PROCEEDINGS OF THE BROWN COUNTY
HUMAN SERVICES COMMITTEE

Pursuant to Section 19.84 Wis. Stats., a budget & regular meeting of the **Brown County Human Services Committee** was held on Wednesday, October 12, 2022 in Room 200, Northern Building, 305 E. Walnut St., Green Bay, Wisconsin.

Present: Chair Emily Jacobson, Vice-Chair Megan Borchardt, Supervisor Pat Evans, Supervisor Pat Hopkins
Excused: Supervisor Barbara Avery
Also Present: HHS Executive Director Jeremy Kral, ADRC Director Devon Christianson, CVSO Joe Aulik, Syble Hopp School Administrator Kim Pahlow, Syble Hopp School Business Manager Carolyn Maricque, Public Health Officer Anna Nick, Finance Director Eric Johnson, Community Services Administrator Jenny Hoffman, Director of Administration Chad Weininger, Finance Director Bradley Klingsporn, Benefits Manager Jill Bomkamp, HR Manager Kara Navin, Internal Auditor Dan Process, County Executive Troy Streckenbach; Supervisors Tom Lund, Dave Landwehr; other interested parties

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I. **Call Meeting to Order.**

The meeting was called to order by Chair Emily Jacobson at 5:30 p.m.

II. **Approve/Modify Agenda.**

Motion made by Supervisor Borchardt, seconded by Supervisor Evans to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

III. **Approve/Modify Minutes of September 28, 2022.**

Motion made by Supervisor Borchardt, seconded by Supervisor Evans to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

****BUDGET REVIEW****

Comments from the Public on Budgetary Items None.

REVIEW OF 2023 DEPARTMENT BUDGETS

1. AGING AND DISABILITY RESOURCE CENTER - Review of 2023 Department Budget.

Pages 107 - 112 of the 2023 Proposed Budget book - ADRC Director Devon Christianson thanked the committee for helping them meet their initiatives all year and what is ahead, as this budget reflects looking forward. She informed they did not put the expenses of the Central Kitchen in because they did not know the outcome when putting the budget together but the revenue was there so they will put a lot of effort and energy developing the kitchen in the next year. Christianson briefly spoke to their Staffing Summary and Contracted & Professional Services.

Responding to Evans, Christianson informed the ADRC Board approved their budget in July. The projected number of meals served is what they anticipate when the kitchen is in full swing. They want to go from 600 to 1,000 meals a day. The 40% increase in *Customers Engaged through Outreach Activities* was partly on-the-go and meals but they also do outreach with customers in educational programs, etc. That all increased as the pandemic lifted, and they were able to get back to seeing people in person. They lowered their personnel costs by looking at the average amount of vacancies, or people out on leave, looking over the past 5-years at their vacancy rate. Operating Expenses were up with the ARPA dollars, they had to match it with projects. The revenues from ARPA, they had additional expenses as a result. They won't see those over time, but this was a peak right now. It was about 2-years' worth of additional revenue that they'll see through the federal government. They made sure the expenses were not

ongoing expenses either.

Evans found training workshops and conventions were great for employees and questioned if they had a training budget? Christianson responded, being a resource center, one thing that was incredibly critical was that their staff be well trained and informed. They must know their jobs and all their resources, so yes. It dipped down during the pandemic as travel was reduced but staff did virtual trainings. Several of their benefit positions required monthly training under attorney supervisor. They have resources for their information and assistant staff and even their administrative staff to be able to do leadership training. Some of their initiatives are around creating the strongest leaders that they can. They saw retention when employees saw the ability to see themselves grow. At evaluation time they ask staff to do a stretch goal and talk about something new they want to learn, a skill they want to gain, expertise they can lean into and provide the training to get them there, so they feel like they're investing in them as professionals and seeing them grow.

Motion made by Supervisor Hopkins, seconded by Supervisor Borchardt to approve the Aging and Disability Resource Center budget. Vote taken. MOTION CARRIED UNANIMOUSLY

2. SYBLE HOPP SCHOOL/CHILDREN WITH DISABILITIES EDUCATION BOARD - Review of 2023 Department Budget.

Pages 144 - 150 of the 2023 Proposed Budget book - Syble Hopp School Administrator Kim Pahlow and Business Manager Carolyn Maricque were present for questions. Jacobson questioned the 70.59% decrees in the *Number of Students Utilizing the Transit System.* Pahlow informed Transit discontinued their bus line and now they use the micro-transit system, which has been a bit of a challenge and they were still trying to figure all of that out. It changed their whole CBI process and work locational process of being able to get their kids to use the transit system. They didn't find out about it until the start of the school year, last year. They went to a meeting and didn't make any progress. Their kids must learn how to use the system that is being used, unfortunately it changed their efficiencies and the ability to get where they need to go as quickly and to learn the system. It's working but not timely and there were some safety concerns that they had to figure out. The committee noted they would have to look at this again, and get some federal people involved.

Motion made by Supervisor Evans, seconded by Supervisor Hopkins to approve the Syble Hopp School/Children with Disabilities Education Board budget. Vote taken. MOTION CARRIED UNANIMOUSLY

3. VETERANS SERVICES - Review of 2023 Department Budget.

Pages 151 - 155 of the 2023 Proposed Budget book - County Veteran Service Officer Joe Aulik informed the 2023 budget was status quo from 2022. He however was requesting to move three Veteran Benefits Specialists from 37.5 to 40 hours per week, with a total budget impact of $10,279. This allows them to capture 40 extra workdays per year between the three Benefit Specialists to manage their increased workload for the front desk, claims, and outreach opportunities. He was under the impression there were funds available, but they have since disappeared. Evans informed he didn't have a problem supporting $10,000 and asked the Director of Administration to address this. Weininger informed they had about $113,347.00 that was under the levy limit, an additional capacity that they could levy for, but Public Safety Committee made a motion to use it. Any changes were a policy decision and would have to happen on the board floor. Further discussions ensued regarding options of where they can get the $10,279 without creating a structural deficit. Weininger stated they could cut from other budgets or over the next year, they may have additional shared revenue coming in, depending on what happens with the budget, and they could take this up later.

Motion made by Supervisor Evans, seconded by Supervisor Jacobson to forward this resolution on to the County Board for discussion under resolutions. Vote taken. MOTION CARRIED UNANIMOUSLY

Motion made by Supervisor Hopkins, seconded by Supervisor Evans to approve the Veterans Services budget. Vote taken. MOTION CARRIED UNANIMOUSLY

Borchardt congratulated Director Aulik for another successful Stars and Stripes Honor Flight. Aulik informed for those who'd like to participate, go to www.starsandstripeshonorflight.org

4. HEALTH & HUMAN SERVICES - Review of 2023 Department Budget.

Pages 113 - 143 of the 2023 Proposed Budget book - HHS Executive Director Jeremy Kral informed that mainly the changes were highlighted as initiatives or included in the Table of Organization changes. The remainder of the meat of the budget was essentially based on this years' experience and age forward into next year what they predict expenses and needs will be.

Responding to Evans, Kral informed the regular training budget (pg. 127) was adequate for keeping people up to skill and capable of doing their job but in addition to that, this committee has previously supported then moved forward an ARPA request to invest an additional $200,000 in their department for staff development. He agreed that the training for line staff is very important.

Evans questioned the need for more Child Protection staff? It was Kral's understanding that a couple years ago, there were several new positions invested in that area. Something they're evaluating as they go forward in the strategic planning process, for the next five years starting with 2023, was recruitment and retention and investing in that group. Kral didn't know at this point what shape that takes, if it's more FTEs or evaluating other factors such as work environment, tools available to them, or compensation potentially, but certainly that was an area that was important.

Evans questioned if there was a way to increase parental fee collections for juvenile justice and foster care placements under Public Charges (pg. 115). Kral informed they were looking at potentially tapping a new source of collecting fees for youth and juvenile corrections that hasn't previously been billed out. They're evaluating if that's legal and what the parameters are for that to potentially pick it up.

Kral briefly spoke to the decrease in Miscellaneous Revenue (pg. 115) due to a change in categorization from Miscellaneous Revenue to Other Financing Sources for HHS agency management and support labor transfers to CTC and Public Health. He informed this would be in one of the TO changes, one of the bigger chunks of that was for 2023, with the board support, they would seek to create a position that works and reports in the Public Health org structure but was funded by Community Services Alcohol and Other Drug Abuse Block Grant funds.

Outlay (pg. 115) - Finance Director Bradley Klingsporn provided information on the county fleet management program.

A brief discussion ensued regarding the 0.50 Medical Director (pg. 121); It has been covered by a contracted entity after a retirement, using funds that are backfilled from vacancies in the org chart.

Miscellaneous Revenue (pg. 117) - Public Health Officer Anna Nick informed the increase in campground licensing fees was due to the new Brown County Reforestation Camp campground. Klingsporn noted the way they classify the inspection fees, when they charge themselves, it shows up as Miscellaneous Revenue. When they charge outside people, it's public charges and they have more campsites to inspect.

Jacobson questioned the Outlay (pg. 116) for landscaping costs, Kral believed it was for improvements to the landscaping as opposed to general grounds and maintenance.

a. Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Public Health Division – Deletion and Addition of Various Positions (23-002R).

Motion made by Supervisor Hopkins, seconded by Supervisor Borchardt to suspend the rules to take Items 4a, b, c, d, e, f, g, h, I, j, k, and l together. Vote taken. MOTION CARRIED UNANIMOUSLY

Regarding Personnel changes, Evans stated there were a lot of moving parts, a lot of positions added, and a lot deleted. He questioned if there were any employees in Brown County that were being affected

negatively, such as losing their job? Kral responded no, there were additions of positions and salary adjustments based on efficiencies found and eliminated FTEs that were currently vacant and not needed to be filled. Weininger briefly spoke to the resolution that went before the Administration Committee regarding a 3-percent cost-of-living adjustment (COLA) for January 1, 2023, and two 2-percent pay-for-performance increases, one November 2022, based off 2021 performance and one in November 2023, based off 2022 performance. Evans would like the statement about wage increases firmed up at the County Board meeting as he believed it would be an asked question. Weininger stated it was straightforward in the resolution, there were nuanced pieces to it.

b. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services Division – Social Worker Case Manager (CLTS) Positions (23-017R).**
c. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services Division – Social Worker Case Manager (CCS) Positions (23-018R).**
d. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services Division – Social Worker Supervisor Position (23-019R).**
e. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services Division – Clinical Social Worker Position (23-020R).**

   Evans questioned if the City of Green Bay was contributing any dollars to this position? Kral informed it was a combination of Medicaid crisis billing as well as levy. It's a little bit of a misnomer to say it was working for Green Bay, it's working alongside Green Bay Police Department, providing clinical intervention on second shift. Essentially catching people early when law enforcement was often the first unit called to a mental health crisis, this staff person would be getting out there at the same time.

f. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services Division – Social Worker Supervisor (Youth Justice) Position (23-021R).**
g. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services Division – Social Services Aide III Position (23-022R).**
h. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services and Community Treatment Center Divisions – On-Call Youth Support Specialist and On-Call Lab Services Specialist (23-023R).**
i. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services and Community Treatment Center Division – Court Clerk and Outpatient Clinic Clerk Positions (23-024R).**
j. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health & Human Services Department – Community Treatment Center Division – Shift Differential (23-029R).**
k. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Treatment Center Division – On-Call Positions (23-030R).**
l. **Resolution Approving New or Deleted Positions During the 2023 Budget Process in the Health and Human Services Department – Community Services and Community Treatment Center Divisions – Account Clerk Positions (23-031R).**

Motion made by Supervisor Hopkins, seconded by Supervisor Borchardt to approve Items 4a, b, c, d, e, f, g, h, I, j, k, and l. Vote taken. MOTION CARRIED UNANIMOUSLY

Motion made by Supervisor Borchardt, seconded by Supervisor Hopkins to approve the Health & Human Services budget. Vote taken. MOTION CARRIED UNANIMOUSLY

****NON-BUDGET ITEMS****

Comments from the Public on Non-Budgetary Items. None.

ARPA

1. Discussion and possible action regarding further ARPA requests.

1a. Communication from Supervisor Lund re: Use ARPA funds for vehicles so that employees of the department don't have to use personal vehicles for county business.

Supervisor Lund stated the mileage reimbursement was brought to his attention by employees of the Human Services Department. He spoke with Director Weininger and was told they could possibly use ARPA funds to buy vehicles for the department and then they wouldn't have to use their personal vehicles. He believed it was good for the employee and the county. Lund was presented with a proposal, and he was fine with it if it met their needs, and the employees were happy with it.

Kral provided handouts (attached) re: American Recovery Plan Act (ARPA) Project Recommendation and Supporting Information.

Motion made by Supervisor Evans, seconded by Supervisor Borchardt to approve the purchase of vehicles for support and efficient operations and client needs through the Health and Human Service Department with an estimated cost of $160,000.00 of ARPA funds. Vote taken. MOTION CARRIED UNANIMOUSLY. Remaining balance: $626,885.60.

Motion made by Supervisor Evans, seconded by Supervisor Hopkins to approve the $34,500 request for final accessibility pieces for the ADRC Food Truck near Completion. Vote taken. MOTION CARRIED UNANIMOUSLY. Remaining balance: $592,385.60.

Motion made by Supervisor Evans, seconded by Supervisor Hopkins to approve $120,000 for Syble Hopp chiller. Vote taken. MOTION CARRIED UNANIMOUSLY. Remaining balance: $472,385.60.

Hopkins supported the intent of it but having ran a marketing firm for 20-years, he has a hard time spending $200,000 not knowing how it will be spent because there is a lot of marketing dollars being wasted. He would like to see more, such as development costs, etc. Executive Streckenbach would welcome Hopkins's insight in the industry, to help guide them through this process. It was Jacobson's understanding that they don't have that plan yet, it's lets get the money and make the plan. Streckenbach stated they had general ideas of what needs to happen. They have an immediate awareness campaign they're working on and then a long-term strategy, so the two are kind of incorporated together.

Evans understood fentanyl was terrible and the Executive declared it as a community health crisis but spoke to his hesitation on spending the money on a media campaign, but something had to be done.

Motion made by Supervisor Borchardt, seconded by Supervisor Hopkins to approve $200,000 for an Anti-Fentanyl and Opioid Media Campaign. Vote taken. MOTION CARRIED UNANIMOUSLY. Remaining balance: $272,385.60.

2. Budget Adjustment Request (22-138): Any Allocation from a department's fund balance.

Motion made by Supervisor Borchardt, seconded by Supervisor Evans to approve the Budget Adjustment with the addition of $514,500.00 (Remaining balance: $272,385.60). Vote taken. MOTION CARRIED UNANIMOUSLY

Health & Human Services

3. **Approval of Bid for Project 2546: Replace Security Doors at Shelter Care.**

Motion made by Supervisor Evans, seconded by Supervisor Hopkins to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

4. **Audit of bills.**

   Motion made by Supervisor Borchardt, seconded by Supervisor Hopkins to acknowledge receipt of the bills. Vote taken. MOTION CARRIED UNANIMOUSLY

5. **Such other Matters as Authorized by Law.** Next meeting: Dec 14th @ 5:30pm, Rm 200 – Evans Excused

6. **Adjourn.**

   Motion made by Supervisor Borchardt, seconded by Supervisor Hopkins to adjourn at 6:55 p.m. Vote taken. MOTION CARRIED UNANIMOUSLY

   Respectfully Submitted,

   Alicia Loehlein
   Legislative Specialist

October 27, 2022

TO THE HONORABLE CHAIRMAN AND MEMBERS
OF THE BROWN COUNTY BOARD OF SUPERVISORS

Ladies and Gentlemen:

RESOLUTION APPROVING NEW OR DELETED POSITIONS DURING THE 2023 BUDGET PROCESS IN THE VETERANS SERVICES DEPARTMENT – VETERANS BENEFIT SPECIALIST POSITIONS

WHEREAS, a table of organization request was submitted by the Veterans Services Department ("Department"); and

WHEREAS, the department is requesting to increase their Veterans Benefit Specialist positions from 1950 to 2080 hours annually; and

WHEREAS, the Department, recommends the following changes to the Department's table of organization: the deletion of three (1.0 FTE) Veterans Benefit Specialist positions and the addition of three (1.0 FTE) Veterans Benefit Specialist positions.

NOW, THEREFORE, BE IT RESOLVED by the Brown County Board of Supervisors, the following changes to the Department's table of organization, as described above and below in the Budget Impact section of this resolution, are hereby approved: the deletion of three (1.0 FTE) Veterans Benefit Specialist positions and the addition of three (1.0 FTE) Veterans Benefit Specialist positions., as requested through the 2023 budget process to be effective January 1, 2023.

Budget Impact: Veteran's Services Department

Annual Budget Impact	FTE	Addition/Deletion	Salary	Fringe	Total
Veterans Benefit Specialist $20.19/hr Position #multiple Hours: 1,950	3.0	Deletion	($118,116)	($41,638)	($159,754)
Veterans Benefit Specialist $20.19/hr Position #multiple Hours: 2,080	3.0	Addition	$125,985	$44,048	$170,033
Annual Budget Impact					$10,279

Respectfully submitted,
HUMAN SERVICES COMMITTEE

Approved By:

_____
TROY STRECKENBACH
COUNTY EXECUTIVE

Date Signed: _____

Authored by Veteran's Services Department
Final Draft Approved by Corporation Counsel's Office

BOARD OF SUPERVISORS ROLL CALL #_____

Motion made by Supervisor _____

Seconded by Supervisor _____

SUPERVISORS	DIST. #	AYES	NAYS	ABSTAIN	EXCUSED
ANTONNEAU	1				
DE WANE	2				
NICHOLSON	3				
JACOBSON	4				
THENO	5				
LEFEBVRE	6				
FRIBERG	7				
BORCHARDT	8				
EVANS	9				
VANDER LEEST	10				
BUCKLEY	11				
LANDWEHR	12				
DANTINNE, JR	13				

SUPERVISORS	DIST. #	AYES	NAYS	ABSTAIN	EXCUSED
AVERY	14				
FULLER	15				
KASTER	16				
VAN DYCK	17				
HOPKINS	18				
ADAMS	19				
COENEN	20				
SCHULTZ	21				
PETERS	22				
SUENNEN	23				
SCHADEWALD	24				
LUND	25				
DENEYS	26				

Total Votes Cast _____
Motion: **Adopted** ____ **Defeated** ____ **Tabled** ____

BROWN COUNTY HEALTH & HUMAN SERVICES

111 N. Jefferson Street
P.O. Box 22188
Green Bay, WI 54305-3600

Phone (920) 448-6000 Fax (920) 448-6126

Jeremy Kral, *Executive Director*

October 12, 2022

Re: American Recovery Plan Act (ARPA) Project Recommendations and Supporting Information (CY2023-24 Budget)

Introduction

The Health & Human Services Department (HHS) has identified an additional ARPA-eligible project to support our mission serving the community. It is believed that this is a cost-effective investment that provides value to the community and does not create any structural deficit.

1. Purchase of Vehicles to Support Efficient Operations and Client Needs

Estimated Cost: $160,000 Four Minivans @ $40,000 each

The Department of Health and Human Services (HHS) staff frequently travel as a part of their regular work, to meet with clients, families, service providers, attend training, and other business reasons. Mileage for use of personal vehicles is reimbursed and 80% of the federal IRS mileage rate per county code Section 3.11(3)(g)2. An opportunity exists for the HHS Department to utilize ARPA funding to purchase additional county vehicles and reduce utilization of personal vehicles and the ongoing operational expenses attached to the use of personal vehicles.

HHS and the people served would benefit from applying ARPA funding to purchase up to four new minivans for use by staff to complete county business. Minivans are strongly preferred, because vehicles are frequently used to transport clients, including children and people with mobility needs. The ability to easily accommodate three or more car seats, as well as a sliding door for entrance and exit are great advantages to a van as opposed to a standard car or compact SUV.

HHS projects the 2022 cost of reimbursement for use of Community Services staff's personal vehicles alone to be approximately $138,000. Adding four additional vehicles for use by staff would reduce that operational cost. Most staff also prefer to use county vehicles for a number of different reasons. On a mile-per-mile basis, a county-owned vehicle is believed to be a more cost-effective solution than reimbursing employees for use of personal vehicles as well.

If purchase of four vehicles is supported by the County Board, the intent would be to base two at the Sophie Beaumont Building, one at the Community Treatment Center, and one at the Family Center. These are the primary locations from which staff travel, and also the locations which clients most often travel to and from.

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ARPA Request: Brown County Human Services Committee 10.12.2022

Final Accessibility Pieces for the ADRC Food Truck near completion: **Request $34,500**

The announcement of the grant from David L. and Rita E. Nelson Family Fund within the Community Foundation for the Fox Valley Region to create a unique Wisconsin based accessible food trucks brought excitement to our community. The symbol of being "on the road" and "out in front of people" resonates not only with our trainees but also with our community who is thirsty for connection. The pandemic has accelerated isolation and loneliness issues for almost everyone in the community!

The largest challenge we have with the completion of our Fully Accessible Food Truck is the unpredictability of the materials. The pandemic has caused a substantial increase in the cost of building materials and labor, along with supply chain shortages.

We need to raise about $34,500 more to cover all the features that were originally planned with this grant.

These additional items will help move our project forward and get us on the road with our congregate government-based meal as well as our trainee's program for adults with disabilities.

- $12,000 Accessible Espresso Machine + Plumbing costs
- $8,5000 Accessible Ramp
- $10,000 Truck and Trailer Wrap
- $4,000 Uniforms (Shirts, Aprons, Hats) and Adaptative Kitchen Items

We are continuing to dream of days ahead where we gather, stand in line smelling the food cook, see smiling faces, and connect over good food and fun.

This is a vision, as a community, we all can share.

Thanks!

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ARPA Project Information Form

Round 2-Oversight Committee Approved Projects

Project Name: Air Cooled Chiller **Project Manager:** Carolyn Maricque

Department/Division: Syble Hopp

Project Team Members (list project team members, including support departments. Must include IT Dept & Facilities):
Kim Pahlow, Carolyn Maricque, Jim Skenadore, Kirsten Holland (IT), Tom Hermes (Fac)

Total Project Cost: $120,000 **Other Funding Sources:** NA

Est. Start Date: 07/01/23 **Est Completion Date:** 8/31/23 (if equipment is available)

Project Description:
The project replaces the air cooled chiller that provides cool air to the Southwing of our building. Included in the project will be the an update of the coil and ductwork in the air handling unit connected to the chiller. The original unit is a 2005 model which uses R22 refrigerant which is no longer readily available. The project is intended to enhance the educational environment by improving air quality, temp. regulation, and energy efficiency.

Procurement Process:
Public Bidding process.

Increase/Decrease in Annual Operating Costs: $ May be neutral

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Jeremy Kral, *Executive Director*

October 12, 2022

Re: American Recovery Plan Act (ARPA) Project Recommendations and Supporting Information (CY2023-24 Budget)

Introduction
The Health & Human Services Department (HHS) has identified an additional ARPA-eligible project to support our mission serving the community. It is believed that this is a cost-effective investment that provides value to the community and does not create any structural deficit.

1. Anti-Fentanyl and Opioid Media Campaign
Estimated Cost: $200,000 total - $100,000 in 2022, $100,000 in 2023

As we know, use of opioids and specifically fentanyl have been increasing in our county. Fentanyl related overdose deaths have risen dramatically in the past few years, driving an increase in the overall number of people lost to drug overdose. The County Executive declared fentanyl a community health crisis in September 2022.

In order to address the danger of fentanyl and other opioids, HHS requests county board support in allocating ARPA funding to an anti-fentanyl media campaign. The objective of the campaign will be to raise community awareness of the presence of fentanyl and the serious dangers of using opioids and/or laced illegal drugs. The ultimate goal of raising this awareness would be to reduce use of fentanyl and opioids in our county.

The media campaign would likely be designed in conjunction with a qualified firm to advise on available options and the projected impacts of different types and locations of media to reach the target audiences. Based on analysis of expected impact and value, as well as input from stakeholders, HHS would proceed to implement a multi-media anti-fentanyl campaign. Potential media outlets include: promoted social media, billboards, local television, print media, and radio.

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