

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES
(ADAMHS) BOARD OF CUYAHOGA COUNTY**

RESOLUTION NO. 19-06-02

APPROVAL OF FENTANYL AWARENESS CAMPAIGN

WHEREAS, Cuyahoga County continues to experience the devastating effects of the opioid crisis and the deadly impact of the synthetic opioid, fentanyl; and,

WHEREAS, Fentanyl is the leading cause of drug overdose death in Cuyahoga County and is now being discovered in a myriad of drugs; and,

WHEREAS, overdose deaths reported in the community that can be attributed to fentanyl are disproportionately affecting African American males in the city of Cleveland and the inner ring east side suburbs; and,

WHEREAS, Fentanyl is often mixed with other drugs without the user's knowledge; and,

WHEREAS, a targeted campaign will raise public awareness of the dangers of using heroin and fentanyl; and,

WHEREAS, the ADAMHS Board's Finance and Operations Committee reviewed Board staff's recommendation and recommends launching a Fentanyl Awareness Campaign to run June 2019 and July 2019 in targeted media platforms.

NOW, THEREFORE, BE IT RESOLVED:

1. The ADAMHS Board of Directors approves launching a Fentanyl Awareness Campaign utilizing the following media outlets:

Vendor	Product Description	Amount
Brothers Printing	Print Collateral Materials	\$750.00
Radio One Cleveland	Radio Buy	\$5,025.00
La Mega Media	Radio Buy (In Spanish)	\$2,500.00
Voice It Radio	Radio, Web, Social Media Buy	\$3,000.00
The WAVE	Radio Buy	\$2,000.00
TOTAL	Fentanyl Awareness Campaign	\$13,275.00

2. The ADAMHS Board Chief Executive Officer is authorized to execute any necessary contractual agreements.

On the motion of Reginald C. Blue, Ph.D., seconded by Eugenia Kirkland, LSW, MSSA, CDCA, the foregoing resolution was adopted.

AYES: R. Blue, E. Caraballo, R. Fowler, B. Gohlstin, K. Kern-Pilch, S. Killpack, E. Kirkland, M. Rodas, S. Rosenbaum, H. Shannon

NAYS: None

ABSTAIN: None

DATE ADOPTED: June 26, 2019