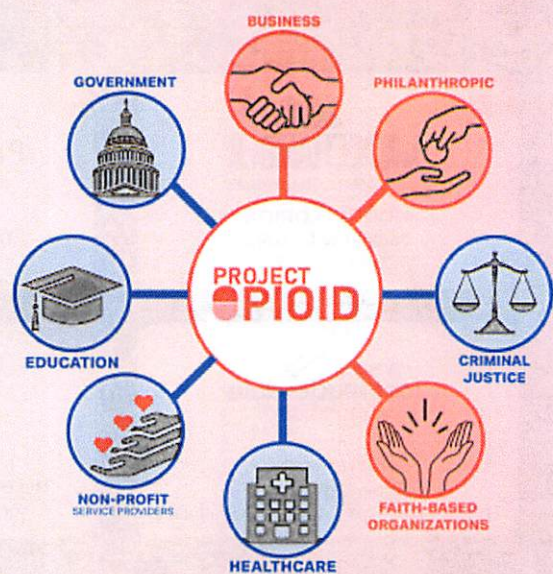


What is Project Opioid?

Project Opioid is a coalition of **business**, faith, and philanthropic leaders working together to confront the overdose crisis in their communities.



Project Opioid partners with Florida Blue Foundation to build statewide collaboration to address opioid crisis

NEWS PROVIDED BY Florida Blue Feb 22, 2021 10:59 ET

ORLANDO, Fla., Feb. 22, 2021 (PRNewswire) — Project Opioid, a Central Florida based initiative, announced this week it would be extending its business- and faith leader directed collaborative on the opioid overdose crisis into the five largest markets in Florida.

In partnership with Florida Blue and the Florida Blue Foundation, Project Opioid will coordinate with the most established regional business development boards to create collaborations in Jacksonville, Tampa Bay, West Palm Beach, Fort Lauderdale and Miami.

These Regional Super Advocates will spearhead the Project Opioid program in their communities and will be responsible for recruiting business, faith and philanthropic leaders to the Project Opioid initiative. They will be instrumental in driving the mission of Project Opioid to reduce opioid overdoses and overdose deaths by 50% in the next 36 months.

The designated Regional Super Advocates include:

- JAX Chamber Foundation
- The Miami Dade/Beacon Council Foundation
- The Greater Fort Lauderdale Alliance Foundation
- The Business Development Board of Palm Beach Foundation
- The Tampa Bay Partnership Foundation

The Jax Chamber, Tampa Bay Partnership, Miami-Dade Beacon Council, Greater Fort Lauderdale Alliance and the Business Development Board of Palm Beach Foundations are led by some of Florida's top business champions, and will look to find solutions to the increasing overdose crisis around the state and identify specific, actionable steps to create a major impact on this epidemic in 2021.

Florida Blue
Your local Blue Cross Blue Shield

PROJECT OPIOID

Uniting Leaders Around Florida

1

JAXCHAMBER
Connect. Grow. Prosper.

NORTH FLORIDA
Jacksonville Area
Jax Chamber

2

TAMPA BAY PARTNERSHIP

WEST FLORIDA
Tampa/St. Pete Region
The Partnership

3

MIAMI-DADE BEACON COUNCIL

SOUTH FLORIDA
Miami-Dade County
The Beacon Council

4

greater fort lauderdale alliance
Broward County
Life. Less Worries.

SOUTH FLORIDA
Broward County
The Greater Fort Lauderdale Alliance

5

BDB BUSINESS DEVELOPMENT BOARD PALM BEACH COUNTY
Real Economic Development Resource

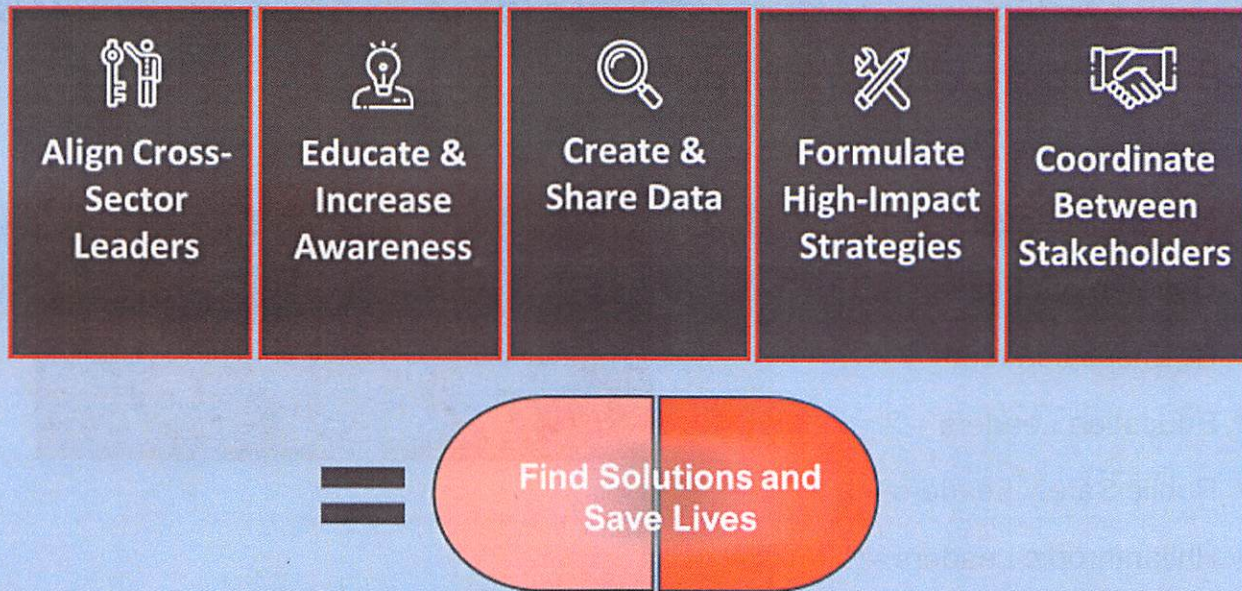
SOUTH FLORIDA
Palm Beach County
The Business Development Board of Palm Beach County, Inc.

6

changēverything

CENTRAL FLORIDA
Greater Orlando Area
Change Everything

What Project Opioid Does to Save Lives



Current Executive Board

- Co-Chair: Daniel Davis (CEO, JAX Chamber)
- Co-Chair: Darnell Smith (Market President, Florida Blue)
- Mayor Lenny Curry
- Fire Chief Keith Powers
- Sheriff Mike Williams
- Councilman Ron Salem
- Bishop Vaughn McLaughlin (The Potter's House International Ministries)
- Pastor Joby Martin (The Church of Eleven22)

Current

48 members and counting:

- Faith Leaders – 15
- Nonprofit Leaders – 11
- Government Leaders – 10
- Business Leaders – 7
- Education Leaders – 2
- Public Safety Leaders – 2
- Philanthropic Leaders – 1

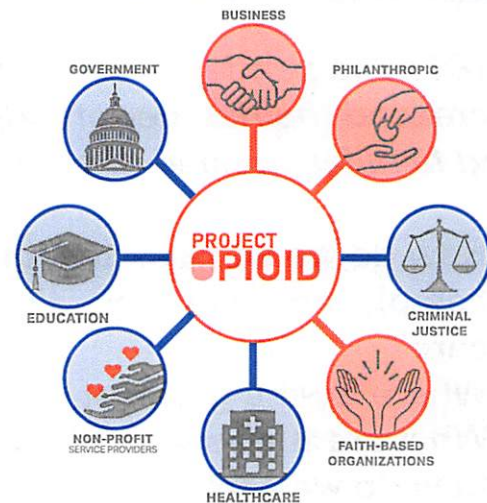
70% of the leaders in our current coalition are new to the fight against the opioid crisis.

What Makes Project Opioid Unique?

PROJECT
 OPIOID

1. Engaging New Leaders in the Fight

Project Opioid JAX is currently recruiting some of the top leaders in our region to help confront the overdose crisis.



2. Statewide Leadership Alliance

Project Opioid JAX is part of the largest business leader led coalition on the opioid crisis ever created.



3. Advocacy to Provide Additional Support & Resources to Those

FACT: The pandemic has drastically increased the number of individuals and families in need of services.

- How do we address the impact 2020 has placed on the overall system of care?
- Where do the greatest needs exist?
- What are the associated costs, and how do we secure additional investments?



4. Business Leader Goals

1. Build leadership teams that will develop innovative strategies and facilitate expanded solutions.
2. Create systems of education and advocacy to impact those struggling and at risk of overdose.
3. Facilitate a coordinated philanthropic strategy to help fund systems change.
4. Drive best practices and construct a "stakeholder scorecard" to determine levels of effectiveness during this public health crisis.



Why Another Coalition?

Ever Loved



IN MEMORY OF
Allen Scott Cunningham

PASSED
March 13, 2021

Real lives are
being lost every
single day...

PROJECT
OPIOID

PROJECT
OPIOID

Thank you!

tj.ward@myjaxchamber.com

