

December 29, 2016

Wyoming Department of Health
Public Health Division
Substance Abuse and Suicide Prevention Program
6101 Yellowstone Road, Suite 500
Cheyenne, WY 82009

RE: Letter of Reference to Support the Prevention Management Organization's (PMO) Application Under Request for Proposal No. 0101-B (Wyoming Prevention Technical Assistance Coordinator)

Dear Selection Committee:

I am writing to express my support for the Prevention Management Organization's application for the aforementioned request for proposal.

Uinta County Prevention has been in existence for over ten years working collaboratively with local partners to better our community. It is with great pride and appreciation that with the dedicated and talented PMO personnel, we received additional technical assistance to pursue advanced and innovative media for our countywide texting tip-line.

Uinta County's tip-line has been in existence for the past seven years gradually gaining more awareness, however our coalition noted that the volume of incoming tips were subpar. Our coalition was interested in new and creative methods to promote and advertise the tip-line. With the assistance of our local Community Prevention Specialist as well as her Director and Media Specialist, we were able to develop a strategy map designed specifically for our tip-line directed to our community. We were able to look not only at our short term goals, but our hopes and expectations for the future regarding the tip line. The PMO Media Specialist was able to introduce the coalition to innovative and cutting edge media to utilize social media and expand our virtual community and networking to assist us in advertising our tip-line.

As a result of the technical assistance and support provided by the PMO, the Uinta County Coalition was able to create and utilize a fully functioning media plan resulting in more exposure and awareness for our texting tip-line. These incoming tips have been incredibly helpful to our local law enforcement as well as knowing that each of us can help keep our community safe by simply sending an anonymous tip.

The PMO had many components working collectively to assist us with our needs and as each month passes, we are pleased to learn the volume of tips are increasing as we roll out additional media supporting our tip-line. The high-quality technical assistance they provide adds value to the work at the local level. I support the local level efforts and the assistance we receive to serve and support communities across the state in achieving their prevention goals.

Sincerely,



Lara Thornock
Uinta County Prevention Coalition