



Millennium Fund Annual Report

For the Period July 1, 2015, through June 30, 2016

The Idaho Legislature appropriates funding from the Idaho Millennium Fund to eligible applicants who provide services that help individuals to never start, to quit, or to receive treatment for, tobacco or substance use. This process begins with a submitted application to the Joint Legislative Millennium Fund Committee. Applicants that are awarded a Millennium Fund Grant must submit an annual report detailing the project, and any outcomes and expenses, using the criteria listed below. Please contact Jared Tatro, Legislative Services Office, with any questions at (208) 334-4740 or email jtatro@lso.idaho.gov.

Pharmacist Phil Expands to Serve Middle and High Schools

Organizational Contact Information:

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Millennium Fund Grant Award

\$193,800

Report Date

12/15/2016

I. Overview, Rationale, and Justification for the Project/Program:

Purpose of Grant: ID Millennium Funds will be used to continue to promote the following learning objectives that are incorporated with the Amazing Adventures of Pharmacist Phil. Pharmacist Phil learning objectives include 1) lock up your medications, 2) dispose of medications appropriately, 3) take medications as prescribed and do not share, and 4) use only one pharmacy. SHIP has also added health information which includes a tobacco use prevention program. SHIP has developed a variety of ways to expand this important public health message to include older children as well as the K-3rd grade students. SHIP promotes public appearances including school assemblies, by Pharmacist Phil, aka, Jerry Fee a local musician who wrote and performs “Lock It Up”, Pharmacist Phil’s theme song. Children respond favorably to Pharmacist Phil. SHIP will also partner with Generation Rx to co-present prescription drug abuse prevention programs to interested schools. SHIP will add animated comics and downloadable coloring pages to the website, as well as print comic books (especially for children who do not have access to the Internet at home). SHIP is also developing public service announcements (PSAs) with Wide Open Productions to be shown on television stations throughout the state. SHIP will also promote Pharmacist Phil and his message through Social Media, including but not limited to Facebook, Twitter, Instagram, and Snapchat. All print materials will also be made available to Idaho RADAR to assist with the distribution of materials developed specifically for children.

In response to the campaign results of the Idaho Office on Drug Policy’s (IODP) recent Lock Your Meds campaign, we are addressing the issue of what location is secure and what is not secure when locking up medications in the home. SHIP has explored numerous options in finding an affordable and secure way for parents, grandparents and others to lock up their medications. Initially, we worked with Correctional Industries to make medicine safes. Both models made by Correctional Industries were cost prohibitive as the boxes were \$78 and \$83 each for our cost. Fortunately, SHIP has partnered with a company named Innovative Product Concepts to co-brand their medicine safe with Pharmacist Phil’s logo. These medicine safes have a design that allows the safe to be anchored to the inside of a medicine cabinet or drawer. The manufacturers listed price is \$49.95, yet households who play the Pharmacist Phil game, complete the pledge and answer the questionnaire are rewarded with a Pharmacist Phil branded toy for the child and a coupon or code for \$10.00 off the purchase of a medicine safe, bringing the cost down to \$39.95 for Idaho families. The IODP results also demonstrated that television commercials were the most effective mode of communication with 65% of respondents indicated that they had heard IODP’s message with 80% of those respondents reported seeing the TV ads.

The ISU College of Pharmacy will provide the evaluation component that will enable SHIP to demonstrate this program as a possible best practice to promote public awareness of the prescription drug issues. Our goal is to empower parents to take actions in their own homes thus making our communities safer by limiting access to persons trying to misuse or abuse prescription drugs. ISU pharmacy students, through their organization Generation Rx, will be SHIP’s link to pharmacies throughout the state; encouraging pharmacies to carry the Pharmacist Phil branded medicine safes so that Idaho families can easily access the affordable safes to secure their medications

II. Distribution: As the staff members that developed this program and were directly involved in seeing it implemented are no longer with the agency due to traumatic health issues that do not allow coherent communication, as well as, staff leaving the agency without any means of contact, the information we have is minimal. I was not engaged with any of the planning or implementation of the campaign and only came on after the Executive Director was incapacitated. This has caused an issue with getting the required data requested. There was an evaluation component stated within the original grant to be done

by the ISU School of Pharmacy and Associate Professor Cathy Oliphant, however though many attempts have been made to contact her to discuss any data has gone unanswered.

The actual campaign was designed to provide information and direction for middle and high school age children to fight Prescription Drug Abuse. There was one high school and one middle school assemblies at where the information was directly give to the students, at the River View Middle School Academy in Caldwell and the Cole Valley Christian High School in Meridian. Due to the staff no longer working for SHIP and not finding their records we do not have any hard numbers

Attendance of three staff members at the 2015 Fed-up Rally with an estimated gathering of 3000 participants allowed for a large distribution of the campaign materials.

The media campaign with Journal Broadcast and Comcast of PSA were seen throughout the entire state of Idaho and due to it's exposure SHIP still receives calls and inquires about the campaign and the medication lock boxes.

III. Goals:

The goals and objectives that SHIP had stated as the purpose of the grant were promotion of the learning objectives of the Pharmacist Phil Campaign (PPC). Including, locking up your medications, dispose of medications properly, take only as prescribed and use only one pharmacy.

An additional objective was in line with the Idaho Office of Drug Policy (IODP) campaign to lock up your Medications. This was to be accomplished with the purchase, promotion and sale of individual medication lock boxes.

SHIP distributed materials promoting the PPC and the medication lock boxes at the Idaho Conference on Alcohol and Drug Dependency in May of 2016. This allowed treatment providers and Recovery Support Providers throughout the state of Idaho, access to the materials and information. This event lead to a purchase of 49 medication lock boxes to the St Luke's Hospital in McCall Idaho. SHIP attended events throughout the year, which included the Veterans Administration Homeless Stand Down, Kuna Days, Boise Music Fest, Boise Motor Fest, Boise Farmers Market, Hyde Park Street Fair to name a few, at each event PPC materials and medication lock boxes were distributed and the campaign was discussed with the patrons at each venue.

Pharmacist Phil and SHIP staff attended and sponsored the National Fed-Up rally in Washington DC Oct 3rd 2015, as well as, the United to Face Addiction Event. This event was targeted to draw national attention to the prescription Drug Epidemic, SHIP has been a sponsor for all 3 years of the rally and plans on continuing to push the campaign at future rallies. PPC and Medication boxes were distributed at both events with the emphasis on spreading the campaign to other states.

SHIP staff and Pharmacist Phil put on an assembly presentation on October 29, 2015 at the River View Academy located in Caldwell Idaho for 7th and 8th grade at risk students. These students were at risk of having first-hand knowledge of prescription drug abuse, either themselves or a family member. Printed materials and Pharmacist Phil swag was distributed. Pharmacist Phil performed and delivered a speech on dangers of Prescription drug abuse. Several staff discussed life experiences and positive role modeling. In early October 2015 The campaign visited Cole Valley Christian School in Meridian and presented the PPC with a speech by Pharmacist Phil and performances. Materials were distributed throughout the event.

As an agency we felt the need to reach a larger audience through the use of mass media. We partnered with the Journal Broadcast Group to produce and distribute 3 public service announcements to be played throughout the state of Idaho. The partnership allowed the PPC public service announcements to air on

multiple television stations throughout the state, including KNIN Channel 9 and KIVI Channel 6 that is broadcast in South Western and Central Idaho, as well as, Eastern Oregon, KSAW Channel 6 in Twin Falls and eastern Idaho. We worked with Comcast Spotlight to provide the public services announcements for the cities of Coeur d' Alene, Lewiston, Sandpoint, Silver Valley and Teaken Butte all located in Northern Idaho.

With the assistance of the Idaho State University SHIP staff developed and implemented a Naloxone Program discussing it's uses and training several people how to administer the antidote. This was held at the ISU Meridian campus on April 21, 2016. Cathy Oliphant Associate Professor and Assistant Chair Department of Pharmacy Practice was working directly with SHIP staff to put on the training.

SHIP continues to distribute and promote the Pharmacist Phil materials and information at any of the events we participate in. We continue to offer the medication lock boxes at our retail stores, online and at promotional events.

IV. Financial Statement: The large deviation in the proposed budget and the stated budget is in the materials and salaries. Due to the large amount of materials for the PPC already owned by the agency there was a enough to distribute without purchasing a lot more. The salaries increase was due to the extensive work with the media consultants and the development of the Public Service Announcements.

See Attached Excel File

V. Entities Visited/Sponsored and Participants in the Project/Program: River View Academy October 29, 2015 11:45 am assembly with 7th and 8th grade at risk youth. October 2015, assembly with High school students at Cole Valley Christian school. April 21st 2016 discussion and of and training for the use of Naloxone at the ISU School of Pharmacy in Meridian with several in attendance. As stated the information of any contact personnel or the participation numbers for events cannot be stated due to the staff involved being unavailable for discussion and no access to any documents they took with them.

Supportive Housing and Innovative Partnerships								
PERSONNEL COSTS	REQUEST				ACTUAL EXPENDITURES			
	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions
Organization Hired Staff								
Number of Staff			0.0				0.0	
Hours Worked			0.0				0.0	
Salaries	\$5,200.00	\$37,700.00	\$42,900.00		\$5,200.00	\$32,125.00	\$37,325.00	
Benefits	\$890.00	\$3,640.00	\$4,530.00		\$890.00	\$510.00	\$1,400.00	
Contract Hired Staff								
Number of Staff			0.0				0.0	
Hours Worked			0.0				0.0	
Salaries	\$7,200.00		\$7,200.00		\$28,830.00		\$28,830.00	
Benefits			\$0.00		\$1,081.00		\$1,081.00	
TOTAL PERSONNEL STAFF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL PERSONNEL HOURS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL PERSONNEL COSTS	\$13,290.00	\$41,340.00	\$54,630.00	\$0.00	\$34,920.00	\$32,635.00	\$68,636.00	\$0.00
OPERATING EXPENDITURES	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions
Program Evaluation (not already counted)			\$0.00				\$0.00	
Travel	\$7,500.00	\$5,000.00	\$12,500.00		\$7,500.00	\$197.45	\$7,697.45	
Marketing	\$111,000.00	\$2,000.00	\$113,000.00		\$105,551.00		\$105,551.00	\$115,198.00
Advertising			\$0.00		\$12,822.61		\$12,822.61	
Insurance			\$0.00				\$0.00	
Rent/Bldg. Lease			\$0.00				\$0.00	
Utilities			\$0.00				\$0.00	
Organization Overhead			\$0.00		\$18,328.44	\$35,073.00	\$53,401.44	
Lobbying Activities/ Organization Awareness			\$0.00				\$0.00	
Materials & Supplies	\$47,000.00		\$47,000.00		\$4,140.65		\$4,140.65	
Contracts (not already counted)	\$15,000.00		\$15,000.00		\$9,447.25		\$9,447.25	
Employee Development/Training			\$0.00				\$0.00	

Supportive Housing and Innovative Partnerships								
Other*			\$0.00				\$0.00	
<i><Include a written description of all "other" costs.></i>								
TOTAL OPERATING EXPENDITURES	\$180,500.00	\$7,000.00	\$187,500.00	\$0.00	\$157,789.95	\$35,270.45	\$193,060.40	\$115,198.00
EQUIPMENT/CAPITAL OUTLAY COSTS	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions	Millennium Fund	Other Fund Sources	Project Total	In-Kind Contributions
Computers			\$0.00				\$0.00	
Printers			\$0.00				\$0.00	
Projectors			\$0.00				\$0.00	
Furniture			\$0.00				\$0.00	
Software			\$0.00				\$0.00	
Other (routers, servers)			\$0.00				\$0.00	
TOTAL CAPITAL OUTLAY	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL MILLENNIUM FUND REPORT COMPARISON	\$193,790.00	\$48,340.00	\$242,130.00	\$0.00	\$192,709.95	\$67,905.45	\$261,696.40	\$115,198.00

TRANSFERS TO OTHER ORGANIZATIONS/AGENCIES	<copy/paste new transfer rows as necessary>
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Organization Name _____
 Amount _____
 Purpose <replace with own text, briefly explain what the transfer was for and how it met the mission of prevention/cessation/treatment> _____

SUBCONTRACTING/SUBGRANTING INFORMATION	<copy/paste new sub-contract/grant rows as necessary>
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Organization Name _____
 Amount _____
 Purpose <replace with own text, briefly explain what the subgrant was for and how it met the mission of prevention/cessation/treatment> _____