

RESOLUTION TO ENTER INTO CONTRACT WITH ORIGO BRANDING COMPANY FOR YEAR TWO OF THE RECOVER FOR LIFE (RFL) CAMPAIGN WHICH BRINGS PUBLIC AWARENESS TO THE DISEASE OF ADDICTION AND PROVIDES PREVENTION EDUCATION, SUPPORT, AND RESOURCES TO THE COMMUNITY TO ADDRESS THE STIGMA SURROUNDING DISEASE OF ADDICTION IN CENTRAL OHIO (AMOUNT NOT TO EXCEED \$80,000.00 OVERDOSE DATA TO ACTION - LOCAL FUNDING)

**WHEREAS**, to address the disease of addiction in Central Ohio, the Recover for Life (RFL) campaign brings public awareness to the disease of addiction and the journey to recovery and provides prevention education, support, and resources to the community;

**WHEREAS**, in year one, Origo Branding conducted primary quantitative and qualitative research in the form of a survey and focus group exercises among Franklin County teens, young adults, and adults who support 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;

**WHEREAS**, Origo Branding has developed a plan for utilizing the research findings to expand the Recover for Life campaign with new and revised creative assets; and

**WHEREAS**, to further build the campaign, Origo Branding will conduct campaign tracking, optimization, analysis, and provide monthly metrics reports to the FCPH project team. Origo Branding will launch a 3-month campaign in Spring 2025 by procuring media buys and out of home asset placements;

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 Year Two of the RFL campaign.
2. This resolution shall be in full force and effect immediately upon its adoption.
3. That the Director of Finance and Business Operations is authorized to open a purchase order in the amount of \$80,000.00 to Origo Branding

in Fund 9019 Org 19552208 upon the completion of a fully executed contract.

4. That the Director of Finance and Business Operations is authorized to open a purchase order in the amount of \$7,500.00 to the Franklin County Recorder in Fund 9026 Org 26551 100 upon the completion of a fully executed contract.

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