

OPIOID SETTLEMENT ADVISORY COMMITTEE

Monday, 1/26/26 Meeting Minutes

Zoom meeting—moved to Zoom because of the weather

Chair, Hon. Carol M. Bealor (Courts)/Vice Chair, Bob Weber (Woodlands)

1. Meeting Called to Order and being run by: Chair Carol M. Bealor
2. Roll call of committee members:

Commissioner Lee, ABSENT
Commissioner Marchetti, PRESENT
Sheriff, ABSENT
Prosecutor Fitz, ABSENT
County Administrator Rentfrow, PRESENT
Danielle Persky (Health Department), PRESENT
Dr. Wierman, ABSENT
Bob Weber (Woodlands), PRESENT
Joe Gavan (Cass Family Clinic), PRESENT
Carol Bealor (Courts), PRESENT

Additional persons present: Kelley Nickel (Woodlands), EJ McAndrew (Woodlands), Jen Sturdy (King Media), Coleen King (King Media)

3. Additions/Deletions from Agenda
 - a. Addition of Chair/Vice Chair nominations/election
4. Motion to Approve Agenda: motion made, 2nded, and unanimously made to approve the amended agenda
5. Motion to Approve 10/27/25 Meeting Minutes: motion made, 2nded, and unanimously made to approve these minutes
6. Public Comment: None
7. Business
 - a. *Presentation by King Media (see presentation slides)*
 - i. Coleen King and Jen Sturdy, Presenters
 - ii. Funding proposal related presentation (Funding request has not been submitted yet)
 - iii. King works across the state to provide advertising, marketing, PR, digital media including both public and public sector/local units of

government—27 years in this area earning over 180 national and international awards

- iv. Opioids are a sensitive topic which also involves the issue of stigma when looking at creating change and impact
- v. Multi-media fully integrated campaigns including brochures, posters, communications/PR, branding and creative development, digital and social media strategy
- vi. Know When to Stop campaign—targeted 18-24 year olds focusing on sports betting (gambling) to drive positive change—Southwest MI Behavioral Health
- vii. Wish You Knew campaign—Washtenaw County Health Department—youth centered approach to mental health awareness
- viii. The Dirt on Weed campaign, Woodlands, Cass, Van Buren, and Berrien Counties (both Spanish and English materials)
- ix. Review Funding Project that will be submitted
- x. Q&A

b. Chair/Vice Chair nomination/election

- i. Motion to retain current Chair (Carol Bealor) & Vice Chair (Bob Weber), 2nded
- ii. motion passed unanimously

c. Update on applications for funding and review of application priorities based upon adopted plan by Cass County BOC

- i. Carol M. Bealor

d. Discussion regarding application review

- i. Agenda item requested by Dr. Wierman
- ii. Tabled until Dr. Wierman is present

e. Update on Narcan boxes being distributed/overseen by Woodlands

- i. Kelley gave a report: 22 boxes out in the county, on county website 10 more boxes available, 5 of which are spoken for
Most refills at the libraries
- ii. Q: does Narcan get impacted by being outside in the freezing cold? No, at recent training Kelley was at, doctor said they froze/boiled the product and it was still effective (Q as to whether you can still administer it after being out on the cold—does it freeze?)
- iii. 2,154 kits distributed since Woodlands started community distributions

8. Round Table (Comments by Committee members)

- a. Joe Gavan, Cass Family Clinic, Narcan vending machines, hugely popular in clinics—around 1,000 when he last checked (EJ requested getting that data from

Joe by email); On mobile clinic, full time LSW on bus now, people are coming out for behavioral health and SUD side more than the medical but they have to sign up for medical too so they are taking care of both—lot of community support—working on getting the word out; new contract with Berrien County Courts to work with their Sobriety Courts and doing initial assessments in their jail

- b. Commissioner Marchetti, n/a
- c. Bob Weber, Woodlands, Dr. Waller presentation last week was really good and EJ has links to his YouTube commentaries, he is great at presenting in a non-technical way, Woodlands is working on work-flow document on services provided in custody
- d. EJ McAndrew, Woodlands, opioid breakfast for providers is 5/14/26 at time TBD (Pokagon Band is gathering information and more information will be coming)
- e. Kelley Nickel, Woodlands, Drug Endangered Children (DEC), 4/17/26 at 9 am to 3 pm, annual summit—this year will be Dustin Young back from Andrews University to go into more detail about children and trauma and hands on approaches educators and others can use to deal with behaviors and also talk about a “Handle with Care” program
- f. Jennifer Rentfrow, n/a
- g. Danielle Persky, discussed some recent issues with King Media and cautioned us about how we develop our relationship with them; also request for future agenda item wondering how SAMSHA grants were impacted

9. Adjournment of Meeting: 5:15 pm

10. Next Meeting in-person: **2/23/26 at 4 pm at Law & Courts Building, Training Room**

OPIOID SETTLEMENT ADVISORY COMMITTEE

Monday, 2/23/26 Meeting Agenda

In-person meeting—Law & Courts—Training Room

Chair, Hon. Carol M. Bealor (Courts)/Vice Chair, Bob Weber (Woodlands)

1. Meeting Called to Order and being run by: Chair Carol M. Bealor
2. Roll call of committee members:
 - Commissioner Lee
 - Commissioner Marchetti
 - Sheriff
 - Prosecutor Fitz
 - Jennifer Rentfrow
 - Danielle Persky
 - Dr. Wierman
 - Bob Weber
 - Joe Gavan
 - Carol Bealor
3. Additions/Deletions from Agenda
4. Motion to Approve Agenda
5. Motion to Approve 1/26/26 Meeting Minutes
6. Public Comment
7. Business
 - a. Discussion regarding application review*
 - i. Agenda item requested by Dr. Wierman*
 - b. Applications recently approved and/or pending*
8. Round Table (Comments by Committee members)
9. Adjournment of Meeting
10. Next Meeting in-person: **3/23/26 at 4 pm at Law & Courts Building, Training Room**

Woodlands Behavioral Healthcare Network Opioid Resource Funding Proposal



About Us



We’re a full-service advertising, marketing, PR and digital media firm.

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At King, our mission is simple: to ignite positive change through strategic marketing, advertising, public relations, and digital media solutions. As a full-service agency, we create impactful, results-driven campaigns that blend research, targeted messaging, creative execution, and flawless delivery.

Every project we take on is tailored to meet the unique needs of our clients—ensuring that outcomes align with their goals and deliver lasting impact. We work with varying budgets to ensure every client receives the right strategy, creative, and media mix to achieve their goals. Our work is designed to accurately reflect audience diversity, ensuring every message connects authentically and effectively. Our multidisciplinary team includes experts in branding, market research, strategic planning, graphic design, digital strategy, and public relations, allowing us to craft custom solutions that truly move the needle.



About Us

Big-agency smarts.
Small-agency nice.



For more than 26 years, King has delivered meaningful work for clients across nearly every industry—health departments, state and local government, healthcare, manufacturing, professional services, and more. We also bring deep experience partnering with nonprofits and leading cause-driven campaigns that make a difference.

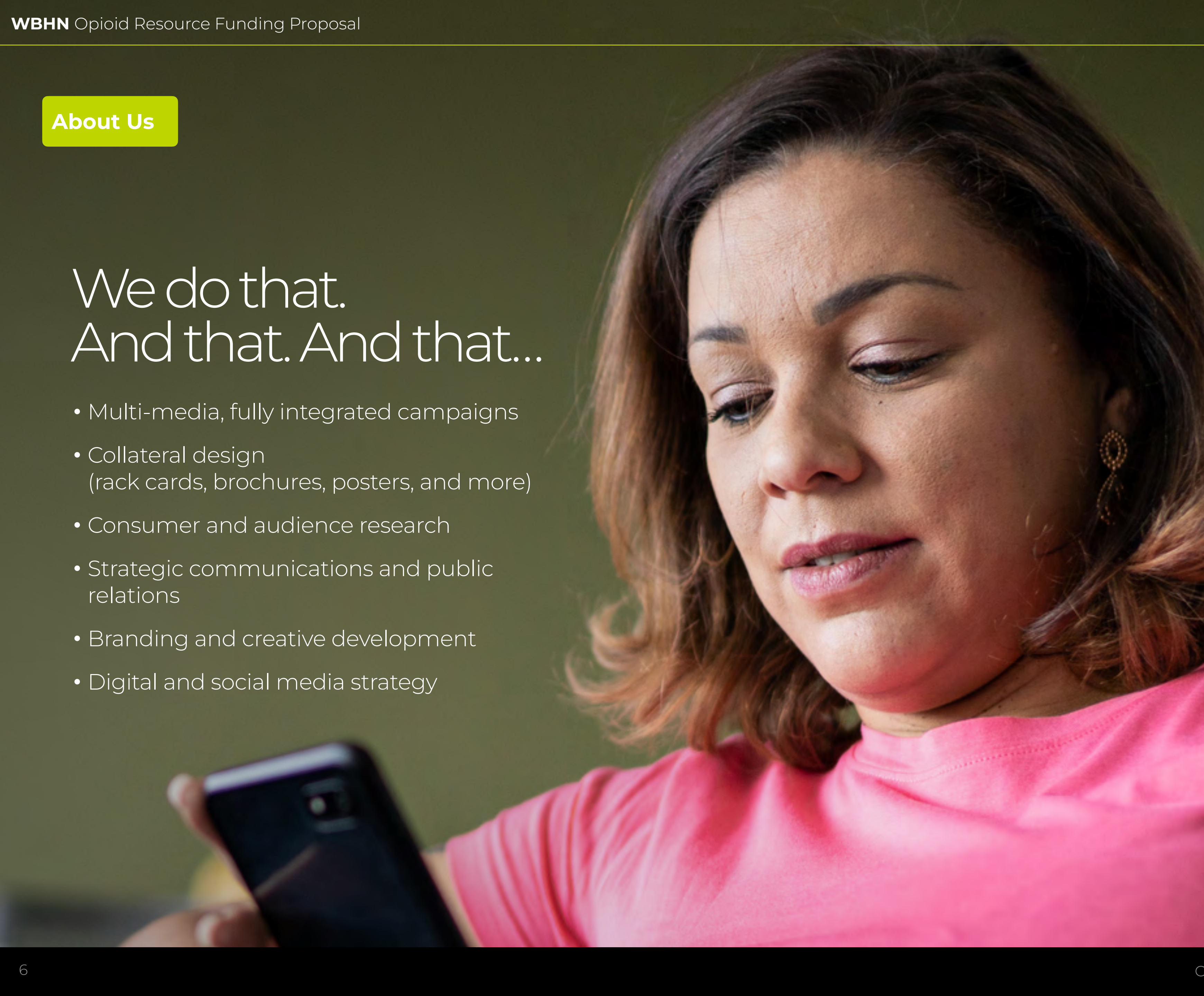
Our work has earned more than 180 national and international awards, but what matters most is the real, measurable change we create for our clients.



About Us

Handling sensitive topics with care.

We're known for our expertise in managing campaigns around public health and social issues—getting attention, delivering messages that matter, and applying a light touch even when the subject is heavy.

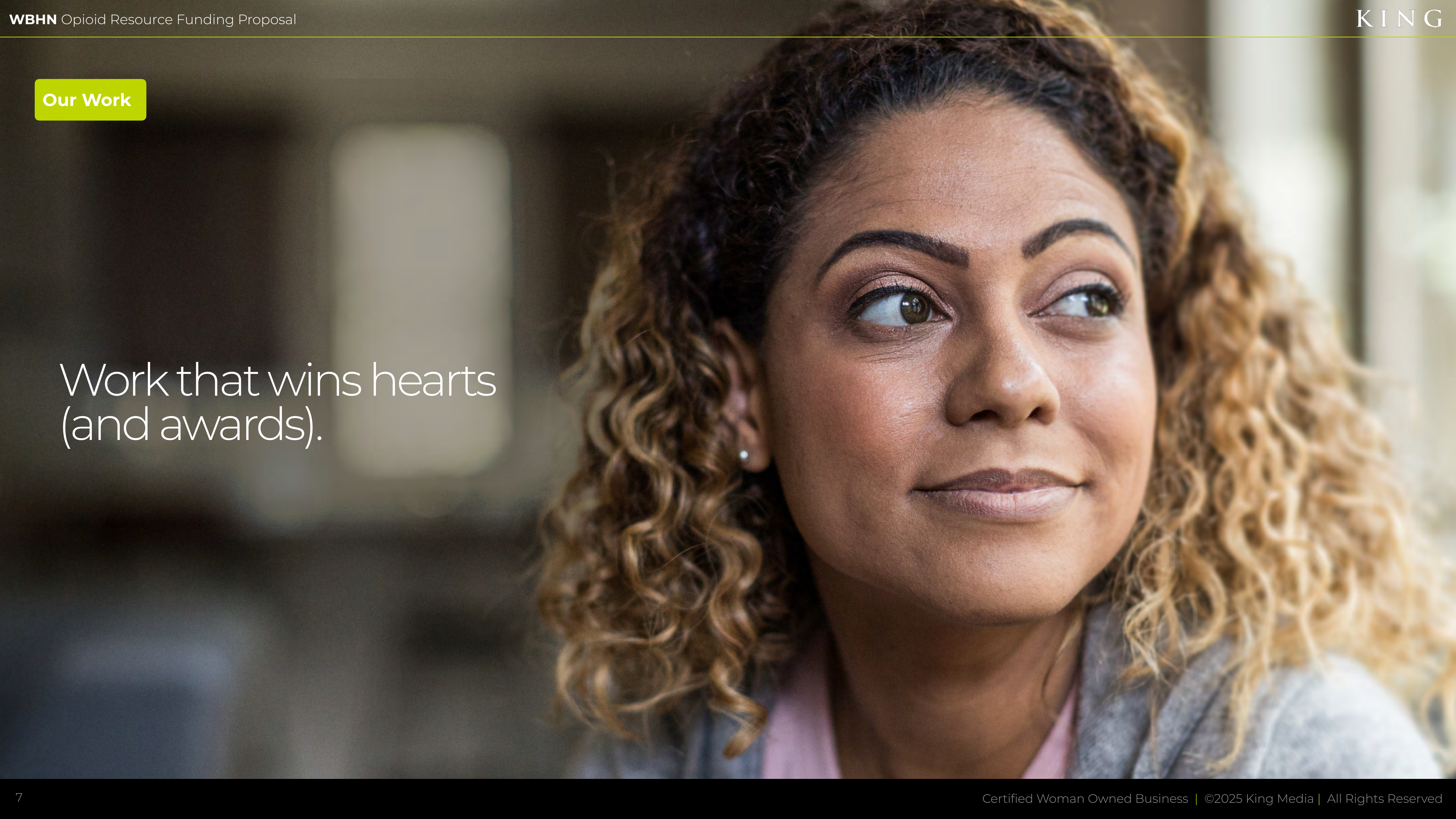


About Us

We do that.
And that. And that...

- Multi-media, fully integrated campaigns
- Collateral design
(rack cards, brochures, posters, and more)
- Consumer and audience research
- Strategic communications and public relations
- Branding and creative development
- Digital and social media strategy





Our Work

Work that wins hearts
(and awards).

Our Work

CASE STUDY

Know When to Stop

Southwest Michigan Behavioral Health

Recognized with a Platinum Award from the international dotCOMM Awards, the Know When to Stop campaign—developed by King in partnership with Southwest Michigan Behavioral Health (SWMBH)—stood out for its creativity, strategy, and measurable impact in addressing rising gambling behaviors among young adults.

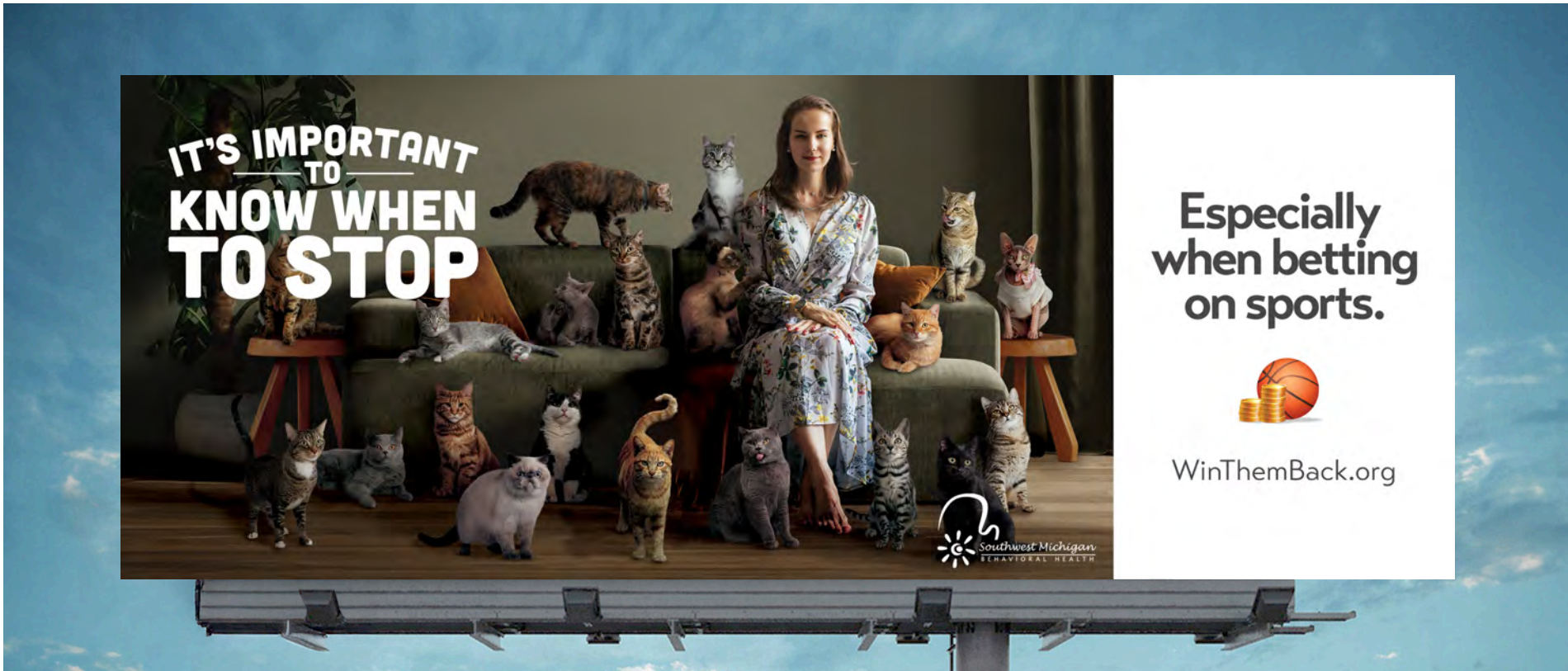
Our Work

CASE STUDY

Know When to Stop

Southwest Michigan Behavioral Health

Targeting 18–24-year-olds across eight Southwest Michigan counties, the campaign used humor, realism, and relatable visual metaphors to challenge the normalization of gambling. With a two-wave rollout tied to March Madness and summer online gaming trends, the initiative strategically met young audiences on their preferred digital platforms—Snapchat, Instagram, Facebook, and streaming audio—with messaging that felt authentic, nonjudgmental, and culturally relevant.



Our Work

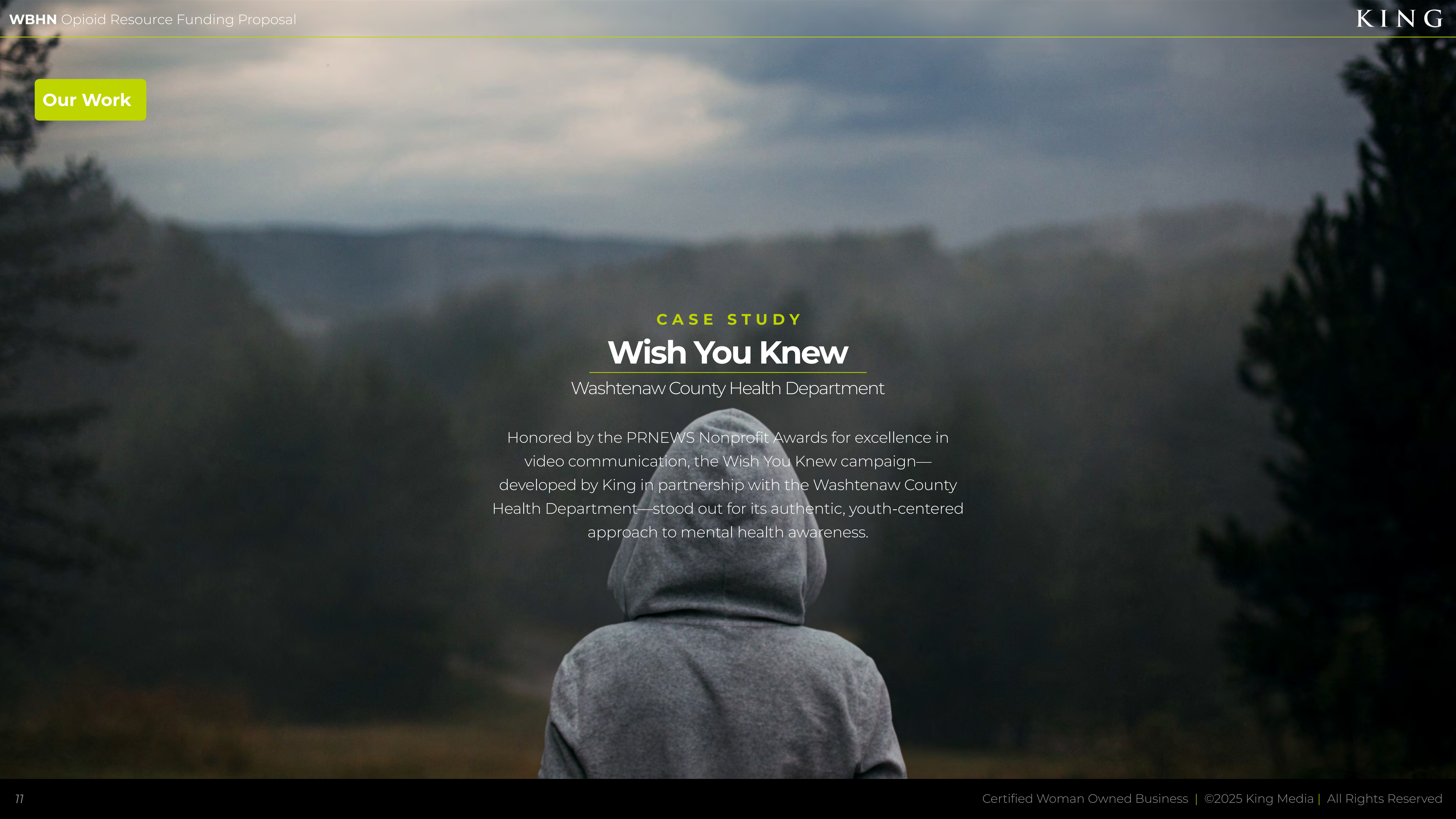
CASE STUDY

Know When to Stop

Southwest Michigan Behavioral Health

The result was exceptional engagement, including a 4.34% click-through rate (382% above industry average) and a 93.5% streaming audio completion rate. Beyond metrics, the campaign successfully prompted reflection and conversation around responsible gambling choices—proving that digital creativity, when rooted in empathy and insight, can drive real behavioral change.





Our Work

CASE STUDY

Wish You Knew

Washtenaw County Health Department

Honored by the PRNEWS Nonprofit Awards for excellence in video communication, the Wish You Knew campaign—developed by King in partnership with the Washtenaw County Health Department—stood out for its authentic, youth-centered approach to mental health awareness.



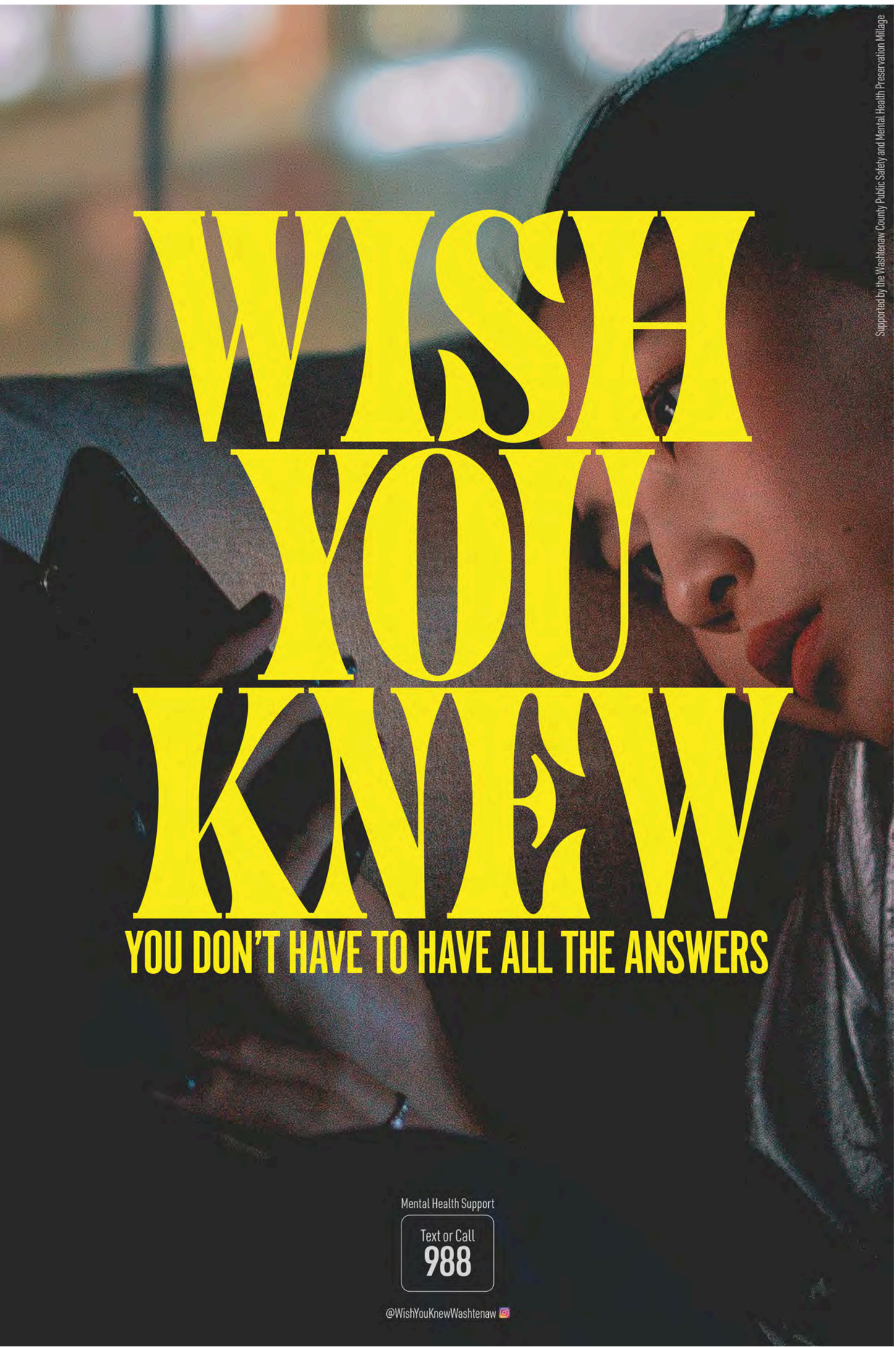
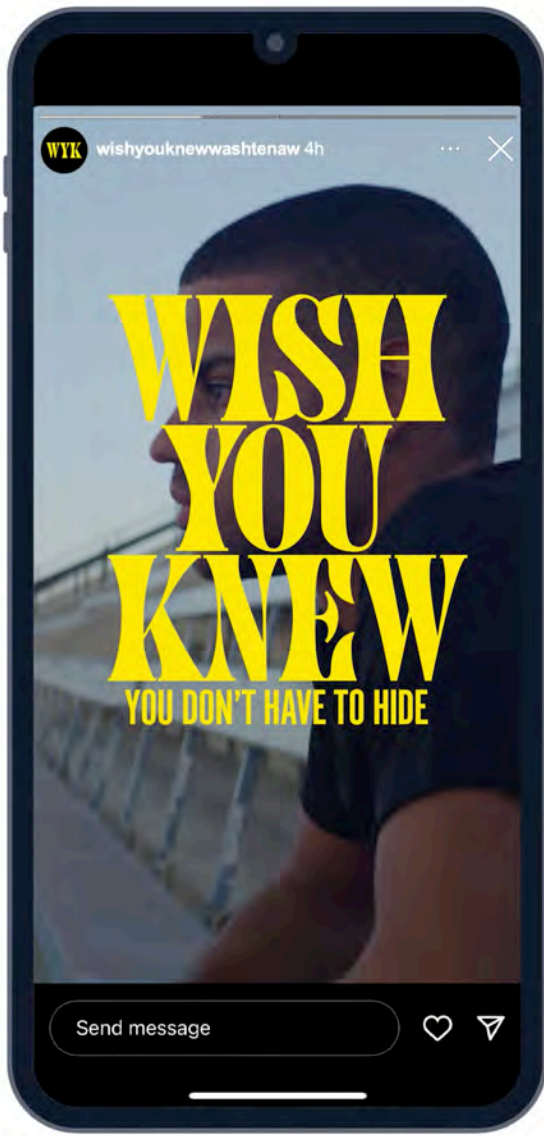
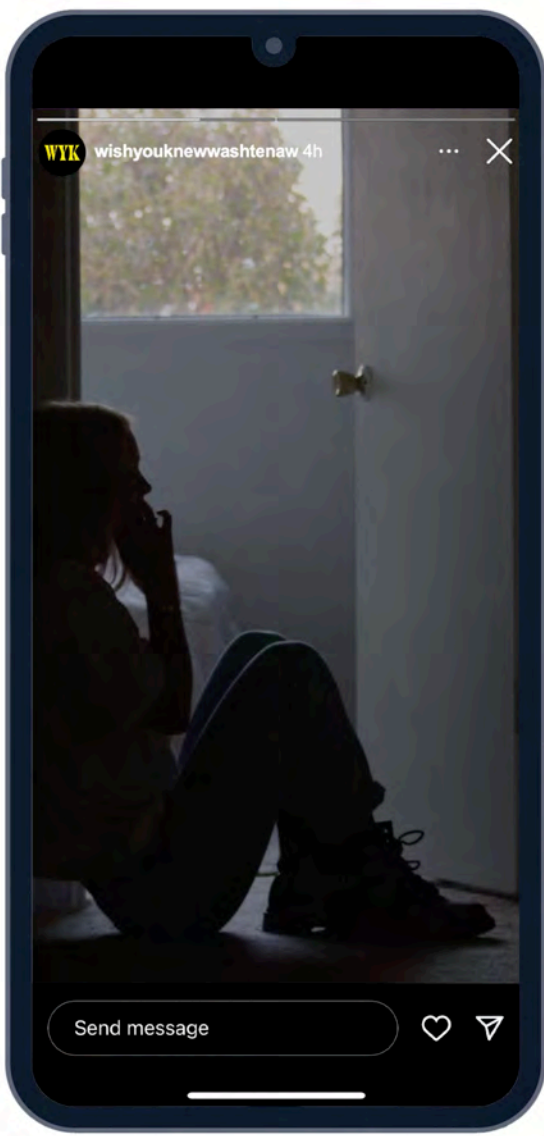
Our Work

CASE STUDY

Wish You Knew

Washtenaw County Health Department

Reimagined in 2024 for a post-pandemic audience, the campaign used research-driven insights and a video-first strategy to engage youth across Instagram, Snapchat, Connected TV, and streaming platforms. Emotionally resonant videos like “Don’t Hide,” “Everyone Struggles,” and “Talking Helps” brought to life messages of hope, honesty, and connection—encouraging open dialogue between youth and trusted adults while promoting critical resources like the 988 Suicide and Crisis Lifeline.



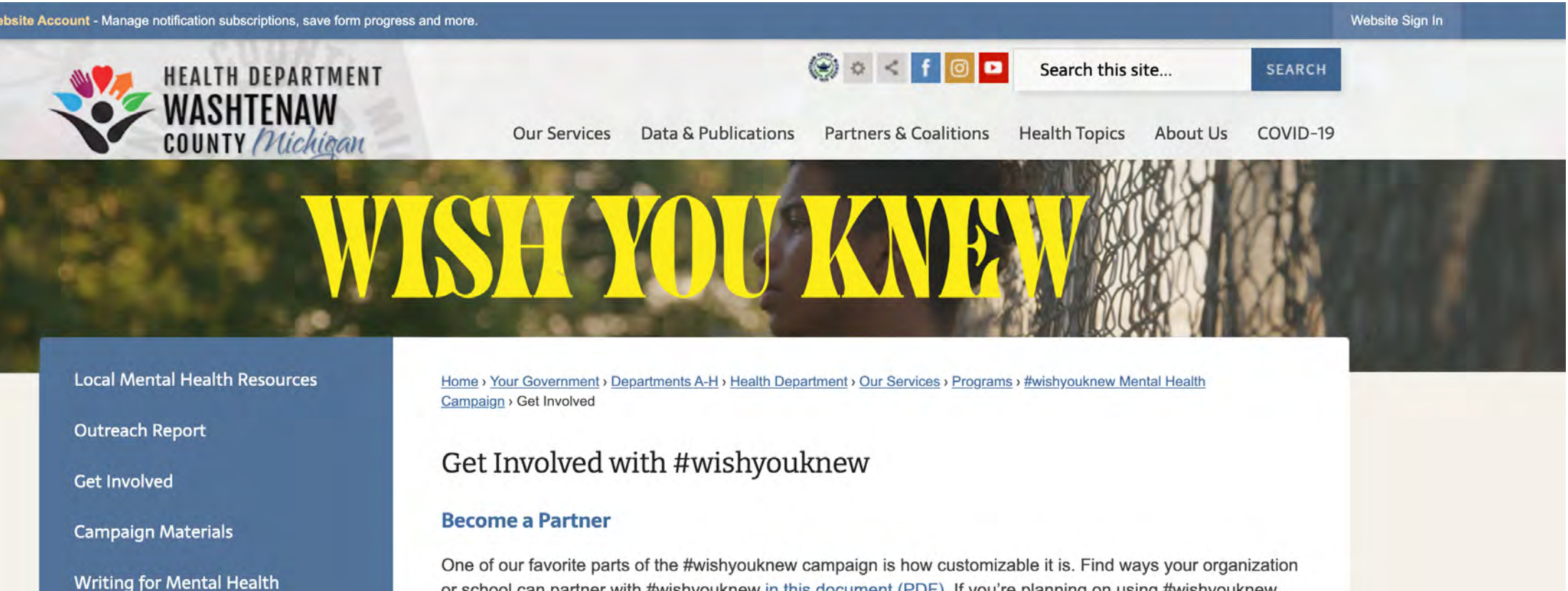
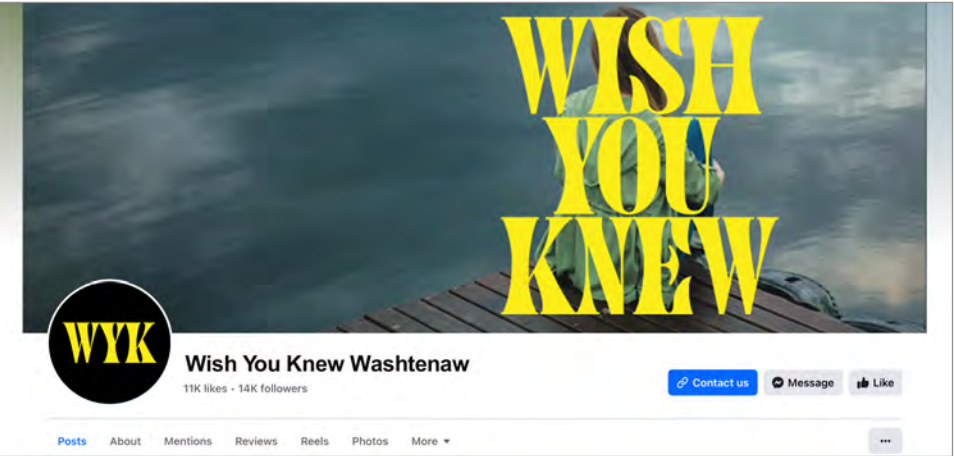
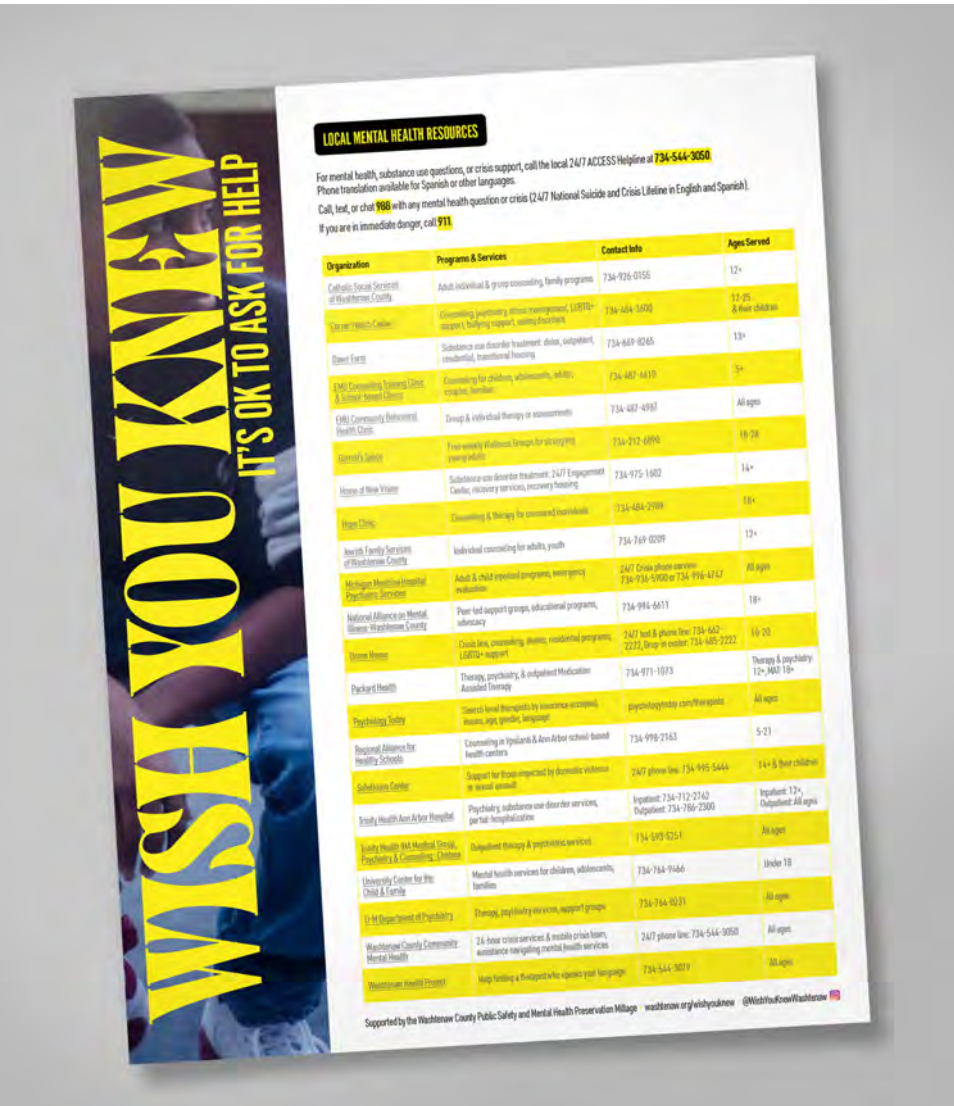
Our Work

CASE STUDY

Wish You Knew

Washtenaw County Health Department

With over 2.5 million impressions countywide and engagement rates far exceeding industry benchmarks, Wish You Knew successfully transformed mental health outreach into a movement of empathy, visibility, and action.



Our Work

CASE STUDY

The Dirt on Weed

Woodlands, Cass, Van Buren and Berrien Counties

Building on our long and successful partnership, The Dirt on Weed remains a standout example of how strategic creativity and community insight can drive meaningful impact. The campaign effectively connected with diverse audiences—parents of teens, new mothers, and marijuana users—by delivering clear, approachable messages about responsible marijuana use, youth brain development, pregnancy risks, and safe storage in homes with children.





Our Work

CASE STUDY

The Dirt on Weed

Woodlands, Cass, Van Buren and Berrien Counties

Through an integrated mix of video, digital, outdoor, social, radio, and print media, The Dirt on Weed used education—not judgment—to empower healthier choices. Its memorable concept and friendly tone helped normalize conversation around a complex topic, extending its reach and resonance across multiple counties.



Our Work

CASE STUDY

The Dirt on Weed

Woodlands, Cass, Van Buren and Berrien Counties

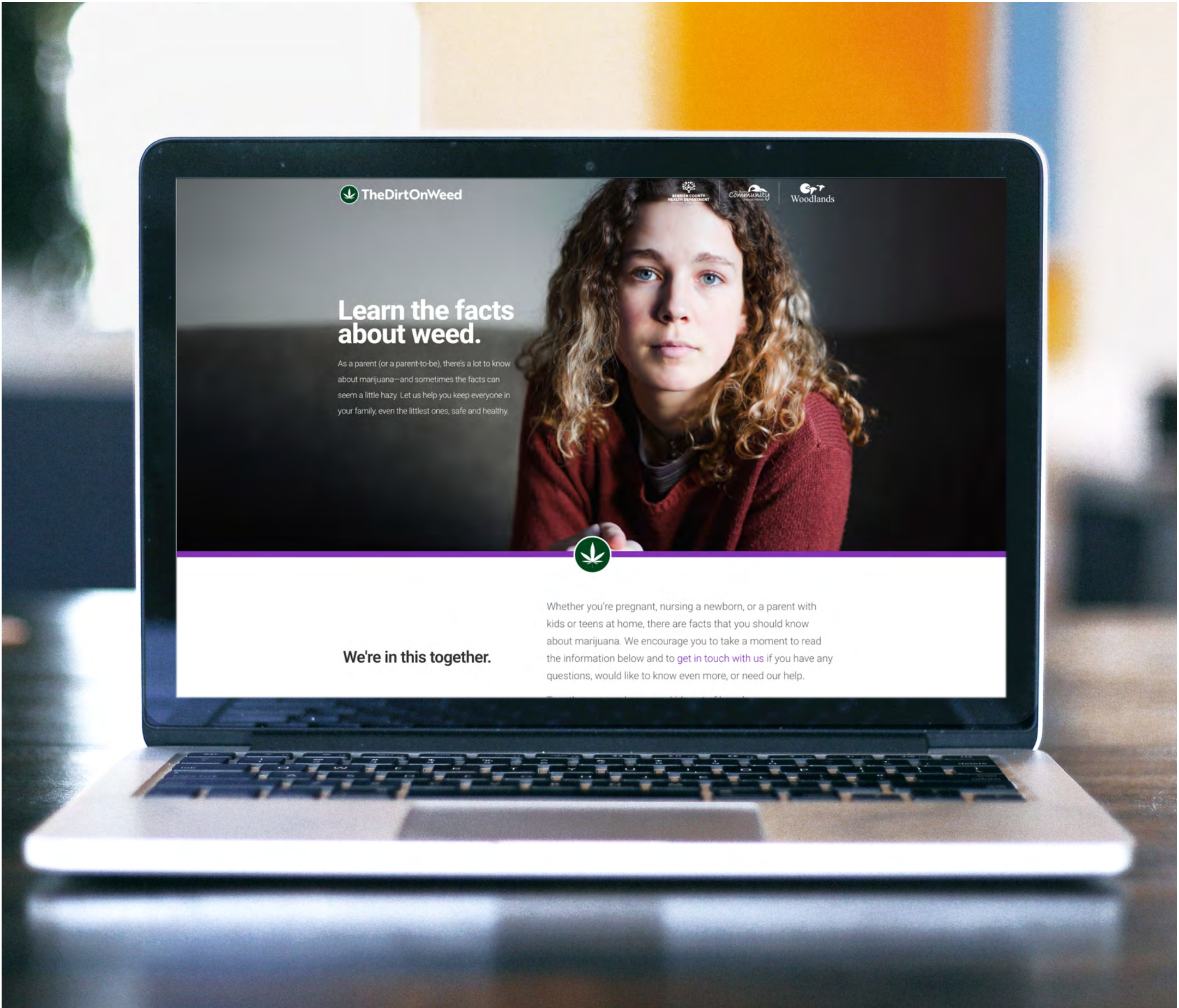
The campaign’s proven strategy and strong performance have earned six industry awards, including most recently a Gold Viddy Award for Integrated Marketing Campaign, recognizing its excellence in storytelling, execution, and measurable outcomes. This success demonstrates the power of thoughtful, research-driven messaging—an approach that can be adapted to effectively address other pressing public health challenges, including opioid misuse.

Social



Informational Rack Cards

Site





Project Understanding



Communities across Michigan continue to face challenges related to opioid use, stigma, and community awareness around prevention, recovery, and naloxone access.

Building on the proven success of The Dirt on Weed campaign, the Woodlands Behavioral Healthcare Network seeks to develop a sustained public awareness campaign that reduces stigma, increases knowledge of local resources, and normalizes naloxone access as part of a healthier, more supportive community.

King understands the complexity of this issue—and the power of well-crafted communication to drive real change. Our evidence-based campaigns across Michigan have shown that when messaging is authentic, hopeful, and community-driven, it inspires understanding, empathy, and action.

Project Approach

How We'll Do It

Project Approach

Campaign Objectives

- Increase awareness of opioid misuse and local prevention and recovery resources
- Normalize naloxone (Narcan) access and reduce stigma around its use as a life-saving tool
- Encourage community participation in prevention, recovery, and support efforts
- Demonstrate measurable community impact through long-term, sustained communication

Project Approach

Target Audience

Primary

County residents ages 25–54, especially families, caregivers, and working adults.

Secondary

Community leaders, schools, healthcare providers, and local businesses who can amplify the message.

Tertiary

At-risk individuals who may require multiple doses of naloxone for successful overdose reversal.

Project Approach

Key Messages

- Naloxone saves lives – everyone should know how and where to access it
- Addiction is a community issue – recovery is possible and supported locally
- Woodlands is leading proactive, compassionate efforts to build a safer, healthier community
- Positive norms and open dialogue reduce stigma and save lives

Project Approach

Campaign
Tone

The campaign will maintain a tone that is:



Authentic

Grounded in real stories and relatable experiences.

Hopeful

Emphasizing empowerment over fear.

Community-Driven

Highlighting collective responsibility and local support.

Project Approach

Research and Insight

At King, we invest in advanced research and tracking tools that uncover deep insights from concept to completion. These insights guide every stage of campaign development, ensuring strategy and execution are rooted in real data—not assumptions.



Project Approach

Continuous Optimization

Once campaigns launch, our team monitors and refines performance in real time, optimizing creative, messaging, and media to ensure every tactic is performing at its best. We focus on the metrics that align most closely with established KPIs, making informed adjustments that drive measurable improvement.

Reporting Cadence & Transparency

We keep clients fully in the loop with customized reporting cadences—whether weekly, monthly, quarterly, or project-based. Each report provides detailed metrics, clear visualizations, and actionable insights that show not only what is happening, but why. Results are benchmarked against both internal goals and industry standards, allowing us to celebrate wins, identify opportunities, and continually raise the bar for success.



Budget

Working with you to meet your needs.

King Media offers three scalable investment options designed to align with Cass County’s goals, timeline, and resources. Each option delivers measurable impact while ensuring long-term sustainability.

The first year emphasizes strategic development and creative asset production—the foundation for future success. Subsequent years leverage these assets to sustain awareness, optimize digital performance, and deepen engagement through data-driven refinements.



Budget

OPTION 1: GOOD

Foundational Awareness Campaign

Establishing strong creative assets, digital presence, and broad reach through paid media.

Investment: \$70,000 annually

Year 1
Build & Launch

- Creative development of campaign assets
- Eight-week media campaign (Outdoor, Gas Station Video, CTV, Interstitial, Digital Display)
- Media planning, buying, and management across Cass County.
- Project management and coordination
- Metrics report summarizing campaign performance

Year 2
Optimize & Sustain

- Continued media placement
- Monthly analytics review and optimization
- Quarterly progress reports to assess performance and impact

Year 3+
Maintain & Extend

- Ongoing campaign deployment using existing creative assets
- Performance monitoring and reporting
- Minor creative updates and resizing as needed

This foundational option prioritizes efficient reach and measurable impact while maintaining flexibility for future expansion.

Budget

OPTION 2: BETTER

Integrated Campaign with Landing Page

Adds a dedicated campaign hub and enhanced optimization for deeper engagement.

Investment: \$90,000 annually

Year 1
Build, Launch & Connect

- All components from the Good option, plus:
- 12-week media campaign (Outdoor, GSTV, CTV, Interstitial, Digital Display) split in 2 flights of 6 weeks each
- Custom campaign landing page and URL (one-year domain, hosting, SSL)
- Website integration with analytics for user engagement tracking
- Monthly website maintenance and technology/security updates
- Expanded creative suite (video and digital variations for multiple audiences)
- Enhanced reporting dashboard

Year 2
Engage & Optimize

- Incorporate a community social survey to measure awareness and perception shifts
- Quarterly reporting with insights to guide ongoing media strategy
- Optimization of web and ad performance using Year 1 analytics

Year 3+
Sustain & Scale

- Continued campaign promotion across digital and traditional media
- Website maintenance and optimization
- Refresh of key creative elements based on new insights

This mid-tier option adds an owned digital platform and deeper audience insights—ensuring continued momentum and accountability.

Budget

OPTION 3: BEST

Comprehensive,
Data-Driven
Awareness Strategy

Fully integrated communications strategy with expanded creative production, continuous optimization, and research-driven insights.

Investment: \$110,000 annually

Year 1
Build, Launch & Lead

- All components from the Better option, plus:
- 16-week media campaign (Outdoor, GSTV, CTV, Interstitial, Digital Display) split in 2-3 flights to maintain presence over a longer period.
 - Expanded creative concepting and original video production
 - Custom campaign landing page with interactive content and storytelling elements
 - Additional paid media weight for maximum reach and frequency
 - Dedicated analytics dashboard with weekly optimization updates
 - Biweekly client touchpoints for transparency and alignment

Year 2
Measure & Refine

- Community social survey plus focus groups to measure knowledge and behavior change
- Advanced digital optimization using campaign data
- Retargeting strategies to sustain audience engagement
- Semiannual reporting with insights and next-step recommendations



This premium option maximizes reach, duration, and data-driven optimization—delivering sustained visibility and measurable results that elevate long-term impact.

Year 3+
Sustain & Evolve

- Maintain campaign presence through optimized digital and traditional media
- Refresh creative assets informed by evaluation data
- Continued website hosting, maintenance, and SEO improvements



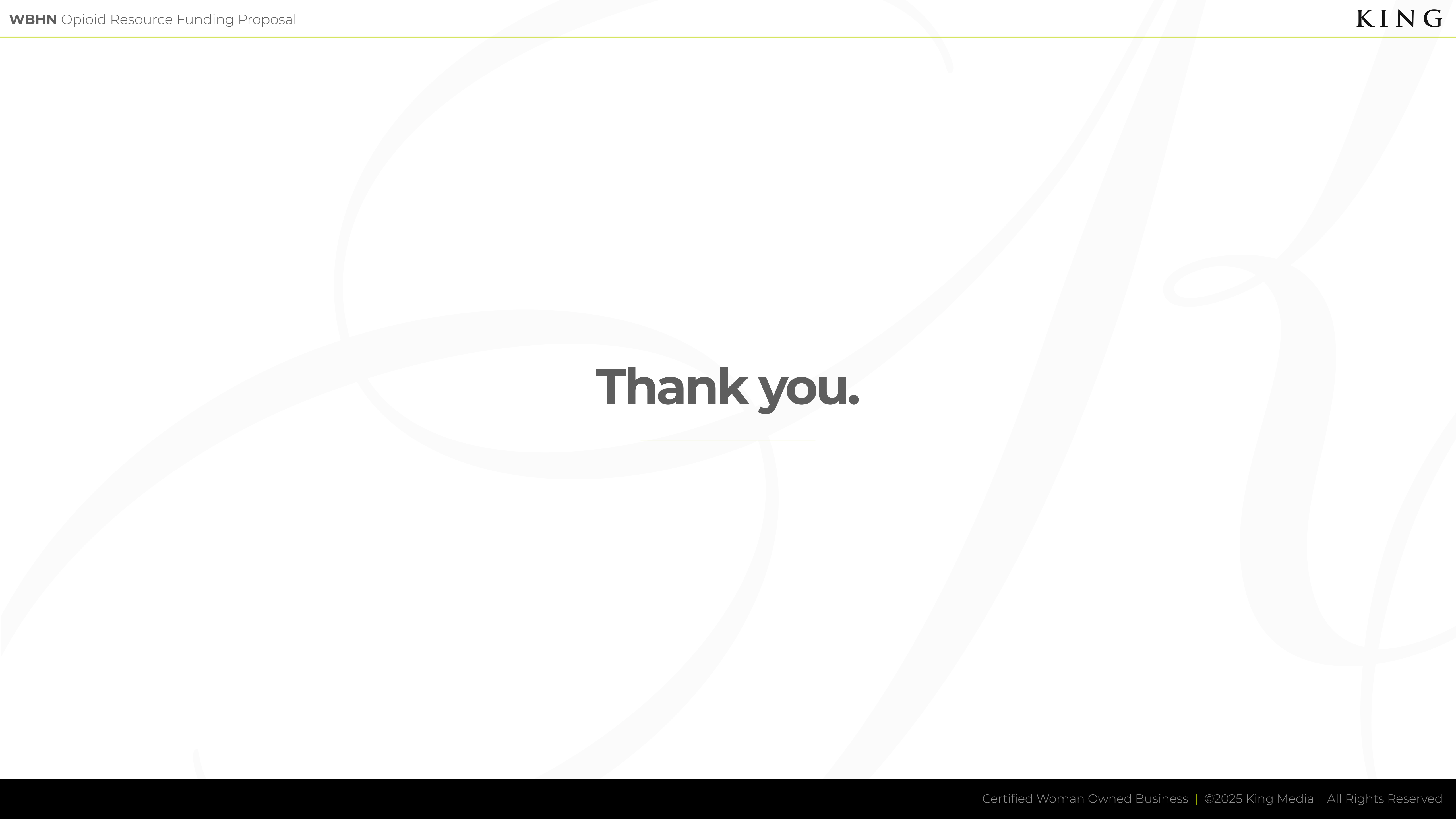
About Us

Let's build something great.

At King, we don't just create campaigns—we create movements that change how people think, feel and act. We understand that your work around opioid awareness, prevention and recovery is critical, and we're honored to help bring that vision to life.

With a proven record of success in public health communication—including The Dirt on Weed and other award-winning initiatives—we're ready to build on that foundation to deliver a campaign that educates, empowers, and saves lives.

We welcome the opportunity to partner with you and turn this vision into reality.



Thank you.
