

DSP AWARENESS MEDIA CAMPAIGN

Hello OPRA Members,

We hope you are well. Thank you for your attention to this outreach effort.

DSP Ohio was founded 2 years ago with the intention of educating Ohioans about the vital role that a Direct Support Professional (DSP) plays in the lives of people with developmental disabilities and to assist Ohio's providers in finding qualified applicants for much needed DSP positions. The DSP Ohio website is ready to reboot and we are asking for your help.



A Grassroots Effort

Dave Rastoka, an OPRA member and operator ICFs and waiver homes in Franklin, Ross and Pike Counties, along with ORPA's Anita Allen, have created an opportunity to reboot the DSP Ohio!

Late last year, Dave read an article about Gary LeVox, lead singer for the award winning country band Rascal Flatts. Rascal Flatts has 17 number 1 hit songs and has sold 27 million records. Before hitting it big in music Gary worked as a job coach for the Franklin County Board of Developmental Disabilities for 10 years before heading to Nashville. His mother and grandmother also worked in the field. After reading the article, Dave thought Gary would be a great spokesperson for our DSP Crisis in Ohio. After many conversations and through the power of great connections, Gary agreed to help Ohio's Providers!

With a lot of support we were able to produce 2 Public Service Announcements using Gary and his friends as well as the use of a Rascal Flatts song. The link to one of the videos is below.

:60 - <https://vimeo.com/tangiblevision/review/346939955/788c5bb3e7>

DSP AWARENESS

This Public Service Announcement does the following:

- It educates the public on what a DSP is, what those 3 letters mean.
- It educates the public on what role a Direct Support Professional plays in supporting people with disabilities in Ohio.
- Gary LeVox's states in commercial to look for the DSP Logo when searching for a job online and in your local paper.

The Plan

OPRA members will receive the following:

- FREE use of the video until January 1st, 2020. Put this video on your social media outlets and your websites.
- Photos are available for websites and social media for as long as you wish, there are no time limitations with the using the photos.
- A press release highlighting our partnership with Gary LeVox
- Access to the materials you need to purchase billboard space in your area
 - *Billboards may also be purchased from Three Leaf Productions. It will be helpful for providers in each county that want a billboard ad to share the costs of the billboard. The billboard ad is attached. Please reach out to Mike Cummins if you would like more information on billboard ads. He can be reached at mcummins@three-leaf.com*

For those of you who are interested in taking this effort a step further we are asking for a voluntary donation of \$350 in an effort to raise \$150,000. We will use your voluntary donation to implement a 3-month media campaign starting on September 1st, 2019. We will use the donations to fund a media campaign in an effort to boost visits to the DSP Ohio web site and drive more traffic to our members. We are going to study the impact of our efforts and provide you with some feedback. The amount of money we raise will determine the level of outreach we will be able to achieve.

If you would like to donate to the effort, please send your donation to:

OPRA
Attn: DSP Ohio Campaign
1152 Goodale Blvd
Columbus, OH 43212
Make your checks payable to OPRA

Thank you in advance for your efforts to help in this DSP Awareness Media Campaign!

Sincerely,

Pete

Peter Moore
President/CEO
OPRA

DAVE

Dave Rastoka
CEO/OWNER
Advancing Abilities