

MINUTES

Aroostook County Opioid Task Force
October 22, 2024 1:00 PM
Administrative Hearing Room – Caribou Courthouse

Present:

Erik Lamoreau, Co-Chair, Committee Member
Peter Johnson, Sheriff, Co-Chair, Committee Member
Ryan D. Pelletier, County Administrator
Dana Gendreau, Finance Director
Michael Greenlaw, Committee Member
Freeman Corey, Committee Member
Dr. Samuela Manages, Committee Member - Zoom
Jennah Godo – Catherine Cutler Institute – Zoom
Steve Pelletier, ARPA Administrator
Tammy Pelletier, Operations Assistant

1. Co-Chair Erik Lamoreau called the meeting to order at 1:03 pm.
2. The minutes of September 10, 2024 were reviewed and approved by consensus with a notation that the projected timeline in Article 5(a) to present the LOI to the Commissioners on October 16 was not met as it needed to be reviewed by the Task Force prior to submission to the Commissioners. The LOI will now be presented for approval at the November 20th Commissioners' meeting.
3. Mr. Ryan Pelletier presented the draft Letter of Intent for review, explaining that this follows the same process as the County's ARPA LOI. A discussion proceeded regarding the projects within the LOI matching the application that would be subsequently submitted. It was agreed by consensus that the project indicated on an LOI must match the project on the application. A notation will be added to the LOI and the application to indicate this requirement. With this notation being added, the Task Force approved the draft LOI by consensus.

A new timeline was discussed to include the following:

- a. Application to be drafted and approved by the Task Force via email no later than November 12th.
- b. LOI and application to be reviewed and approved by the Commissioners on November 20th.
- c. If approved, a press release and other methods of notification will be published on November 21st to notify the community of the availability of funding for Opioid remediation and the process by which the County will be accepting applications and the disbursement of funds.
- d. LOI's will be due Monday, December 16th.
- e. LOI's will be reviewed and approved at the Opioid Task Force meeting scheduled on Tuesday, December 17th.

- f. Approved LOI's will be notified and asked to complete the full application by Wednesday, January 15th.

Note: The Task Force will not meet in November as previously scheduled.

4. Mr. Erik Lamoreau opened the discussion regarding the draft application and determining a scoring rubric. Mr. Freeman Corey commented that trying to come up with scoring based on a narrative application is too subjective and it is making it hard to figure out how to fairly score applications. Mr. Lamoreau suggested using SMART goals as part of the narrative so that there is something that shows how a project will be measured by the applicant. The narrative questions on the draft application do include the request to explain in detail the purpose, who will benefit, the demographic, the impact, job creation and how they will evaluate and measure success.

It was agreed by consensus that Page 6 of the draft application which includes a question to cite specific language within the MOU is not needed and can be removed.

It was agreed by consensus that the supporting documents on Page 9 be revised to highlight that these are **if applicable and available**, with only a few documents being required such as Mission, Vision, Strategic Plan; Annual Budget; proof of liability/malpractice insurance, proof of state licensures for providing Substance Use Disorder services. An organization chart will be added to the listing as being required. The description for documents to prove financial stability should also include balance sheet and bank account statements as available. The listing will be updated to include checkboxes for applicants to select what they will be including with the application.

The application draft will be updated as noted and sent to the Task Force via email for feedback and approval. The application will need to be approved by the Task Force no later than November 12th to be included on the November 20th Commissioners' meeting agenda.

5. Mr. Freeman Corey noted that the needs assessment included that there was a need for employment training in order to increase access to services. He asked if the Task Force could set aside monies to support local training for providers. Currently, the substance use field relies heavily on one agency, Adcare, which requires providers to travel for training/conferences. Dr. Samuela Manages agreed that it was a need within Aroostook to provide local training for CEU's and CME's for providers. Mr. Ryan Pelletier confirmed that training was an acceptable use of the Opioid Settlement funds and the suggestion would be to find a partner agency that would be willing to set up a conference/training opportunities within the County. This will be something that can be looked at in the future rounds of funding disbursement.

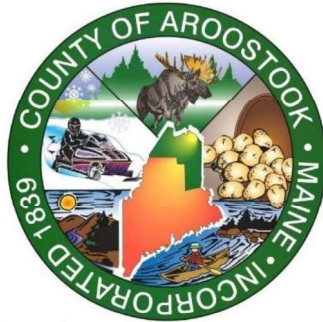
Mr. Ryan Pelletier presented an update on a new position that will be coming to the District Attorney's office in anticipation of a Drug Court being put into place. The recent resignation of the prior Office Supervisor/Post Conviction Advocate has allowed for a redesign of that position which will now be a Policy and Treatment Recovery Caseworker. The role would act as a liaison with the Opioid Task Force. The role would be responsible for creating

treatment and recovery policy, administration and case management, among various other duties related to drug court, restitution and deferred dispositions.

Mr. Pelletier provided an update on the process the County is going through to get a new jail in place. The Jail Commission and Commissioners completed a 3 day training from the NIC for Planning of New Institutions at the beginning of October. The next step is to get a needs assessment completed which will include what services to offer at the jail and how to allow the community at large to also access those services to maximize effectiveness of the programs. The needs assessment will help determine what size of jail is needed, where the jail should be located and which supports should be in place for inmates. Mr. Pelletier has been in contact with the Deputy Chief in Franklin County Ohio who was recommended as a partner to help guide Aroostook County through the process Franklin County has already completed.

6. Co-Chair Erik Lamoreau adjourned the meeting at 2:03 pm.

**Next meeting Aroostook County Opioid Task Force
Tuesday, December 16, 2024 11:00 AM (Lunch provided)
Administrative Hearing Room – Caribou Courthouse**



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

AROOSTOOK COUNTY OPIOID SETTLEMENT FUND LETTER OF INTENT

**All Letters of Intent must be received by mail or electronically
by 4 p.m., Monday, December 16, 2024.**

Letters of Intent can be sent via mail to County of Aroostook, 144 Sweden St, Suite 1, Caribou, ME 04736 or via email to County Administrator, Ryan D. Pelletier at ryan@aroostook.me.us.

If you would like to be considered for Opioid Settlement funding you are required to submit a **Letter of Intent (LOI)** as part of the application submission. By submitting this form, you are notifying the County that you intend to apply for Opioid Settlement funds for an eligible project before the application deadline. If you choose not to apply after submitting the LOI, you do not need to notify the County.

Eligibility to submit an application does not imply final project approval or funding. It will be used to assess eligibility and identify a potential project. You will receive a Notification Eligibility Email from the County if your proposed project is determined to be eligible. If awarded, funds will not be available until after February 1, 2025. If the County Administration has any questions, they will contact you via email.

Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Aroostook County Action Program	Phone:	207-764-3721
Address:	771 Main Street	Fax:	207-768-3021
City/Zip:	Presque Isle/04769	Email:	slocke@acap-me.org
Contact Person:	Sherry Locke	Title:	Chief Operating Officer

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> For-Profit	
Number of Years in Operation:	<input type="text"/>	

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input checked="" type="checkbox"/> Recovery
<input type="checkbox"/> Treatment	<input type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input checked="" type="checkbox"/>	Workforce Development
<input type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
<input type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input checked="" type="checkbox"/> Young Adults 19-25
<input type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input type="checkbox"/> Teens 13-18	<input checked="" type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$75,000	Opioid Settlement Fund Request:	\$75,000
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Funding Source	Amount	Date Secured
Northeastern Workforce Development Board	A minimum of \$20,000	Pending

% of Funds to be used for Direct Service(s)	\$55,347.30
% of Funds to be used for Indirect Service(s)	\$19,652.70

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

For over 40 years, ACAP has been a trusted provider of workforce development services under the Workforce Innovation and Opportunity Act (WIOA), connecting low-income individuals to employment and career opportunities. ACAP has expanded its services through a pilot program contract focused on marginalized populations (QUEST), including those disproportionately impacted by low-wage employment, justice involvement, and incarceration. This contract has been crucial in reaching individuals who face significant barriers to employment, particularly those in recovery, but this pilot is ending and will leave a gap in addressing community need. This pilot has demonstrated the need for services tailored to support individuals in recovery and help them reintegrate into the workforce. The stigma surrounding addiction, combined with gaps in skills or work experience due to time spent in recovery or incarceration, presents unique challenges for these individuals. By leveraging a strong network of community partners, employers, and recovery organizations, we have successfully connected individuals to employment opportunities and provided the necessary ongoing support for job retention and long-term success. We want to continue to offer employment readiness training that focuses on building soft skills and career development training tailored specifically to the needs of those in recovery. These trainings will address the unique challenges faced by this population, equipping them with the tools needed to succeed in the workforce. We will work closely with local businesses to place individuals in recovery into jobs that match their skills and experience. To ensure long-term employment success, we will provide transitional support, including regular check-ins, mentorship, and access to counseling services to support job retention. Our services will also include one-on-one coaching, peer mentoring, and job readiness preparation, ensuring that each individual in recovery receives personalized support throughout their job search and employment journey.

We will strengthen our collaboration with local recovery organizations, mental health services, and substance abuse counselors to ensure that our clients receive the holistic support they need. This includes access to counseling, support groups, and other recovery resources. We will also provide ongoing support for employers who hire individuals in recovery, including regular check-ins to ensure a positive workplace environment and assistance in managing any potential challenges. Our proposed initiative will provide participants with a four-week paid work experience, allowing them the opportunity to gain valuable job skills and demonstrate their readiness for long-term employment. Not only will this provide a 4-week temporary work experience, including a paid work experience at up to \$15 per hour. This work experience will help assess the individuals' readiness for longer-term employment and integrate them into the workforce in a sustainable way. Upon successful completion of this temporary work experience, we will co-enroll them into our existing workforce program (WIOA), in which participants will receive up to \$4,000 in support services and extended work experience to continue developing the skills needed. These services include additional job training, mentorship, transportation assistance, and other resources needed to help them maintain stable employment. This funding will allow us to evaluate each participant's readiness for sustained employment. This will ensure that the transition to long-term employment is successful without jeopardizing the success rate required to maintain our WIOA employment contract. Assisting individuals in recovery obtain employment not only addresses individual needs but also strengthens our community's workforce at the same time.

What barriers currently hinder program development and implementation and how will these barriers be overcome?

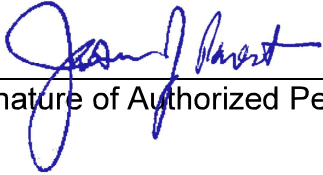
One of the primary barriers individuals in recovery face is resistance from employers to hire those with a history of substance use disorders or involvement in recovery programs. Employers express concerns about reliability, the potential for relapse, or fear of the stigma associated with hiring someone in recovery. These perceptions can be deeply rooted in misconceptions or lack of awareness, leading to reluctance in hiring this population. Some individuals in recovery may have gaps in their employment history or may lack specific job-related skills, making it more difficult for them to compete in the job market. Even after securing employment, individuals in recovery may require ongoing support, such as counseling, mentoring, or job coaching. The lack of accessible and affordable support services can undermine long-term success in the workplace which is where our expertise can provide positive outcomes. Our coaches address these challenges and link customers to both internal and external supports to ensure support is available and accessible. Our strategies to overcome these barriers consist of the following: education and awareness for employers, building partnerships with recovery-friendly employers & and co-enroll with work experience opportunities. By highlighting success stories we feel sharing testimonials from other employers who have hired individuals in recovery and experienced positive outcomes can help reduce stigma and show the potential benefits of inclusion. We will provide case studies and statistics showing that individuals in recovery are reliable, hardworking, and loyal employees. When building partnerships with recovery-friendly employers. We will actively seek partnerships with employers who are open to hiring individuals in recovery and create a network of recovery-friendly businesses. This will increase job opportunities for our participants and create an environment where recovery is valued. For those who secure employment, we will continue to offer transitional support, such as weekly check-ins, counseling, and peer support groups, to ensure long-term job retention and recovery stability. This will help to address employer concerns about relapse or job instability.

How will the effectiveness of the program be determined?

The effectiveness of the program will be determined by several key performance indicators and evaluation methods. These indicators and methods will assess not only the impact of the program on both the individual it serves but also the broader community. Not only will we track the employment rate, the retention rate, wage growth, job placement speed, and quality, but we will also complete surveys with both the customer and the employer. We will provide a pre-test upon enrollment and a post-test after employment placement to gauge the improvement of soft skills, self-esteem, and confidence. All of these factors will determine the effectiveness of the program as well as its impact on the community. Our agency has always believed in data-driven decision-making to continuously improve our programs for those newly in the recovery world.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

	Aroostook County Action Prog	12.6.24
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

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Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	AccessDirect Recovery Network	Phone:	207 482 3835 Ext.3
Address:	P.O. Box 1764	Fax:	
City/Zip:	Biddeford, ME 04005	Email:	cynthia@accessdirectrecovery.org
Contact Person:	Cynthia Paige	Title:	Chief Executive Officer

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input type="checkbox"/> Non-Profit	<input checked="" type="checkbox"/> For-Profit	
Number of Years in Operation:	<input type="text"/>	

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input type="checkbox"/> Recovery
<input checked="" type="checkbox"/> Treatment	<input type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input checked="" type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
<input type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input checked="" type="checkbox"/> Young Adults 19-25
<input type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input type="checkbox"/> Teens 13-18	<input type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$2,500,000	Opioid Settlement Fund Request:	\$50,000
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Funding Source	Amount	Date Secured

% of Funds to be used for Direct Service(s)	100%
% of Funds to be used for Indirect Service(s)	0

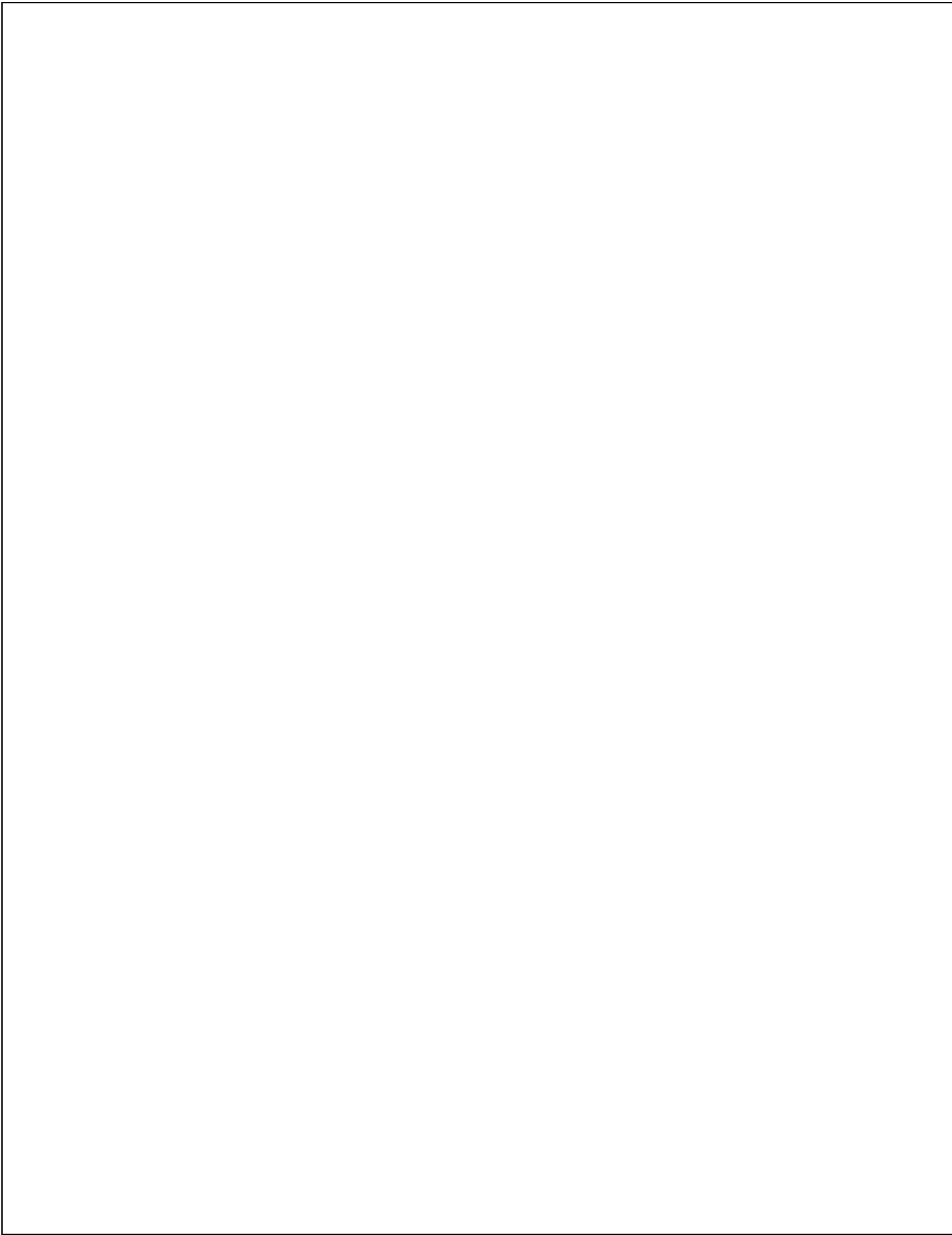
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Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

Our "Recovery on the Rise" program helps individuals who suffer with substance use disorder (SUD) access treatment options when they are ready such as detox, residential treatment, recovery residences and other recovery resources. AccessDirect Recovery Network receives in excess 900 incoming calls per month for individuals seeking assistance for treatment of SUD. 900 + calls are placed per month to direct and connect these individuals to recovery resources. The goal of our program is to save and change lives for these individuals and their families that are struggling with substance use disorder. During the first 3 years, AccessDirect Recovery Network has been piloting the Recovery on the Rise! program with a mobile call center that is operated by both Ryan and Cynthia Paige utilizing a VoIP phone provider with 2 virtual lines. This phone service has been an enormous success in mobile productivity and management. We receive calls from individuals seeking help, as well as families, case managers, jails, hospitals, behavioral health specialists, options liaison's and many more organizations. In February, we will become a resource for 211 in the state of Maine. The Maine Mall has also donated a cart for AccessDirect Recovery Network that will provide information to individuals suffering with substance use disorder and affected loved ones. We have seen measurable success in our program, and it is necessary to secure a brick-and-mortar for our call center so we can expand our phone lines to accommodate our rising call volume. This will help us maintain our growth with the highest level of services. This will also allow us to train our phone reps appropriately and make sure we maintain the highest level of security for HIPAA compliance. We are the only real time SUD call center organization in the state of Maine, which supplies an authentic 24/7 call center including a nationwide network that sets forth our clients' needs as priority one. Our service can be the difference between life or death.

AccessDirect Recovery Network is seeking a grant to expand our Recovery on the Rise! program that helps individuals access treatment options and recovery resources when they are ready for help. The objective of our project "Growth Helps Healing" is to continue to expand our program in the state of Maine by securing a brick-and-mortar, incorporating staffing, more volunteers and recovery resource scholarships into our program. The lack of bed availability, funding, transportation to treatment and inability to connect with a live person at a critical time often results in a decision that may be fatal! Our "Growth Helps Healing" project proposed five-year budget \$2.5 million is requesting \$50,000 in funding. These dollars will be used over a 2 year period to transport individuals suffering with substance use disorder to treatment resources such as detox, residential treatment and recovery residences. It will also fund individuals to access recovery residences so they can begin a life in recovery. The approximate number of individuals this will help is an estimate of 400 not including the families and loved ones.

Our program "Recovery on the Rise" has been funded by Walmart grants and Spark For Good programs, Hannaford Community Bag and Bloomin 4 Good programs, small grants from banks and small businesses, as well as individual donors. Our "Growth Helps Healing" project was just awarded \$500,000 and will start receiving funds in February 2025.



What barriers currently hinder program development and implementation and how will these barriers be overcome?

Barriers to Success

Funding- This is an essential part of our project and our mission. One of our major roles in AccessDirect Recovery Network is to direct and connect individuals to treatment programs and recovery resources when they are ready for help. Upon each call, we strive to have a choice for every individual even in the most difficult circumstances. Our options consist of recovery resources, treatment programs and transportation to treatment. This includes travel by car, bus, train, and air. Approximately, 95% of individuals calling us for help do not have the financial means to pay for treatment. Everyone deserves help when they are willing and ready. We are consistently building our relationships with funding partners and treatment facilities both in and out of state. All of our networking and grant awards will play a huge role in the success of our program that will help change both and save lives.

Brick-and-Mortar- This is an essential part of our project, “Growth Helps Healing. To expand effectively and efficiently while ensuring the highest level of services, training and HIPAA compliance we need to secure a home office for our call center. This will allow us to be successful managing all aspects of our HIPAA compliant call center, clients continuum care and crisis situations.

Paid Staffing- Our call volume is exponentially growing. We currently run 2 phone lines for incoming calls between Ryan and Cynthia. It is necessary for us to onboard more qualified resources to manage inbound calls. These calls can be the difference between life and death, so the prompt and correct management of these calls is critical. We expect the need for our services to continue to grow in the next few years as well as the need for qualified phone resources and intake coordinators. The more awareness about our organization, the more help we will need. We must be staffed to be able to get these people where they need to be so life in recovery can begin. Our phone reps are part of our program expense and needed to accomplish our mission.

Volunteer Expense Compensation- Our volunteers make the difference between getting someone to recovery today versus waiting for the ride tomorrow and not making it. Our volunteers grab their keys on a moment’s notice and head to anywhere in the state to pick up that person in need and get them where they need to be. This sometimes is a full day or more of driving to get a total stranger to a safe place to begin to heal. This isn’t your typical take a relaxing drive up the coast. These selfless folks are picking up a person who is in a desperate state of mind and never know what to expect, but that never matters. All they ask is where am I picking them up and where are we going. We must reimburse/supply them funds for gas, tolls, and any other type of travel related expense. We could not be successful without these people.

How will the effectiveness of the program be determined?

Our clients and reporting data are managed and tracked by a secured web-based platform and VoIP phone provider service. The web-based platform is HIPAA compliant and provides all the functions required to be successful at placing our clients, following up after each placement and taking the next steps appropriate for them. This platform will manage bed availability for treatment options that can be updated by each facility or our organization. It can track any data set. This database is flexible and can perform standard filter reports, drag and drop reports and charts and visualizations. These reports can include gender, locations, age, drug use type, facility placements in state and out of state, uncompleted treatment, repeat clients, payment methods, scholarships and much more! Ad hoc reporting is available to provide data to meet the need of any funders request.

Staff and Organizational Information

AccessDirect Recovery Network’s board all have a passion for the cause, enthusiasm, and excitement for helping in a variety of ways, combined with the business acumen for managing programs of this size.

Sustainability will be supported by our board and executives’ talents; database platforms that will demonstrate program efficiencies and effectiveness, community engagement and advocacy; and collaborative partnerships that can maximize resources

Officers:

Cynthia Langlais Paige, Chief Executive Officer/Chairman – She is an entrepreneur and has extensive experience in managing operations of large-scale businesses, database management, employee management at a large scale, payroll management, call center management, customer service management, human resource management.

Michelle Harlfinger, Board Treasurer – She has 25 years of financial management, master’s degree in business management, small business tax preparation, budget and forecasting experience and project management.

Jane Findlay Loranger, Board Secretary – She has over 30 years of medical insurance experience in billings, authorizations, referrals, credentialing, accounts receivables, Medicare and MaineCare audits, as well as 10 years business office management.

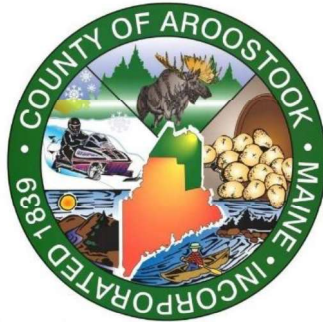
Ryan Paige, Chief Operating Officer – He has lived experience with SUD and leads our organization in public communications. He has several years of business development, community advocacy, community networking and is the front line/heart and soul of being able to connect with individuals seeking help with substance use disorder.

Our organization is very stringent with complying with federal and state regulations, such as filing all necessary documents, applying for required licenses, maintaining renewals, HIPAA compliance and security, meeting minutes, sales tax for merchandise, raffling/gambling/charity licenses, appropriate banking/financials and more. We are firm on staying updated on required regulations that are needed to comply an incorporate into our policy and procedures.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

Cynthia Langlais	AccessDirect Recovery Netwo	12/15/2024
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
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Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Aroostook Mental Health Services, Inc. (AMHC)	Phone:	207-554-2352
Address:	180 Academy Street, Suite 3	Fax:	
City/Zip:	Presque Isle/04769	Email:	djacques@amhc.org
Contact Person:	Debra Jacques	Title:	Director of Marketing and Development

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> For-Profit	
Number of Years in Operation:	60	

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input type="checkbox"/> Recovery
<input checked="" type="checkbox"/> Treatment	<input type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input checked="" type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
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Total Estimated Program Cost:	\$ 80,000	Opioid Settlement Fund Request:	\$ 75,000
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Funding Source	Amount	Date Secured
Opioid Settlement Funds	\$75,000	Pending
AMHC	\$5,000	12/11/2024

% of Funds to be used for Direct Service(s)	88%
% of Funds to be used for Indirect Service(s)	12%

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

AMHC requests funds to support a two-pronged approach that increases access to SUD services. These steps address gaps identified in the 2024 Aroostook Community Needs Assessment and Gap Analysis, notably:

- Engagement with, and treatment and recovery for, youth
- Expand SUD workforce capacity by developing skills of existing staff
- Expand transportation capacity

1. Expand SUD workforce through expansion of AMHC Call Center capabilities

a. Support and train one full-time Call Center staff as a recovery coach

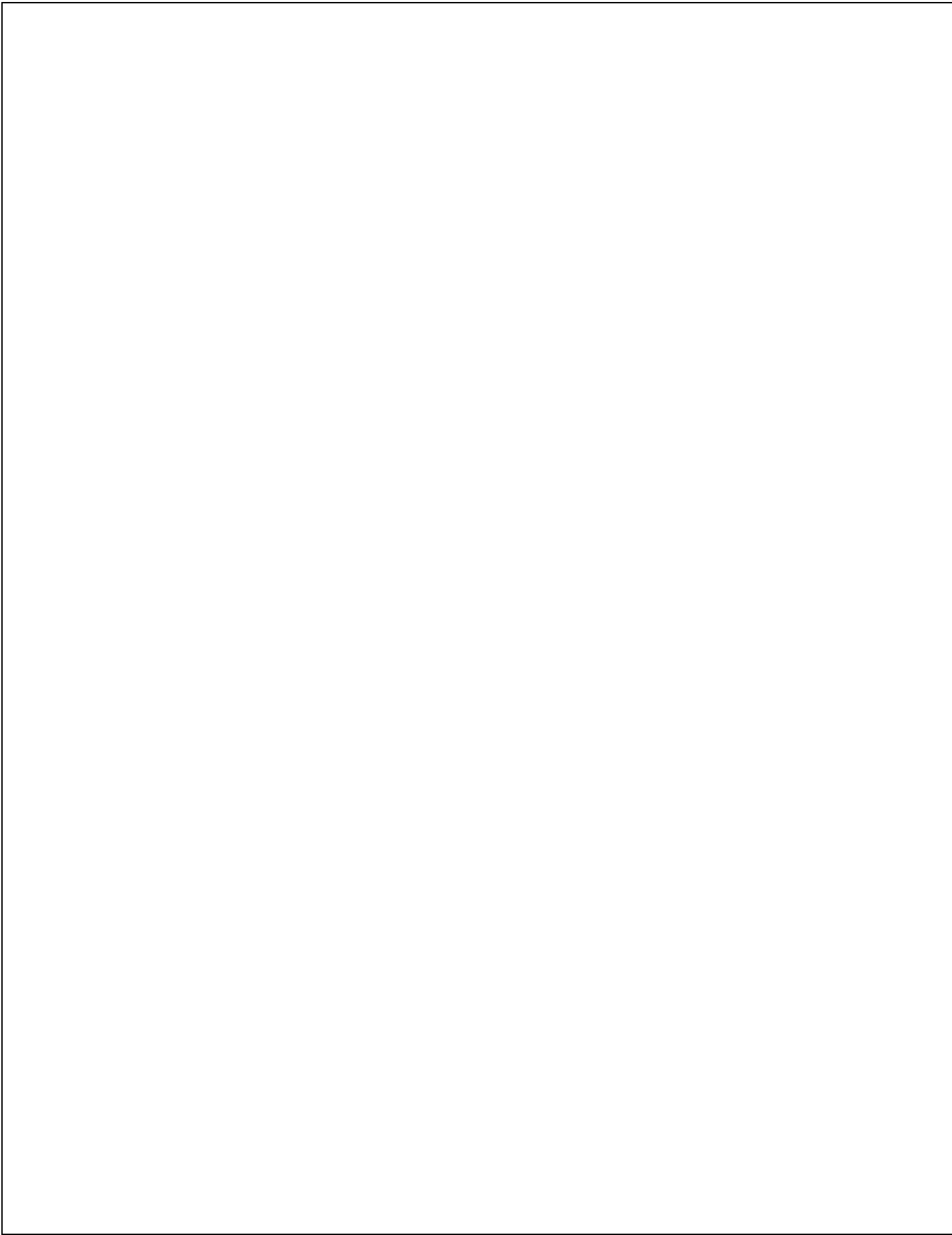
Funds to support one full time Call Center staff member to receive recovery coach training allowing staff member to offer immediate recovery coach mentoring at initial call, rapid access to treatment, support SUD care coordination to help navigate any barriers in receiving treatment or recovery services, and recovery coaching to include affected others (parent, spouse, adult children, etc.).

b. Advance Call Center communication system to offer text support

As an organization, AMHC has been working on several adolescent substance use outreach initiatives. History demonstrates how very difficult it is to engage youth in SUD services. They may be in denial about having a problem (often it is later in life that an individual is ready for help); or they may be reluctant to ask for help for fear of disappointing parents, teachers, coaches, etc. Texting is a critical engagement tool for youth and the missing piece in AMHC's Call Center communication platform. Research has shown they prefer to text because it supports greater anonymity until trust is formed; without that option they are less likely to engage in help-seeking behaviors. AMHC will use funds to advance the Call Center's communication platform to text or chat.

2. Pilot on-demand transportation vouchers to individuals without other options to access SUD services.

In addition to the community needs assessment noted above, a recent survey (September 2024) of individuals with lived experience who are part of the substance use recovery center communities in Aroostook, confirmed that transportation remains a top concern among individuals seeking SUD services. AMHC proposes a pilot program to offer on-demand vouchers for transportation to help individuals get to their appointments. For example, individuals will come to the recovery centers seeking help to access a ride to their medication treatment because their original plans fell through; not receiving treatment can mean withdrawal and risk of using substances. The centers do not have the staff or budget to support individual rides.



What barriers currently hinder program development and implementation and how will these barriers be overcome?

A temporary lack of funding to support the Call Center staffing model prevents the above proposed SUD efforts from moving forward. However, as the State moves forward in becoming a Certified Community Behavioral Health Clinic (CCBHC) model of care, reimbursement for coordination of care models like the Call Center will be incorporated into the State reimbursement payment structure.

While lack of transportation impacts every sector of Aroostook, not just for individuals with SUD challenges, this pilot project is intended to “test for truth” regarding the scope of the problem. For example, if a voucher option is available, will the volume quickly exceed the budgeted amount, or will there be fewer requests than expected. If there are fewer requests, can we easily identify other means to cover the costs? If the volume is great, how do we collaborate with local partners, particularly Aroostook Regional Transportation System, volunteer drivers, etc. to identify solutions for individuals to get the services they need?

How will the effectiveness of the program be determined?

1. The Call Center will track calls and texts and measure the following:
 - a.) How many individuals engage in recovery coaching on initial call
 - b.) How many individuals receive rapid (24 hours) access to SUD treatment, i.e., MOUD, coaching, counseling, etc.
 - c.) How many individuals are referred to service providers and/or offered resources
 - d.) How many youth engage in substance use treatment
2. Transportation – number of vouchers requested and to which services and where (local, regional, State).

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.



Signature of Authorized Person

Aroostook Mental Health Servi	12/12/2024
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Name of Organization

Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

AROOSTOOK COUNTY OPIOID SETTLEMENT FUND LETTER OF INTENT

**All Letters of Intent must be received by mail or electronically
by 4 p.m., Monday, December 16, 2024.**

Letters of Intent can be sent via mail to County of Aroostook, 144 Sweden St, Suite 1, Caribou, ME 04736 or via email to County Administrator, Ryan D. Pelletier at ryan@aroostook.me.us.

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Eligibility to submit an application does not imply final project approval or funding. It will be used to assess eligibility and identify a potential project. You will receive a Notification Eligibility Email from the County if your proposed project is determined to be eligible. If awarded, funds will not be available until after February 1, 2025. If the County Administration has any questions, they will contact you via email.

Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	The Center for the Advancement of Rural Living	Phone:	207-493-1223
Address:	46 Sweden Street	Fax:	
City/Zip:	Caribou	Email:	bill@carlcenter.org
Contact Person:	Bill Flagg	Title:	Board Treasurer

Type of Agency/Organization (Select One):

<input type="checkbox"/>	Public	<input type="checkbox"/>	Private	<input type="checkbox"/>	Government
<input checked="" type="checkbox"/>	Non-Profit	<input type="checkbox"/>	For-Profit		
Number of Years in Operation:		14			

2. Eligibility Categories (Select One)

<input type="checkbox"/>	Prevention	<input checked="" type="checkbox"/>	Recovery
<input type="checkbox"/>	Treatment	<input type="checkbox"/>	Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input checked="" type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
<input type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/>	Children 0-3	<input checked="" type="checkbox"/>	Young Adults 19-25
<input type="checkbox"/>	Children 4-12	<input checked="" type="checkbox"/>	Adults 25-62
<input type="checkbox"/>	Teens 13-18	<input checked="" type="checkbox"/>	Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$50,000	Opioid Settlement Fund Request:	\$37,500
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Funding Source	Amount	Date Secured
CARL	6,000	01-01-2024
Personal Donation Board	2,500	12-01-20024
Fund Raising Project	4,000	11-01-2024

% of Funds to be used for Direct Service(s)	50
% of Funds to be used for Indirect Service(s)	50

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

Prior to the opening of the Caribou, Men's and Women's houses in Caribou by the Center for the Advancement of Rural Living (CARL), there were no recovery houses operating in Aroostook County. Our houses opened in late 2019 and have been operational ever since. Some 100 individuals in recovery have come through our houses since we opened. This has been possible because of \$70,000 of personal contributions by members of CARL's Board of Directors, the support of Maine State Housing until 2022, and ongoing support from the Maine Association of Recovery Residences. However, the cost of operating the housing continues to increase and leaves little funding to complete routine maintenance or renovations. We are requesting funds from this project to complete the following activity.

1. Installation of heat pumps and hot water heat pump systems in both the men's and women's houses.
2. Placing gutters on the men's house to solve a leaking program from the roof that freezes near the main entrance of the men's house.
3. Completing work on the above ground portion of the men's house foundation. (during initial renovations on the house an additional foundation footing was required and we want to complete that work.)
4. The creation of a reserve fund to cover initial costs of residents coming to the house with little of no resource.

The heat pump systems will solve a major problem for both houses, the high cost of heating the houses in winter. The cost of heating has put considerable pressure on the CARL board to fund raise enough to cover the cost of heating. We believe that the heat pumps will make a major difference in reducing cost, while providing cooling in the summer.

The work on the gutter system and foundation in the men's house will improve the presentation of the property and eliminate a safety issue.

There is a great need for a reserve fund to cover the first months rent for individuals coming to the house who often arrive with not financial resources. Local churches, City Welfare, and other donations have been helpful but these funds are very limited. Once a resident has been in the house for a month they have generally found employment and can pay their own rent but that initial few weeks can be very challenging. We would establish the reserve fund as a no-interest loan to residents with a structured contract and repayment schedule. In essence it would be a revolving loan fund. We have found that those individuals who are serious about recovery do not want to be a burden and do not want a hand out, they want a hand up, to get them back on their feet.

Ther two Recovery Houses are managed by a single individual. We would like to secure funds to add a second manager through the VISTA Public Health program. This program provides full time staff for \$4,500 per year. These positions can stay in place for three years and may be extended. Having this additional staff would allow us to expand our support of house residents and provide for coverage during leaves, vacations, etc.

While there are other needs that our houses have we recognize the limited resources available and have kept our request as low as possible. Our concern is that we support the resources that are currently available to support individuals in recovery. We are building additional development programs that ultimately will bring more dollars to our operations. Fund raising is difficult in the County with so many organizations needing support. Our Recovery Houses are so needed and will be over the long term. While overdose deaths are down nationally, the crisis is not over. In fact, in speaking with Gordon Smith in the governor's office he said that there were 9 overdoses in just one week accross Maine.

Projects like these rocovery houses deal with a very challenging population. We are trying to end the stygma that is so present in regard to addiction. We want our homes to be safe, secure and welcoming to residents and we have worked closely with the AMHC long term residential rehab facility, the criminal justice system, including the County jail, and several other organizations to generate referrals for the housing. While there have been failures and times when we have had to remove individuals for various rules violations, we have also had some great successes including reuniting families, supporting transitions back to community life, and creating an opportunity for long-term recovery.

Thank you for this opportunity to apply for this important funding. We are happy to provide any additional information.

What barriers currently hinder program development and implementation and how will these barriers be overcome?

The most significant barrier to the success of our housing is funding. While several of our board members have been very generous to this point, we need help to complete the projects outlined. We are building a fund raising and development program and we are working with agencies to secure additional funding but we do not currently have the funds required to complete the projects outlined in this proposal.

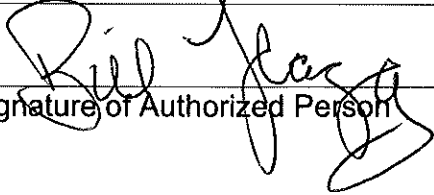
There are promising funding opportunities being discussed at both the state and national level but no specific action has occurred that would provide ongoing sustainable funding. We manage our current funds, donations and income from residents rent very judiciously. Having the support of this funding provided by the County Commission will help to secure the housing over the long term.

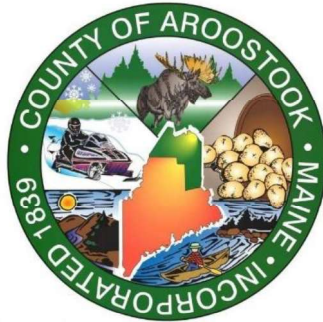
How will the effectiveness of the program be determined?

We believe that the specifics of this request are quite clear. We know that the heat pump systems will reduce our energy costs. The foundation work is clearly needed and will be reflected in the quality of the men's house. The reserve fund will help to provide sustainability. We will document the success of this reserve fund, both in securing additional residents and in the success of the loan pay back contracts.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

	CARL	12/11/24
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

AROOSTOOK COUNTY OPIOID SETTLEMENT FUND LETTER OF INTENT

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Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Michael's Active Recovery	Phone:	2074365191
Address:	267 West Main St	Fax:	N/A
City/Zip:	04743	Email:	michaelsactivercovery@gmail.com
Contact Person:	Danielle Forino	Title:	President

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> For-Profit	
Number of Years in Operation:	<input type="text"/>	

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input checked="" type="checkbox"/> Recovery
<input type="checkbox"/> Treatment	<input type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input checked="" type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
<input type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input checked="" type="checkbox"/> Young Adults 19-25
<input type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input checked="" type="checkbox"/> Teens 13-18	<input checked="" type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$ 93750	Opioid Settlement Fund Request:	\$ 75000
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Funding Source	Amount	Date Secured
Public Fundraising	18750	09/30/24

% of Funds to be used for Direct Service(s)	50
% of Funds to be used for Indirect Service(s)	50

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

Michael's Active Recovery is a non-profit that was organized to help create more recovery related services and fight the stigma associated with OUD and addiction in Northern Maine. This proposal aligns directly with the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds as identified in Exhibit B item B.6; Support or expand peer recovery centers. Securing funding for The 1st Mile Active Recovery Center is crucial to sustain and continue to grow the center in Fort Kent which is the only recovery center in St John Valley and only 1 of 3 recovery centers in Aroostook County. Since being organized in December of 2023, Michael's Active Recovery has increased awareness of treatment options and access to treatment by connecting individuals with various resources such as outpatient, detox, rehab, MAT, peer recovery coaching and peer support groups through the creation of the 1st Mile Active Recovery Community Center.

The recovery center has had a tremendous impact on the recovery community and all of the residents of Northern Aroostook County in the short time it has been open. Members that attend weekly have credited the existence of the center and volunteer coaches as a vital part of their recovery process. Individuals that were able to find services through the center and the coaches stated; "after calling many other places and being told I would have to wait weeks or call back the next day, 1MAR volunteers found me an option that allowed me to start treatment within a couple of days." Professionals in the court system working directly with individuals pending drug charges stated they were able to find treatment for the clients after speaking with volunteer coaches from the center. Several community members, businesses, and schools have gained access to naloxone through the center, we partnered with a local business to set up 5 publicly accessible naloxone boxes, and individuals throughout the St John Valley were trained in administering naloxone through a joint effort with ACAP. Through the Options program we have set up a 24 hour accessible Naloxone box in a heated location on Main St. in Fort Kent.

This center has provided services and support to hundreds of individuals in Northern Aroostook County and is staffed 30 hours a week with individuals who are all graduates of the Recovery Coaching Academy. Other recovery centers in Aroostook County have received funding exceeding the request for this project as we have had a crew of volunteers and a supportive community to help get our project off the ground. However, to ensure the center will remain open to the community, funding is essential. It is proven that community recovery centers help individuals to sustain recovery from alcohol and substances by providing a variety of resources such as recovery coaching, education, social connection, and space for peer led meetings such as SMART recovery, Narcotics Anonymous, and other 12 -step programs. Recovery coaching is a concept that has emerged over the last couple of years and is proven to be effective for individuals seeking help in a stigmatized category such as opioid misuse. Peer recovery coaches take away the hierarchy of roles and break down the barrier that often exists between a professional such as a doctor or therapist and the one seeking help. Individuals feel more comfortable talking with someone who “ gets it, who has been in their shoes. This applies to people who suffer from OUD as well as the family and friends of those in recovery or struggling with their use. The center with the help of this funding will be able to continue offering walk-in hours for individuals to be able to speak with a recovery coach, attend meetings, or get help finding a treatment center or counselor that they will not have to wait an extended period of time for. We believe that with funding we will have the capacity to not just sustain but grow the recovery center and recovery community. Having one individual employed to manage the center will allow for more organization within the center and more hours to be devoted to working on adding to the monthly calendar of events which means more workshops, more education and more meetings for the community. With the first recovery residence in St. John Valley opening by the summer of 2025 it is crucial that the residents of this house have a center in close proximity that is open regularly with meetings daily. The center will provide them with a chance to volunteer and give back to the community, gain recovery capital, seek employment, or enroll in educational programs offered through the local university or alternative education center.

Through the funding of this grant request we will be able to cover the costs of the lease, monthly utilities, phones and internet. We will be able to pay an employee to relieve the responsibilities of the current volunteers, better organize the center, and aid in securing more funding sources through grant writing and fundraising efforts. Funds will also be used for supplies, office equipment in the center, and a much needed, secure data collection platform to aid in keeping data for future grant applications, measure community impact and direct service structure.

What barriers currently hinder program development and implementation and how will these barriers be overcome?

The largest barrier hindering the development of this program is lack of funds to pay a reasonable wage. Having never received start-up funds or other monies specifically allocated for a recovery center we are at a disadvantage. All current volunteers work other part-time and full time jobs limiting their availability to commit to the center. All electronics and furnishings have been 2nd hand donated items to get us by. Grants and donations are the best way to overcome these barriers without charging for services to an under-served population. Writing grants is a niche type of writing that people expect to get paid for, once we have an individual trained to do this and funding to compensate them for their hard work they will be able to secure other grants to provide the organization with the ability to pay individuals that devote numerous hours to the center. By sustaining and growing the center the individuals at the recovery residence will have the opportunity to take on volunteering roles helping and eventually replacing the current volunteers as they focus efforts on new projects.

How will the effectiveness of the program be determined?

The effectiveness of this programmed is determined by qualitative and quantitative data. With the help of the data collection platform, asking members specifically, tracking daily center visits, meeting and workshop attendance we will be able to measure the impac and effectiveness of the program. Recovery centers are already proven effective in supporting people in recovery, well managed centers are more effective than poorly managed or unmanaged centers.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

DocuSigned by: <i>DANIELLE FORINO</i> <small>B293AC7451E947A...</small>	Michael's Active Recovery	12/11/24
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

**AROOSTOOK COUNTY OPIOID SETTLEMENT FUND
LETTER OF INTENT**

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Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Mi'kmaq Nation	Phone:	207-764-4756
Address:	7 Northern Rd	Fax:	207-540-1091
City/Zip:	Presque Isle 04769	Email:	jacquelyn.poulin@ihs.gov
Contact Person:	Jacquelyn Poulin	Title:	BH Director

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> For-Profit	
Number of Years in Operation:		30+

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input type="checkbox"/> Recovery
<input type="checkbox"/> Treatment	<input checked="" type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
<input checked="" type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input checked="" type="checkbox"/> Young Adults 19-25
<input type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input checked="" type="checkbox"/> Teens 13-18	<input checked="" type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$ 50,000	Opioid Settlement Fund Request:	\$ 50,000
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Funding Source	Amount	Date Secured

% of Funds to be used for Direct Service(s)	\$38,695
% of Funds to be used for Indirect Service(s)	\$11,305

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

Mikmaq Nation is invested in prevention, treatment, recovery, and harm reduction services for its community members. In 2023, peer recovery services joined an already established behavioral health program. As harm reduction and recovery services are not yet a billable service, grant funding opportunities (such as the Tribal Opioid Response grant through SAMSHA), and litigation funds through settlements already received through have been critical in building and sustaining the needed resources for our Tribe. Mi'kmaq Nation has expanded upon a well established Naloxone Distribution effort for training and distribution of Naloxone to the Tribal housing locations, and the general public in our Aroostook County Communities.

In March 2024, we unveiled the only known community offered 24/7 vending machine in state in collaboration with University of Vermont, Center of Rural Addiction, after applying, interviewing, and being granted the machine as a sub-grant awardee. Since that unveiling, we have distributed 185 boxes of Naloxone(370 doses) up until present. These numbers are a combination of vending machine access and in person training.

We are seeking additional funding to expand on our already successful Naloxone distribution efforts and with other harm reduction items such as personal hygiene, items to assist with the unhoused community and informational items to share in treatment options, and reducing stigma. The machine has the capabilities to hold additional items for distribution and is fully programmable. In order to do so, we will need to secure this additional funding to increase our peer recovery support staff by 8-10 hours per week, cover additional gas/maintenance/vehicle costs for our peer vehicle, and increase our Naloxone, and other harm reduction supplies for this effort. This would also increase ability for the staff member to provide more frequent overdose prevention education to other Tribal programs, and

It is noteworthy that Tribal housing spans from Connor Township, to Littleton. Our Naloxone vending machine is on Tribal land in Presque Isle. This leaves disparities in the outlying communities. With the additional funding we can increase our outreach to ensure that each housing area has access to programming that would otherwise be sparse.

Our Naloxone vending machine vestibule also contains referral information, sharps containers, cpr masks and various other resources. Funding will increase ability to have professionally printed resource material for our programs to assist in resource sharing, decreasing stigma and increasing education throughout the global community.

What barriers currently hinder program development and implementation and how will these barriers be overcome?

Outside of funding, there are no perceived barriers. This would assist an already well established program with an already employed part time staff (seeking to increase to full time with this funding).


The community has been accepting of resources and is already engaged in recovery ready programming.

How will the effectiveness of the program be determined?

Increased amount of individuals trained, increased amounts of naloxone distributed, increased amounts of community events with a harm reduction and recovery focus, program surveys and polls.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

	M. K. Mas Nation	12/4/24
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

**AROOSTOOK COUNTY OPIOID SETTLEMENT FUND
LETTER OF INTENT**

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by 4 p.m., Monday, December 16, 2024.**

Letters of Intent can be sent via mail to County of Aroostook, 144 Sweden St, Suite 1, Caribou, ME 04736 or via email to County Administrator, Ryan D. Pelletier at ryan@aroostook.me.us.

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Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Northern Maine Wellness Clinic	Phone:	207-436-5195
Address:	Po Box 415	Fax:	
City/Zip:	Van Buren, ME 04785	Email:	myles.p.ouellette@gmail.com
Contact Person:	Myles Ouellette	Title:	Owner

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input type="checkbox"/> Non-Profit	<input checked="" type="checkbox"/> For-Profit	
Number of Years in Operation: 4 yrs as an LLC, but Not in operation yet.		

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input type="checkbox"/> Recovery
<input checked="" type="checkbox"/> Treatment	<input type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input checked="" type="checkbox"/>	Recovery Services Expansion
<input type="checkbox"/>	Stigma Reduction
<input type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input checked="" type="checkbox"/> Young Adults 19-25
<input type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input type="checkbox"/> Teens 13-18	<input checked="" type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$ 849,000.00	Opioid Settlement Fund Request:	\$ 75,000.00
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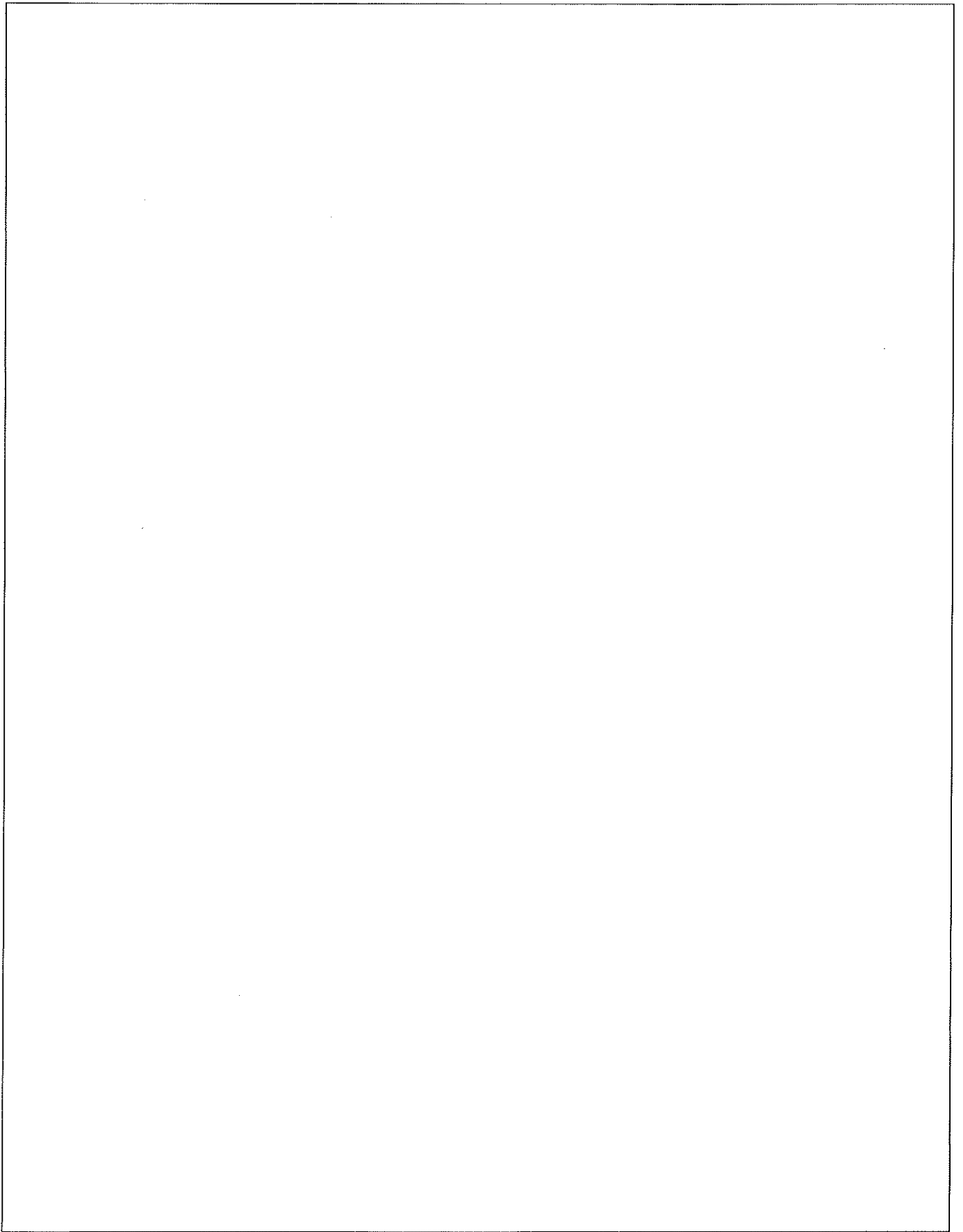
Funding Source	Amount	Date Secured
Maine Recovery Council	\$ 500,000.00	Nov. 12, 2024 - Award Not Received yet
Personal Funds	\$ 100,000.00	Currently Have

% of Funds to be used for Direct Service(s)	100%
% of Funds to be used for Indirect Service(s)	0%

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

* See Attached



What barriers currently hinder program development and implementation and how will these barriers be overcome?

* See Attachment

How will the effectiveness of the program be determined?

* See Attachment

The Northern Maine Wellness Clinic will be a Comprehensive Outpatient Treatment Program (OTP) that will combat the Opioid Crisis by providing several treatment options that include Medication Assisted Treatment with Methadone, Suboxone, Sublocade and Vivitrol paired with Cognitive Behavioral Therapy and Motivational Interviewing. We will provide education about Medication Assisted Therapy. We will also offer Abstinence based Counseling services for folks who do not want MAT or who graduate from MAT services, but still need the counseling aspect. We will offer a Comprehensive Treatment Model of Care, which will include Mental Health Counseling, Case Management and Coordination of Care, under the same roof. We will do this offering sustainable, evidence-based, patient-centric, best practice quality of care, based on the most up-to-date research. We will operate in Van Buren, Maine, which is one of the most rural parts of the State of Maine, to ensure accessibility of evidence based, low barrier treatment to people who constantly struggle with transportation barriers. NMWC will offer transportation services, where we will actually pick up our patients for treatment and return them when they are finished.

Aroostook County has very little to no resources compared to the rest of the State of Maine and often gets overlooked due to the 60,000 or so population spread amongst a vast geography. We are often called, "The Other Maine". There is only one other OTP Program in Aroostook County and they do not offer the services mentioned above that the Northern Maine Wellness Clinic will offer. Although NMWC is a For-Profit, social responsibility is our mission and we will donate 5% of our proceeds yearly to local community Recovery Non-Profits. We will take MaineCare, insured folks and people who are uninsured and/or underinsured. We will partner with local Recovery Centers, Recovery Residences, Non-Profits as well as health care programs and grassroots organizations throughout Aroostook County to ensure the best quality of care. This is not a Competition to us. We are a company run by individuals who are personally affected by Big Pharma and the Opioid Crisis. We are committed to saving people's lives by offering treatment to people who, because of geographical or financial barriers, do not get the treatment they need/deserve and are dying on a weekly basis due to the lack of evidence-based comprehensive services.

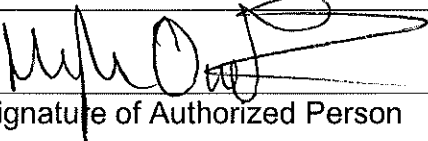
The Northern Maine Wellness Clinic project includes the remodel of a building we purchased in December of 2023 into an Outpatient Clinical setting, located in rural Northern Maine, where not many treatment options are available. We expect to serve up to 20 patients within the first month, 50 patients by 6 months, 100 patients by the end of the first year and up to 200 patients by the end of year two. We are asking for funding to help us with the remodel, staffing and startup costs. After our first year, we will achieve sustainability by accepting patients with Mainecare, private insurance and self-pay. We will offer grant slots for those individuals who do not fit into any of these categories, to ensure they receive a fair chance of treatment. We know that we are not a big organization and will not be serving thousands of people, however we will thrive by offering a small, compassionate and close nit environment that fosters forgiveness, collaboration and community engagement. Our patients will not be another number. We will make sure that our Counselor to Patient ratio does not exceed 40-1, where most Outpatient Clinics are often 100 patients or more to 1 Counselor. This where burn out happens, which leads to being short staffed and patients not receiving the care they deserve. We are not in this for a paycheck. All of us on our team has been affected by the Opioid Crisis in some way. We have all lost loved ones and are angry with the current Opioid situation. Our team will work together to create a family-like environment where people are comfortable coming to work and to treatment. We will create an environment where

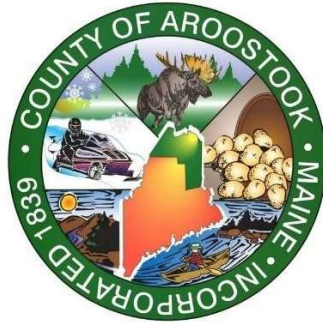
people will be excited about coming to the Clinic, not embarrassed. We will create an environment where people are proud of their recovery and who they've become. With the support of our community, we will work to squash the stigma behind opioid addiction. This is how we will succeed in abating the Opioid Crisis.

Lifeline, Addiction and Recovery Services, LLC has already started working on the Northern Maine Wellness Clinic Project. The building has been purchased and bought outright, so there is no mortgage on the building. We have worked with the Van Buren Town Office and Town Manager Luke Dyer to obtain an occupancy permit for doing business, which we currently have. NMWC met with a Licensed drafter to create an architectural building plan that will need to be approved by the fire marshal. We are currently in the demolition stage of the project, where we are tearing down old walls, the back deck and anything old that needs to go. Once our plan is approved by the Fire Marshall, we can continue with our Demolition and then we will be able to start building interior walls and fully remodeling the Clinic. Our General Contractor Rudy Martin will work with the Electricians and the Plumbers to ensure that they install their portions of the project as needed. The biggest barrier that Northern Maine Wellness Clinic is currently facing is funding. We currently have around \$101,000.00 to get started on the demolition and remodeling portion of the project. The estimated cost of the building portion of the project is around \$300,000.00. The NMWC has \$500,000.00 that has been promised by the Maine Recovery Council. We are seeking \$75,000.00 to help us get through our remodeling phase of the project.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

	Northern Maine Wellness Clinic	12/15/24
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

AROOSTOOK COUNTY OPIOID SETTLEMENT FUND LETTER OF INTENT

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Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Operation Parent	Phone:	502-265-9045
Address:	PO Box 127	Fax:	
City/Zip:	Buckner	Email:	grants@operationparent.org
Contact Person:	Stephen Austin	Title:	Grant Administrator

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input type="checkbox"/> Government
<input checked="" type="checkbox"/> Non-Profit	<input type="checkbox"/> For-Profit	
Number of Years in Operation:	<input type="text"/>	

2. Eligibility Categories (Select One)

<input checked="" type="checkbox"/> Prevention	<input type="checkbox"/> Recovery
<input type="checkbox"/> Treatment	<input type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input checked="" type="checkbox"/> Youth Engagement
<input type="checkbox"/> Workforce Development
<input type="checkbox"/> Recovery Services Expansion
<input type="checkbox"/> Stigma Reduction
<input type="checkbox"/> Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input type="checkbox"/> Young Adults 19-25
<input checked="" type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input checked="" type="checkbox"/> Teens 13-18	<input type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$ 267,950	Opioid Settlement Fund Request:	\$ 50,000
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Funding Source	Amount	Date Secured

% of Funds to be used for Direct Service(s)	21
% of Funds to be used for Indirect Service(s)	79

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

To deliver ongoing drug prevention education in a methodical and systematic way, we at Operation Parent developed Pathways 3-6-9, a unique prevention initiative that uses our handbook to speak on drug use prevention, suicide prevention, and numerous risky behaviors. To educate as many families as possible, we strategically target ALL parents of 3rd, 6th, and 9th grade children within a school district. Starting in the 3rd grade, we help parents stay ahead and know what to expect when their kids get phones. As 6th and 9th grades are critical transitional years with children entering into both middle and high school. School districts across the United States have embraced our parent handbooks. Typically, they are distributed at the beginning or end of a school year, with an enclosed letter from the principal explaining the partnership between the school and Operation Parent. This letter invites parents to visit our website and find additional resources, especially our FREE monthly webinars, which allow parents to dig deeper into issues (presented by experts), ask questions, and join a community of parents. Through our undertaking, parents no longer feel alone on their journey.

Educated parents are the best prevention tool against opioid and substance abuse. Our goal is to dramatically reduce the number of families impacted by the perils of addiction, bullying, suicide and violence through ongoing prevention education on alcohol, drugs, and underlying issues. Our program considers underlying issues spanning from early elementary school to young adulthood, with a focus on critical transitions into middle and high school. We have two community advocates dedicated to promoting and cultivating relationships with school administration to ensure a smooth process from beginning to end with acquisition of our handbooks.

Our project addresses prescription opioid misuse and illicit opioid use through a comprehensive approach that emphasizes prevention education and community engagement. Central to our efforts is the Pathways 3-6-9 initiative, which equips parents with detailed information on the dangers of opioid misuse, including identifying warning signs and implementing preventive strategies. Our handbooks, alongside online resources, provide practical advice on discussing these topics with children at various developmental stages. Additionally, we host expert-led webinars monthly, where experts in addiction and prevention share the latest research and effective strategies, allowing parents to learn, ask questions, and connect within a supportive community.

By collaborating with school districts and community organizations, our community advocates ensure our prevention messages reach a broad audience, fostering strong relationships to promote awareness and collective action against opioid misuse. We focus particularly on critical transitional periods in a child's life, such as the move into middle and high school, where the risk of opioid exposure may rise. By equipping parents with the necessary knowledge and tools to navigate these transitions, we strive to reduce opioid misuse likelihood. Furthermore, our new online resource center will broaden access to prevention materials, offering interactive content and the latest research, making it easier for parents and educators to find information and support. Through these multifaceted efforts, we aim to empower families and communities to combat opioid misuse effectively, thereby reducing its impact and fostering healthier, safer environments for parents and their children.

We are committed to seeking diverse funding sources to ensure the continuity and expansion of our vital programs. To secure sustainable funding, we actively pursue various grant opportunities including grants offered by the federal government, state government, and private foundations that align with our mission and objectives.

Additionally, we recognize the significance of community engagement and involvement in our sustainability efforts. Many of our volunteers organize or are a part of community events that not only serve as an opportunity to gather financial support but also foster a stronger connection with our supporters.

Pathways 3-6-9 has been developed to work inside the National Opioid Settlements Exhibit E under the approved uses of B2. We do this through forming partnerships with school administration and PTAs. Finding that by working with the adults and mentors in students' lives that they become more conscious of what is happening around them and what the dangers of opioids are going forward.

What barriers currently hinder program development and implementation and how will these barriers be overcome?

The development and implementation of Pathways 3-6-9 has faced several barriers, including funding limitations, parental engagement, awareness and accessibility, cultural and language barriers, technological barriers, and school and community collaboration. To overcome funding limitations, the program actively pursues diverse funding sources such as federal and state grants, private foundations, and community fundraising events, with volunteers organizing events to gather financial support and strengthen community connections. Enhancing parental engagement involves leveraging multiple communication channels, highlighting success stories, and offering incentives for participation. To ensure awareness and accessibility, handbooks are distributed at strategic times with a principal's letter, and the program is promoted through school events and local community centers, with an online resource center providing interactive content. Addressing cultural and language barriers involves translating materials into multiple languages and collaborating with cultural community leaders, while technological barriers are mitigated by providing printed materials and partnering with local libraries or community centers for internet access. Finally, employing community advocates to maintain relationships with school administrations and community organizations ensures smooth collaboration and ongoing support. By addressing these barriers with targeted strategies, the Pathways 3-6-9 initiative aims to effectively deliver prevention education and support to families, ultimately reducing the impact of opioid misuse and other risky behaviors.

How will the effectiveness of the program be determined?

Overall Goals(s) of Project: Prevention of Opioid Use and Distribution of Handbooks

Objectives:

Increase Awareness:

- Enhance the understanding of addictive behaviors among children and their support networks, aiming to foster a proactive approach to prevention.

Promote Behavioral Change:

- Encourage the adoption of healthy habits and coping strategies that reduce the likelihood of developing addictive behaviors.

Strengthen Community Support:

- Build a robust network of educators, parents, and community leaders equipped to support children in navigating challenges related to addiction.

Activities:

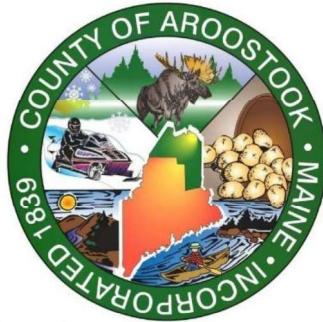
Distribution of Handbooks: Our handbooks providing material based around evidence and experience as parents and scientific data. Providing the best source of prevention and intervention for parents.

Webinars: Hosting of webinars where subject matter experts are brought on to go into deeper topics related to addiction, behavioral problems, and other topics for parents.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

Tara Oliver	Operation Parent	12/16/2024
Signature of Authorized Person	Name of Organization	Date



*Aroostook County Commissioners' Office
Aroostook County
144 Sweden Street, Suite 1
Caribou, Maine 04736*

AROOSTOOK COUNTY OPIOID SETTLEMENT FUND LETTER OF INTENT

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Limit of one LOI/Application per applying entity.

If approved, the project priority area chosen on the LOI, must be the same as the subsequently submitted Application for funding.

Opioid Settlement Funding Letter of Intent

1. Applicant Information

Agency/Organization:	Trellis Marketing Inc	Phone:	716-725-1271
Address:	505 Ellicott Street. Suite A235	Fax:	
City/Zip:	Buffalo NY 14223	Email:	amanda@trellismarketing.com
Contact Person:	Amanda Lucchino	Title:	Partner, Director of Bussiness development

Type of Agency/Organization (Select One):

<input type="checkbox"/> Public	<input checked="" type="checkbox"/> Private	<input type="checkbox"/> Government
<input type="checkbox"/> Non-Profit	<input type="checkbox"/> For-Profit	
Number of Years in Operation:	22	

2. Eligibility Categories (Select One)

<input type="checkbox"/> Prevention	<input type="checkbox"/> Recovery
<input type="checkbox"/> Treatment	<input checked="" type="checkbox"/> Harm Reduction

3. Priority Area (Select One)

<input type="checkbox"/>	Youth Engagement
<input type="checkbox"/>	Workforce Development
<input type="checkbox"/>	Recovery Services Expansion
<input checked="" type="checkbox"/>	Stigma Reduction
<input type="checkbox"/>	Naloxone Training & Education

4. Population(s) Served (Select All)

<input type="checkbox"/> Children 0-3	<input checked="" type="checkbox"/> Young Adults 19-25
<input type="checkbox"/> Children 4-12	<input checked="" type="checkbox"/> Adults 25-62
<input checked="" type="checkbox"/> Teens 13-18	<input checked="" type="checkbox"/> Seniors 63+

5. Cost Estimates and Program Funding

Provide an estimated program cost, amount of Opioid Settlement funds to be requested and sources, amounts and dates secured for all anticipated cash matching funds. **A 25% cash match of the total funding award is recommended. Match amounts may come from any public or private source dependent upon Federal Funding requirements.**

Total Estimated Program Cost:	\$ 75,000	Opioid Settlement Fund Request:	\$ 56,250
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Funding Source	Amount	Date Secured
Trellis Marketing Inc.	10,250 In kind project management	Present
Trellis Marketing Inc.	5,000 In Kind Video production	Present
Trellis Marketing Inc.	2,500 In Kind Graphic Design	Present
Trellis Marketing Inc.	1,000 In Kind Press Outreach	Present

% of Funds to be used for Direct Service(s)	100
% of Funds to be used for Indirect Service(s)	

6. Program Information

Provide a clear, concise description of the proposed program using the space below. The scope of work should be very specific in identifying how the funds will be used to meet the Maine State-Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds within eligible activity categories. For existing programs, describe the service, how it has been financed thus far, and why these funds are needed now. For new programs, describe the intent of the service, how the funds will be used, and how the program will be sustained. **Maximum of 1000 words.**

Proposed Program: Opioid Abatement PSA Campaign

The Trellis Opioid Abatement PSA Campaign is a comprehensive public awareness initiative designed to meet the requirements of the Maine State Subdivision Memorandum of Understanding and Agreement Regarding Use of Settlement Funds. The program addresses eligible activity categories, including harm reduction, public awareness, and education, by creating a robust and tailored media campaign to reduce opioid-related harms and improve access to resources.

Intent of the Program

The primary objective of the campaign is to raise awareness about opioid use disorder (OUD), reduce stigma, and encourage individuals and families to seek help. The program emphasizes connecting individuals to resources that save lives and inspire recovery. Its key components include a library of compelling Public Service Announcements (PSAs) and a media strategy tailored to each participating county's unique needs.

Use Of Funds: Settlement funds will be utilized to develop, produce, and distribute a multi-faceted media campaign that includes the following:

PSA Development: Custom 30-second video ads focusing on critical issues like reducing stigma, dangers of recreational opioid use, and stories of hope and recovery. PSAs reflect diverse demographics and are customizable to showcase local communities.

Digital Media Campaigns: Streaming video ads, digital display ads, and social media content targeted exclusively to county residents for maximum relevance and efficiency.

Outdoor Advertising: Billboards, bus stops, and other outdoor placements amplify reach and reinforce campaign messaging.

Landing Page Creation: Centralized web resources tailored to direct individuals to local support services and information.

Press Outreach: Launch strategies to ensure the campaign reaches the public effectively through earned media.

Community Partnerships: Tools for local government units (LGUs) and community organizations to extend campaign visibility in medical offices, presentations, and public spaces.

Sustainability: The program is structured as a turn-key solution with annual reporting and measurable outcomes, including tracking impressions, engagement, and behavioral changes. By integrating existing county resources and centralizing messaging, the campaign ensures efficient use of funds and builds on local efforts. Supplemental options such as print materials and expanded advertising can be added based on individual budgets, enabling long-term adaptability.

Program Highlights

Customizable and Scalable: Tailored for each county's specific demographics and needs.

Multi-Channel Strategy: Combines digital, social, and traditional media for maximum impact.

No-Waste Targeting: Messaging is served exclusively to residents of participating counties.

Behavioral Impact: Designed to improve awareness within 6 – 12 months and drive behavioral change in 12 – 24 months, per CDC guidelines.

Local Resource Integration: Campaign materials tie directly to available local support services, ensuring easy access for individuals in need.

This program exemplifies a comprehensive and strategic approach to using settlement funds effectively to combat the opioid crisis. By leveraging modern media tools and community partnerships, it delivers impactful, measurable, and lasting results tailored to the specific needs of Aroostook county.

click below to view a sample PSA.

<https://vimeo.com/video/1033154859> Use password: opioid for access.

What barriers currently hinder program development and implementation and how will these barriers be overcome?

Stigma Surrounding Opioid Use Disorder (OUD):

Barrier: Some communities may resist new programs due to skepticism about their efficacy or alignment with local priorities.

Solution: The program builds trust through endorsement by the New York State Association of Counties (NYSAC) and customization to reflect local demographics and needs. Launch efforts also include press outreach to foster transparency and public buy-in.

By directly addressing these barriers through thoughtful design and strategic implementation, the program ensures successful development and impactful delivery across diverse communities.

Barrier: Widespread stigma against individuals with OUD may prevent communities from engaging fully with the campaign or seeking resources for support.

Solution: The campaign features PSAs specifically designed to address and reduce stigma, highlighting recovery stories and normalizing discussions around OUD as a chronic, treatable condition. By fostering empathy and understanding, these messages encourage broader community acceptance.

Fragmented Access to Resources:

Barrier: Individuals often struggle to find centralized information about available local resources for opioid-related issues.

Solution: The campaign includes the creation of custom landing pages for each participating county. These pages act as centralized hubs for immediate access to local resources, reducing confusion and improving help-seeking behaviors.

Limited Media Reach in Rural or Underserved Areas:

Barrier: Traditional media campaigns may fail to reach rural or underserved populations where access to digital or outdoor advertising is inconsistent.

Solution: The campaign employs targeted digital ads and social media outreach that are served directly to residents in these areas, ensuring equitable access to information. Supplemental materials like print ads and brochures can also be integrated to reach those less connected to digital media.

Budget Constraints for Comprehensive Campaigns:

Barrier: Many counties face financial limitations that restrict their ability to launch impactful, wide-reaching campaigns.

Solution: The program leverages opioid settlement funds, which are specifically allocated for harm reduction and education. Its turn-key nature provides cost-effective solutions, including bundled media and production packages, to maximize reach within budget constraints. Additionally, Trellis Marketing offers flexible scalability to adapt to individual county budgets.

Community Resistance to New Initiatives:

Barrier: Some communities may resist new programs due to skepticism about their efficacy or alignment with local priorities.

Solution: The program builds trust through endorsement by the New York State Association of Counties (NYSAC) and customization to reflect local demographics and needs. Launch efforts also include press outreach to foster transparency and public buy-in.

By directly addressing these barriers through thoughtful design and strategic implementation, the program ensures successful development and impactful delivery across diverse communities.

How will the effectiveness of the program be determined?

Determining Program Effectiveness

The program's effectiveness will be assessed through the following measurable outcomes:

Audience Reach and Engagement:

Metrics such as impressions, clicks, and video views from digital ads, streaming media, and social media campaigns will track the reach and engagement of targeted audiences.

Behavioral Changes:

Following CDC guidelines, changes in knowledge, attitudes, and behaviors will be monitored over time. This includes increased use of local resources and help-seeking behaviors, measurable within 6 – 12 months for awareness and 12 – 24 months for behavior changes.

Resource Utilization:

Data from landing page visits, QR code scans, and calls to local support services will indicate improved accessibility and usage of available resources.

Community Feedback:

Feedback from LGUs, and community organizations will provide qualitative insights into the program's local impact and areas for improvement.

Monthly Reporting:

Detailed reports summarizing campaign reach, engagement, and outcomes will be provided to ensure transparency and accountability for fund usage. These metrics ensure the program's alignment with its objectives and provide data-driven insights to refine strategies for sustained success.

Applicant Certifications

- a. To the best of my knowledge and belief, the information in this Letter of Intent and all attached documentation is true and correct; and
- b. This Letter of Intent complies with all applicable State and Federal laws and regulations; and
- c. Approval of this Letter of Intent by the County to submit a final application does not imply final project approval or funding.

Amanda Lucchino	Trellis Marketing, Inc.	12/11/2024
Signature of Authorized Person	Name of Organization	Date