



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 1430

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Focused initiative to combat rising public health concerns linked to marijuana use. This program addresses two critical areas: the effects of marijuana use during pregnancy and the risks of high-potency marijuana on youth mental health. DFAF will build on its successful marketing campaign and develop culturally sensitive, research-based educational materials for pregnant women, new mothers, and youth. These resources will be distributed in both print and digital formats to empower informed decision-making. Social media will play a vital role in engaging youth, while an existing online training course will be promoted to professionals. DFAF will also lead a photo-voice project involving mothers and mothers-to-be, promoting drug-free families. This project will strengthen existing partnerships and expand collaborations with healthcare facilities and medical organizations. By maintaining the task force and engaging our youth advisory board, we aim to address key areas of concern.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025

Type of Funding	Amount
Operations	247,448
Fixed Capital Outlay	0
Total State Funds Requested	247,448

7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	247,448	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2024-2025	247,448	100%

8. Has this project previously received state funding?

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2023-24	0	216,727	483	No

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	DFAF would continue a full-time employee to work on this project at a salary. Additional staff for the project would include 280 hours by the executive director, 416 hours by the program director, 224 hours by the program manager, and 48 hours by the bookkeeper.	85,498
Expense/Equipment/Travel/Supplies/Other	Development and delivery of resources (English and Spanish) \$25,000, statewide meeting \$30,000	55,000
Consultants/Contracted Services/Study	\$28,000 video production (Spanish and English), \$43,200 digital marketing (48 weeks), PR and Media consultant \$6,750, graphic design \$4,000, LMS course passes \$10,000, photovoice project \$15,000	106,950
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		247,448

14. Program Performance



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a. What specific purpose or goal will be achieved by the funds requested?

The requested funds will help DFAF achieve its goal of raising awareness about marijuana use. Specific purposes include creating educational materials for pregnant women, new mothers, and youth, and expanding outreach efforts. This aims to empower individuals with information to make informed decisions and reduce risks associated with marijuana use, strengthening partnerships and serving as a valuable resource for drug-related issues.

b. What activities and services will be provided to meet the intended purpose of these funds?

Educational material development and dissemination, on line resource creation and management, cross platform digital social media campaign utilization, promotion of training course for professional development in the field, photo-voice project, task force maintenance and youth advisory board engagement. These activities and services collectively aim to enhance public health awareness and mitigate the risks associated with marijuana use among target populations.

c. What direct services will be provided to citizens by the appropriation project?

Education and awareness directed at pregnant and postpartum women and youth in the state of Florida. Professional development for individuals working in the field of drug demand reduction.

d. Who is the target population served by this project? How many individuals are expected to be served?

Pregnant and postpartum women and youth in the state of Florida as well as professionals working with those populations.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

Overall attention and reach of the campaign will be measured by website visits and by social media impressions and clicks via Google Analytics. DFAF will measure the number of new visitors, returning visitors, unique user sessions and page views to the campaign web page. Engagement will be measured through social media exposure resource downloads, and partner surveys.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Return of funds.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

16. Recipient Contact Information

a. Organization

b. Municipality and County

c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)



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- Local Entity
- University or College
- Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number