



# City of Crestview Office of the Mayor

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## OpioiD Use Abatement Implementation Plan FY25

### City of Crestview, Florida

The opioiD crisis has deeply affected communities across the nation, including the City of Crestview, Florida. This plan is aimed at addressing opioiD misuse and its devastating impact through supporting the overall efforts being coordinated by Okaloosa County by increasing public awareness. The objective of this initiative is to educate the community on the dangers of opioiD misuse and provide clear information on where to access help.

This plan includes a \$18,375.54 allocation to the City of Crestview Public Information Division to create and implement a comprehensive public awareness campaign.

#### Core Strategy Prevention Services

##### Approved Uses

- Increase public awareness about the dangers of opioiD misuse.

#### Core Strategy Treatment Services

##### Approved Uses

- Promote available resources for opioiD addiction prevention, treatment, and recovery within Crestview and surrounding areas.
- Provide clear communication channels for individuals and families affected by opioiD misuse to get help.
- Reduce stigma surrounding opioiD addiction and promote a supportive community environment for those seeking assistance.



The \$ 18,375.54 allocated to the Public Information Division will be distributed as follows:

- Media Campaign (Print, Digital, Radio, Social Media): \$13,375.54
  - Develop and distribute materials across multiple platforms (newspapers, local radio, and social media).
  - Production of videos to be shared online and via local news outlets.
  - Design of infographics, social media posts, and educational materials.
- Community Events and Partnerships: \$5,000
  - Collaborate with local healthcare providers, law enforcement, and nonprofit organizations to host awareness events.
  - Booths and information centers at community events to promote resources for opioid misuse prevention and recovery.

### **Key Messaging components**

- Opioid Misuse is Dangerous: Educate the public on the physical, emotional, and social dangers of opioid addiction, including overdose risks.
- Help is Available: Highlight available local resources such as Bridgeway Center inpatient treatment, support groups, and national hotlines (e.g., SAMHSA Helpline).
- No One is Alone: Encourage the community to stand together in fighting the opioid epidemic and reduce stigma for those affected by it.

### **Implementation Timeline**

1. Planning and Development (FY25 Q1)
  - Finalize campaign strategy and messaging.
  - Establish partnerships with local organizations (hospitals, recovery centers, Okaloosa County, etc).
2. Campaign Launch (FY25 Q2)
  - Launch the media campaign (social media ads, local radio announcements, print distribution).
  - Begin distribution of printed materials.
3. Community Engagement (FY25 Q3)
  - Host community events to foster dialogue and distribute resources.
  - Continue digital engagement and social media outreach.
4. Evaluation and Adjustment (FY25 Q4)
  - Monitor the reach and effectiveness of the campaign.
  - Collect feedback from the community and adjust messaging or resources if necessary.



### **Key Performance Indicators (KPIs):**

- Number of people reached through media campaigns (online engagement, social media analytics, radio listenership).
- Community event attendance.
- Increase in inquiries about local addiction treatment services.
- Post-campaign Surveys: Distribute surveys to the community to assess changes in awareness and understanding of opioid dangers and treatment options.

By launching this public awareness campaign, the City of Crestview can play a crucial role in educating the public, reducing opioid misuse, and connecting individuals and families with the help they need to combat opioid addiction. The \$18,375.54 allocated to the Public Information Division will provide the foundation for a robust and far-reaching initiative.