

Lori A. Weaver
Commissioner

Katja S. Fox
Director

STATE OF NEW HAMPSHIRE
DEPARTMENT OF HEALTH AND HUMAN SERVICES
DIVISION FOR BEHAVIORAL HEALTH

129 PLEASANT STREET, CONCORD, NH 03301
603-271-9544 1-800-852-3345 Ext. 9544
Fax: 603-271-4332 TDD Access: 1-800-735-2964 www.dhhs.nh.gov

August 14, 2026

Her Excellency, Governor Kelly A. Ayotte
and the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Health and Human Services, Division for Behavioral Health, to enter into a **Sole Source** amendment to an existing contract with Initium Health (VC #418833), Denver, CO, for the continued delivery of the statewide consumer-focused, multi-media public awareness campaign to promote general behavioral health and access to localized services and supports through centralized access points, by exercising a contract renewal option by increasing the price limitation by \$850,000 from \$2,850,000 to \$3,700,000 and by extending the completion date from September 29, 2026 to September 29, 2027, effective September 30, 2026, upon Governor and Council approval. 100% Federal Funds.

The original contract was approved by Governor and Council on June 25, 2025, item #240.

Funds are available in the following accounts for State Fiscal Year 2027, and are anticipated to be available in State Fiscal Year 2028, upon the availability and continued appropriation of funds in the future operating budget, with the authority to adjust budget line items within the price limitation and encumbrances between state fiscal years through the Budget Office, if needed and justified.

**05-95-92-920510-70400000 HEALTH AND SOCIAL SERVICES, HEALTH AND HUMAN SVCS
DEPT, HHS: BEHAVIORAL HEALTH DIV, BUREAU OF DRUG AND ALCOHOL SERVICES,
SOR GRANT (100% Federal Funds)**

State Fiscal Year	Class / Account	Class Title	Job Number	Current Budget	Increased (Decreased) Amount	Revised Budget
2026	074-500589	Welfare Assistance	92057066	\$500,000	\$0	\$500,000
2026	074-500589	Welfare Assistance	92057070	\$1,350,000	\$0	\$1,350,000
2026	074-500589	Welfare Assistance	92057076	\$750,000	\$0	\$750,000
2027	074-500589	Welfare Assistance	92057076	\$250,000	\$0	\$250,000
2027	102-500731	Contracts for Prog Svc	TBD	\$0	\$665,000	\$665,000

2028	102-500731	Contracts for Svc	TBD	\$0	\$185,000	\$185,000
			Total	\$2,850,000	\$850,000	\$3,700,000

EXPLANATION

The purpose of this request is to exercise an available contract renewal option for the Contractor to continue building upon the existing statewide “Strong as Granite” public awareness campaign. This request is **Sole Source** because MOP 150 requires all amendments to agreements originally approved as sole source to be identified as sole source. The Contractor developed and launched the original “Strong as Granite” statewide consumer-focused, multi-media public awareness campaign, originally via a competitively bid solicitation, which has been instrumental in connecting New Hampshire residents with mental health and substance use resources through targeted outreach including billboards, social media, radio, and television ads. The campaign has increased awareness of services including the 24/7 Rapid Response line, which provides support and problem-solving assistance to help resolve behavioral health crises; the 988 Suicide & Crisis Lifeline to support individuals experiencing a suicidal, mental health or substance misuse-related crisis; and 211 NH, for non-emergency assistance and linkage to the NH Doorway system. While a direct causal relationship cannot be established yet, increased public awareness is associated with higher utilization of these resources.

The Contractor created and maintains the campaign’s brand identity, messaging architecture, video and print materials, social media assets, and targeted outreach strategies; culminating in a public awareness campaign that has been seen more than 66 million times to-date, reaching Granite Staters where they live, work, commute, and scroll. Additionally, the Contractor has targeted expertise in behavioral health, public health, crisis systems, and health-focused communications that has contributed to the Strong As Granite campaign earning national recognition.

The Contactor will continue to collaborate with the Department to update messaging to promote early intervention and increase awareness and access to local resources, and in particular, will advance the fentanyl prevention campaign, which is a requirement of the federal grant. The Contractor will also continue to deliver consistent brand identity, video and print materials, social media assets, and targeted outreach strategies that increase public engagement and social media reach and support effective targeting of high need populations that are at risk of challenges with mental health, substance use or suicidality including youth at risk of opioid and stimulant misuse.

The Department will continue to monitor services through review and assessment of monthly and quarterly status reports required of the Contractor as well as engaging in monthly monitoring meetings with the Contractor.

As referenced in Exhibit A, Revisions to Standard Agreement Provisions, of the original agreement, the parties have the option to extend the agreement for up to two (2) additional years, contingent upon satisfactory delivery of services, available funding, agreement of the parties, and Governor and Council approval. The Department is exercising its option to renew services for one (1) year of the two (2) years available.

Should the Governor and Council not authorize this request, the statewide “Strong as Granite” campaign may lose momentum and experience delays in content development, as well as fragmented messaging across the state. Without a coordinated effort, the state’s ability to promote general behavioral health and access to localized services and supports through centralized access points will be weakened, and effective targeting of populations most at risk for

challenges with mental health, including youth at risk of opioid and stimulant misuse, will be diminished.

Area served: Statewide.

Source of Federal Funds: Assistance Listing Number #93.788, FAIN #H79TI087843.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lori A. Weaver". The signature is stylized with a large, looped "L" and "W".

For:

Lori A. Weaver
Commissioner

**State of New Hampshire
Department of Health and Human Services
Amendment #1**

This Amendment to the Public Awareness Campaign for Behavioral Health Promotion and Access to Services contract is by and between the State of New Hampshire, Department of Health and Human Services ("State" or "Department") and Initium Health ("the Contractor").

WHEREAS, pursuant to an agreement (the "Contract") approved by the Governor and Executive Council on June 25, 2025 (Item #240), the Contractor agreed to perform certain services based upon the terms and conditions specified in the Contract and in consideration of certain sums specified; and

WHEREAS, pursuant to Form P-37, General Provisions, the Contract may be amended upon written agreement of the parties and approval from the Governor and Executive Council; and

NOW THEREFORE, in consideration of the foregoing and the mutual covenants and conditions contained in the Contract and set forth herein, the parties hereto agree to amend as follows:

1. Form P-37 General Provisions, Block 1.7., Completion Date, to read:
September 29, 2027
2. Form P-37, General Provisions, Block 1.8., Price Limitation, to read:
\$3,700,000
3. Modify Exhibit A, Revisions to Standard Provisions, by adding Subsection 1.4., to read:
 - 1.4 Paragraph 6, Compliance by Contractor with Laws and Regulations/Equal Employment Opportunity, Subparagraph 6.1., is amended as follows:
 - 6.1 In connection with the performance of the Services, the Contractor shall comply with all applicable statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, RSA 151:21 Patients' Bill of Rights, civil rights and equal employment opportunity laws, and the Governor's order on Respect and Civility in the Workplace, Executive Order 2020-01. In addition, if this Agreement is funded in any part by monies of the United States, the Contractor shall comply with all federal executive orders, rules, regulations and statutes, and with any rules, regulations and guidelines as the State or the United States issue to implement these regulations. The Contractor shall also comply with all applicable intellectual property laws.
4. Modify Exhibit B, Scope of Services, Section 1.1.2., to read:
 - 1.1.2. Promotes general behavioral health including mental health and substance misuse and emphasizes the importance of proactively seeking support and services.
5. Modify Exhibit B, Scope of Services, Section 1.11.2., to read:
 - 1.11.2. Adapting campaign materials and toolkits as appropriate and as identified by the Department to reach all communities and geographies in NH.
6. Modifying Exhibit B, Scope of Services; Section 1.12, by adding Subsection 1.12.4., to read:
 - 1.12.4. Identify outdated behavioral health messaging that requires refreshing or creative redevelopment buying including, but not limited to:
 - 1.12.4.1. Flyers.
 - 1.12.4.2. Posters.
 - 1.12.4.3. Informational graphics.

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7. Modify Exhibit B, Scope of Services, Section 1.14., to read:

- 1.14. The Contractor must ensure insights gained from focus groups are integrated into campaign messaging and are used to refine and test campaign materials; determine outreach modalities; and extend the reach of campaign messaging efforts, including, but not limited to:
 - 1.14.1. Providing opportunities identified through continuous community feedback that supports timely adjustments to campaign materials, messaging, and outreach strategies.
 - 1.14.2. Providing community engagement services that include art exhibitions with local partnerships to elevate youth perspective and strengthen collaborative outreach of campaign materials.
 - 1.14.3. Expanding evaluation activities to include survey items measuring whether community members have seen the campaign and whether it has influenced their behavior.

8. Modify Exhibit B, Scope of Services, Section 1.28.1. through Subsection 1.28.2.2. only, to read:

- 1.28.1. The Contractor must submit monthly status reports on contract deliverables to the Department in alignment with Exhibit C-1 Task Deliverable Budget Worksheet and Exhibit C-2 Task Deliverable Budget Worksheet, Amendment #1.
- 1.28.2. The Contractor must provide progress reports on the status of the work plan to the Department on a quarterly and annual basis and more frequently as requested by the Department, that align with Exhibit C-1 Task Deliverable Budget Worksheet and Exhibit C-2 Task Deliverables Budget Worksheet, Amendment #1, , which must include, but is not limited to:
 - 1.28.2.1. Status of Campaign deliverables.
 - 1.28.2.2. Number and reach of paid and earned media efforts.

9. Modify Exhibit C, Payment Terms, Section 1, to read:

1. This Agreement is funded by:
 - 1.1. 100% Federal funds, State Opioid Response Grant, as awarded by the Substance Abuse and Mental Health Services Administration, ALN 93.788, as awarded on:
 - 1.1.1. 9/29/2024, FAIN H79TI085759.
 - 1.1.2. 9/24/2024, FAIN H79TI087843.
 - 1.1.3. 7/13/2026, FAIN H79TI087843.

10. Modify Exhibit C, Payment Terms, Section 3. through Section 3.1. only, to read:

3. Payment shall be made upon completion of deliverables as specified in the Exhibit B, Scope of Work, in accordance with Exhibit C-1, Task Deliverables Budget Worksheet and Exhibit C-2, Task Deliverables Budget Worksheet, Amendment #1.
 - 3.1. The Contractor shall submit invoices within 20 days of approved and completed deliverables, in accordance with approved dates and amounts detailed in Exhibit C-1, Task Deliverables Budget Worksheet through Exhibit C-2, Task Deliverables Budget Worksheet, Amendment #1.

11. Add Exhibit C-2, Task Deliverable Budget Worksheet, Amendment #1, which is attached hereto and incorporated by reference herein.

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All terms and conditions of the Contract and prior amendments not modified by this Amendment remain in full force and effect. This Amendment shall be effective September 30, 2026, upon Governor and Council approval.

IN WITNESS WHEREOF, the parties have set their hands as of the date written below,

State of New Hampshire
Department of Health and Human Services

8/17/2026

Date

Signed by:



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Name: Katja Fox

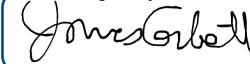
Title: Director

Initium Health

8/13/2026

Date

DocuSigned by:



499F5F1C6CE6244

Name: James Corbett

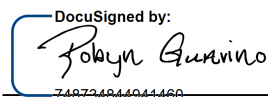
Title: Principal

The preceding Amendment, having been reviewed by this office, is approved as to form, substance, and execution.

OFFICE OF THE ATTORNEY GENERAL

8/17/2026

Date

DocuSigned by:

748734844941460...

Name: Robyn Guarino

Title: Attorney

I hereby certify that the foregoing Amendment was approved by the Governor and Executive Council of the State of New Hampshire at the Meeting on: _____ (date of meeting)

OFFICE OF THE SECRETARY OF STATE

Date

Name:

Title:

Exhibit C-2, Task Deliverable Budget Worksheet, Amendment #1

	New Hampshire Department of Health and Human Services		
	COMPLETE ONE BUDGET FORM FOR EACH BUDGET PERIOD		
	Contractor Name:	Initium Health	
	Project Title:	Public Awareness Campaign for Behavioral Health Promotion and Access to Services	
	Budget Period:	9/30/26 - 9/29/27	
Scope Section		Funded by DHHS contract share	
	Task Deliverable	Timeline/Due Date	Amount
1.28.1	Monthly Status Reports	Monthly	\$60,000.00
1.12.5	Updated SAG Creative Asset Development & Messaging	December 2026	\$100,000.00
1.15	Updated SAG 3.0 Media Strategy & Buying	March 2027	\$180,000.00
1.1.4.5.3, 1.11.7, 1.13.4, 1.21	Updated Creative Asset Development & Messaging: Youth Fentanyl Prevention & Awareness	March 2027	\$100,000.00
	Updated Strategy & Buying: Youth Fentanyl Prevention & Awareness	April 2027	\$180,000.00
1.28.2	YTD Campaign(s) Evaluation / Impact Reports	June 2027	\$20,000.00
1.14.2	Art Exhibitions with Local Partnerships (e.g. Magnify Voices)	June 2027	\$40,000.00
1.12.5	DHHS Creative Development, Messaging and Buying 1	August 2027	\$70,000.00
1.12.5	DHHS Creative Development, Messaging and Buying 2	September 2027	\$100,000.00
		TOTAL	\$ 850,000
	*Timeline/due dates may change with Department approval.		

State of New Hampshire

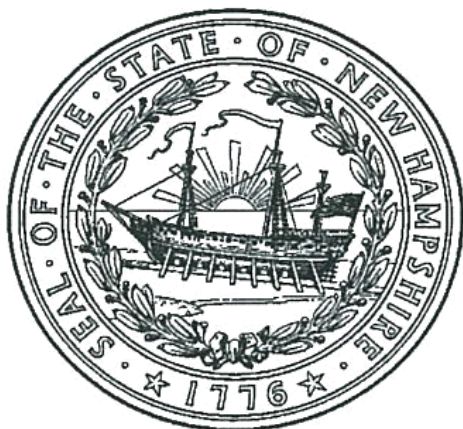
Department of State

CERTIFICATE

I, David M. Scanlan, Secretary of State of the State of New Hampshire, do hereby certify that INITIUM HEALTH is a Colorado Profit Corporation registered to do business in New Hampshire as INITIUM HEALTH INC. on August 05, 2022. I further certify that all fees and documents required by the Secretary of State's office have been received and is in good standing as far as this office is concerned.

Business ID: **905837**

Certificate Number: **0007987186**



IN TESTIMONY WHEREOF,
I hereto set my hand and cause to be affixed
the Seal of the State of New Hampshire,
this 24th day of July A.D. 2026.

A handwritten signature in black ink, appearing to read "David M. Scanlan", is written over a circular stamp that partially overlaps the seal.

David M. Scanlan
Secretary of State

CERTIFICATE OF AUTHORITY

I, Elise Plakke, hereby certify that:
(Name of the elected Officer of the Corporation/LLC; cannot be contract signatory)

1. I am a duly elected Clerk/Secretary/Officer of Initium Health.
(Corporation/LLC Name)

2. The following is a true copy of a vote taken at a meeting of the Board of Directors/shareholders, duly called and held on December 10, 2018, at which a quorum of the Directors/shareholders were present and voting.
(Date)

VOTED: That James Corbett, Principal (may list more than one person)
(Name and Title of Contract Signatory)

is duly authorized on behalf of Initium Health to enter into contracts or agreements with the State
(Name of Corporation/ LLC)

of New Hampshire and any of its agencies or departments and further is authorized to execute any and all documents, agreements and other instruments, and any amendments, revisions, or modifications thereto, which may in his/her judgment be desirable or necessary to effect the purpose of this vote.

3. I hereby certify that said vote has not been amended or repealed and remains in full force and effect as of the date of the contract/contract amendment to which this certificate is attached. This authority was **valid thirty (30) days prior to and remains valid for thirty (30) days** from the date of this Certificate of Authority. I further certify that it is understood that the State of New Hampshire will rely on this certificate as evidence that the person(s) listed above currently occupy the position(s) indicated and that they have full authority to bind the corporation. To the extent that there are any limits on the authority of any listed individual to bind the corporation in contracts with the State of New Hampshire, all such limitations are expressly stated herein.

Dated: 07/24/2026____



Signature of Elected Officer
Name: Elise Plakke
Title: Director



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

07/27/2026

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER MORRISON INSURANCE AGENCY 2535 S Lewis Way #108 LAKEWOOD CO 80227 INSURED Initium Health 1401 Wewatta St Unit 103 Denver CO 80202	CONTACT NAME: Cami McAfee PHONE (A/C, No, Ext): (303) 985-1576 FAX (A/C, No): (303) 988-0281 E-MAIL ADDRESS: deven@morrinsurance.com <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: center;">NAIC #</th> </tr> <tr> <td>INSURER A: TWIN CITY FIRE INS CO</td> <td>29459</td> </tr> <tr> <td>INSURER B: HARTFORD INS CO OF THE MIDWEST</td> <td>37478</td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: TWIN CITY FIRE INS CO	29459	INSURER B: HARTFORD INS CO OF THE MIDWEST	37478	INSURER C:		INSURER D:		INSURER E:		INSURER F:	
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INSURER D:															
INSURER E:															
INSURER F:															

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	☒ COMMERCIAL GENERAL LIABILITY	Y		34SBAAB1714	02/25/2026	02/25/2027	EACH OCCURRENCE	\$ 2,000,000
	☐ CLAIMS-MADE ☒ OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	\$ 4,000,000
	☐ POLICY ☒ PRO-JECT ☐ LOC						PRODUCTS - COMP/OP AGG	\$ 4,000,000
	OTHER:							\$
A	AUTOMOBILE LIABILITY	Y		34SBAAB1714	02/25/2026	02/25/2027	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
	☐ ANY AUTO						BODILY INJURY (Per person)	\$
	☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS NON-OWNED AUTOS ONLY						BODILY INJURY (Per accident)	\$
	☒ HIRED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	\$
								\$
A	☒ UMBRELLA LIAB ☒ OCCUR	Y		34SBAAB1714	02/25/2026	02/25/2027	EACH OCCURRENCE	\$ 1,000,000
	☐ EXCESS LIAB ☐ CLAIMS-MADE						AGGREGATE	\$
	DED ☐ RETENTION \$ ☐							\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	N/A		34WECAC4M29	12/31/2025	12/31/2026	☒ PER STATUTE ☐ OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)							
	If yes, describe under DESCRIPTION OF OPERATIONS below							
A	Business Personal Property			34SBAAB1714	02/25/2026	02/25/2027	Replacement Cost	\$114,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

State of NH Department of Health and Human Services 129 Pleasant Street Concord NH 03301-3857	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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