



Legislation Text

File #: 3287-2019, **Version:** 1

This ordinance authorizes the Columbus City Council to enter into contract with The Ohio Opioid Education Alliance to support Denial, OH.

The Ohio Opioid Education Alliance (Alliance) is a coalition of over 86 business, education, nonprofit, civic and government organizations committed to the education and prevention of opioid misuse and abuse. Opioid abuse is a complex problem that requires a system-wide approach. Alliance members work together to make a difference in each of their respective areas of influence. To date, the Alliance has raised over \$8 million dollars.

The Alliance is developing a multicultural outreach program for the urban and minority communities to build awareness of the Denial, OH campaign and generate interest and advocacy for resources available to support the prevention of prescription opioid misuse and abuse. The Denial, OH commercial and a prewritten PSA read by DJs will run across all Radio One stations. Radio One DJs will speak about the Opioid Alliance on-air and hold 8 on-air interviews with Alliance spokespeople over the next 12 months. Denial, OH ads will run on the Radio One suite of websites, and ads will also be pushed out through social media channels.

The Alliance will also sponsor and present at the Kickoff to Health event in March 2020 as well as be an associate sponsor for the Joyful Noise Choirfest. In collaboration with Columbus Public Health, the Ohio Alliance will hold focus groups with members of the Hispanic and Somali communities to better understand how the Denial, OH message resonates cross-culturally. In collaboration with the ADAMH Board of Franklin County, the Opioid Alliance is meeting with faith leaders to address the topic of prescription pain pill misuse and abuse. Additionally, Radio One will host a faith leader lunch in 2020 to educate the faith community of ways to address the issue with their congregation.

Fiscal Impact: Funding is available within the Neighborhood Initiatives subfund.

Emergency action is requested in order to avoid any disruption in service for at-risk residents.

To authorize the Columbus City Council to enter into contract with The Ohio Opioid Education Alliance to support Denial, OH; to authorize an appropriation and expenditure within the Neighborhood Initiatives subfund; to waive the competitive bidding provisions of the Columbus City Codes; and to declare an emergency. (\$100,000.00)

WHEREAS, The Ohio Opioid Education Alliance (Alliance) is a coalition of over 86 business, education, nonprofit, civic and government organizations committed to the education and prevention of opioid misuse and abuse; and

WHEREAS, When asked how much of a problem abuse of opioids and prescription painkillers found in the household is among children and teens, only 26% of African-American respondents believe it to be a very big problem compared to 45% of White respondents; and

WHEREAS, it is in the best interests of the city to waive the competitive bidding provisions of City Code Chapter 329; and

WHEREAS, an emergency exists in the usual daily business of the Columbus City Council in that it is immediately necessary to authorize a grant agreement with The Ohio Opioid Education Alliance in order to avoid any disruption in service for at-risk residents; now, therefore,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Columbus City Council is hereby authorized to enter into contract with the Ohio Opioid Education Alliance to support Denial, OH.

SECTION 2. That the City Auditor is hereby authorized and directed to appropriate \$100,000.00 in the Neighborhood Initiatives subfund, fund 1000, subfund 100018, to Columbus City Council, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

SECTION 3. That the expenditure of \$100,000.00 or so much thereof as may be needed pursuant to the actions authorized in SECTION 1, is hereby authorized in the Neighborhood Initiatives subfund, fund 1000, subfund 100018, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

SECTION 4. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this legislation.

SECTION 5. That Council finds it in the City's best interest to waive the competitive bidding provisions of City Code Chapter 329.

SECTION 6. That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.