

HOPE

Health & Opioid Prevention Effort of Alachua County

Alachua County Opioid Task Force • 2025–2026 Review

Presented to the Children's Trust of Alachua County | May 11, 2025

"One Pill Can Kill"

Task Force Members & Partner Organizations

This campaign was made possible through the collaboration of dedicated community partners.

Jordan Marlow
Newberry
City Manager

Bryan Eastman
Gainesville
City Commissioner

Jennifer Ringersen
City of Alachua
City Commissioner

Anna Prizzia
Alachua
County Commissioner

Marsha Kiner
Executive Director
CTAC

Kathy Penny
Archer
City Commissioner

Jiana Williams
Mayor of Micanopy

Joy Glanzer
Founding Member

Tristan Grunder
High Springs
City Commissioner

Claudia Tuck
Director of Support
Services Alachua County

Funding & Oversight

State Opioid Settlement Fund (SAMH)
Lutheran Financial Services
Children's Trust of Alachua County
Alachua County Community Support Services

Community Partners

Strong Minded Mentors
Grace Marketplace
Meridian Behavioral Care Crisis Center
Alachua County Metamorphosis
radKids
HPW Health Promotion & Wellness Coalition

History of the Alachua County Opioid Task Force

1

The Problem Identified 2016-2018

In 2016 a statewide survey on substance abuse revealed that opioid addiction among teens in **Alachua county** was the **second highest in the state**. In 2018 the state of Florida sued 11 corporations for wrongful conduct in the opioid epidemic, resulting in approximately **3 Billion dollars** returning to the State of Florida for opioid abatement services over the next 18 years.

"As a father, as a teacher and a mayor I feel compelled to do something," Marlow said.

2

Coalition Formed 2018-2022

In 2018, Mayor Jordan Marlow partnered with Mayors, City and County Commissioners across Alachua County to form **the Alachua County Opioid Task Force** to respond to the increasing local opioid epidemic. In 2022, the Newberry Task Force drafted an inter-local agreement between the cities of Archer, High Springs, and Micanopy. Requesting a commitment of \$10,000 from each city and \$15,000 from the City of Newberry to be administered by the Children's Trust of Alachua County, with the hope of future matching funds from the county.

3

Funding Sources Identified & Secured 2022-2024

In the fall of 2024, the Alachua County Opioid Task Force was awarded \$351,248 in State Opioid Settlement funds, among the first disbursements to non-qualified counties, distributed through LSF Health Systems and contracted through the Children's Trust of Alachua County, with a formal agreement executed in January 2025. These funds provided the Task Force with the full budget needed to launch the HOPE Campaign.

4

HOPE Campaign 2025 - 2026

After several months of planning on September 8, 2025, the **Health & Opioid Prevention Effort of Alachua County**, campaign launched countywide, delivering over **30 million impressions** across billboards, television, radio, and digital media, with one powerful message: **1 in 7 unprescribed pills can kill.**"

The Campaign — "1 in 7 Pills Can Kill"

Target Market

- Youth ages 7–18
- Parents & caregivers of school-age children
- Families across all Alachua County municipalities
- English & Spanish-speaking communities (Tu Fiesta Radio)

Tactics Used & Total Impressions

Advertisements Created:

- Radio Ads in English and Spanish
- Banner Ads for Digital Distribution & Billboard distribution
- Magazine Advertisements
- Pass out cards for partnership schools
- Videos – 2minute, 60 second, 30 second and 15 second version.

Impressions to Date: September '25 – April '26

- Billboards — 24.4M impressions
- WUFT / WRUF TV + Radio — 2.25M impressions
- TV20 / WCJB — 1.07M impressions
- Facebook Ads — ~492K impressions
- Digital Display & CTV/OTT — 1.14M impressions
- Giggle Magazine (families) — 60K impressions
- Tu Fiesta Radio (Spanish) — ~90K impressions

Funding Sources

State Opioid Settlement (SAMH)

\$227,248 — directly managed campaign:
billboards, broadcast TV, radio, print, community
outreach

3D Digital / MoneyPages (Community Coalition Alliance)

\$124,000 — digital amplification:
CTV/OTT, programmatic display, social media, website

TOTAL FUNDING: \$351,248



Health & Opioid Prevention Effort
of Alachua County

See the Campaign in Action

Watch our 2-minute HOPE Alachua public service campaign video



[Click here to watch the HOPE Campaign Video](#)

2026–2027: Hope for the Future

Building on proven success — expanding reach, deepening impact

01

Expand School Partnerships

Add elementary school partnerships to intercept risk earlier before 5th grade exposure. Continue middle & high school collaboration.

02

Community Events & Health Fairs

Dedicated presence at fairs, festivals, and health expos to deliver educational materials directly into families' hands.

03

Enhanced Digital & Social Strategy

Partner with a local digital agency for richer content, better targeting, and expanded social media reach across platforms.

04

Florida Gators Partnership

Explore collaboration with trusted local sports organizations to amplify credibility and reach a broader youth audience.

05

Sustain Traditional Media

Continue proven billboards, TV20, WUFT, and radio — the highest-reach and most cost-efficient channels identified in 2025–26.

06

Stronger Municipal Coordination

Deepen buy-in from all 6 municipalities for unified, visible community-wide support and consistent messaging.



Health & Opioid Prevention Effort
of Alachua County

Thank You

We are grateful for the Children's Trust of Alachua County's partnership in protecting our community's most vulnerable young people.