

Opiate Awareness Institute
Grant Proposal Package – Florida



Bee Aware Project

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1. The Problem

“Almost 5,500 people start to misuse prescription painkillers every day, ” said Substance Abuse and Mental Health Services Administration Administrator Pamela S. Hyde. “Just like other public health **epidemics**, community–based prevention can be a proven, life–saving and cost–effective key to breaking the trend and restoring health and well–being. ” .. (Source – http://www.cdc.gov/media/releases/2011/p1101_flu_pain_killer_overdose.html)

“Studies show that teens and young adults perceive prescription drug abuse as safer, less addictive, and less risky than using illicit drugs, and that drugs obtained from a medicine cabinet or pharmacy are believed to be less risky than drugs obtained from a drug dealer, and that such perceptions result in subsequent abuse.” (Source – http://www.cdc.gov/HomeandRecreationalSafety/pdf/HHS_Prescription_Drug_Abuse_Report_09.2013.pdf)

The nightmare is that we are building a massive number of teen addicts, and I don't know whether you know this or not... a heroin addiction is a lifetime battle. Its not something you'd want any child to face. Opiate based prescription pills (i.e.: Roxys, Oxys, etc.) are ultra-refined heroin (only semi-synthetic).. its the real stuff. These kids are crushing and snorting these pills thinking they are just pills, or total synthetics. They are also smoking them, and it all develops into injecting them as the cost of their addiction goes way up, and they look to maximize their resources.

Usually the theft and prostitution begins within a month or two after addiction... It just all gets bad, and we are talking about kids that were honor roll students until they were presented with the inevitable opportunity to abuse a prescription drug... or were manipulated by others. Some people are giving it to teens for the exploitation of sex, without the teens realizing the lifelong impact. The CDC says there are near 6 thousand new abuse cases a day, and that Florida is the capital of the problem. It is now classified as an epidemic. Most of them are “abuse by ignorance.” We can change that.

Growing faster than America's “crack cocaine” epidemic of the 1980's and 1990's, prescription opiate abuse is swallowing our nation's youth by the thousands on a daily basis. This dependency leads directly to a cauldron of atrocities from child prostitution, theft and murder among children who would still be honor students in school, if they had just known the significance of their decision to just “try it”.

Yet, unlike “crack cocaine”, whose manufacturers hide in third world countries and flood our shores with illegally imported poisons, the opiates that are dominating our streets and schools are manufactured right here in America. They are distributed legally on a wholesale scale, leaving our youth to believe in a level of safety associated with their “mis-use”. When, in fact, when crushed and snorted, as is the custom, all safety measures engineered into the medicine are bypassed, making them faster and more addictive than street Heroin. These prescription medicines have become easier to obtain than cigarettes and alcohol, and are making full fledged heroin addicts of our children faster than any other drug in history.

And to make a bad situation worse, a Heroin addiction is a lifetime battle...

2 . Description of Project

The Opiate Awareness Institute (OAI) is a Federally recognized public charity, whose primary mission is to raise awareness about the dangers associated with opiate-based prescription medication misuse and abuse, specifically, to the youth of America. Organized by citizens who have been adversely affected by teenage prescription pill abuse, OAI about to change the world.

Through student presentations to Florida public and private schools, the “Bee Aware Project” will illustrate the extreme dangers associated with abusing prescription pain medications. Using videos, live presentations, plays, along with captivating testimonials from young men and women who have suffered addictions, and others affected by this near epidemic, our teenagers can learn what is so different about this type of drug abuse and how it is so dangerous to them.

The benefits to a successful outcome of this project will have an enormous impact on a multitude of Florida teens when it comes time for each of them to confront the decision to abuse prescription medications. By impacting their thought process now with the reality to the danger of abusing prescription medications, a percentage will refuse immediately... and while some will always be persuaded, having had the opportunity to learn the signs, significance, and lifelong impact from our presentation, many more will seek out help before it destroys their lives... or takes it entirely.

“At 1,716.6 students per school, average enrolment for Florida’s public high schools was nearly twice the national average, which was 875.7. North Dakota has the smallest average high school enrolment with 204.0 students.” (Source: Florida Department of Education 2014 <<http://www.fldoe.org/eias/eiaspubs/pdf/enroll.pdf>>) Compound that with 870 high schools; the potential to deliver this critical information is enormous.

3 . Opportunity and Benefit

Fulfilment of the objective will affect the lives of many teens and benefit our nation by:

- Reducing youth related prescription drug addictions.
- Subduing accidental youth related prescription drug overdose deaths.
- Decreasing illegal prescription drug use overall.
- Increasing awareness of prescription drug classifications.
- Providing a vehicle to recovery, through participation, for those already afflicted.
- Supplying informational resources for treatment options.
- Educating the general public regarding abuse of opiate based pain medications.

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- Bridging the gap between the hopelessly addicted and the hopefully recovered.
- Boosting positive participation in community partnerships and support groups.
- Increasing the core values among the nation's youth.
- Enhancing public relationships of participating sponsors.

4 . Proposed Strategy

Opiate Awareness Institute will utilize audio/visual media in conjunction with real peer-to-peer testimonies from recovering addicts to illustrate the dangers and hardships associated with prescription opiate based addiction. We have captured and streamlined this specific topic into a captivating presentation, and we will deliver it to every high school that we can reach within the state of Florida.

As necessary, and to achieve a strategic deployment of resources, OAI has established zones according to population density, demographics, and geographical location. This allows for independent zone development, while maintaining a centralized management structure for all zones. OAI utilizes a standards based information deployment system that will insure consistency of seminar presentation structure and techniques.

Complete training on various levels for management and activists, in addition to corporate support to individualized zones, will assist in rapid growth of the organization's reach, while maintaining the standards adopted by the board of directors.

All multi-media materials are produced and distributed by OAI corporate offices. Additionally, all presentations and events are scheduled and organized by upper management personnel. Only pre-approved media may be distributed to the public, including press releases and statements.

5 . Outreach Resources & Limitations

The Opiate Awareness Institute's mission is to educate the public, as a whole, yet specifically targeting the youth. Although we do not provide any forms of treatment for drug addictions, we do provide access to valuable information regarding treatment. Through evaluations provided by the recovering activists, real-world descriptions of various treatment options can be provided to those seeking treatment. Given that opportunity, OAI has voted to establish a Toll-Free access point, as well as, Web, text, and mobile device access to recovery resources in our area. This service is scheduled to commence in July 2014.

OAI maintains a Website specifically for interaction between the general public and our activists, (<http://www.opiateawareness.info>) in addition to the corporate site, (<http://www.opiateawareness.org>) that which is targeted towards commercial and community supporters. The public's interactive site includes survey forms for program research, as well as resources and reviews on various subjects surrounding addiction treatment. Passes and discounts from supporters such as Starbucks, McDonald's, Pizza Hut, Regal & AMC Cinemas will be used as incentives for program participation and survey completion.

Furthermore, a database of scheduled presentations, events, and submits to request presentations are available online.

6 . Project Prerequisites

- Vehicles for transporting staff, presenters and equipment
 - 10 person passenger vans with graphic wrap for visibility & safety
- Apple iPads to serve as virtual office, database, meetings, communication, etc.
- Audio/Visual equipment sets
 - Digital projection, recording and audio system
- Multimedia materials & print media
 - DVDs, CDs and pamphlets (optional: sponsor's promotional materials)
- Establish Zone Coordinators

7 . Data Collection, Security and Sharing Plan

Data Collection: Habits, demographics and other specific data are collected through multiple channels and are backed up to secure storage on a cloud system (*Google*). Compiled data is maintained with standard database utilities, in standard formats. Data is used internally for various measures. Access to all sensitive data will be by management access codes.

As of the current date, this organization uses *Apache Open Office* for word processing, project management, reporting, database, and presentation. Publicized documents are converted to *Adobe* .PDF format for posting and transmission.

Document Storage: All original document resources are maintained in a secured section of the corporate office, and any authorized agencies and personnel will have access by written request only.

Data Sharing: Data collected is shared, in whole or in part, with corporate partners, associated agencies, and others as the organization deems appropriate.

Sensitive or confidential information, regardless of its data-form, requires board authorization or court order before being released.

8 . Planning Assumptions

It is assumed that the Opiate Awareness Institute will obtain authorizations for making presentations to public/private schools, civic groups, and other institutions. To assist in the success of this goal, the OAI has recruited the support of specialists, PTA organizations,

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alumni, private foundations, and others. OAI will completely document the presentations, with video, for approval and recommendation by established organizations currently recognized by those institutions.

OAI also continuously seeks support from law enforcement groups, medical and mental health professionals, local and national corporate entities, and other professionals in related fields. Additional and ongoing support, material and financial, are sought from corporations, grant providers, organizations, as well as the general public. Press releases are sent to local and national news media, promoting activities and supporters.

9 . Monitoring and Control

The board of directors of Opiate Awareness Institute maintains control of all media distribution, solicitations for funding, accounts and accounting, and presentation formats. All activity outside guideline standards requires specific approval of at least three board members to be sanctioned by the organization, and must conform to all applicable laws of the region in which the activity is taking place.

All daily, weekly & monthly activity is electronically documented in the form of reports, and submitted for recording and evaluation. Standard report formats are utilized to conform to recording standards.

Collection and distribution of funds are the sole responsibility of the corporate office, and at no time do individuals or activists groups have access to corporate financial resources. Petty cash funds are made available to certain groups for incidental expenses.

10. Seminar Itinerary

Opening	Introductions to OAI Bee Aware Project Sponsors promotional videos	7 Min
Platform 1	About opiate based pain relievers (multimedia)	8 Min
	Dangers of misusing/abusing medications (multimedia)	8 Min
Platform 2	“Confessions of an Addict”	6 Min
	Dramatic presentation (short play, part 1)	8 Min
	“Confessions of an Addict”	6 Min
	Dramatic presentation (short play, part 2)	8 Min
Platform 3	Dealing with the temptation to misuse/abuse pills	10 Min
Platform 4	Questions & Answers	10 Min
Platform 5	Sponsor recognition and program offerings	6 Min

11. School Demographics & Zones

As of this date, Florida has 870 public high schools with an average attendance of 1,716 students per school. This equates to nearly 1.5 million high school students statewide in any given school year. (Source: Florida Department of Education 2014 <<http://www.fldoe.org/eias/eiaspubs/pdf/enroll.pdf>>)

Opiate Awareness Institute has divided Florida into 7 zones based on population density, demographics, and geographical location, as shown on the map on the following page. Each zone will have a Zone Coordinator (ZC), and will function as a branch office.

The goal is to present to 2 schools per week in each zone. With a base of 40 serviceable school weeks in a year, and 870 high schools total, divided among 7 zones, it is very likely to reach every student in less than two school years. As an ongoing program, year to year, the message will reach tens of millions in a short time. This will make an impact.

A Zone Coordinator will be responsible for scheduling presentations, recruiting, data collection, and detailed reporting in accordance with corporate directives. Each zone may have considerably more than one “base of operations”, or assistant ZCs depending on a multitude of factors, and as determined by the ZC, and approved by the Board of Directors.

Zone Coordinators will meet to share information and ideas weekly, by video conference, as a group. The Project Director, who will report to, and act with the authority of, the Board of Directors, will chair the meeting.

The zones are numbered in a countdown configuration. The first zone to be established is zone 7, then 6, and down to zone 1 as the final zone. Based on the data collected by OAI, the higher the zone number also has the higher prescription drug abuse risk rating, ultimately establishing priority.

The zone configuration illustrated here also closely coincides with regional media coverage zones, allowing for ongoing relationships between Zone Coordinators and their local media outlets.



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Performance and other zone specific data will be processed monthly, providing measures to determine future policies and resource allocations to insure the maximum coverage and the highest efficiency.

Zone Coordinators, assistant coordinators, and chaperones will be recruited from school PTA participants, and other similar organizations. The ZC position is not a salaried position, but offers reasonable expense reimbursement, and a virtual office iPad as part of an incentive package. Assistants, chaperones, and activists will have opportunities for team incentives, comped activities, as well as individual rewards for excellence in service.

12. Research Initiative

OAI will collect and correlate multiple data streams, attempting to effectively follow 5% of the target population for the subsequent 5 years after presentation, to determine behavioral characteristics associated with having the specific knowledge learned from the presentation and from making the topic one of interest.

According to census.gov, Florida's total teen population is about 1.9 million. Our program is designed to address 750,000 teens per year, giving us the opportunity to follow 37,500 teens per year for a period of 5 years each. After the completion of the first five years, OAI intends to accurately have followed no less than 1.5 million Florida teens.

OAI will use a variety of data streams resulting from registration with all programs within the organization. Personal interviews, phone interviews, phone text, online survey forms, emailed survey forms, custom phone apps, and regular US Mail are the current and planned data streams. The data collected will reflect activities of the target population as it pertains to current habits, prescription opiates, as well as demographic data specific to Florida teens.

Opiate Awareness Institute will utilize a variety of incentives to insure a consistent number of, and accuracy of, responses. For one example: The study will offer an incentive for initial enrollment, as well as entries into an exclusive contest drawings for a variety of prizes teens are sure to desire, to insure consistent participation through the term of the study. Additional follow up by phone, text, email, etc. will be employed as necessary.

13. Budgets, Costs & Tolerances

Zone Implementation Expense (Does not include volume discounts. Based on 1 zone)

Audio/Visual projection equipment	\$1,400.00
Apple iPad 32GB – HD Video Recording, Broadband, data plan	\$650.00
Corporate expense to recruit, train & implement ZC	\$ 2,500.00

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Summary Totals **\$4,550.00**

Monthly Zone Expense (13,000+ Students Reached)

Media – Print & Digital (1 mo. – 8 schools)	\$2,650.00
ZC Expenses: Fuel, recruiting, staff meals (1 mo. – 8 schools)	\$1,050.00
Material & media logistics, etc.	\$700.00

Summary Totals **\$4,400.00**

Totals

Implement 7 zones state-wide (1.5 Million Students Reached)	\$31,850.00
Fund 7 zones (10 months)	\$308,000.00
Implement 1 zone & fund for 1 year (137,280 Students Reached)	\$48,550.00

Note: The above expenses are not associated with other Opiate Awareness Institute programs and do not reflect the organization everyday outreach services.

14. Summary & Closing

Presented here is an opportunity for P & G to enter the hearts and minds of Florida's entire future generation, while making a positive and worthy impact on their lives. Unlike the members of the anti-drug coalitions, Opiate Awareness Institute recognizes the necessity of the medications that are at the heart of the abuse problem, but feels more can be done to prevent the ignorant from hurting themselves with the product. It's a simple matter of educating those without the correct information so they can make an "educated decision" when confronted with the inevitable opportunity to abuse prescription medications. We are not trying to change the morality of people, but we will do everything in our power to help our teens make better choices.

This is not a "come to our website and learn" campaign... nor is it a "drug awareness week" or any other part-time affair. And, we really think that getting the information out is a bit behind schedule when telling parents how to recognize signs of addiction has become the most popular counter-action.

We are the only pro-active opiate specific awareness organization in the country who is willing to methodically and strategically get this information to all of our youth. Not just the ones who are smart enough to listen to the obvious information, but also to those whose thoughts are on other topics, or are just mentally astray when they pass a billboard or a commercial flashes on the TV. We know where these kids are... we know how to get their attention... let's just do this thing, and then we can honestly say we did everything we could do.

Unfortunately, the decision to misuse is being made at younger and younger ages, and our teens make up the vast majority of first time abusers. OAI is ready address this concern with them specifically by combating the lies told to them on the street. We offer truth and science... And, we would like P & G to become a project partner with us, demonstrating to all a concern for the health and future of our nation's children and young adults.

We will captivate the attention of every teen in Florida schools for over an hour, and make a lasting impression on the rest of their lives for about \$0.22 per teen... That's still cheaper

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than a sending a postcard. We believe this is an excellent investment. We would like P & G to share in this joy and accomplishment.

There will be numerous benefits for your organization to have access to our unique and specific data stream, as well as to have access to the students themselves. Take a moment to explore the potential...

We welcome your banner, your logo splash in our multimedia materials, and any gifts for the students. We would appreciate any data, visual aids, as well as any input suggestions you feel are important for the audience to know. We truly would like to be P & G's project partner in this endeavor, and we always look forward to working with other conscientious organizations to improve our communities, and our future.

Florida, with its record number of prescription drug abusers is the pilot for this program, but we are hopeful that with the victory, we can nationalize this project.

15. OAI Officer Bios

Ronald Duane Hayward, President had been a computer network engineer for over two decades, when his life was interrupted by a near fatal traffic accident, drastically changing his life. There was a period that the use of opiate-based pain medication was critical, and another period where it was purposed to permit muscle therapy to avoid an operation. Needless to say that Ron Hayward has the deserved respect of the product.

And then there's Ron's good friend, Kasey Osborne, who shared his love of sailing, and was very special to him. Kasey became addicted by using pills prescribed to her mother. It wasn't long before the abuse consumed her... Friends and family forced her to treatment, but relapse equated to failure for her... Kasey died of an overdose December the 3rd of 2010.

Before Kasey died, Ron conceived of Opiate Awareness Institute as a vehicle to Kasey's recovery. Yet, before the idea was conceptually realized, tragedy struck, and Kasey was dead. Ron vowed to establish OAI in her honor, and hopefully save the lives of others just like Kasey Osborne. In April of 2011, Opiate Awareness Institute was born.

OAI Estimated Work Load: 100 Hours / Month

Duties: Event Coordinator, Promotions, Volunteer Management

Elizabeth Coviello, Vice-President is a law student in New Port Richey, Florida who has witnessed the destructive power of addiction as it consumed her own sister. She started her own awareness campaign even before she knew of Opiate Awareness Institute, but once acquainted, she united with OAI for a team effort.

OAI Estimated Work Load: 80 Hours / Month

Duties: Event Coordinator, Volunteer Management, Support

Emmy Jean Timko, Treasurer started her career 25 years ago in Las Vegas, Nevada, exclusively recruiting for hotels and casinos. She has earned the respect of the people involved with the industry for her professionalism and strict rules of confidentiality. With an

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excellent reputation for her loyalty to clients, and her aggressive approach to fulfil the needs and requirements of her clients, she has become highly recognized in many circles throughout Las Vegas.

Due to major medical conditions, having been diagnosed with cancer, Emmy Timko had to make many changes in her life. She only oversees her employment agency, while contributing more free time to help battle America's growing opiate addiction problem. She has a deep respect for the importance of using this type of medication by and according to prescription. Events in her personal life have compelled her to inform teens of the danger abusing these substances.

OAI Estimated Work Load: 50 Hours / Month
Duties: Financial Management, Fundraising

Maria K. Castro, Executive Secretary grew up with a mother who suffered from drug addiction problems. Treatment and ongoing therapy allowed her to grow up normally, but she never forgot what addiction can do to a family. She is currently earning her degree in a field of law, and participates in many civic and association groups, volunteering her time and wonderful spirit. She is a mother of three beautiful children and lives in Washington State where she raises many animals. Having a kind heart and a powerful drive to do all the good that she can, she donates her time to OAI without hesitation.

OAI Estimated Work Load: 50 Hours / Month
Duties: Documentation, Publishing, Bookkeeping, Legal Research

16. Authorization & Verification

This is an official document of Opiate Awareness Institute, Inc., authorized by Ronald D. Hayward, President, on 5 May 2014.

Opiate Awareness Institute	Established 2011
<i>Current IRS Classification</i>	Public Charity 501 (c)3
<i>Federal EIN</i>	45-1824536
<i>D & B (Duns) Number</i>	96 815 9603
<i>Mailing Address</i>	11125 Park Boulevard Suite 104-133 Seminole, FL 33772
<i>Phone Number</i>	(727) 379-4034
<i>Website</i>	www.opiateawareness.org
<i>Office Email</i>	manager@opiateawareness.org
<i>Directors</i>	<i>Ronald D. Hayward</i> , President Director of Programs, Chief Administrator <i>Elizabeth Coviello</i> , Vice-President

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Volunteer Management, Support

Emmy Jean Timko, Treasurer

Financial Management, Fundraising

Maria K. Castro, Executive Secretary

Documentation, Publishing, Bookkeeping, Legal Research

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... and the list is growing daily...