

**Opioid Settlement Fund Application****OSF-29**

Submitted On: Jul 30, 2024

**Applicant**

👤 Briana Warner  
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**Certification**

**PLEASE CERTIFY THAT YOU HAVE REVIEWED THE  
SCHEDULE A CORE STRATEGIES AND SCHEDULE B-  
APPROVED USES**

**Digital Signature**

true

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**Contact Information****Organization Name****Kanawha County Schools****Website (if applicable)**<https://kcs.kana.k12.wv.us/>**Email Address**[bwarner@mail.kana.k12.wv.us](mailto:bwarner@mail.kana.k12.wv.us)**Tax ID Number****xxx-xx-0337****Address****200 Elizabeth St., Charleston, WV 25301****Phone Number****304-348-7770****Tax ID Type****TIN****Project Summary**

**Please provide a narrative overview or summary of your proposal, including but not limited to the following:**

**1. Brief description of the proposal**

The largest public school system in West Virginia, educating 23,000 students and regularly communicating with an even larger number of parents, guardians, and school personnel, Kanawha County Schools (KCS) is uniquely positioned to equip the next generation with preventative information about opioids. To execute a campaign, KCS will leverage both its established channels of communication and its relationship with its creative agency of record, 84 Agency, a West Virginia-based communications and media company that has developed and led education and outreach campaigns on behalf of nonprofits and government agencies since 2012. With 84 Agency's expertise in substance use disorder prevention and stigma reduction, the campaign will be based on research in effective prevention strategies in West Virginia and recommended techniques from the U.S. Department of Health and Human Services' "The Real Cost" campaign. The campaign will feature engaging, evidence-based content tailored for middle and high school students, including materials focused on goal-setting, personal development, and re-contextualizing narratives around substance use. The project aims to reduce opioid misuse and foster a supportive community environment, with an 18-month execution period, including six months for development and twelve months for implementation across county schools.

**2. Purpose and key anticipated outcomes**

The primary goal of the campaign is to decrease the likelihood of opioid misuse among students by providing accurate information and practical strategies for avoiding substance abuse. Expected outcomes include increased awareness of the risks associated with opioids, a stronger understanding of prevention strategies, and a more informed student body capable of making safer choices.

**3. Individuals or communities served**

The campaign will target middle and high school students within Kanawha County, potentially reaching over 25,000 individuals across various schools.

**4. Amount of funding requested**

150000

**5. Amount of any bids or cost estimates received to date, if applicable**

0

**6. Amount of matching funds raised or committed by your organization**

0

**7. Source of matching funds raised or committed by your organization**

We do not have matching funds.

**8. How Opioid Settlement funds, if awarded, will be used**

Funds will be allocated to develop educational content, produce and distribute materials, and promote the campaign across various platforms, ensuring a broad and effective reach.

**9. Which Core Strategies or approved uses will be met**

The campaign will be designed to promote evidence-based substance use prevention and awareness education which meets the requirement for core strategies and approved uses of the funding.

**10. How long it will take you to complete the project if awarded funding**

**The project is planned for a total duration of 18 months. The first 6 months will be dedicated to developing and creating educational materials, while the subsequent 12 months will focus on implementation across schools in Kanawha County. This timeline ensures comprehensive preparation and allows for effective execution of the prevention campaign.**

## Proposal Details

**1. Please describe the problem or need which your project seeks to address**

The opioid prevention campaign for Kanawha County Schools (KCS), aims to address the concern of opioid misuse among students. Utilizing research and insights from the "The Real Cost" campaign by the U.S. Department of Health and Human Services, the campaign will deliver engaging, evidence-based content tailored specifically for middle and high school students in Kanawha County Schools.

**2. Please provide the details regarding the design and strategy of your proposal**

The campaign will emphasize goal-setting, personal development, and re-contextualizing narratives around substance use, providing students with the knowledge and skills to make healthy, informed decisions.

**3. Please provide your project timeline**

The project will unfold over an 18-month period, with the first six months dedicated to the development of educational materials, including videos, workshops, and digital content. These resources will be crafted to be engaging, accessible, and relevant to the target audience. The subsequent twelve months will focus on the implementation phase, where the developed

materials will be integrated into school environments and disseminated through various channels to reach students, parents, and school personnel.

**4. Please provide your project's total proposed budget.**

We are requesting \$150,000 to cover the comprehensive development and implementation of the campaign.

**1. Development Phase (6 months):**

- Research and content creation: \$25,000
- Educational material development: \$30,000
- Media production: \$40,000

**2. Implementation Phase (12 months):**

- Printing: \$30,000
- Digital outreach: \$20,000

**3. Evaluation and Reporting:**

- Data collection, analysis, and sustainability plan development: \$5,000

**5. Please list any partners in this proposal, and the partner's role and your relationship with them.**

84 Agency

Role: Lead on campaign development and implementation.

Relationship: As the agency of record for KCS, 84 Agency will execute the opioid prevention campaign by leveraging expertise in substance use prevention and communication strategies.

84 Agency specializes in crafting compelling and evidence-based content tailored to various audiences. The Charleston-based agency's services include researching effective strategies, developing educational materials, producing media content, and coordinating outreach efforts. Their expertise is critical to ensuring the campaign's messaging and media are engaging, accessible, and impactful—and most importantly, research-based and tailored to a West Virginia audience—to best address the specific needs of students in Kanawha County.

**6. Please identify the anticipated leadership of the proposal and upload/attach their resume(s) or CVs**

**Briana Warner, Communications Director**

**7. Please describe your plan for sustainability of the project or initiative after the grant award has been exhausted**

A sustainability plan will be developed as part of the reporting process. This plan will focus on integrating the opioid prevention program into existing school-based opportunities to ensure its long-term impact. Additionally, the feasibility of seeking further funding through grants and partnerships will be explored to maintain and expand the initiative. The sustainability plan will outline strategies for ongoing evaluation, adaptation, and potential scaling of the campaign.

## Organization Information

**1. Please provide your organization's mission statement.**

Kanawha County Schools (KCS) is dedicated to providing a high-quality education that prepares students for a successful future. The district aims to foster a safe and supportive environment that promotes academic excellence and personal growth.

**2. Describe the history of your organization, tell us about your current programs and activities**

KCS is a comprehensive school district serving the educational needs of Kanawha County, West Virginia. With a long-standing commitment to academic achievement and student well-being, KCS has been a leader in implementing innovative programs and initiatives.

- Educational Programs: KCS offers a diverse curriculum that includes advanced placement courses, vocational training, and special education services.
- Substance Use Prevention Initiatives: The district has been proactive in addressing substance use issues through various educational and support programs.

- Community Engagement: KCS works closely with parents, local organizations, and stakeholders to ensure a collaborative approach to education.

**3. List any federal, state, local or private grant awards or funding received in the last three years and the current status of those funds. If your organization has previously received funds from Kanawha County, please list the amount, nature of the project(s) and current status of the funding and project(s).**

**Kanawha County Schools receives many federal and state grants, including but not limited to: U.S. Department of Agriculture, U.S. Department of Education, U.S. Department of Health & Human Services, U.S. Department of the Treasury, U.S. Department of Commerce, and the WV Dept. of Education. We pride ourselves in spending these funds effectively with transparency. More information can be provided.**

**4. Please list your Owner(s), Board of Directors, senior staff members, or other key members of your organization:**

**Briana Warner, Communications Director**

**Tom Williams, Superintendent**

**Ric Cavender, Board President**

**Kate White, Board President Pro Tem**

**5. Please list the staff involved with this project and describe their roles and responsibilities:**

**Briana Warner, Communications Director, oversees internal and external communications for the school system's 23,000 students, their families, and 5,000 staff. She regularly communicates informational campaigns across the district including highlights, attendance reminders, mental health reminders and more.**

**6. Please upload/attach the following financial documents, if applicable:**

**Cash flow statement for applicant's most recent fiscal year**

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**Two years of audited financial statements**

**3614**

**Current operating budget**

**3615**

**If the applicant has not been audited, please include an unaudited balance sheet and income statement as prepared by the applicant**

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**7. If you have made an application for funding for this project from other sources (city, state, private or non-profit organizations) please list the same here.**

**N/A**

**8. Please describe three significant accomplishments of your organization within the last three years**

**Lessened chronic absenteeism among students districtwide.**

**Tested above the state average in 2024 SAT school day test.**

**Addressed students mental health and wellness needs through a vast assortment of support services.**

## **Supplementary Information**

**1. Please enter contact information (name, email, and phone) for at least one third-party reference.**

**Olivia McCuskey, Executive Director, Education Alliance**

**olivia@educationalliance.org, (mailto:olivia@educationalliance.org,) 304-342-7850**

**2. Please include any supplementary information or documentation (such as letters of support, newspaper articles, etc) which you feel will be essential to the County's review.**

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