



Idaho Office of Drug Policy

Notice of Funding Opportunity: Idaho Drug Education & Awareness (IDEA) Campaign

Award Period:

(August 12, 2026 – June 30, 2027)

Application Period Opens: July 17, 2026

Proposals Due: July 31, 2026

EXECUTIVE SUMMARY

Application Release Date:	July 17, 2026
Application Due Date:	July 31, 2026 – 11:59 PM MT
Funding Agency	Idaho Office of Drug Policy (ODP)
Funding Opportunity Title:	Idaho Drug Education & Awareness (IDEA) Campaign Grant
Funding Description Summary:	The IDEA Campaign Grant, funded through the Idaho Millennium Fund, seeks to support the development, implementation, and evaluation of a statewide, data-informed public awareness campaign focused on preventing drug use and reinforcing Idaho's commitment to maintaining communities that are safe, healthy, and free from the harms associated with drug use. The campaign should utilize evidence-based messaging to educate Idahoans about the risks and consequences of illicit drug use and promote awareness consistent with the State's prevention priorities. Within the application, applicants are expected to: 1. Provide a proposed campaign implementation strategy that is (a) informed by relevant research, behavioral data, and public perception insights; and (b) utilizes evidence-based communication practices, appropriate media channels, messaging strategies to maximize reach, engagement, and effectiveness among targeted audiences throughout Idaho. 2. Propose one or more creative concepts that demonstrate an understanding of the IDEA Campaign Grant funding purpose and an understanding of target audiences and behavioral change principles. The selected recipient is expected to finalize the campaign strategy, creative concept, campaign creative materials, and performance measurement framework by September 14, 2026, and implement the public awareness campaign from September 15 through December 31, 2026 (<i>note: deliverables and campaign implementation can be completed ahead of schedule with ODP approval</i>). The recipient must complete a final evaluation report for ODP and the Idaho Millennium Funds Committee by the start of the 2027 Idaho legislative session on January 11, 2027. Because of this condensed implementation timeline, applicants should demonstrate the ability to rapidly develop creative content, deploy media efficiently, optimize campaign performance throughout the campaign period, and complete final outcome evaluation analysis
Total Funding Available:	\$3,000,000 - \$5,000,000
Number of Awards:	1
Grant Recipient Notified:	August 12, 2026
Grant Award Period:	August 12, 2026 – June 30, 2027
Application Submission:	Applications must be completed utilizing the provided templates and submitted to ODP via email at info@odp.idaho.gov
Eligible Applicants:	Eligible applicants include any public or governmental entity (including tribal entities), non-profit organizations, and for-profit entities.
Submit Questions to:	Idaho Office of Drug Policy 208.854.3040 info@odp.idaho.gov

GRANT ANNOUNCEMENT

I. FUNDING OPPORTUNITY DESCRIPTION

The Idaho Office of Drug Policy (ODP) is pleased to announce the State Fiscal Year 2027 (SFY2027) funding opportunity for the Idaho Drug Education & Awareness (IDEA) Campaign Grant.

I.A. Funding Background & Purpose

The purpose of the IDEA Campaign Grant is to support the development, implementation, and evaluation of a statewide public education and awareness campaign that discourages illicit drug use and reinforces Idaho's commitment to healthy, drug-free communities. The campaign should utilize strategic, evidence-based messaging and information dissemination strategies to educate Idahoans about the risks and consequences of illicit drug use, address drug-related perceptions and behaviors, promote awareness consistent with the State's prevention priorities – reinforcing Idaho's longstanding commitment to prevention and maintaining communities that are safe, healthy and free from the harms associated with drug use.

Within the application, applicants are expected to:

1. Provide a proposed campaign implementation strategy that is (a) informed by relevant research, behavioral data, and public perception insights; and (b) utilizes evidence-based communication practices, appropriate media channels, and messaging strategies to maximize reach, engagement, and effectiveness among targeted audiences throughout Idaho.
2. Propose one or more creative concepts that (a) demonstrate an understanding of the IDEA Campaign Grant funding purpose, (b) articulate how they will be appropriate and effective for identified target audiences and behavioral change principles, and (c) describe how proposed messaging will avoid unintended outcomes and maximize message effectiveness.

Once awarded, the recipient will be expected to complete the following deliverables within the specified timeframes*:

1. Finalize a research-informed campaign strategy and creative concept (including media assets, creative content, and messaging materials) by September 14, 2026.
2. Establish a comprehensive performance measurement framework by September 14, 2026.
3. Implement a public awareness campaign between September 15 through December 31, 2026, via a strategic deployment across appropriate media platforms to maximize reach and engagement.
4. Complete ongoing campaign monitoring and optimization during the implementation period (September 15 through December 31, 2026).
5. Complete a meaningful post-campaign evaluation and outcome report that demonstrates the effectiveness of the campaign for ODP and the Idaho Millennium Funds Committee by the start of the 2027 Idaho legislative session on January 11, 2027. Evaluation should include appropriate measures of campaign performance, audience reach, engagement, measurable changes in awareness or perceptions where feasible, other data-driven performance metrics that assess the campaign's impact and inform and provide recommendations for future public awareness and prevention efforts.

**Note: once awarded, the recipient may complete deliverables and begin campaign implementation ahead of schedule with ODP approval.*

Because of this condensed implementation timeline, applicants should demonstrate the ability to rapidly develop creative content, deploy media efficiently, optimize campaign performance throughout the implementation period, and complete and meaningful comprehensive outcome evaluation analysis.

I.B. Detailed Scope of Work

The selected recipient will provide all services necessary to design, develop, implement, manage, and evaluate a statewide public education and awareness campaign that discourages illicit drug use and reinforces Idaho's commitment to healthy, drug-free communities. The campaign should be grounded in evidence-based communication practices, informed by relevant data and research, and designed to achieve measurable public awareness and engagement.

The grant awarded through this funding opportunity will fund following Scope of Work and deliverables:

I.B.I. Campaign Strategy

The recipient shall finalize a comprehensive campaign strategy that identifies campaign objectives, target audiences, key messaging, communications approach, media strategy, implementation schedule, and performance measures.

The campaign strategy should demonstrate how available research, behavioral insights, public perception data, and industry best practices will be incorporated into campaign development and execution.

Recipients may utilize existing research and data sources or propose additional research activities if they believe doing so will improve campaign effectiveness within the project timeline. At a minimum, the campaign strategy shall include:

- Campaign goals and objectives
- Identification of primary and secondary target audiences
- Messaging framework and creative approach
- Media strategy and channel selection
- Campaign implementation timeline
- Performance measurement methodology
- Project management approach

The finalized campaign strategy shall be submitted to ODP for review and approval prior to launch of campaign implementation.

I.B.II. Creative Development

The recipient shall finalize a research-backed creative concept and complete the development of campaign materials that effectively communicate the risks and consequences associated with illicit drug use while reinforcing Idaho's commitment to prevention and healthy communities.

The final campaign concept and creative materials shall demonstrate an understanding of the IDEA Campaign Grant funding purpose, be informed by evidence-based messaging principles and designed to resonate with the intended target audiences, be appropriate and effective for identified target audiences and behavioral change principles, and avoid unintended outcomes and maximize message effectiveness.

Creative deliverables may include, but are not limited to:

- Television and streaming video
- Digital advertising
- Social media content
- Audio advertisements
- Display advertising
- Print or outdoor advertising
- Supporting campaign assets

The recipient shall present a final proposed campaign concept to ODP for review and approval prior to the development of related creative materials; and submit all campaign assets and creative materials to ODP for review and approval prior to production and public release.

I.B.III. Performance Monitoring and Evaluation

The recipient shall establish a comprehensive performance measurement framework that evaluates campaign implementation and effectiveness.

At a minimum, the evaluation framework should include:

- Campaign reach
- Audience engagement
- Media performance
- Message recall or awareness (where appropriate)
- Changes in audience perceptions or attitudes, when feasible
- Digital performance metrics
- Other relevant indicators demonstrating campaign effectiveness

The recipient should describe the methodology used to evaluate ongoing campaign performance and explain how evaluation findings will be used to optimize campaign delivery during implementation.

The recipient shall provide the performance measurement framework to ODP for review and approval prior to the start of campaign implementation.

I.B.IV. Campaign Implementation

The recipient shall execute a statewide media campaign utilizing the media channels and communication strategies in the finalized, approved campaign strategy.

The campaign implementation period shall start no later than September 15 and go through December 31, 2026. The recipient shall actively monitor campaign performance throughout implementation, and optimize media placement, audience targeting, and messaging as appropriate based on performance data.

Because of the compressed implementation timeline, applicants must demonstrate their ability to rapidly finalize creative materials, purchase media, deploy campaign assets, monitor performance, and make adjustments throughout the campaign period to maximize effectiveness.

The recipient shall provide biweekly implementation updates and performance summaries to ODP for review and approval throughout the campaign period.

I.B.VI. Final Report

By the start of the 2027 Idaho legislative session on January 11, 2027, the recipient shall complete a meaningful post-campaign evaluation and outcome report that demonstrates the effectiveness of the campaign for ODP and the Idaho Millennium Funds Committee. The comprehensive final report shall include:

- Summary of campaign implementation.
- Media placements and campaign performance.
- Audience reach and engagement.
- Evaluation of campaign effectiveness.
- Analysis of campaign outcomes using available performance data.
- Recommendations for future statewide prevention campaigns.

The final report should clearly demonstrate the effectiveness of the campaign and provide evidence that campaign objectives were achieved to the greatest extent practicable.

The final report shall be provided to ODP for review and approval prior to reimbursement for evaluation services.

II. APPLICATION EVALUATION PROCESS & CRITERIA

II.A. Review and Selection Process

Funding will be allocated to eligible applicants via a competitive application review and award process based available funding and the quality of the proposal.

A Review Committee, inclusive of representatives from the Joint Millennium Fund Committee, will be assembled to evaluate eligible applications. Maximum points will be given for outstanding responses that fully address the application prompts and clearly articulate the proposed project narrative, action plans, and budgets. Points are deducted for non-response, missing information, or an inadequate response that fail to clearly communicate the proposed campaign concept and strategy to the Review Committee.

II.B. Evaluation Criteria

Proposals will be evaluated based on the following criteria. The State will consider overall quality, completeness, and demonstrated capability of each proposal in determining the successful applicant.

II.B.1. Campaign Proposal and Narrative

(30 points available)

Applicants are expected to provide a Campaign Proposal and Narrative that:

1. Outlines a proposed campaign implementation strategy that is (a) informed by relevant research, behavioral data, and public perception insights; and (b) utilizes evidence-based communication practices, appropriate media channels, and messaging strategies to maximize reach, engagement, and effectiveness among targeted audiences throughout Idaho.
2. Outlines one or more creative concepts that demonstrate an understanding of the IDEA Campaign Grant funding purpose and an understanding of target audiences and behavioral change principles.

The Campaign Proposal and Narrative should:

- Demonstrate the applicant's ability to fulfill the funding opportunity deliverables.
- Detail the applicant's approach to developing – and ability to develop – an effective campaign strategy, including:
 - Demonstrate the applicant's ability to use data, research, and evidence-based messaging practices.
 - Demonstrate the applicants understanding of target audiences and behavioral change principles.
 - Demonstrate the applicants understanding of the IDEA Campaign grant funding purpose.
- Detail the applicant's approach to developing – and ability to develop – effective, impactful creative content and messaging, including:
 - Demonstrate the applicant's ability to create original, quality campaign concepts.
 - Demonstrate the applicant's ability to communicate effectively with identified audiences.
 - Demonstrate the applicant's ability to produce and deploy high-quality creative assets across multiple media platforms.
- Detail the applicant's approach and ability to implement a statewide public education and awareness campaign, including:
 - Demonstrate the applicant's ability to launch a statewide campaign across multiple media channels within an identified timeframe.

- Demonstrate the applicant’s ability to rapidly produce creative assets, purchase media, and deploy campaign messaging beginning **September 15, 2026**.
- Demonstrate the applicant’s ability to optimize campaign performance throughout implementation.
- Detail the applicant’s approach to, and ability to complete, comprehensive process evaluations and final outcome analysis to optimize campaign implementation and evaluate campaign outcomes.
 - Quality of the proposed evaluation methodology.
 - Ability to demonstrate measurable campaign outcomes.
 - Meaningful performance metrics beyond impressions and media delivery.
 - Approach to ongoing campaign optimization and post-campaign reporting.

II.B. II. Action Plan with Milestones & Timeline

(30 points available)

Applicants are expected to provide an Action Plan with Milestones & Timeline that:

- Provides a proposed timeline and identifies key milestones for campaign strategy development, creative development, campaign implementation, and performance monitoring and evaluation.
- Demonstrates the applicant’s plan and ability to fulfill the required funding deliverables and activities outlined in the Campaign Proposal and Narrative within the identified timeframes*:
 - August 12-September 14, 2026 – finalize campaign concept, implementation strategy, and performance measurement framework.
 - September 15-December 31, 2026 – complete campaign implementation and ongoing performance monitoring and evaluation.
 - December 1, 2026-January 11, 2027 – complete final outcome analysis and evaluation report.

**Note: Once awarded, the recipient may complete deliverables and begin campaign implementation ahead of schedule with ODP’s approval.*

II.B.III. Organizational Experience Profile and Capacity Statement

(25 points available)

Applicants are expected to provide an Organizational Experience Profile and Capacity Statement that demonstrates organizations:

- Project management approach and staffing capacity
- Experience managing campaigns of similar size and complexity
- Experience managing statewide or regional public media campaigns
- Qualifications of key personnel
- Demonstrated success delivering measurable campaign outcomes
- References and past performance on similar projects

II.B.IV. Cost Proposal/Budget & Budget Justification

(15 points available)

Applicants are expected to provide an Cost Proposal/Budget & Budget Justification that:

- Outline the applicant’s proposed budgets and costs for the Campaign Proposal and required funding deliverables and activities.

III. GRANT APPLICATION REQUIREMENTS & SUBMISSION INFORMATION

III.A. Application Submission Requirements

- Applicants must utilize the provided application templates and submit completed applications to ODP via email at info@odp.idaho.gov.
- Application templates will become available on the [IDEA Campaign Grant webpage](https://prevention.odp.idaho.gov/idea-campaign-grant/) (<https://prevention.odp.idaho.gov/idea-campaign-grant/>) upon the application open date.
- Applications are due at 11:59pm MT on July 31, 2026.

III. B. Application Components

#	Component	Format	Required	Point Value
1	Application Cover Page/Sheet	Template provided	Yes	–
2	Project Narrative	Template provided	Yes	30
3	Action Plan with Milestones & Timeline	Template provided	Yes	30
4	Cost Proposal/Budget & Budget Justification	Template provided	Yes	15
5	Organizational Profile and Capacity Statement	Template provided	Yes	25
6	Key Personnel & Resumes/CVs	PDF	Yes	–
7	Letters of Support / MOUs	PDF	If applicable	–
11	Signed Certifications & Assurances	Template provided	Yes	–

IV. ELIGIBILITY INFORMATION

IV.A. Eligible Applicants

Eligible applicants include any public or governmental entity (including tribal entities), non-profit organizations, and for-profit entities.

IV.B. Cost Sharing and Match Requirements

Cost sharing/match is not required in this funding opportunity.

IV. APPLICATION REVIEW & AWARD TIMELINE

IV.A. Application & Award Timeline

IDEA Campaign Grant Application & Award Timeline*:

Activity	Date
1. Application Released	July 17, 2026
2. Application Deadline	July 31, 2026
3. Application Review Period	August 1 – August 10, 2026
4. Grant Recipient Notified	August 12, 2026
5. Grant Award Period	August 12, 2026 – June 30, 2027 • August 12-September 14, 2026 – finalize campaign concept, strategy, and performance measurement framework • September 15-December 31, 2026 – complete campaign implementation and ongoing performance monitoring/evaluation • December 1, 2026-January 11, 2027 – complete final outcome analysis and evaluation report

**Once awarded, the recipient may complete deliverables and begin campaign implementation ahead of schedule with ODP approval.*

V. AWARD INFORMATION

V.A. Notice of Award and Grant Agreement

The selected applicant will receive a Notice of Award (NOA) letter and Grant Agreement via email on or before August 12, 2026. Once accepted, signed, and returned, the Grant Agreement is the sole obligating document that allows the grant recipient to receive funding for the implementation of the approved activities.

V.B. Non-Appropriation or Reduced Funding

ODP is a government entity, and it is understood and agreed that ODP's reimbursement payments under a Grant Agreement shall be paid from Idaho State Legislative appropriations, funds granted by the federal government, or both. If funds are reduced or terminated during the award period, ODP will notify all parties as soon as reasonably possible, and all affected future rights and liabilities of the parties shall thereupon cease immediately.



Please contact the Idaho Office of Drug Policy with any questions.

208.854.3040 | info@odp.idaho.gov | [IDEA Campaign Grant Webpage](#)