

RESOLUTION 22-134

August 9, 2022

RESOLUTION TO AUTHORIZE THE HEALTH COMMISSIONER TO ENTER INTO CONTRACTS FOR MARKETING ACTIVITIES FOR INTERNATIONAL OVERDOSE AWARENESS DAY ACTIVITIES (EXPENSE OF \$10,000.00)

WHEREAS, The Behavioral Health and Addiction Services section at Franklin County Public Health (FCPH) is planning multiple events for International Overdose Awareness Day on August 31, 2022; and

WHEREAS, the goal of the activities is education around harm reduction, honoring those who have passed from overdoses in the last year, as well as, distributing fentanyl test strips and Narcan; and

WHEREAS, Irvin Public Relations assisted FCPH with launching the Overdose to Action "Recover for Life" campaign in 2020 at the mural created by the campaign in Franklinton (which will be the location for one of these events) so has existing experience with our agency and our initiatives around addiction and recovery; and

WHEREAS, Irvin Public Relations will assist with organizing and executing Overdose Awareness Day activities including event planning, media strategies, and event promotion to draw in the general public and partner organizations.

WHEREAS, Kindred Strategy has assisted FCPH with multiple media buys for multiple campaigns so have the proven experience needed to conduct a media buy to promote the International Overdose Awareness Day activities.

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 Irvin Public Relations for \$5,000.00 and Kindred Strategy for \$5,000.00 to assist with Overdose Awareness Day activities (expense not to exceed \$10,000.00).
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