

From: Nicole Bissonette <nicolebissonette@utah.gov>
Subject: Re: Info for Newborn Safe Haven appropriations request

Statewide purpose:

- a. Provide training and education to increase awareness of Utah's Newborn Safe Haven law, which provides for the anonymous, safe relinquishment of unwanted newborns when keeping the baby or traditional adoption are not an option.

Performance measures

Increase the Safe Haven Marketing Campaign by at least 10%.

1. Deliverable 1: Marketing company meetings held with UDOH- \$4,000
 - a) Review 5 Year Marketing Plan
 - b) Work with UDOH to identify focus for the year
2. Deliverable 2: Approved messaging- \$8,000
 - a) Develop messaging
3. Deliverable 3: Evidence of messaging, media counts etc- \$22,000
 - a) Disseminate messaging through digital social media, written materials or other venues as agreed upon.
4. Deliverable 4: 30 Minute Online Training- \$15,000
 - a) Develop 30 minute online training for Target Audiences identified in 5 Year Marketing
 - (1) Summary of Safe Haven Law
 - (2) Summary of target audience role
 - (3) Pre and post test
5. Deliverable 5: Reporting and Invoice- \$1,000
 - a) Reports and corresponding invoice shall be submitted as an activity is completed.
 - b) Reports shall include the deliverable, a summary of the activity including successes and challenges, marketing reach if applicable and any media purchasing details if applicable.