

# City of Homestead Opioid Settlement Funds Implementation Plan

## Overview

This implementation plan outlines the City of Homestead's strategy for allocating and utilizing the opioid settlement funds in compliance with the requirements set forth in Schedules A and B of the opioid settlement agreement. The plan details the specific focus areas for fund allocation and implementation.

## Funding Allocation

### Schedule B: Approved Uses

The opioid settlement funds will be allocated as follows, in alignment with Schedule B:

1. Public Awareness Campaign
  - Amount: \$16,977.36
  - Description: We will launch a comprehensive public awareness campaign aimed at educating the community about the dangers of opioid misuse and the resources available for support and treatment.
  - Hiring: Not applicable

### Total Funding and Distribution

- December 6, 2022 (Year 1): \$5,321.84
- December 18, 2023 (Year 2): \$11,655.52
- Total Settlement Funds: \$16,977.36

### Implementation Timeline

- Q1 2025: Initiate campaign advertisement and outreach activities
- Q2 2025: Continue campaign with expanded advertising and community events
- Q3 2025: Assess campaign impact and adjust strategies as needed
- Q4 2025: Finalize campaign efforts and compile a comprehensive report

### Monitoring and Evaluation

**Metrics:** Track engagement through social media analytics, community feedback, and outreach event attendance.

**Evaluation:** Conduct periodic assessments to measure the campaign's effectiveness in increasing community awareness and understanding of opioid misuse.

**Reporting:** Prepare a detailed report on campaign outcomes, challenges, and recommendations for future initiatives.

### Conclusion

This implementation plan outlines a strategic approach to utilizing the opioid settlement funds in accordance with Schedule B. By investing in a targeted public awareness campaign, the City of Homestead aims to effectively address the opioid crisis and enhance community education and prevention efforts.