



**Item:**

HOPE Alachua – Alachua County Opioid Task Force

**Requested Action:**

The Board is asked to approve the agreement with LSF.

**Background:**

The Alachua County Opioid Task Force was established in response to the county's high adolescent addiction and overdose rates, which rank among the highest in Florida. The task force is responsible for raising awareness of the opioid and fentanyl crisis and has built a coalition to lead a countywide awareness campaign reaching both rural municipalities and the urban core.

The Children's Trust of Alachua County manages the awarded funds, while the task force directs the work, monitors performance, and tracks outcome data. LSF has approved an award of \$196,900 to continue organizing and implementing the countywide awareness campaign, extending efforts initiated in fiscal years 2024, 2025, and 2026.

In fiscal year 2026–2027, the campaign will maintain its focus on opioid education with enhanced strategies to engage the local university community and better reach families and students at risk. Funding will support the task force's plan to partner with a marketing firm to develop targeted messaging informed by community leaders in each municipality. It will also support social media, radio, television, billboards, and promotional materials designed to help residents understand the dangers and local impact of the opioid epidemic.

**Attachments:**

N/A

**Programmatic Impact:**

Goal 3: Children and youth live in a safe community

**Fiscal Impact:**

N/A

**Recommendation:**

Staff recommends approval