



**Hope In Bloom
International Overdose
Awareness Day
2023**



Franklin County Public Health

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THE WORK

Hope in Bloom stood as a family-friendly inaugural event to embrace remembrance, recovery, and resiliency with the aim to bring the community together in a day of reflection, education, and celebration in honor of International Overdose Awareness Day.

Hope In Bloom provided a space to remember those we've lost to addiction, celebrate the achievements of those who have triumphed over it, and educate the community on overdose prevention and pathways to recovery. Activities included free food from local food trucks, live music by a local band, children's entertainment, and a build your own bouquet as a memento. Attendees were also provided crucial resources related to addiction recovery and overdose prevention.

KEY CAMPAIGN COMPONENTS

Event Planning, Management and Activation

UNDERSTANDING THE SCOPE + CHALLENGES

Canvaas Consulting understands the City of Columbus Department of Public Utilities' need to enhance its stormwater programming and outreach to effectively engage developers, contractors, restaurant owners, and other key stakeholders. The current programming requires a thorough evaluation to identify gaps, improve messaging effectiveness, and create a cohesive brand that fosters measurable behavior change in stormwater management practices.

Challenges include public engagement barriers, as many stakeholders are unaware of stormwater regulations and their role in mitigation. Behavior change resistance makes long-term compliance challenging, requiring targeted messaging based on behavioral psychology. Branding fragmentation leads to inconsistent communication and limited stakeholder buy-in due to a lack of a unified identity. Cost constraints necessitate strategic prioritization and innovative approaches to implement comprehensive outreach and branding within budget limitations.

We recognize that overcoming these challenges requires an integrated approach that leverages data-driven insights, targeted engagement strategies, and compelling branding to foster community-wide behavioral change.



PROJECT APPROACH

Our approach to the City of Columbus Stormwater Initiative is rooted in **Community-Based Social Marketing principles**, ensuring that the campaign fosters **public awareness, behavioral change, and sustained community engagement**. Our strategy balances **data-driven insights, strategic communications, and creative execution** to effectively engage Columbus residents and stakeholders.

We have structured our approach into four key phases:

PHASE 1: Research and Assessment

Led by Cynthia Harris (8:28 Insights) and Elyse Thomas (Operations & Strategy)

To develop an impactful stormwater awareness campaign, we will begin with a comprehensive research phase to assess public perceptions, barriers to behavior change, and existing stormwater education efforts. This phase includes: Stakeholder and Audience Analysis, Message Testing, Gap Analysis, Behavioral Insights.

PHASE 2: Strategic Framework Development

Led by Christopher Hearn (Project Manager & Strategy) with contributions from Brittany Hudson (Community Engagement) and Yaves Ellis (Strategic Partnerships)

Building on research findings, Canvaas Consulting will develop a strategic engagement framework to drive measurable behavioral change in Columbus communities. This phase includes: CBSM-Driven Messaging & Tactics, Stakeholder-Specific Strategies, Implementation Roadmap.

PHASE 3: Branding, Outreach & Community Activation

Led by Josh Simmons (Creative & Design), Brittany Hudson (Community Engagement), and Yaves Ellis (Strategic Partnerships)

In this phase, our team will execute a high-impact branding and outreach campaign that fosters widespread public awareness. Key activities include: Visual Identity & Branding, Multi-Platform Outreach, Community-Based Activation, Media & Influencer Engagement.

PHASE 4: Performance Measurement & Optimization

Led by Cynthia Harris (8:28 Insights) and Elyse Thomas (Operations & Strategy)

Our team will ensure continuous evaluation and refinement of the campaign by tracking engagement and behavior change indicators. This includes: Data Collection & Analysis, Iterative Adjustments, Sustainability Planning.

PUBLIC INVOLVEMENT STRATEGY

Public participation is a core component of our approach. We will implement: Listening Sessions & Focus Groups, Community Partnerships, Educational Workshops & Demonstrations, Social Media Interactivity.

INNOVATIVE APPROACH

To maximize effectiveness, our team will use gamification & incentives to reward residents and businesses for adopting stormwater-friendly practices. Augmented reality (AR) & interactive maps will create engaging digital tools to educate on stormwater impact. Behavioral science-driven messaging will leverage psychological triggers to encourage lasting behavior change.

COST CONTAINMENT MEASURES

We are committed to a high-impact, cost-efficient campaign by leveraging digital & social media for broad reach at minimal cost, utilizing local partnerships to amplify messaging without additional expenses, and implementing a phased roll out approach to refine tactics before full-scale execution, ensuring optimal resource allocation.

PROJECT SCHEDULE

Phase	Activities	Timeline
Phase 1: Research & Assessment	Stakeholder analysis, gap assessment, message testing	Month 1
Phase 2: Strategy Development	CBSM strategy development, engagement framework, creative direction	Month 2
Phase 3: Branding & Outreach Implementation	Campaign launch, community engagement events, digital content deployment	Months 3-5
Phase 4: Performance Measurement & Optimization	Campaign analysis, insights reporting, adjustments for sustainability	Month 6

GREEN + INNOVATIVE APPROACH

Integrating sustainable and innovative solutions is central to our approach, aligning with the City of Columbus's sustainability goals, including Stormwater Best Management Practices (BMP), pollution prevention, and waste reduction. Project Scope focuses on using environmentally friendly materials and digital solutions to reduce reliance on non-renewable resources while maintaining quality. Budget Considerations prioritize cost-effective sustainability measures like energy-efficient event logistics, eco-friendly printing, and digital engagement tools. Schedule Efficiency is achieved through green technology, including virtual collaboration platforms and streamlined waste management protocols, optimizing timelines while ensuring productivity and environmental responsibility.

GREEN TECHNOLOGY + SUSTAINABLE PRACTICES

Canvaas prioritizes sustainability by integrating key eco-conscious elements into our projects. Digital-First Strategies leverage virtual collaboration tools, cloud-based project management, and paperless workflows to reduce waste and energy consumption. Eco-Friendly Print & Materials ensure that when physical materials are necessary, they are sourced responsibly. Sustainable Event Planning incorporates waste diversion programs, reusable signage, and carbon footprint reduction tactics. Stormwater BMP Compliance aligns with Columbus's guidelines, integrating best practices in outdoor activations to minimize environmental runoff impact through responsible planning.

COMMITMENT TO SUSTAINABILITY

We are committed to sustainability through key policies and procedures. Conservation drives energy-efficient operations and responsible resource use. Pollution Prevention minimizes carbon emissions through remote collaboration, strategic transportation planning, and reduced single-use materials. Waste Reduction is achieved through recycling initiatives and the use of reusable materials for events and marketing collateral.