

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO ENTER INTO CONTRACT WITH ORIGO BRANDING COMPANY TO ADDRESS THE STIGMA SURROUNDING DISEASE OF ADDICTION IN CENTRAL OHIO, WE ARE CONTINUING THE RECOVER FOR LIFE CAMPAIGN WHICH BRINGS PUBLIC AWARENESS TO THE DISEASE OF ADDICTION AND PROVIDES PREVENTION EDUCATION, SUPPORT, AND RESOURCES TO THE COMMUNITY (AMOUNT NOT TO EXCEED \$45,000.00 OVERDOSE DATA TO ACTION - LOCAL FUNDING)

WHEREAS, To address the stigma surrounding the disease of addiction in Central Ohio, Franklin County Public Health (FCPH) launched the Recover for Life Campaign (RFL), a public awareness campaign that provides prevention education, support, and resources with a focus on stigma reduction;

WHEREAS, To further expand the campaign, FCPH has asked Origo Branding to conduct research and develop an implementation strategy for expanding RFL to address and engage Franklin County's teens and young adult populations; and

WHEREAS, Origo Branding will conduct primary quantitative and qualitative research in the form of survey and focus group exercises among Franklin County teens, young adults, and adults supporting teens and young adults to determine perceptions around addiction, understanding of addiction prevalence, knowledge of prevention methods and resources, effective communication strategies, and recommended campaign distribution methods;

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 RFL 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