



isolated and hesitant to seek potentially life-saving treatment, and

WHEREAS, people may be interested in treatment but avoid reaching out for help due to fear of stigma, and

WHEREAS, a communications campaign designed to eliminate prejudices against seeking treatment, raise awareness about the efficacy of treatment and champion stories of recovery has the potential to dismantle barriers to access to treatment for people in King County;

NOW, THEREFORE, BE IT MOVED by the Council of King County:

The council requests that:

A. The executive develop and implement a marketing and communications campaign related to substance use disorder which has increased in severity and number due to the COVID-19 pandemic, which includes, but is not limited to, eliminating prejudices against seeking treatment, to raising awareness about the efficacy of treatment for substance use disorders and promoting stories and pathways of recovery;

B. In developing the campaign, at minimum, the executive:

1. Assess the "Living Proof" campaign developed by the New York City Department of Health and Mental Hygiene featuring New Yorkers recovering from opioid addiction and deploy beneficial components of that campaign in King County;

2. Engage individuals who have lived experience with substance use disorder, recovery, or using medications to treat opioid use disorder in King County, and develop either video or audio, or both, based on those real-world stories when participants agree to have their stories published in campaign materials to help reduce stigma and to highlight that recovery is possible; and

3. The executive develop original graphic design concepts for online materials, an implementation strategy for a web-based campaign; and

C. In developing the communication campaign, the executive is also requested to:

1. Review local overdose data trends, existing stigma research, and data specifically related to the

increase of substance use disorders due to the COVID-19 pandemic;

2. Conduct interviews with key stakeholders, surveys and focus groups with the target audience to inform the campaign development;

3. Assess marketing and media campaigns from other jurisdictions and develop a plan to adapt beneficial components of those campaigns for use in King County; and

4. Develop clear metrics to evaluate the campaign.