

RESOLUTION AUTHORIZING THE HEALTH COMMISSIONER TO CONTRACT WITH CLEAR CHANNEL OUTDOOR TO INCREASE VACCINATION RATES FOR THE MMR VACCINE WITH PROMOTIONAL ASSETS DRAWN FROM THE PUBLIC HEALTH AWARENESS CAMPAIGN (AMOUNT NOT TO EXCEED \$ 36,400.00 EO23 FUNDING)

**WHEREAS**, according to the Centers for Disease Control and Prevention (“CDC”), the vaccination rate against measles in kindergarten students in Ohio was 88.3%, which is about 5% less than the national average;

**WHEREAS**, some measles cases have been spread during travel leading to national and local outbreaks therefore FCPH is using targeted marketing at the John Glenn International Airport through funding from EO23;

**WHEREAS**, this is a new way to engage community members where they are at with vaccine messaging and utilizing Vickie Vaccine assets from the Public Health awareness campaign to align with objective 4 of the Strategic Plan to enhance collaboration and engagement;

**WHEREAS**, Clear Channel Outdoor will provide reports showing how many times the ad is shown in the airport during its run from July 2024 – July 2025 and FCPH will track how many times the QR code is scanned that takes people to the myfcph.org Immunization page; and

**WHEREAS**, Clear Channel Outdoor will display the Vicki Vaccine assets FCPH develops through 14 LCD screens located on top of the bag carousels in John Glenn International Airport.

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 Clear Channel Outdoor to increase vaccination rates for the MMR vaccine in an amount not to exceed \$36,400.00 EO23 FUNDING.
2. This resolution shall be in full force and effect immediately upon its adoption.

Voting Aye Thereon:

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Board Members  
Franklin County Board of Health

Voting Nay Thereon:

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Board Members  
Franklin County Board of Health