



Agenda Report

2725 Judge Fran Jamieson
Way
Viera, FL 32940

Resolution/Award/Presentation

E.1.

7/22/2025

Subject:

Presentation by CT Social (CTS) providing a preview of the upcoming Brevard County Opioid Awareness Marketing Campaign.

Fiscal Impact:

None

Dept/Office:

Housing and Human Services

Requested Action:

Summary Explanation and Background:

On November 21, 2023, the Board authorized Housing and Human Services to administer the Opioid Abatement services within Brevard County. As part of this effort, CTS was designated to lead the Marketing and Education program. CTS was requested to provide a preview of the upcoming Brevard County Opioid Awareness Marketing Campaign, which is scheduled to launch on August 21, 2025.

Clerk to the Board Instructions:



Kimberly Powell, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001
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Kimberly.Powell@brevardclerk.us

July 23, 2025

M E M O R A N D U M

TO: Juanita Jackson, Housing and Human Services Director

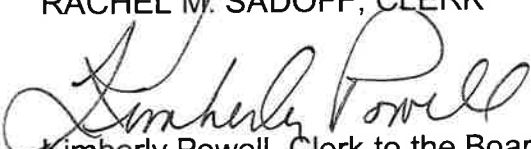
RE: Item E.1., Presentation by CT Social (CTS) Providing a Preview of the Upcoming Brevard County Opioid Awareness Marketing Campaign

The Board of County Commissioners, in regular session on July 22, 2025, acknowledged Presentation by CTS providing a preview of the upcoming Brevard County Opioid Awareness Marketing Campaign, scheduled to launch on August 21, 2025.

Your continued cooperation is always appreciated.

Sincerely,

BOARD OF COUNTY COMMISSIONERS
RACHEL M. SADOFF, CLERK


Kimberly Powell, Clerk to the Board

/ds

Messaging the Opioid Crisis in Brevard County

Public Awareness & Education Campaign Briefing

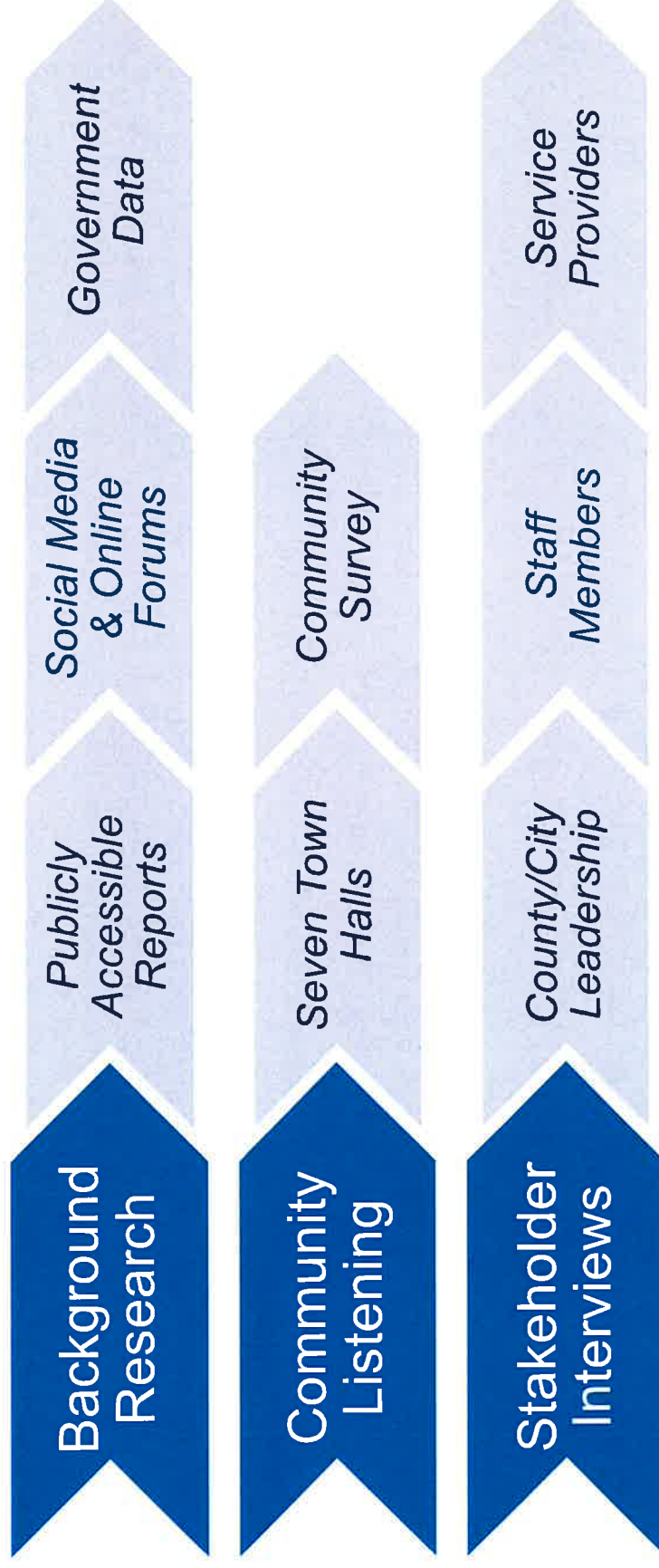
Presented by CTS { agency

July 22, 2025

National Opioid Settlement

- **May 18, 2021, Board of County Commissioners** authorize **Resolution 21-017**: committed the County to participate in the opioid settlement Florida Plan
- **October 26, 2021**: Brevard approved as “Qualified County”
- **November 21, 2023, First Year Opioid Abatement services**: BOCC approved Marketing and Education Contract

How we got here



Opioid-related burdens on the community

- **Law enforcement and corrections:** pursues trafficking, DWIs while responding to overdoses, detox demands
- **First responders and health care:** high volume of overdose calls places demands on EMS and emergency rooms
- **Community workers:** parks, libraries, and transit staff burdened by need to respond to drug use (even overdoses)



Opioid-related burdens on the community

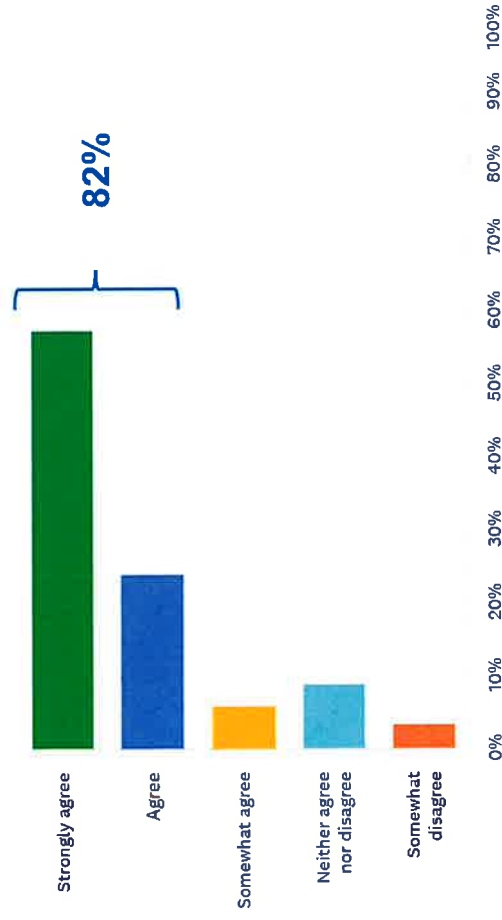
- **Nonprofit providers:** require additional funding to serve the growing need (especially in-patient treatment beds)
- **Child welfare system:** caretaker drug abuse has become a major reason for child removals to foster care
- **Families:** struggle to know how to respond appropriately for their family, coworkers, and friends



Key takeaways from the community survey

To what extent do you agree or disagree with the following statement: 'Opioids are a concerning issue in Brevard County'?

Answered: 1,104 Skipped: 48



Of the 1,155 respondents to the community survey, most agreed that opioids were a concerning issue in Brevard County.

46% had been personally affected by opioid use – most by a family member's use.

Fentanyl Deaths by Age Group (2017-2023)

109

< 25

428

26 - 34

733

35 - 50

468

50+

**includes fentanyl and fentanyl analogs*

MESSAGING PRIORITIES

Reduce the stigma of opioid addiction

(to encourage people of all ages to seek help)

MESSAGING PRIORITIES

Offer accessible resources to family members

*(for help understanding how to effectively
support a loved one in need)*

MESSAGING PRIORITIES

Provide easy navigation for opioid treatment and recovery resources

(for those who have been living with opioid use disorder and are ready to seek help)

MESSAGING PRIORITIES

Focus on youth substance use prevention messages

*(especially for kids at the elementary and
middle school age level)*

MESSAGING PRIORITIES

Promote knowledge of life-saving tools and programs

*(such as naloxone, MAT programs, and the
Good Samaritan Law)*

Campaign Audiences

- Individuals actively seeking recovery
- Families and caregivers
- Healthcare providers
- Community organizations and nonprofits
- Faith communities
- Law enforcement and first responders
- Educators and youth-serving organizations
- General public
- City/county staff, policy makers, and funders

Year 1 Campaign Overview

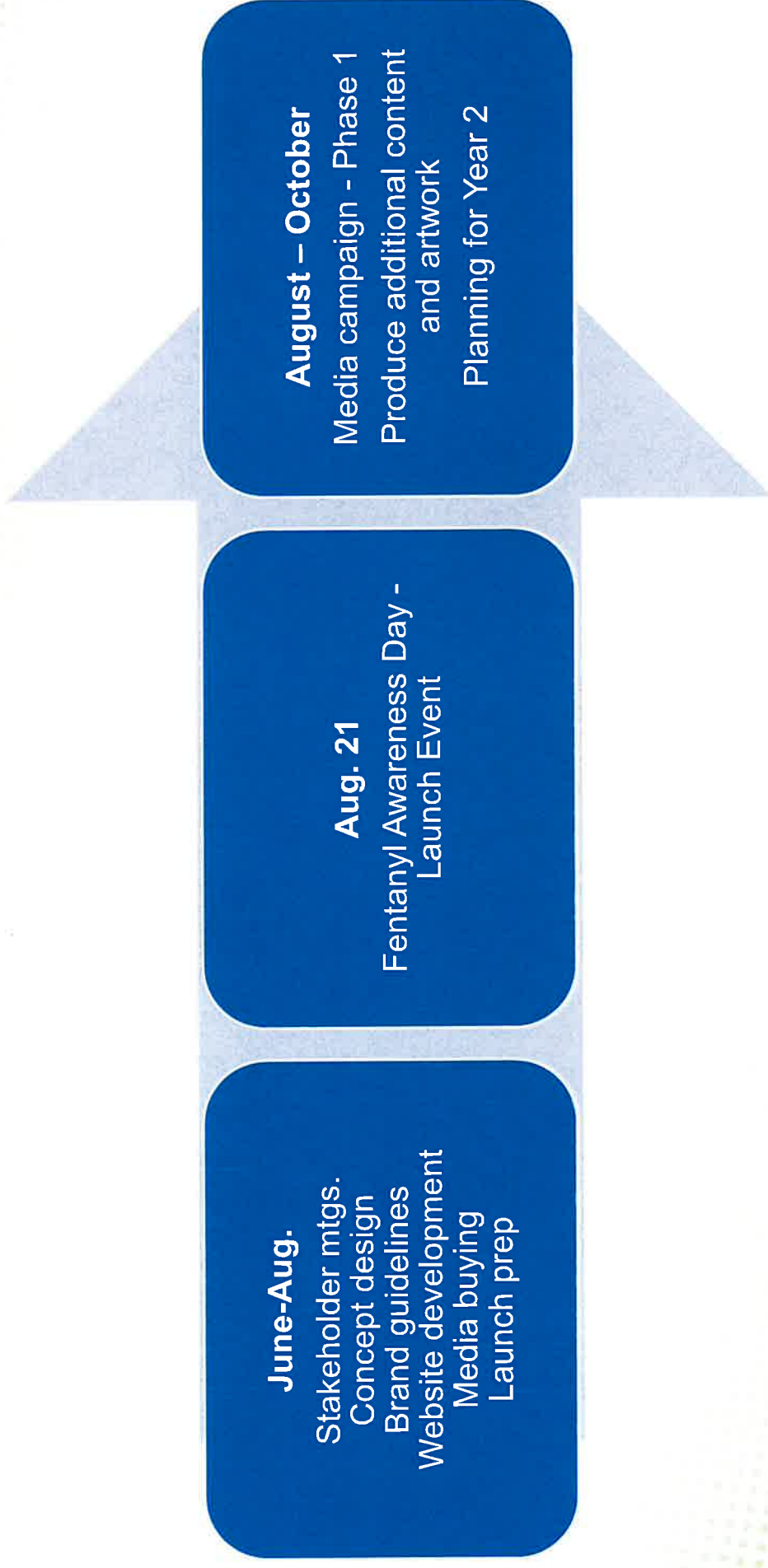
CATEGORY	DELIVERABLES
Print Media	Billboards Bus wraps & interior bus ads Community newspaper and magazine placements Brochures, posters and flyers Mirror/window clings Fence mesh posters and yard signs
Digital Media	Display ads on Google and Meta Streaming audio ads
Television	Two television partners Two streaming platforms
Social Media	Boosted posts on Meta from the Brevard County Government page
Partnerships	Partner with four local nonprofits for youth outreach

I DIDN'T THINK I'D
MAKE IT THIS FAR.
NOW, I'M 85 DAYS SOBER.

Call 211 for your
opioid recovery options



Current Timeline



THANK YOU

CAROLYN CAPERN & GREG TRUJILLO | PROJECTS@CTS.AGENCY