



Buncombe County Board of Commissioners

Request for Board Action

Meeting Date: August 15, 2023

Consent Agenda

Department: Health and Human Services

Presenter(s): John Hudson, Budget

Contact(s): Ellis Matheson, Public Health Director

Subject: Additional Healthy Communities funding

Brief Summary: The state is providing funding of \$17,899 to deliver a digital media campaign focused on lesbian and bisexual women who use tobacco. Lesbian and bisexual women have particularly high smoking rates among the LGBTQ+ community in NC. These campaigns will be conducted in four counties across NC (Buncombe, Mecklenburg, New Hanover, and Wake). The campaigns will contain messages encouraging them to contact Quitline NC to help them stop smoking. Counties are required to contract with Draft Advertising to campaign images and localize the campaign to their county.

Recommended Motion & Requested Action: Approve budget amendment

County Manager's Comments & Recommendation: County Manager recommends as presented