



Date: February 25, 2022

To: Assembly Member Dr. Joaquin Arambula
Chair, Assembly Budget Subcommittee No. 1

Assembly Member Kevin McCarty
Chair, Assembly Budget Subcommittee No. 2

Assembly Member Rudy Salas
Chair, Assembly Select Committee on Early Childhood Development

From: Michelle Gibbons, Executive Director

Re: Issue 3 - CDPH: Opioid Public Awareness Campaign and Surveillance

The County Health Executives Association of California (CHEAC), representing local health departments throughout the state, writes to provide input on key proposals from the Governor's January Budget:

Issue 3: Opioid Public Awareness Campaign and Surveillance

CHEAC supports the proposed investment of \$55 million from the Opioid Settlement Fund in FY 2022-23 to support media and health communications campaigns targeted towards youth opioid education and awareness, fentanyl risk education, and data collection on opioid overdose trends.

Local health departments recognize the devastating impacts opioids are having on our communities and support efforts to reduce and prevent substance use disorders. Local health departments have launched public awareness campaigns up and down the state to educate the public about the harms associated with opioid use disorders. Several jurisdictions lead opioid safety coalitions with alongside community partners to promote safe prescribing and disposal practices, youth education, harm reduction services, and medicated assisted treatment.

We encourage CDPH to leverage the best practices and lessons learned from these local health department efforts and engage local health departments in the development of this campaign.

cc: Honorable Members, Assembly Budget Subcommittee No. 1
Keely Bosler, Director, California Department of Finance
Mark Ghaly, Secretary, California Health and Human Services Agency
Tomás Aragón, Director and State Public Health Officer, California Department of Public Health
Richard Figueroa, Office of Governor Gavin Newsom
Tam Ma, Office of Governor Gavin Newsom
Joe Stephenshaw, Senate Budget and Fiscal Review Committee
Christian Griffith, Assembly Budget Committee
Andrea Margolis, Assembly Budget Subcommittee No. 1
Kevin McCarty, Chair, Assembly Budget Subcommittee No. 2

Rudy Salas, Chair, Assembly Select Committee on Early Childhood Development

Eric Dietz, Assembly Republican Caucus

Sonja Patek, Legislative Analyst's Office (LAO)

Corey Hashida, Legislative Analyst's Office (LAO)