

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO AMEND A CONTRACT WITH AMÉLIE COMPANY TO ENHANCE CREATIVE ASSETS AND MARKETING TACTICS FOR THE MARKETING CAMPAIGN ADDRESSING THE STIGMA AROUND ADDICTION AND OPIOID USE DISORDER FOR THE CDC OVERDOSE DATA TO ACTION GRANT (EXPENSE OF \$80,000.00 – ADAMH FUNDING)

WHEREAS, Franklin County Public Health (FCPH) has been awarded additional funding from The Alcohol, Drug and Mental Health Board of Franklin County (ADAMH) to supplement the enhance the existing Recover for Life campaign funded by the Centers for Disease Control and Prevention through the Overdose to Action (OD2A) Grant;

WHEREAS, the funds from ADAMH will continue to support the development of creative assets and marketing tactics to enhance the existing campaign visibility and deepen engagement with African Americans and other communities of color and encourage connection to substance use disorder providers in ADAMH's network of care through grassroots efforts and targeted media buys; 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. ADAMH has awarded \$80,000.00 to FCPH and FCPH accepts such funding to expand the existing Recover for Life campaign which includes focusing on African Americans and other communities of color and encouraging connection to substance use disorder providers in ADAMH's network of care through grassroots efforts and targeted media buys.
2. 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.
3. The Health Commissioner is authorized to amend the existing contract with the Amélie Company to incorporate the above-listed deliverables.

4. This resolution shall be in full force and effect immediately upon its adoption through September 29, 2023.

Voting Aye Thereon:

Board Members
Franklin County Board of Health

Voting Nay Thereon:

Board Members
Franklin County Board of Health