

ADAMHS BOARD OF CUYAHOGA COUNTY

RESOLUTION NO. 20-11-02

APPROVAL OF *COPING WITH THE HOLIDAYS AND A PANDEMIC* MAILING AND DIGITAL ADS

WHEREAS, the Alcohol, Drug Addiction and Mental Health Services Board of Cuyahoga County (ADAMHS Board) partners with the Suicide Prevention Coalition to release an annual booklet to help clients, families and the general public get tips for having less stress and more self-care during the holidays; and,

WHEREAS, the ADAMHS Board and the Suicide Prevention Coalition updated the booklet to be called *Coping with the Holidays and a Pandemic* in order to expand resources to include information on stressors related to COVID-19. This year the booklet will include tips on how to stay physically safe, how to host safe holiday gatherings and special tips for children and older adults during a pandemic; and,

WHEREAS, the ADAMHS Board seeks to share the booklet via email, media outlets, social media and via mail to households most affected by the digital divide. In addition, the ADAMHS Board will purchase digital ads for zip codes in Cuyahoga County that have a higher number of suicide deaths; and,

WHEREAS, this effort seeks to serve approximately 62,000 households and receive 100,000 impressions with digital ads and social media posts.

NOW, THEREFORE, BE IT RESOLVED:

1. The ADAMHS Board of Directors approves the request to print, mail and purchase digital ads for the *Coping with the Holidays and a Pandemic* booklet in an amount not to exceed \$27,000.
2. The ADAMHS Board Chief Executive Officer is hereby authorized to execute any necessary contractual agreements.

On the motion of Reginald C. Blue, Ph.D., seconded by Patricia James-Stewart, M.Ed., LSW, the foregoing resolution was adopted.

AYES: A. Bhardwaj, R. Blue, G. Boehm, C. Bryant, E. Cade, E. Caraballo, R. Fowler, G. Howard, P. James-Stewart, K. Kern-Pilch, S. Killpack, J. Olsen, S. Rosenbaum, H. Snider

NAYS: None

DATE ADOPTED: November 18, 2020