

MEMORANDUM

Agenda Item No. 11(A)(4)

TO: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

DATE: May 5, 2026

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution authorizing transfer
of \$70,000.00 from the Miami-
Dade County Behavioral Health
Advisory Board to the
Communications, Information
and Technology Department for
reimbursement of services
related to the No Shame, Let's
Talk! Campaign

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator René García.



Geri Bonzon-Keenan
County Attorney

GBK/ks

MDC001



MEMORANDUM
(Revised)

TO: Honorable Chairman Anthony Rodriguez
and Members, Board of County Commissioners

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Please note any items checked.

- _____ **“3-Day Rule” for committees applicable if raised**
- _____ **6 weeks required between first reading and public hearing**
- _____ **4 weeks notification to municipal officials required prior to public hearing**
- _____ **Decreases revenues or increases expenditures without balancing budget**
- _____ **Budget required**
- _____ **Statement of fiscal impact required**
- _____ **Statement of social equity required**
- _____ **Ordinance creating a new board requires detailed County Mayor’s report for public hearing**
- _____ **No committee review**
- _____ **Requires more than a majority vote (i.e., 2/3’s present ____, 2/3 membership ____, 3/5’s ____, unanimous ____, majority plus one ____, CDMP 7 votes (majority of membership) ____, CDMP 2/3 members present but not less than 7 votes (majority of membership) ____, CDMP 9 votes (2/3 membership) _____) to approve**
- _____ **Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(4)
5-5-26

RESOLUTION NO. _____

RESOLUTION AUTHORIZING TRANSFER OF \$70,000.00 FROM THE MIAMI-DADE COUNTY BEHAVIORAL HEALTH ADVISORY BOARD TO THE COMMUNICATIONS, INFORMATION AND TECHNOLOGY DEPARTMENT FOR REIMBURSEMENT OF SERVICES RELATED TO THE NO SHAME, LET'S TALK! CAMPAIGN

WHEREAS, in a 2025 fact sheet, the National Alliance on Mental Illness Florida (“NAMI”) reports that: (1) 3,563,000 adults in Florida have a mental health condition; (2) 987,000 Florida adults have a serious mental illness; (3) 836,000 Florida adults experience serious thoughts of taking their own lives each year; and (4) 3,446 lives were lost to self-harm in 2022; and

WHEREAS, despite these alarming statistics, there is still a considerable and unwarranted stigma associated with mental health diagnoses and treatment; and

WHEREAS, individuals living with mental health disorders—diagnosed or undiagnosed—are our friends, family, neighbors, classmates, and co-workers; and

WHEREAS, according to the U.S. Centers for Disease Control and Prevention, mental health disorders account for more disability than any other illness, including cancer and heart disease; and

WHEREAS, notwithstanding the prevalence of mental health disorders, treatment for such conditions is often viewed much differently and less openly than treatment for physical ailments; and

WHEREAS, stigma surrounding mental health disorders often prevents individuals from seeking support, as services can be difficult to locate and navigate, and accessing available resources can feel overwhelming; and

WHEREAS, the Miami-Dade County Behavioral Health Advisory Board (“Behavioral Health Advisory Board”) is working to change the conversation surrounding the receipt and provision of behavioral health care in Miami-Dade County and beyond; and

WHEREAS, the BHAB is dedicated to supporting individuals affected by mental health disorders and is committed to normalizing dialogue about behavioral health care and treatment, including eliminating the stigma associated with mental health conditions and treatment of same; and

WHEREAS, to further this mission, the BHAB is focused on expanding and encouraging open dialogue about mental health throughout the community; and

WHEREAS, to that end, at its March 25, 2026 meeting, the BHAB unanimously adopted a motion to establish the No Shame, Let’s Talk! Campaign; and

WHEREAS, the campaign aims to increase awareness, reduce and eliminate stigma, and simplify access to mental health services; and

WHEREAS, the No Shame, Let’s Talk! Campaign will be implemented from May 2026, during Mental Health Awareness Month, through August 2026, and will be managed by the Communications, Information and Technology Department at a cost of \$70,000.00; and

WHEREAS, said funds will support campaign messaging delivered through social media, digital media, video streaming, and audio streaming platforms; and

WHEREAS, \$428,000.00 was appropriated to the Behavioral Health Advisory Board in the FY 2025-2026 Budget, and \$70,000.00 of such funding shall be allocated for the cost of the campaign; and

WHEREAS, many of the people we interact with daily struggle with mental health challenges and stigma prevents countless people from seeking the support they need; and

WHEREAS, highlighting the availability of mental health treatment and support services through the No Shame, Let’s Talk! Campaign is one mechanism to reach and assist individuals who may be suffering in silence; and

WHEREAS, this Board supports the No Shame, Let’s Talk! Campaign and the BHAB’s ongoing efforts to assist individuals who may benefit from mental health support or treatment,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board authorizes transfer of \$70,000.00 from the Miami-Dade County Behavioral Health Advisory Board’s budget to the Miami-Dade County Communications, Information and Technology Department for reimbursement of services related to the No Shame, Let’s Talk! Campaign.

The Prime Sponsor of the foregoing resolution is Senator René García. It was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

- | | |
|---------------------------------|------------------------|
| Anthony Rodriguez, Chairman | |
| Kionne L. McGhee, Vice Chairman | |
| Marleine Bastien | Juan Carlos Bermudez |
| Sen. René García | Oliver G. Gilbert, III |
| Roberto J. Gonzalez | Keon Hardemon |
| Danielle Cohen Higgins | Vicki L. Lopez |
| Natalie Milian Orbis | Raquel A. Regalado |
| Micky Steinberg | |

The Chairperson thereupon declared this resolution duly passed and adopted this 5th day of May, 2026. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

JUAN FERNANDEZ-BARQUIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Shanika A. Graves