

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO ENTER INTO A CONTRACT WITH THE AMÉLIE COMPANY TO EXPAND THE "RECOVER FOR LIFE" MARKETING CAMPAIGN TO ADDRESS ADDICTION STIGMA AND HARM REDUCTION FOR THE CDC OPIATE TO ACTION YEAR 3 SUPPLEMENTED EXTENSION GRANT (Grant Expense of \$151,000.00)

**WHEREAS**, FCPH is working with an experienced marketing firm to develop a comprehensive strategy and campaign to increase awareness and decrease stigma surrounding opioid use disorder, addiction, treatment, and naloxone use;

**WHEREAS**, FCPH is collaborating with partners to expand treatment, prevention, diversion and support efforts all while raising awareness about the stigma and risks associated with addiction and opioid use disorder; and

**WHEREAS**, FCPH will continue to work with Amélie Company, an experienced marketing firm, to build upon the existing campaign materials and elevate communication interventions along the addiction continuum by focusing on targeted messaging and outreach strategies;

Now, therefore, upon motion of Board Member \_\_\_\_\_, second by Board Member \_\_\_\_\_.

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

1. FCPH will work with Amélie Company to build upon the existing campaign to address the stigma surrounding overdose use disorder, addiction, treatment, and naloxone use.
2. This resolution shall be in full force and effect immediately upon its adoption.

Voting Aye Thereon:

---

---

---

---

---

Board Members  
Franklin County Board of Health

Voting Nay Thereon:

---

---

---

---

---

Board Members  
Franklin County Board of Health