



NEWS FROM THE OFFICE OF
ADAM J. BELLO
MONROE COUNTY EXECUTIVE

For Immediate Release
Wednesday, May 27, 2026

MONROE COUNTY'S OPIOID AWARENESS CAMPAIGN EARNS BRONZE TELLY AWARD

*Department of Public Health initiative recognized for overdose prevention,
stigma reduction and community storytelling*

MONROE COUNTY, NY — County Executive Adam Bello today announced that the [Department of Public Health's Opioid Addiction Call-to-Action campaign](#) earned a Bronze Telly Award in the 47th Annual Telly Awards. The campaign was recognized in the Public Service PSA category for Local TV, Streaming and Digital.

Founded in 1979, the Telly Awards honor excellence in video and television across all screens and receive entries from leading agencies, production companies, television stations and organizations around the world. The 47th Annual Telly Awards received nearly 14,000 entries globally, the most in the organization's history.

Launched in November 2024, the Department of Health's Opioid Addiction Call-to-Action campaign uses video, digital, radio and print messaging to increase awareness of overdose prevention resources, reduce stigma surrounding Substance Use Disorder (SUD) and encourage conversations about addiction and recovery.

"This recognition reflects the hard work happening across Monroe County to address the overdose crisis with compassion, education and community partnership," **said Monroe County Executive Adam Bello**. "The Call-to-Action campaign was created to reach people with clear information, reduce fear around asking for help and remind families that support and recovery are possible. I thank the Department of Public Health, our community partners and the individuals who shared their stories to help others know they are not alone."

"Too many individuals and families in our community have been affected by overdose and Substance Use Disorder," **said Dr. Marielena Vélez de Brown, Monroe County Commissioner of Public Health**. "Public health messaging is most effective when people feel seen, respected and informed rather than judged. This initiative helps open conversations, promote life-saving tools like naloxone and connect people with support."

The ongoing effort is part of Monroe County's broader work to address the overdose crisis through prevention, treatment, harm reduction, and outreach. Those actions include the

expansion of the Department of Public Health’s IMPACT team, the placement of more than 650 publicly-accessible NaloxBoxes throughout the community and continued public education surrounding overdose prevention and the Good Samaritan Law.

The award-winning public awareness initiative was developed through a collaboration between the Monroe County Department of Public Health, Game Plan Marketing, Writ Large PR, LLC and videographer Joe Gallo. Key contributors included Addiction Services Outreach Supervisor Alex Benitez, Addiction Services Program Manager Jessica O’Connor, Director of Addiction Services Dr. Tisha Smith, Project Manager Rachel Gordon and Creative Director Jonathan Ghent.

“The people who shared their stories for this campaign showed a tremendous amount of courage,” **said Director of Addiction Services Dr. Tisha Smith.** “I thank everyone who helped bring this work to life, especially the individuals and families who chose to speak openly about addiction and recovery in hope of helping someone else.”

Individuals and families seeking support can find naloxone access, treatment and harm reduction resources through the Monroe County Department of Public Health’s [NaloxBox Map and Resource Page](#), which helps residents locate NaloxBoxes throughout the community. **The Monroe County Opioid Hotline is available 24 hours a day, seven days a week at (585) 753-5300 for anyone seeking help, support, or guidance.**

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