



CHILDREN'S TRUST
OF ALACHUA COUNTY

OPIOID TASKFORCE COMMITTEE MEETING AGENDA

June 14, 2023 at 5:30 PM

Virtual Meeting

Call to Order

Roll Call

Update on Invoicing for Agreement: City of Newberry, City of Alachua, City of Archer, City of Micanopy, and City of High Springs

May 10th Meeting Update, CTAC ED Marsha Kiner

Other

For Your Information

- [1.](#) Opioid Taskforce Minutes March 8, 2023
- [2.](#) Opioid Taskforce Minutes April 12, 2023

Next Meeting: July 12, 2023, Location: Virtual or In-person

Adjournment

Virtual Meeting Information

Registration Link: https://us02web.zoom.us/webinar/register/WN_Ad2gleeYRBOI2c7WMqZCSw

File Attachments for Item:

1. Opioid Taskforce Minutes March 8, 2023

Minutes from the March 8th meeting in Micanopy:

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
- Potential Collaborations
 - Santa Fe Mentor Program <https://www.radkids.org>
- Meridian
- HPW <https://hpwcoalition.org>.
- Alachua County Sheriff's Office

File Attachments for Item:

2. Opioid Taskforce Minutes April 12, 2023

Minutes from the April 12th meeting in Newberry:

- **Roll Call: Kathy Penny, Archer, Jordan Marlowe, Newberry, Jennifer Blalock, Alachua, Mark Modas, Newberry, and Marsha Kiner, Children’s Trust**

- M. Kiner shared that the Interlocal agreement has not yet reached the Trust. She asked for each city to follow up and forward the agreement if it still needs to be routed. Once all signatures are incorporated, the Trust will begin invoicing. She noted that no one can be hired to facilitate the campaign without funding.
 - Discussion about asking the City of Gainesville for in-kind services rather than a dollar amount to aid the Taskforce in some of it’s work. Discussion to ask the county for a dollar amount to leverage the funds already pledged.

- Meridian was not in attendance at the meeting. M. Kiner will follow up and request Meridian to attend the next meeting of the Taskforce. K. Penny shared the contact information of another organization that may be helpful as well (Elite DNA).

- Information was shared about two upcoming events in Newberry: April 22 Fundraiser for Health and Wellness – Fire Department will receive prescriptions (people can bring in their left-over prescriptions/opioids) and the department will dispose of them appropriately. The Fire Department will also be offering CPR and Narcan Demonstrations. They are raising funds to pay for a Baby Box.

- Discussion about the Goals of the Campaign and the need to develop a tagline for it.

- **Next meeting is scheduled for High Springs.**
