

Questions on Request for Proposals

Narcan Education & Stigma Reduction Campaign for Nebraska College Campuses – Omaha Metro

Issued by: Nebraska Collegiate Prevention Alliance (NECPA)

Release Date: July 1, 2025

Submission Deadline: July 31, 2025, 5:00 P.M. CT

Campus-Specific Questions:

- What existing naloxone access points do you currently have on your seven Omaha Metro campuses?
 - Naloxone is available on some campuses through housing staff, public safety, campus health centers, and campus police. However, access varies by institution, and some campuses currently do not have any naloxone access points in place.
- How familiar are students and staff with your current substance use support resources?
 - The NECPA does not offer substance use support resources; we are a prevention program and offer our members data collection, prevention programming support, technical assistance, and training.
- What specific stigma-related challenges have you observed around substance use discussions on campus?
 - The most common stigma-related challenge is the fear of negative perceptions. Some administrators worry that making Narcan readily available could be seen as condoning or encouraging drug use. Leadership is concerned that visible overdose prevention efforts would suggest a larger substance use problem on campus, potentially harming the institution's reputation, affecting recruitment, donor support, or public image. Additionally, there are concerns about legal liability such as what happens if Narcan is administered improperly or fails. Deep-rooted stigma surrounding substance use disorders also influences attitudes as some leaders express views that overdose prevention as enabling "bad behavior" rather than addressing a public health issue. In general, there is a lack of understanding about who is at risk for overdose or how effective Narcan can be, which reinforces reluctance to engage in open, proactive substance use discussions and prevention initiatives.

Data and Baseline Questions:

- Beyond the 2024 NACHB data showing under 3% opioid use, what campus-specific overdose incidents or naloxone usage data do you have?
 - At this time, no additional campus-specific data is available. Some individual campuses may have their internal data, but we anticipate that this is limited or inconsistent across institutions.
- How do the seven Omaha Metro campuses differ in student demographics, campus culture, and substance use patterns?
 - The seven Omaha Metro campuses represent a diverse mix of student populations, including traditional and non-traditional college students, students living on campus, commuter students, community college students, and health sciences students. Each campus has its own unique culture, shaped by factors such as academic focus, student age ranges, and levels of campus engagement. Because of this, it is difficult to pinpoint how these differences also influence substance use patterns, with variations in access, attitudes, and behaviors across institutions.
- What feedback have you received from students about their comfort level discussing substance use and overdose prevention?
 - No feedback from students on this has been collected at this time.

Harm Reduction Philosophy:

- How do you want to balance myth-busting messaging with positive, non-judgmental harm reduction approaches?
 - We see harm reduction as the foundation of the campaign, with myth-busting used strategically to support that framework. Rather than leading with fear or correcting misinformation in a confrontational way, we'd like messaging to prioritize empathy, education, and practical tools for overdose prevention. When myth-busting is used, it should feel affirming and accessible, not scolding or overly clinical. We welcome your ideas for creative formats that can deliver facts while reinforcing the values of compassion, inclusion, and public health.
- What specific myths or misconceptions about naloxone have you encountered in your campus communities?
 - Common misconceptions we've encountered include:
 - Only heavy drug users are at risk of overdose
 - Overdoses really only occur among heroin users
 - Administering Narcan to someone who doesn't need it can be harmful

- Making Narcan readily available encourages drug use
- You must be medically trained to administer Narcan
- Calling 911 or campus police will result in arrest or disciplinary action
- Naloxone isn't needed on campus because opioid misuse isn't a problem within the campus community

Target Audience Priorities:

- What different messaging approaches do you envision for each audience segment?
 - For students, we envision messaging that blends harm reduction strategies with myth-busting content to increase awareness, promote safety, and empower peers to recognize the signs and take action in overdose situations.
 - For faculty, staff, and other adults within the campus community, the focus will lean more heavily on myth-busting paired with messages of shared responsibility and a community of care. These messages aim to reduce stigma, challenge misconceptions about substance use and naloxone, and reinforce the role of campus leaders in creating a safe and supportive environment.
- How do you want to address the broader community beyond just campus populations?
 - If funding allows, we will consider expanding the digital campaign's reach to include key adult influencers such as parents, alumni, healthcare providers, and local leaders, through targeted digital engagement. Engaging these audiences can help amplify the campaign's impact and foster a more supportive, informed environment for students and campus communities.

Stakeholder Engagement:

- Which campus departments, student organizations, or community partners should be involved in campaign development?
 - Our NECPA member representatives will provide input and guidance throughout the campaign, particularly to ensure the messaging aligns with campus needs. However, the ad agency will be responsible for leading and executing the bulk of the campaign development.
- How do you envision the naloxone lockbox installation timeline coordinating with the campaign launch?
 - The timing of naloxone lockbox installations will vary based on each campus's individual readiness. However, the ad campaign will proceed

according to the schedule outlined in the RFP, regardless of installation status. Because the campaign relies heavily on targeted digital strategies such as social media, digital out-of-home placements, and geofencing, a campaign can still be effective even if physical installations vary across campuses.

- What role do you want NECPA member institutions to play in campaign feedback and refinement?
 - NECPA member representatives will play a key role in providing feedback throughout the campaign to ensure messaging is relevant and appropriate for their campuses. However, final decisions regarding campaign content and direction will be made by the NECPA project director and project managers.

Integration with Existing Programs:

- How should this campaign connect with your Brief Motivational Interviewing training programs?
 - Our BMI trainings are offered to faculty, staff, and student leaders. While the campaign itself will not change the content or timing of these trainings, ideally, the tone of the campaign will align with the core principles of motivational interviewing, such as empathy, non-judgment, and person-centered communication. Grounding our prevention messaging in these principles reflects best practices and helps reinforce the skills and mindset promoted through BMI training.
- What opportunities exist to integrate naloxone education into existing campus programming?
 - Opportunities to integrate naloxone education will vary by campus. However, the NECPA is actively collaborating with community partners, such as Stop Overdose Nebraska, to provide naloxone training sessions to NECPA members. These partnerships help support campuses in incorporating naloxone education into their existing programming where appropriate.
- How can we build on the success of your award-winning "Make it About You" campaign approach?
 - We believe the success of the "Make it About You" campaign stemmed from raising awareness about the many ways substance use can impact the college experience—academically, mentally, emotionally, financially, physically, and in relationships. The campaign effectively addressed widespread misinformation and misperceptions among college students. Additionally, our partnership with an ad firm skilled at creating assets that

resonated with our target audience in design, content, and tone played a crucial role. To build on this success, we aim to continue emphasizing the benefits students gain by making informed choices about substance use, highlighting the importance of their well-being and future.

Success Metrics:

- What specific behavioral changes do you want to see by the end of the campaign in May 2026?
 - The NECPA conducted a statewide needs assessment related to this campaign's funding in June 2025. We plan to readminister key components of this assessment at the end of the funding period to measure actionable changes across member institutions. Currently, the majority of participants (53%) report they have not received Narcan training, while 35% indicate they have been trained, and 12% are unsure of their training status. Our goal is to increase Narcan training so that at least 60% of participants report being trained by May 2026. Additionally, when asked if their campus would support installing Narcan lockboxes in public spaces, a majority of respondents (56%) indicated yes, showing broad support for improving access. Currently, none of the OCC institutions have Narcan lockboxes, and only 43% (3 out of 7) have naloxone available on campus at all. By May 2026, we aim for 100% of campuses to make naloxone accessible in some form, with at least one Narcan lockbox installed on each OCC campus. This will increase the number of access points and promote safer, more prepared campus environments.
- How will you measure stigma reduction beyond traditional awareness metrics?
 - At this time, we do not have the funding or capacity to implement advanced measures of stigma reduction beyond traditional awareness metrics. However, we recognize the importance of this and will actively look for opportunities such as partnerships with evaluation experts or integration into existing campus assessments to incorporate more meaningful stigma-related measures as capacity allows.
- What campus-specific data collection methods are you planning to use to track campaign impact?
 - The NECPA conducted a statewide needs assessment related to this campaign's funding in June 2025, and we plan to readminister key components of this assessment at the end of the funding period to measure actionable changes across member institutions. Additionally, we conduct a biennial survey called the Nebraska Assessment of College Health Behaviors, which gathers comprehensive data on student health and behaviors. We will use key data points from this survey to inform programming decisions and

track changes or emerging trends in student substance use and related behaviors.

Sustainability and Expansion:

- If additional funding becomes available for statewide expansion, what would be your priorities?
 - Targeted digital ad placement through social media, digital out-of-home placements, and geofencing in the funded areas around campus.
- How do you want to prepare materials for potential long-term use beyond the campaign period?
 - To support long-term use beyond the campaign period, we would like assets that are easily reusable and not dated so they have the potential for reuse over multiple years. Our preference is that materials are provided in a variety of formats, allowing member institutions to distribute them through their own channels, such as printed materials, social media platforms, digital signage, campus TV screens, and other internal communication tools.
- What elements of the campaign should be designed for easy replication at other NECPA member institutions?
 - Campaign elements should be designed for easy replication across NECPA member institutions, including social media assets, static and video content for digital boards, and print-ready poster designs. Ideally, materials would be customizable and adaptable to align with each campus's branding and communication channels, making it easy for institutions to implement and sustain the campaign locally.

Investment Priorities:

- Within the \$73,000 budget, what percentage should focus on digital versus print materials?
 - Based on past campaigns, we anticipate allocating approximately 80% of the budget toward digital assets and 20% toward print materials. However, final percentages will be determined based on the results of a needs assessment to be conducted among members, to ensure resources are directed where they'll have the greatest impact.
- What existing NECPA resources or partnerships can supplement the campaign budget?
 - We are exploring additional opioid settlement funding opportunities through the other five regions across Nebraska, as well as potential support from a national overdose prevention foundation.

Eligibility of Out-of-State Applicants:

- Are firms located outside of Nebraska eligible to submit proposals?
 - Yes, firms based outside of Nebraska are eligible to submit proposals.