

RESOLUTION 22-075

May 10, 2022

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO ENTER INTO A CONTRACT WITH AMÉLIE COMPANY TO EXPAND AND EXECUTE THE "RECOVER FOR LIFE" CAMPAIGN AS PART OF THE CDC OPIATE DATA TO ACTION GRANT (EXPENSE OF \$159,997.11)

WHEREAS, for the remainder of year three of the CDC Opiate Data to Action grant FCPH will continue to work with an experienced marketing firm to expand and execute the "Recover for Life" campaign in order to increase awareness and decrease stigma surrounding opioid use disorder, addiction, treatment, and naloxone use;

WHEREAS, FCPH released a Request for Proposals in July 2021 for interested and qualified companies to submit proposals to do the work and those proposals were evaluated and scored by staff from FCPH; and

WHEREAS, based on the scoring, Amelie Company was selected and will continue to expand the campaign to amplify the "Recover For Life" multi-media campaign through August 31, 2022; and

Now, therefore, upon motion of Board Member ____, second by Board Member ____;

BE IT RESOLVED BY THE FRANKLIN COUNTY BOARD OF HEALTH, BOARD MEMBERS;

1. That the Health Commissioner is authorized to enter into a contract with Amélie Company to expand and execute a campaign and conduct media buys to amplify the "Recover For Life" multi-media campaign (Expense of \$159,997.11).
2. That this resolution shall be in full force and effect immediately upon its adoption.

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Voting Aye Thereon:

Board Members
Franklin County Board of Health

Voting Nay Thereon:

Board Members
Franklin County Board of Health