

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO CONTRACT WITH ORIGO BRANDING COMPANY TO CONTINUE PROMOTION OF THE PUBLIC HEALTH AWARENESS CAMPAIGN (AMOUNT NOT TO EXCEED \$ **166,000.00** – \$32,000.00 ARPA, \$59,000.00 PAVE, \$75,000.00 EO23 FUNDING)

WHEREAS, as we continue to work to move beyond COVID-19, Franklin County Public Health seeks to amplify the diverse range of work and services provided by Franklin County Public Health (FCPH);

WHEREAS, Origo will expand the creative development for promotion of the campaign through creative conceiving and design, creative direction, copywriting, project timeline management, client presentations, partner presentations, and production;

WHEREAS, After determining the desired objectives and research findings, Origo will work with FCPH to develop focus group strategy, questions, recruitment messaging and facilitate implementation of three (3) one-hour focus groups;

WHEREAS, Origo will provide recommendations on promotion platforms and targets based on provided data; and

WHEREAS, being strategic with our funding and programmatic needs, we will combine funding streams to maximize the extension of the contract with Origo for promotion through strategic media buy(s) to reach intended audience(s) to meet program needs.

Now, therefore, upon motion of Board Member _____, second by Board Member _____.

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

1. The Health Commissioner is authorized to contract with the Origo Branding Company to expand and promote the public health awareness campaign.
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