



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 24-571

January 07, 2025

Introduced: 11/27/2024

Current Status: Health Department -
Consent

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of Health Services or designee to sign a retroactive Memorandum of Understanding with County of San Mateo to allow County of Monterey Health Department access to County of San Mateo's Cannabis Decoded Campaign, for the term retroactive to July 1, 2022 through June 30, 2027; and
- b. Approve the non-standard risk provisions in the Agreement as recommended by the Director of Health Services; and
- c. Approve and authorize the Director of Health Services or designee to sign up to three future amendments that do not significantly change the scope of service.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of Health Services or designee to sign a retroactive Memorandum of Understanding with County of San Mateo to allow County of Monterey Health Department access to County of San Mateo's Cannabis Decoded Campaign, for the term retroactive to July 1, 2022 through June 30, 2027; and
- b. Approve the non-standard risk provisions in the Agreement as recommended by the Director of Health Services; and
- c. Approve and authorize the Director of Health Services or designee to sign up to three future amendments that do not significantly change the scope of service.

SUMMARY/DISCUSSION:

The goal of the Health Department's Cannabis Education Program (Cannabis Education Program) is to provide education that empowers the community to make informed choices about their health. As part of these efforts, the program aims to provide education to youth and parents focused on empowering them to have conversations about cannabis and to prevent youth uptake of cannabis.

The Decoded Campaign is an educational campaign focused on supporting overall youth and young adult wellbeing and providing resources and support to face challenges in a healthy way. Through the Decoded Campaign, the Cannabis Education Program will expand existing educational efforts that engage Monterey County youth and their parents to support promotion of program goals. County engagement will also be provided through a website expansion that will grow Cannabis Decoded into a statewide campaign providing participating counties the capacity to share materials.

The Health Department is requesting this agreement for a term retroactive to July 1, 2022, through June 30, 2027. The retroactive nature of this agreement is necessary to ensure alignment with the

terms and conditions of the Decoded Campaign. Due to multiple staffing changes, this agreement was not formalized in a timely manner. To ensure that the original intention of the agreement is honored, we request a retroactive agreement. We have implemented additional administrative steps to track this agreement and to prevent this from happening again.

The County of San Mateo requests that partners in the Decoded Campaign sign the MOU before the County proceeds with its own signature.

This work supports the County of Monterey Health Department 2018-2024 Strategic Plan Goals: 1. Empower the community to improve health; 2. Enhance public health and safety through prevention; and 3. Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services. It also supports three of the ten essential public health services, specifically: 3. Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it; 4. Strengthen, support, and mobilize communities and partnerships to improve health; and 7. Assure an effective system that enables equitable access to the individual services and care needed to be healthy.

OTHER AGENCY INVOLVEMENT:

The Offices of the County Counsel and Auditor-Controller have reviewed and approved this Agreement as to legal form and fiscal provisions, respectively.

FINANCING:

There is no cost to the County for this Agreement.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

☐ Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

☐ Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability, and transparency.

☒ Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services, promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

☐ Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

☐ Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by: Veronica Salinas, Management Analyst, 755-4630

Approved by: Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachment:

Board Report

Agreement

Original Agreement