



**BEHAVIORAL HEALTH ADVISORY BOARD (BHAB)
ACTION ITEM APRIL 6, 2023**

UPDATE ON OPIOID SETTLEMENT FRAMEWORK IMPLEMENTATION; UPDATE ON HARM REDUCTION MEDIA CAMPAIGNS INCLUDING ILLICIT FENTANYL AWARENESS FOR YOUTH; AND AUTHORIZE COMPETITIVE SOLICITATIONS FOR PUBLIC MESSAGING, OUTREACH, AND EDUCATION CAMPAIGNS

The overdose epidemic continues to affect communities nationwide, with illicit fentanyl driving a large proportion of the overdose deaths. In San Diego County, opioids are involved in the majority of overdose deaths. In response to this crisis, the San Diego County Board of Supervisors (Board) has approved several recent actions including, but not limited to:

- Adoption of the San Diego County Opioid Settlement Framework on October 25, 2022 (20);
- Enhancing Fentanyl Education and Strengthening Harm Reduction Efforts for Young People on October 11, 2022 (11);
- Declaring Illicit Fentanyl a Public Health Crisis on June 28, 2022 (22);

This item provides updates on these Board-directed actions and seeks approval to issue competitive solicitations for as-needed behavioral health responsive public messaging, outreach, and education, to meet the urgent needs of the region. This item supports the County of San Diego's vision of a just, sustainable, and resilient future for all, specifically those communities and populations in San Diego County that have been historically left behind, as well as the ongoing commitment to the regional Live Well San Diego vision of healthy, safe, and thriving communities.

RECOMMENDATION(S)

1. Receive an update on the implementation of the Opioid Settlement Framework.
2. Receive an update on harm reduction outreach and education campaigns, including a media campaign to prevent fentanyl overdoses for youth.
3. In accordance with Section 401, Article XXIII of the County Administrative Code, authorize the Director, Department of Purchasing and Contracting, to issue one or more competitive solicitations for as-needed behavioral health responsive public messaging, outreach, and education, which may include but is not limited to overdose prevention, harm reduction, illicit fentanyl, naloxone, prescription opioid misuse, and other urgent behavioral health public messaging efforts, including crisis services, Community Assistance, Recovery & Empowerment (CARE) Act, and others, as needed, and upon successful negotiations and determination of a fair and reasonable price, award up to six contracts for an initial term of up to one year, with four option years, and up to an additional six months, if needed; and to amend the new and existing contracts to reflect changes in program, funding or service requirements, subject to the availability of funds and the approval of the Agency Director, Health and Human Services Agency.

It is, THEREFORE, staff's recommendation that BHAB supports the approvals and authorizations needed to implement the above recommendation.