File #: 23-0750, **Version:** 1

Title
Grant Application - Using Effective Media and Awareness Building Campaigns to Decrease Syphilis

Action
ACTION:

1) Affirm the submission of a grant application to the Centers for Disease Control and Prevention for the Using Effective Media and Awareness Building Campaigns to Decrease Syphilis grant up to $32,000 in the General Grant fund (G001) for the grant period of January 1, 2024 - July 31, 2024. The application was due on December 6, 2023.

2) If awarded, recognize, receive and appropriate the award amount to the General Grant fund (G001) within Public Health.

3) Adopt the required grant project ordinance for Centers for Disease Control and Prevention grant in the General Grant Fund (G001).

Staff Contact: Raynard Washington, PhD, MPH, Health Director

Presentation: No

BACKGROUND/JUSTIFICATION:
As STI cases continue to rise across the country, local health departments must use multiple strategies to reach communities. Media campaigns have been used to disseminate important information to audiences to affect various health behaviors across populations. These campaigns have exposed populations to messages through outlets, including television, radio, billboards, bus shelters, and newspapers. Today, media campaigns are also made available to populations using online platforms, including social media, and dating apps.

For syphilis, media campaigns can raise awareness and educate communities on the signs and symptoms of syphilis, as well as available resources and services, including syphilis testing options. Funds will be used to contract a communications firm to conduct a public health promotion/education

communications campaign to target African American males between the ages of 25-34. This target population is based on the current data available through the North Carolina Electronic Disease Surveillance System (NCEDSS), Mecklenburg County Line List prepared by the MCPH, Epidemiology Program November 2023.

PROCUREMENT BACKGROUND:
N/A

POLICY IMPACT:
N/A

FISCAL IMPACT:
General Grant Fund (G001) increase up to $32,000 in revenue and associated expenses.