

Example Cost Estimate Worksheet for *d-up!* (for a Network Size of 600).

Here is a “filled out” or completed example of the *d-up!* Cost Estimate Worksheet for a social network size of 600. This sheet has been completed to give an example of use of the worksheet. Please note that the *d-up!* Cost Estimate Worksheet in the *d-up! Implementation Manual* (page 30) relates to an estimated social network size of 100 (but does not include estimates of costs) and this one (below) provides an example, including costs estimates, for an estimated social network size of 600.

To use or complete the worksheet for your own project you need to have an estimate of the social network size you intend to target, information on your own estimate of local costs for the line items on the worksheet, and substitute onto the worksheet your own estimated social network size for targeting, resulting number of opinion leaders it will take to target a social network of the size you anticipate, and your local costs per line item.

Please note the following information and assumptions that were made in filling out this *d-up!* example cost estimate worksheet:

The personnel costs are hours spent on the intervention, including travel time. The number of hours is based on the North Carolina staff (original *d-up!* research project) statements of total time spent on *d-up!* per phase. Staff hours are not subdivided by activity within each phase, e.g., community discovery, stakeholder meetings, venue selection, opinion leader identification, etc. are lumped together in pre-implementation. The estimate of personnel costs in the *d-up! Implementation Manual* are for 15 opinion leaders (as stated in the header and--as the preamble states--the number of units in the sample sheet are for a network of 100 people). So calculation for a network size of 600 is based on needing 90 opinion leaders (15% of 600), therefore multiplication of the figures in the *d-up! Implementation Manual* example is by 6 ($6 \times 15 = 90$). Multiplying by 6 also applies to the other units (i.e., number of handouts, conversation starters, catering/refreshments, opinion leader incentives, etc.).

Opinion leader recruitment-related costs in pre-implementation come in personnel costs, as mentioned above, and in photocopying handouts (e.g., the opinion leader nomination forms) in Appendix B. The assumption here is that most of the actual recruitment of identified/ nominated opinion leaders occurs during implementation. The pages for each form in *d-up! Implementation Manual*, Appendices B, C, and D and in the *d-up! Opinion Leader Handbook* were multiplied as required for the greater number of opinion leaders in the example of a network size of 600.

Fringe benefit (30%) and overhead (45%) rates are from typical contractors. Prices for equipment were obtained online from national commercial retail providers (figures are for 50% depreciation on equipment), office supplies, conversation starters (various websites, prices don't include S&H), and catering (various providers in the Atlanta area). Cash incentives for opinion leaders and gatekeepers/ key informants were simply “made up.” Cost per round-trip is generous to accommodate gas prices and unknown number of miles traveling to venues for observation and venue selection (pre-implementation) and to actual training, deploying and monitoring opinion leaders (implementation).

There are three areas for cost inflation: One, costs are for all six conversation starters even though community discovery might identify fewer. Two, an agency may need fewer logo posters. Three, a cash incentive for opinion leaders is included even though conversation starters and/or refreshments might be sufficient incentive.

Calculation of minimum number of opinion leaders and staff hours for a targeted social network size of 600:

$$\underline{600} \text{ (size of target social network)} \times 0.15 \text{ (15\% to train as OLs)} = \underline{90} \text{ (\# of OLs)}$$

$$\text{Program coordinator: } \underline{90} \text{ (\# of OLs)} \times 4.6 \text{ hours per OL} = \underline{414} \text{ total hours}$$

$$\text{Facilitator: } \underline{90} \text{ (\# of OLs)} \times 4.7 \text{ hours per OL} = \underline{423} \text{ total hours}$$

$$\text{Administrative assistant: } \underline{90} \text{ (\# of OLs)} \times 0.4 \text{ hours per OL} = \underline{036} \text{ total hours}$$

d-up! Cost Estimate Worksheet Example (for total network size of 600).

Categories	Pre-Implementation (start-up)		Implementation (intervention delivery)	
Personnel (hours spent on intervention, including travel time)				
	# of staff	# of hours/90 OLs	# of staff	# of hours/15 OLs
Program coordinator	1 × \$35/hr	× 180 = 6,300	1 × \$35/hr	× 234 = 8,190
Facilitator	2 × \$20/hr	× 150 = 6,000	2 × \$20/hr	× 276 = 11,040
Administrative assistant	1 × \$15/hr	× 18 = 270	1 × \$15/hr	× 18 = 270
Fringe benefits		30% = 3,771		30% = 5,850
Facilities (% of time used for intervention)				
Rent—office	\$	× % =	\$	× % =
Rent—OL training space	\$	× % =	\$125/hr x 3 hr	× 24 sessions=9,000
Utilities	\$	× % =	\$	× % =
Maintenance	\$	× % =	\$	× % =
Insurance	\$	× % =	\$	× % =
Equipment (% of time used for intervention at depreciated value)				
Television	\$ 75	× 1% = 1	\$ 75	× 3% = 2
VCR/DVD player	\$ 40	× 1% = 1	\$ 40	× 3% = 1
Computer	\$500	× 29% = 144	\$ 500	× 53% = 265
Projector			\$1,000	× 3% = 30
Projection screen			\$ 50	× 3% = 2
Supplies				
Photocopying handouts	Appendix B: 870 pgs x .10/pg = \$87		App.C&D+OLHndbk:7250 pgs =\$725	
Paper	5 reams	× \$ 4/ream = 20	16 reams	× \$ 4/ream = 64
Pens	6 dozen	× \$11/dozen = 66	6 dozen	× \$11/dozen =66
Easel paper			24 pads	× \$15 each =360
Markers			6 dozen	× \$40/doz. =240
Masking tape			12 rolls	× \$ 3/roll = 36
Condoms			6 gross	× \$50/grss =300
Conversation Starters				
Logo posters			300	× \$30/ea =9,000
Logo pins			18 dozen	× \$12/doz. =216
Logo key chains			18 dozen	× \$ 4/doz. = 72
Logo dog tags			18 dozen	× \$15/doz. =270
Logo caps			12 dozen	× \$150/dz =1800
Logo T-shirts			12 dozen	× \$45/doz. =540
Other Expenses				
Catering/refreshments*	20 persons × \$10/each x 4 meetings =800		15 persons × \$7/each x 24 meetings =2520	
OL incentives	If in addition to food &/or logo stuff →		90 persons × \$10/each = \$900	
Venue owner/staff incentives	\$200		\$200	
Staff travel expenses	10 round-trips × \$8/round-trip = \$ 80		24 round-trips × \$8/round-trip=\$192	
Advertising to recruit staff	\$500			
Consultancy: Logo development (OPTIONAL)	\$ 0			
Subtotal per phase	\$18,240		\$ 52,151	
Total for both phases			\$ 70,391	
Overhead (45 % of total)			\$ 31,676	
Grand total			\$102,067	

*For stakeholder and nomination meetings during the pre-implementation phase and for opinion leader trainings and reunions during the implementation phase.