

RESOLUTION 24-031

February 13, 2024

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO ENTER INTO A CONTRACT WITH GATEHOUSE, LLC TO CONTINUE TO PROMOTE THE RECOVER FOR LIFE CAMPAIGN MEDIA BUY MARKETING CAMPAIGN TO ADDRESS THE STIGMA AROUND ADDICTION AND OPIOID USE DISORDER FOR THE CDC OVERDOSE DATA TO ACTION LOCAL GRANT (EXPENSE OF \$51,000.00)

WHEREAS, for the continuance of the CDC Overdose Data to Action LOCAL grant Recover for Life campaign, FCPH is working with an experienced marketing firm to develop a campaign to increase awareness and decrease stigma surrounding opioid use disorder, addiction, treatment, and naloxone use; and

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;

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 Gatehouse, LLC to conduct media buys to amplify the Recover For Life multi-media campaign (Expense of \$51,000.00).
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