

# **CCSD #1 PROJECT AWARE VAPING, UNDERAGE DRINKING, AND BULLYING SOCIAL NORMING CAMPAIGN**

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## **PROPOSAL**



Presented by  
**Sylvestri  
Customization**

Wyoming Business Identification  
#2017-000756506

\*\*\*This will be paid through the  
AWARE Grant

# Overview

CCSD #1 Project AWARE is taking a proactive steps to help our future generation learn, grow, and develop in a safe and healthy environment. With the core goals being:

- Increase access to mental health and substance abuse services for school aged youth.
- Increase district's student, parent, and family knowledge of mental health and substance abuse services available, develop student skills that will promote resilience, prosocial behaviors, and prevent youth violence through outreach, engagement, and training.
- Increase each district's capacity to recognize and appropriately respond to mental health and substance abuse needs of students through professional development and training.
- Develop district level infrastructures to foster wellness in school-aged youth and their families.

To accomplish these goals, it's imperative to help ensure the program has the proper tools and materials to educate, share, and foster a school district that champions mental health and substance abuse concerns.

Sylvestri Customization will help alleviate or eliminate barriers to effective communication and resource dissemination by providing polished, professional, and audience friendly materials. These materials will help serve as a foundational bedrock in moving forward in achieving the programs goals and helping create the healthiest school and community environment possible!

## Education Campaign Overview

Utilizing the power of social and digital media platforms we will ensure that Campbell County School District #1 students and parents are better informed regarding vaping, underage alcohol use, and bullying short and long term impacts associated. Through a tiered program, we will match audience demographics, locations and interests with the proper channel to connect and engage. The program offers the ability to connect in ways that historically have been unattainable and has the promise to leave the community and our youth feeling better supported, connected, and seen now and into the future.

## **About Sylvestri Customization**

Sylvestri Customization is a fully-integrated substance abuse and mental health prevention solution company. As our name entails, we believe in the power of custom solutions to advance our clients' missions and achieve their goals. Our team will be your team and we won't stop at anything short of excellence in our pursuit to make a healthier, happier, and safer world.

Our ties to prevention, and specifically Wyoming prevention, run deep with our team members having been involved in some capacity for nearly 20 years. At our core, we believe it's not enough to be great at our jobs but it's critical to understand both the art and science of prevention to support our clients and coalitions to exceed their deliverables and drive sustainable change in their communities and states. As a company, we have invested in staff who are industry experts and will ensure projects meet or exceed deliverables.

## **Platforms To Be Utilized**

The following platforms may be utilized for outreach efforts:

- Instagram
- Snapchat
- TikTok
- Youtube
- Facebook
- Google Display Ads

## **Creative**

Creative for the ads will be developed to harness the unique abilities of the social and digital platforms to be utilized. The creative will be locally targeted to feature Campbell County landscapes, locations, and community values. Formats may include:

- Static graphic
- Gif/dynamic images
- Short Videos
- Carousels
- Filters

All creative will be submitted to Campbell County school district#1 for review and approval prior to promotion to the public.

# Target Locations

Targeted geo fence event locations will include:

## **Campbell County High School**

1000 Camel Drive  
Gillette, WY 82716

## **Sage Valley Junior High**

1000 W. Lakeway Road  
Gillette, WY 82718

## **Thunder Basin High School**

4001 Saunders Blvd.  
Gillette, WY 82718

## **Twin Spruce Junior High**

100 E. 7th Street  
Gillette, WY 82716

## **Westwood High School**

7 Opportunity Spur  
Gillette, WY 82718

## **Wright Junior/Senior High**

220 Wright Blvd  
Wright, WY 82732

Additional outreach efforts for community, parents and students will be targeted to the following Campbell County zip codes:

- 82716
- 82717
- 82718
- 82725
- 82727
- 82732
- 82731

# Focus Groups

Hearing directly from students, especially at risk and students with prior substance use, is a powerful tool in crafting a message that will facilitate behavior change and identifying areas for future support and outreach.

Focus groups are strategically conducted remotely via Zoom with students to foster a sense of anonymity and disconnect from the person delivering the question. This disconnect can help reduce issues with prior interaction or concerns of “snitching”. The focus groups are typically 1 hour in length and include a series of the most recent custom graphics and materials to be reviewed and commented on by the group. Students are empowered to be open and honest with no limits in feedback and expression of what they think peers and the community need and/or areas of disconnect with outreach and messaging.

Focus group results are compiled on a “media batch” basis and put into a report narrative. The report will detail number of participants, specific feedback, major themes, and focus group conductor insight breakdown.

# Measurements and Metrics

Quarterly reports will be provided. Supplement reports provided after each pulse event.

Metrics included in reports to include but not limited to:

- Reach
- Impressions
- Impression frequency rate
- Engagements
- Click through rate
- Platform
- Device
- Audience age
- Audience gender
- Audience location

# Package Contents

**7 event pulses** - Focused efforts at specific times of the year to create a saturated presence and shift student's views and beliefs regarding underage alcohol use accomplished using a "pulse" outreach approach. The targeted dates and events will allow for targeted build-up and the ability to ensure, in the week to 10- day window, that student population saturation occurs. It also affords the ability to proactively provide additional resources and activities. Pulse events can be a great tool to partner with other efforts, especially if there are in-person activities that can be paired (i.e. having an area in the lobby where kids can put up reason they choose not to smoke or vape).

**Expanded monthly outreach** - to support the increased exposure events, we will "trickle" a continual social norming campaign across social and digital platforms. These education materials will be specifically designed to increase student awareness and understanding of dangers and positive social norming messages surrounding peer usage. On-going outreach will be designed to dovetail in with pulses acting as a primer for these larger outreach occurrences.

## Timeline

The campaign will begin on August 1st, 2022 and run through May 30th, 2023. Strategies, content, and outcomes will be reviewed on a quarterly basis with comprehensive pulse event recaps.

## Ownership

All content produced will be owned by Campbell County School District #1. Developed material reproduction or sale is prohibited. Sylvestri Customization reserves the right to include images and links within our portfolio to showcase our work.

## Contract Cancellation

Either Party may terminate this Agreement with 30-days written notice. In the event both Parties wish to mutually terminate this Agreement, the date of termination shall be as agreed upon by the Parties without regard to the notice provision. In the event this Agreement is terminated, Sylvestri Customization shall work with Campbell County School District #1 to facilitate an orderly transition of work in progress.

# Pricing

By leveraging social and digital outreach tools we will be able to maximize the effectiveness in targeted outreach and focus the corresponding message with the proper demographic target.

- 7 Pulse Events
- 8-month education campaign
- Student focus groups (included in package)

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**Total: \$10,000**

# Proposal Approval

Pricing and scope is valid for 30 days from the proposal date.

**The stated pricing, specifications, and condition are satisfactory and accepted. Sylvestri Customization is authorized to perform the work specified.**

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**By: Travis Sylvester**

**Title: Director of Operations**

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**By:**

**Title:**