

Opioid Awareness Initiative-

Partnership with the Jackson County Community Foundation

Jackson County Department of Public Health
July 9, 2019



OVERVIEW

- The Jackson County Department of Public Health (JCDPH) will partner with the Jackson County Community Foundation (JCCF) to implement the following:
 - Comprehensive Opioid Awareness Campaign
 - Community outreach through school assemblies, community meetings, and/or community forums

OPIOID AWARENESS CAMPAIGN

- September to be designated as *Opioid Awareness Month* by the Jackson County Board of Commissioners
- Campaign to include the following:
 - Billboards
 - Radio ads & interview
 - Newspaper ads
 - Featured newspaper article
 - Banners
 - Magazines
- Campaign to run September through October

COMMUNITY OUTREACH

- October will also be devoted to school assemblies, community meetings, and/or community forums that focus on opioid awareness.
- Potential partners include:
 - Jackson County Public Schools
 - Non-profits (i.e. MountainWise, Mountain Projects, etc.)
 - Churches
 - WCU & The Center for Study of Free Enterprise

**Assemblies, meetings, and/or forums will be dependent on availability of partners*

BUDGET

| Item | JCCF Quote | JCDPH Quote |
|-----------------------------|--|--|
| Intern | 16 hrs/week for 8 weeks at \$15/hr \$1920 | 10 hrs/week for 12 weeks at \$15/hr \$1800 |
| Banners | 4 at \$150 each \$600 | 3 at \$68.40 + tax \$220 |
| Trifold Pamphlets | 5000 at \$0.20 each \$1000 | 1000 magazines at \$2.50 each \$2500 |
| Radio Ads | 160 at \$9 each \$1440 | 88 at ~\$5.68 each \$500 package |
| Morning Talk Shows | No charge | N/A |
| PSAs | \$200 | No additional charge 2 interviews/month (Sept & Oct) included in the \$500 package |
| Newspaper Ads | Ads in Sylva Herald, Smoky Mountain News, Crossroads Chronicle, & One Feather \$2180 | 3 1/4 page color ads in Sylva Herald, Smoky Mountain News, Crossroads Chronicle, & One Feather \$2020 |
| Billboards | 3 at ~\$513 each \$1540 | 2 electronic billboards in Sylva at \$350/month (Sept & Oct) 1 paper billboard on Hwy 74 near Uncle Bills at \$390/month + \$110 poster fee (Sept & Oct) \$1590 |
| Artwork for Trifolds | \$300 | N/A |
| Total | \$ 9,180.00 | \$ 8,630.00 |

RESPONSIBILITIES

JCDPH

- Manage funds
- Implement Opioid Awareness Campaign
- Hire and manage intern
- Coordinate assemblies and/or meetings with support of JCCF and other partners

JCCF

- Provide logos, artwork, and other content for Opioid Awareness Campaign
- Provide content for assemblies and/or meetings as needed
- Organize forum through The Center for Study of Free Enterprise

QUESTIONS

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