



OPIOID

SETTLEMENT FUNDING PLAN

Awareness Campaign to Reduce
Opioid Misuse & Disorders



OVERVIEW

The Town of Miami Lakes has received funding through the Opioid Settlement Agreement to build awareness around opioid abuse and prevention. The funding provides an opportunity for the Town of Miami Lakes to implement effective strategies to prevent opioid abuse, educate residents about the dangers of opioids, and provide access to essential resources and support. By leveraging these funds, the town can allocate resources towards initiatives that promote awareness, prevention, and recovery.



OBJECTIVES



EDUCATIONAL PROGRAMS

The town will partner with community programs to implement educational workshops and outreach programs to educate residents about opioids, their effects, and prevention strategies. These programs will focus on various age groups, including children, teenagers, and adults.



PUBLIC AWARENESS CAMPAIGN

The town will launch a comprehensive bilingual awareness campaign to create widespread awareness about opioid abuse and its consequences. By leveraging existing federal campaign assets, we can ensure our initiatives align with national guidelines.



DISPOSAL PROGRAMS MARKETING

The town will provide information on safe disposal programs for unused or expired opioid medications. These programs will provide secure locations for residents to drop off prescription medications, reducing the risk of accidental ingestion or misuse.

EDUCATIONAL PROGRAMS

POTENTIAL PARTNERS

- **Thriving Minds**
Thriving Mind South Florida promotes access to effective, accountable and compassionate care for individuals and families in our community with mental illnesses and substance use disorders.
- **Partnership to End Addiction**
A non-profit organization aiming to prevent the misuse of illegal drugs.
- **Informed Families / The Florida Family Partnership, Inc.**
An education, training and support center for parents, schools and communities to help raise safe, healthy and drug-free children.

Budget \$1,250

PUBLIC AWARENESS CAMPAIGN

1. Social Media

Deliver message on Facebook, Instagram, and X/Twitter

2. Town Website

Develop page on Town's website with link to resources

3. Outreach

Set up outreach opportunities at Town events to distribute materials

4. Digital Advertising

Geo-fence/targeted advertisement

5. Print Advertising

Leverage local print media to reach community

Budget \$3,250

DISPOSAL PROGRAMS MARKETING

The pharmacies listed below provide year-round pharmaceutical disposal locations.

CVS PHARMACY | EAGLES NEST, MIAMI LAKES

CVS PHARMACY | NW 82 AVENUE, MIAMI LAKES

PHARMACY CARE CENTER | W 76 STREET, HIALEAH

WALGREENS | NW 183 STREET, MIAMI, FL

Budget \$500

BUDGET



EDUCATIONAL PROGRAMS

Budget \$1,250



PUBLIC AWARENESS CAMPAIGN

Budget \$3,250



DISPOSAL PROGRAMS MARKETING

Budget \$500

Clarisell De Cardenas | Director
Department of Communications & Community Affairs
Public Information Officer
Town of Miami Lakes
6601 Main Street
Miami Lakes, FL 33014
(305) 364-6100 Ext. 1132
decardenasc@miamilakes-fl.gov

