# **Technical Assistance in Communication and Marketing for Local Harm Reduction/Syringe Services Programs (LHRPs/SSPs) FAQ**

## Eligibility

**What type of entities are eligible to apply?**

LHRPs/SSPs of all types - from local, state, tribal and territorial health departments to private entities - are eligible to apply.

**If our syringe program is in the beginning stages (e.g., not yet actually in place but almost), are we still eligible to apply for this grant in hopes to utilize the communications supports?**

Yes, you would be eligible. We hope to engage a diverse group of local harm reduction programs and syringe services programs, including both start-up programs and established programs, to have a broad range of experiences.

## Application

**How can I gain access to all of the questions in the online application survey? Can we see all of the questions up front to determine what information to gather ahead of time?**

The application has four pages. As you gather information between now and November 2nd, you can return to the survey using the save link to modify any parts of the survey or continue where you left off. You can also print any of the survey pages or email Michelle.Schaur@orau.org for a copy of the survey as a Microsoft Word document to help you know what information to gather.

**What do I need to do if the online application survey isn’t working properly?**

Contact Michelle.Schaur@orau.org if you have technical difficulties. ORAU can send the application as a Microsoft Word document to be returned by e-mail. ORAU will work with applicants to ensure a completed application.

**Can I update my application after I submit a completed survey?**

Yes, you can update your application through November 2nd by clicking on the same survey link. You must use the same computer and browser.

**By what time on November 2 do applications need to be submitted?**

All applications must be submitted by 8:30 a.m. ET on November 3. The survey link will no longer be valid at this time.

## Budget and Use of Funding

**Are participating organizations supposed to execute a communications campaign during the grant period? Could we potentially apply it to things that are either more evergreen (like communications capacity that the organization has not historically been able to have) or something else that we're really interested in as overdose prevention sites gain more momentum (like a crisis communications plan)?**

The project goal is to assess and build LHRPs/SSPs capacity in harm reduction communication best practices. The listed examples are all possible, since each tailored communication and marketing plan will be based on the organization’s and community’s needs as well as the organization’s communication capacity. The technical assistance period is six months, so the goal is to provide organizations with the tools needed to fully execute the plan developed. You may not be able to complete that plan within the 6-month time frame, but we will be providing tools such as a tailored communication plan that will help you think through your audiences, communications objectives, creative strategies, timeline, budget, and all the necessary components to implement your plan.

**As far as marketing goes, we have found billboards to be very effective. Will that be considered in our application even though it takes up a lot of a budget?**

It will be considered if you have found it to be effective in your community. A consideration will be your own ability to pay for those billboards because the budget is set at $10,000 per organization for the entire project. We can also support you in identifying local media buyers who might offer lower pricing and discounts for ad placements to help you stretch your budget and make media buys more affordable.

**What is meant by the “current budget for communication activities” in the application? Do organizations need to provide budget details about how much of their budget is specifically allocated to communication activities?**

We are interested in knowing what you are currently doing in communication, if anything, and how much of your budget currently goes to various communication activities (i.e., printing flyers, placing ads, billboards).

## Project Activities and Participants

**We have a public information officer, but we develop the content because they don’t have the expertise in harm reduction or behavioral services. How do we answer the question regarding staff persons whose job involves spending 25% or more time communicating to diverse audiences?**

Please provide as much detail as you can about who is involved in communications for your organization. It doesn’t have to be your public information officer specifically. When we identify programs to participate, we want to know if there will be someone who can dedicate time to work with us to develop and implement a communication strategy.

**Who do you consider to be key stakeholders (i.e., community partners, people using services, people with lived experience)?**

Those are all possible key stakeholders. We will be looking to the organizations to help us identify who the key players are in their communities, in terms of providing support to programs and potential audiences for communications. In addition to community partners, people who use services, or people with lived experience, stakeholders could include partners such as law enforcement and policy makers.