

RESOLUTION TO AUTHORIZE THE HEALTH COMMISSIONER TO ENTER INTO CONTRACT WITH CANVAAS CONSULTING LLC IN SUPPORT OF THE IMPLEMENTATION OF THE OHIO DEPARTMENT OF HEALTH (ODH) 2024 – 2025 TOBACCO USE PREVENTION AND CESSATION PROGRAM (TUPCP) (GRANT EXPENSE \$9,500).

WHEREAS, Franklin County Public Health (FCPH) will continue to implement the Tobacco Health Equity Working Group with funding from the Ohio Department of Health's TUPCP Grant; and

WHEREAS, Franklin County Public Health seeks to enter a new contract with Canvaas Consulting LLC to continue the momentum established in the 2023 – 2024 grant year and to enhance its efforts to address tobacco use disparities with strong collaboration among local agencies, and the support of the Ohio Department of Health (ODH) through this TUPCP grant; and

WHEREAS, The Make Your Own Story Campaign, created by Canvaas Consulting LLC, has garnered more than 178,000 impressions and over 7,000 clicks with an overall click-through-rate of 4.11%. The industry standard for a successful campaign is a 1.5% click-through rate. Engagement demographics are evenly distributed, with significant interactions from both men and women spanning between the ages of 18 to 65+; and

WHEREAS, This work is in alignment with FCPH's 2023 – 2026 Community Health Improvement Plan (CHIP) strategy to increase abstinence from alcohol, tobacco, marijuana and other illicit drugs.

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 Board of Health authorizes the Health Commissioner to enter into contract with Canvaas Consulting for the successful implementation of the Franklin County Tobacco Health Equity Working Group (Expense \$9,500).
2. That this resolution shall be in full force and effective immediately upon its adoption.

Resolution 24-104
Page 2
July 9, 2024

Voting Aye Thereon:

Board Members
Franklin County Board of Health

Voting Nay Thereon:

Board Members
Franklin County Board of Health