

Messaging the Opioid Crisis in Brevard County

Public Awareness & Education Campaign Briefing

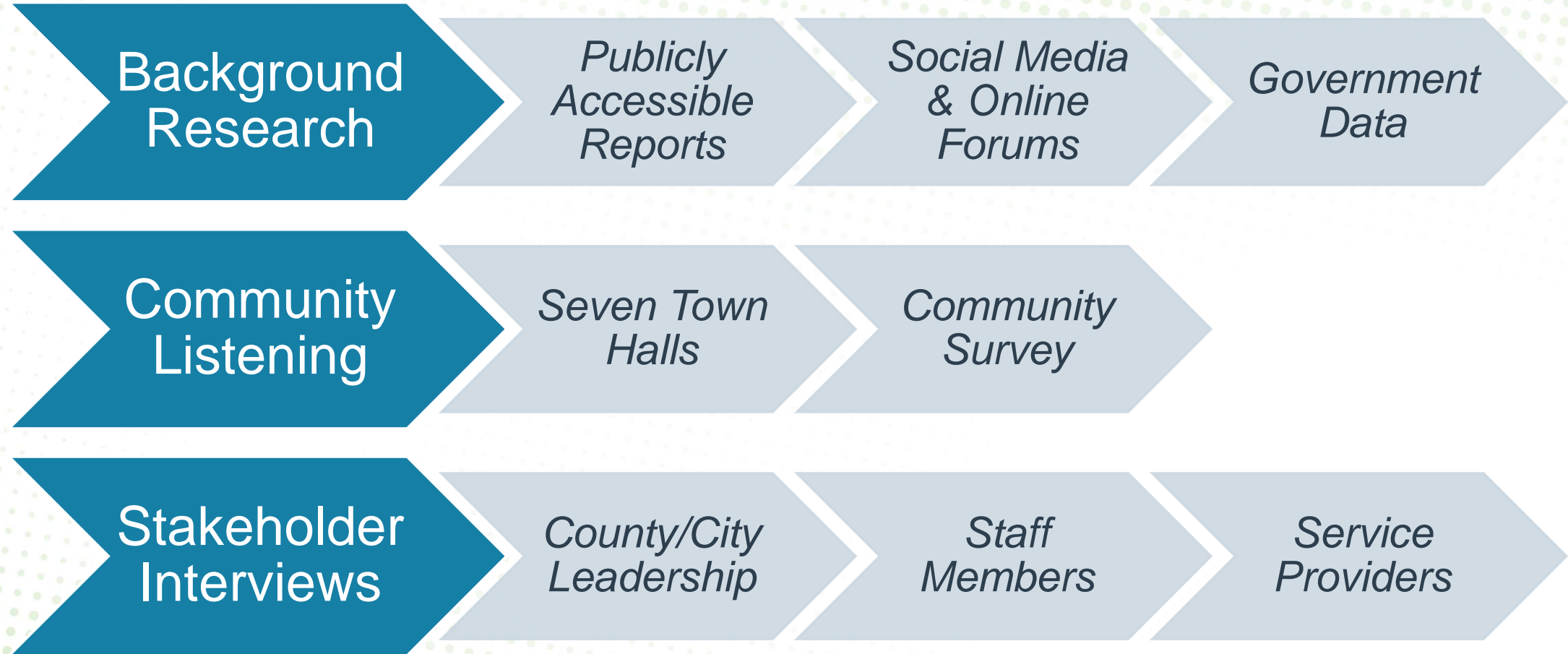
Presented by CTS { agency

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

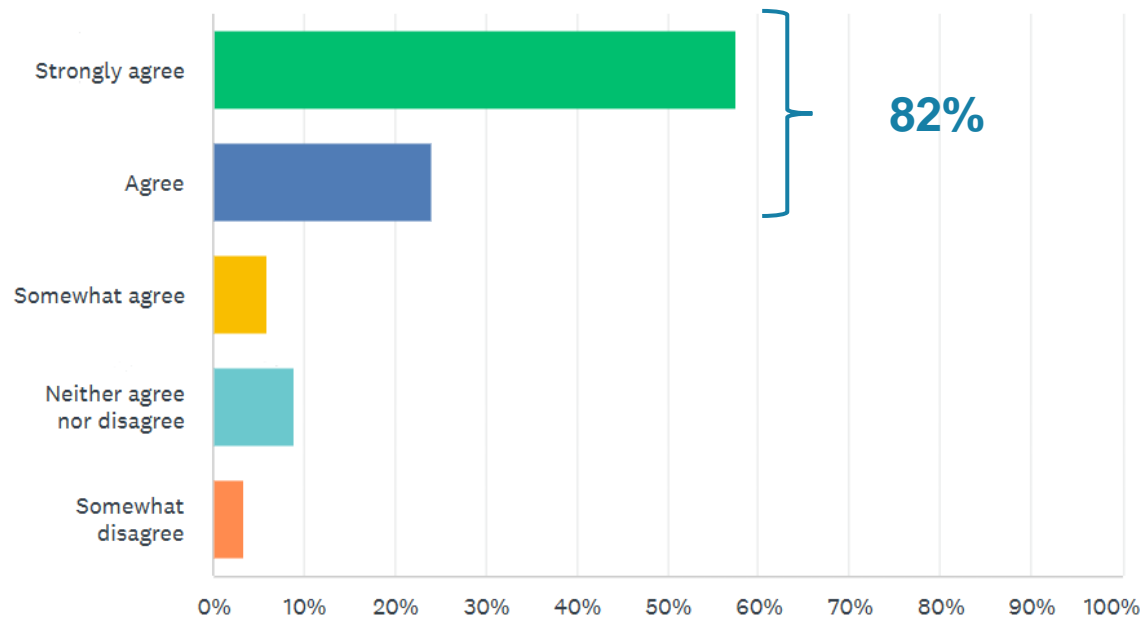
- **Nonprofit providers:** require additional funding to serve the growing need (especially in-patient treatment beds)
- **Child welfare system:** caretaker drug abuse has become a major reason for child removals to foster care
- **Families:** struggle to know how to respond appropriately for their family,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



Current Timeline

June-Aug.

Stakeholder mtgs.
Concept design
Brand guidelines
Website development
Media buying
Launch prep

Aug. 21

Fentanyl Awareness Day -
Launch Event

August – October

Media campaign - Phase 1
Produce additional content
and artwork
Planning for Year 2

THANK YOU

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