

## Memo

**Date:** December 5, 2024

**To:** Providers and Community Partners

**From:** Office of the Clinical Operations Deputy Director

**Subject:** Invitation to Partner with Alameda County Behavioral Health Department- Opioid Crisis Public Media Campaign Listening Sessions

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The Alameda County Behavioral Health Department (ACBHD), in collaboration with Davis & Associates Communications, Inc. (D&A Communications, Inc.) is developing a public outreach campaign in response to the increase in drug overdoses across the county, including those caused by fentanyl and other opioids. The campaign opportunity comes from the national Opioid Settlement that the county participated in.

The goal of this campaign is to educate county residents most affected by opioid crisis about prevention, harm reduction, and treatment / recovery options. To ensure the campaign is both impactful and equitable, D&A Communications, Inc. is seeking help from community experts and organizations, who have valuable insights from working directly with individuals and families impacted by substance use disorders.

**D&A Communications, Inc. would like to schedule a one-hour virtual meeting with our providers / community partner leadership and team between December 16 and January 31.**

The sessions will focus on learning in detail about:

- What language you use to share recovery resources
- What methods you use to communicate
- How you make individuals feel represented and valued in seeking recovery or other social service resources

D&A Communications, Inc. will coordinate the listening series. Please reach out to below listed representatives and kindly provide your availability between **December 16 and January 31**.

- Natalie Jenkins, Communications Manager ([natalie@davisimpact.com](mailto:natalie@davisimpact.com))
- Kelsey Frost, Senior Communications Manager ([kelsey@davisimpact.com](mailto:kelsey@davisimpact.com))

We appreciate your time and consideration for this critical initiative!