



OPIOID TASKFORCE COMMITTEE AGENDA

Wednesday, April 12, 2023

City of Newberry

City Hall

5:30 pm

1. Roll Call
2. Status of Interlocal Agreement: City of Newberry, City of Alachua, City of Archer, City of Micanopy, and City of High Springs
 - a. Receipt of Funds
3. Meridian - Review of Treatment Options for Alachua County Residents.
4. Review of Scope of Work and Qualifications of Marketing Person or Firm
5. Next Meeting: May 12, 2023, Location: TBD

https://us02web.zoom.us/join/zoom/register/tZIVcu2tqD8pGdXcQVP1RUmM9Amz_9l-kuF6

Children's Trust of Alachua County
802 NW 5th Ave, Suite 100 | P.O. Box 5669 | Gainesville, FL 32627
(352) 374-1830 | www.childrenstrustofalachuacounty.us

File Attachments for Item:

3. Review of Scope of Work and Qualifications of Marketing Person or Firm

Qualifications for Marketing Person or Firm:

County-wide experience preferred.

Experience with social issues preferred.

What is the call-to-action or just brand awareness?

Targets are parents and children

Services needed:

- Name of Task Force
- Tagline
- Recommendation of methods (use or not use)
- Website
- Social Media
- Print media
- Radio
- Billboards
- Mail outs
- Videos
- Flyers
- Surveys at restaurants
- Circle logo on handout
- Live public events
- Half-time at sports events
- Contests for children
 - Poster contest for elementary students and/or video contest for middle and high school students
 - And/or video contest for middle and high school students
- Public Service Announcements (PSAs)
- Local access television shows, e.g. Alachua County Talks with Mark Sexton
- Drug give-up programs
- Use Santa Fe Mentor Program <https://www.radkids.org>
- Invite Meridian to Task Force for advice
- Work with HPW <https://hpwcoalition.org>.
- Work with Alachua County Sheriff's Office