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December 15, 2020

Mr. Kelly Butler
Director of Finance
Alabama Department of Finance
Alabama State Capital
600 Dexter Avenue, Suite N-200
Montgomery, Alabama 36130

RE: Report on ACCLINATE MOU (#NOWINCLUDED Program) for CARES Act Coronavirus Relief Funds

Dear Director Butler:

Acclinate's #NOWINCLUDED Program has worked in collaboration with the Alabama Conference of Black Mayors to increase community engagement within Alabama's underserved and minority communities.

The #NOWINCLUDED Program has (1) developed a coordinated dissemination of information on available COVID-19 testing and treatment, (2) developed and disseminated public health multi-media messaging, and (3) coordinated community healthcare workers to provide education and community engagement related to COVID-19.

The #NOWINCLUDED Program produced exceptional results. Through various channels including email, social media, billboards, digital advertising, and website, the program reached an estimated 1,446,166 people. Below are detailed numbers related to the reach of the various communication channels as well as key milestones achieved by the program. Also presented is Acclinate's final report for expenditure of funds for the #NOWINCLUDED Program.

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MEASURED REACH

Channel	Oct. 30 – Nov. 14	Nov. 15 – Dec. 15
#NOWINCLUDD Website Page Views *	1,181	5,369
#NOWINCLUDED Billboard Impressions**	507,957	851,345
#NOWINCLUDED Facebook/Instagram Post Impressions***	23,391	52,923
#NOWINCLUDED Twitter Impressions	1,700	2,300

**60% of #NOWINCLUDED website traffic originated from Alabama (10/15-11/14)*

65% of #NOWINCLUDED website traffic originated from Alabama (11/15-12/15)

*** #NOWINCLUDED billboards were positioned in the following Alabama zip codes: 35810, 35757, 35756, 35811, 35805*

****95% of #NOWINCLUDED Facebook impressions originated from Alabama.*

KEY MILESTONES

- #NOWINCLUDED targeted the audiences of Alabama’s twenty-five counties with Black mayors. The program engaged people of color within the State of Alabama through various media platforms. #NOWINCLUDED was cognizant of the challenges and struggles of citizens in these counties and worked to engage with the leaders to become a trusted messenger. Many in these areas have little to no access to quality healthcare, education, and have limited internet access. #NOWINCLUDED developed unique networking tools to disseminate information on COVID-19 prevention behaviors, testing and CDC guidelines.
- #NOWINCLUDED assisted the Mayors with marketing campaigns, included, billboards, yard signs, media connections.
- #NOWINCLUDED implemented a COVID-19 task force which consisted of mayors, physicians, educators, and local business leaders. The goal of the task force was to develop and disseminate multi-media messaging to the citizens of the various counties. The program was able to offer the most current and relative information to these communities to bridge the gap in inequities.

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- #NOWINCLUDED was instrumental in assisting the Alabama Conference of Black Mayors in providing resources to the local citizens because of the digital divide in several of the rural areas. Because of these digital inequities, many mayors had to choose other options to reach their citizens which caused delays in some areas getting the information needed.
- #NOWINCLUDED was able to assist healthcare leaders in these counties by providing education on the COVID-19 pandemic. In the early stages of COVID-19, there were many unanswered questions that leaders were unable to address in a broad swath. The partnership of #NOWINCLUDED and the Alabama Conference of Black Mayors allowed the mayors to reach diverse populations effectively and overcome barriers such as stigma, distrust of government and cultural myths.

EXPENDITURE OF FUNDS FOR OCT. 30 – DEC. 15

	BUDGETED	EXPENDITURES Oct. 30 – Dec. 15
DESCRIPTION		
STAFFING/PERSONNEL		
Project Management	\$22,000.00	\$22,000.00
Community Partners	\$12,200.00	\$12,200.00
Community Health Network Coordinators	\$18,000.00	\$18,000.00
Consultants	\$15,000.00	\$18,085.00
Total Staffing/Personnel	\$67,200.00	\$70,285.00
MULTIMEDIA & MARKETING		
Print/Media Kit Development	\$50,000.00	\$45,745.00
#NowIncluded Technology/Licenses	\$25,000.00	\$67,280.00
Promotion	\$10,000.00	\$4,475.00
Total Multimedia & Marketing	\$85,000.00	\$117,500.00
PAID MEDIA		
Paid Media	\$100,000.00	\$86,177.00
Total Paid Media	\$100,000.00	\$86,177.00
OVERHEAD		
Overhead	\$7,800.00	\$1,490.00
Total Overhead	\$7,800.00	\$1,490.00
Total EXPENSES	\$260,000.00	\$275,452.00

We appreciate the opportunity to provide our services to the people of the State of Alabama.

Please let me know if you have any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Delmonize A. Smith". The signature is written in a cursive style with a large initial 'D' and a small 'A'.

Delmonize A. Smith, Ph.D.
CEO
Acclinate
del.smith@acclinate.com