

ORDINANCE NO.

FILE OF CITY COUNCIL

BILL NO. 6 - 2020

FEBRUARY 5, 2020

AN ORDINANCE

Amending the 2020 General Fund Budget to provide for a supplemental appropriation of Thirty-Nine Thousand Ninety-Six Dollars (\$39,096) from the Pennsylvania Department of Health, Bureau of Public Health Preparedness and Response to expand Opioid awareness and education activities in the Public Health Emergency Preparedness Grant.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That City Council authorizes an increase to the unappropriated balance of the 2020 General Fund in the amount of Thirty-Nine Thousand Ninety-Six Dollars (\$39,096) from the Pennsylvania Department of Health.

000-5215	Health Categorical Grants	\$ 39,096
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SECTION TWO: That City Council authorizes a supplemental appropriation from the unappropriated balance of the General Fund as follows:

Bureau of Health
Public Health Emergency Preparedness

000-09-0908-0019-50	Other Services and Charges	\$ 39,096
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SECTION THREE: That this Ordinance will take effect ten (10) days after final passage.

SECTION FOUR: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

- **What Department or bureau is Bill originating from? Where did the initiative for the bill originate?**

The bill originated from the Department of Community Development, Bureau of Health. An award of \$36,096 in new funds are being provided by the Pennsylvania Department of Health, Bureau of Public Health Preparedness and Response to expand Opioid awareness and education activities in the Public Health Emergency Preparedness grant.

- **Summary and Facts of the Bill**

Amending the 2020 General Fund Budget to provide for a new appropriation of Thirty-Six Thousand and Ninety-Six Dollars (\$36,096) from the Pennsylvania Department of Health.

- **Purpose – Please include the following in your explanation:**
 - **What does the Bill do – what are the specific goals/tasks the bill seek to accomplish**
 - **What are the Benefits of doing this/Down-side of doing this**
 - **How does this Bill related to the City's Vision/Mission/Priorities**

The purpose of the funding is to launch a communications awareness campaign to support the education and outreach initiatives about the opioid epidemic and the risks of prescription opioids. The specific public health preparedness task the bill seeks to accomplish is to implement a local multi-media opioid awareness campaign.

A benefit of this Bill is to enhance Allentown's ability to promote awareness about the opioid epidemic, including prescription opioid misuse, abuse, and overdose. The media campaign will enhance the awareness, education and outreach initiatives to help those at risk for opioid use disorder and overdose; help those struggling with addiction to find the right care and treatment; and spread the word and increase awareness in our community about the risk and dangers of prescription opioids.

This Bill is congruent with the Health Bureau's mission to prevent disease and injury and to protect and promote the public's health.

- **Financial Impact – Please include the following in your explanation:**
 - **Cost (Initial and ongoing)**
 - **Benefits (initial and ongoing)**

Passing this Bill will not result in a financial cost to the City. \$36,096 in new expenditures will be placed in the 2020 budget.

According to the Centers for Disease Control and Prevention (CDC), approximately 36% of opioid deaths involve a prescription opioid. The benefit is to reimburse the City for expenses for a media campaign to increase awareness that prescription opioids can be addictive and dangerous, and to decrease the number of individuals who use opioids recreationally or overuse them. The funds will be used for paid advertising including billboards, radio advertising and bus runners.

- **Funding Sources – Please include the following in your explanation:**

- **If transferring funds, please make sure bill gives specific accounts; if appropriating funds from a grant list the agency awarding the grant.**

All funds provided by PA Department of Health, Bureau of Public Health
Preparedness and Response:

000-09-0908-0019-50	Other Services and Charges	36,096
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- **Priority status/Deadlines, if any**

These funds must be expended by 3/31/2020.

- **Why should Council unanimously support this bill?**

The goal of public health is to prevent and control the spread of disease. The abuse of prescription opioids is a major component of the opioid and heroin public health crisis. The Bill allows us to increase grant revenue and cover additional public health expenses to implement an education and awareness communications campaign to prevent recreational use and the overuse of prescription opioids.