSHIRE  
DEPARTMENT OF EDUCATION  
101 Pleasant Street  
Concord, N.H. 03301  
TEL. (603) 271-3495  
FAX (603) 271-1953

January 10, 2018

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court, and

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
State House  
Concord, New Hampshire 03301

**REQUESTED ACTION**

Pursuant to RSA 14:30-a, VI, authorize the Department of Education to accept funds from the Pfizer Foundation in the amount of \$500,000 to support the State of New Hampshire's efforts to bring about positive student outcomes relative to the opioid crisis; effective upon Fiscal Committee and Governor and Council approval through June 30, 2019. 100% Other Funds.

Funds to be budgeted as follows:

Positive Student Outcomes Fund  
06-56-56-562010-19660000  
FY 2018

Source of Funds	Title	Amount
005-407991	Private Local Funds	\$ (500,000.00)

**EXPLANATION**

The Department of Education will be submitting a follow-up item back to Fiscal and Governor and Executive Council to seek authorization to expend the accepted funds. The Office of Student Wellness is in the process of developing a detailed plan and budget for the appropriation of these funds.

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
January 10, 2018  
Page 2

New Hampshire has been disproportionately impacted by the Opioid Epidemic. As the Pfizer Foundation expressed an interest in supporting our efforts to combat this public health crisis, we submitted a grant application and subsequently received an award.

The grant application included a proposal which summarized what the NH Department of Education would be using these funds for.

The implementation of an evidence-based, on-line Substance Misuse Prevention program to be made available for all middle and high school public school students in New Hampshire. Goals: 1) Access for all middle and high school students in New Hampshire to an alcohol, other drug, and opioid substance misuse prevention program, 2) System analytics to describe utilization, instruction metrics, and a comprehensive demographic and reach report, 3) Measureable improvements in knowledge acquisition, attitudinal change, and positive behavior change.

The implementation of a social media campaign that will use public service announcements, written, directed, and produced by New Hampshire youth. Goals: 1) To directly reach across all age groups of New Hampshire youth through direct digital marketing using innovative and targeted advertising metrics, 2) To increase youth capacity in the development and messaging of targeted Public Service Announcements that seek to raise public awareness and education related to preventing substance misuse behaviors, 3) To use social media platforms to enhance reach and engagement by marketing virally packaged information bursts that will supersede the impact of traditional marketing strategies. 4) To engage a cohort of youth in the development of substance misuse Public Service Announcement development.

To support recovery housing needs for persons who complete addiction treatment programs and seek to attain supportive housing in the state of New Hampshire. The goal of this program is to create a bridge to sustain recovery effects for 100 to 150 persons who have successfully completed addiction treatment but lack safe sober housing.

Sincerely,



Frank Edelblut  
Commissioner



FIS 18-016

MICHAEL W. KANE, MPA  
Legislative Budget Assistant  
(603) 271-3181

CHRISTOPHER M. SHEA, MPA  
Deputy Legislative Budget Assistant  
(603) 271-3181

State of New Hampshire

OFFICE OF LEGISLATIVE BUDGET ASSISTANT  
State House, Room 102  
Concord, New Hampshire 03301

STEPHEN C. SMITH, CPA  
Director, Audit Division  
(603) 271-2785

January 19, 2018

Frank Edelblut, Commissioner  
Department of Education  
101 Pleasant Street  
Concord, New Hampshire 03301

Dear Commissioner Edelblut,

The Fiscal Committee, pursuant to the provisions of RSA 14:30-a, VI, on January 19, 2018, amended and approved the request of the Department of Education, to accept \$500,000 in other funds, as specified in the request dated January 10, 2018.

The Department will need Committee approval to expend the funds once they have submitted a detailed plan for the Pfizer Foundation grant to support and strengthen existing state programs focused on addressing opioid overdose and prevention education.

Sincerely,

Michael W. Kane  
Legislative Budget Assistant

MWK/pe  
Attachment

Cc: Tammy Vaillancourt, Chief Financial Officer ✓



FIS 18 016

Frank Edelblut  
Commissioner

Christine Brennan  
Deputy Commissioner

STATE OF NEW HAMPSHIRE  
DEPARTMENT OF EDUCATION  
101 Pleasant Street  
Concord, N.H. 03301  
TEL. (603) 271-3495  
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January 10, 2018

The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court, and

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
State House  
Concord, New Hampshire 03301

**REQUESTED ACTION**

Pursuant to RSA 14:30-a, VI, authorize the Department of Education to accept and expend funds from the Pfizer Foundation in the amount of \$500,000 to support the State of New Hampshire's efforts to bring about positive student outcomes relative to the opioid crisis; effective upon Fiscal Committee and Governor and Council approval through June 30, 2019. 100% Other Funds.

Funds to be budgeted as follows:

Positive Student Outcomes Fund  
06-56-56-562010-19660000  
FY 2018

Source of Funds	Title	Amount
005-407991	Private Local Funds	\$ (500,000.00)
Class/Expense	Class Title	Amount
040-500800	Indirect Costs	\$ 905.00
041-500801	Audit Fund Set-Aside	\$ 500.00
050-500109	Personnel Services Temp	\$ 10,000.00
060-500601	Benefits	\$ 4,600.00
102-500731	Contracts for Program Services	\$ 483,995.00
Total		\$ 500,000.00



The Honorable Neal M. Kurk, Chairman  
Fiscal Committee of the General Court

His Excellency, Governor Christopher T. Sununu  
and the Honorable Executive Council  
January 10, 2018  
Page 2

### EXPLANATION

New Hampshire has been disproportionately impacted by the Opioid Epidemic. As the Pfizer Foundation expressed an interest in supporting our efforts to combat this public health crisis, we submitted a grant application and subsequently received an award. Those funds will be used to provide the following activities:

For implementation of an evidence-based, on-line Substance Misuse Prevention program to be made available for all middle and high school public school students in New Hampshire. Goals: 1) Access for all middle and high school students in New Hampshire to an alcohol, other drug, and opioid substance misuse prevention program, 2) System analytics to describe utilization, instruction metrics, and a comprehensive demographic and reach report, 3) Measureable improvements in knowledge acquisition, attitudinal change, and positive behavior change.

For implementation of a social media campaign that will use public service announcements, written, directed, and produced by New Hampshire youth. Goals: 1) To directly reach across all age groups of New Hampshire youth through direct digital marketing using innovative and targeted advertising metrics, 2) To increase youth capacity in the development and messaging of targeted Public Service Announcements that seek to raise public awareness and education related to preventing substance misuse behaviors, 3) To use social media platforms to enhance reach and engagement by marketing virally packaged information bursts that will supersede the impact of traditional marketing strategies. 4) To engage a cohort of youth in the development of substance misuse Public Service Announcement development.

To support recovery housing needs for persons who complete addiction treatment programs and seek to attain supportive housing in the state of New Hampshire. The goal of this program is to create a bridge to sustain recovery effects for 100 to 150 persons who have successfully completed addiction treatment but lack safe sober housing. Funds will be used to assist persons by paying for the first week or two of rent in recovery housing in New Hampshire.

Funds are budgeted as follows:

Class 040 - Audit Fund Set Aside – Needed to pay audit fund set aside as required.

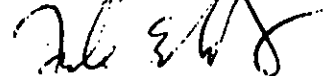
Class 041 - Indirect Costs – Needed to pay indirect costs on all eligible expenses.

Class 050 - Personal Services Temp – To cost allocate out salary expenses of current employee's time spent working on grant activities.

Class 060 - Benefits – To pay benefit costs associated with salary expenses.

Class 102 - Contracts for Program Services – To enter into contracts for services relative to the program activities outlined above.

Sincerely,



Frank Edelblut  
Commissioner



# The Pfizer Foundation

235 East 42nd Street  
New York, NY 10017-5755

A charitable  
foundation  
established by  
Pfizer Inc

January 9, 2018

Tammy Vaillancourt  
Chief Financial Officer  
Department of Education  
101 Pleasant Street  
Concord, NH 03301-3860

Dear Ms. Vaillancourt,

On behalf of the Pfizer Foundation, I am pleased to enclose our check in the amount of \$500,000 as a contribution to the State of New Hampshire Department of Education to support and strengthen existing state programs focused on addressing opioid overdose and prevention education.

We recognize that we will not have the right to direct or control the Program. By accepting this contribution, you agree to conduct the Program in accordance with your institution's policies and all applicable U.S. and international laws and regulations. Unless agreed to by the Pfizer Foundation, the State of New Hampshire Department of Education represents that it shall not utilize any of the funding provided by the Pfizer Foundation hereunder to either pay, or otherwise cause a direct or indirect transfer of value to a Covered Recipient, as defined by Physicians Payment Sunshine Act.

Federal tax regulations require that donors receive written substantiation for all contributions greater than \$250.00. To meet this requirement, please email [Pfizer.Foundation@pfizer.com](mailto:Pfizer.Foundation@pfizer.com), within two weeks, to confirm that you have received this check. For acknowledgement purposes, please note within the email that this is a contribution from the Pfizer Foundation, a charitable organization established by Pfizer Inc., and is separate from any grant that you may receive from Pfizer Inc. Pfizer may publicly disclose information about the funding, including the Recipient's name, the purpose of the funding and the amount.

We appreciate your interest in the Pfizer Foundation and extend our best wishes for success in your important work.

Sincerely,

Oonagh Puglisi  
Director, Corporate Responsibility  
Executive Director, Pfizer Foundation

Board of Directors  
William C. Steere, Jr.  
*Chairman*  
Caroline Rean  
*President*  
Albert Bosile  
Frank D'Amelio  
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