

**MEMORANDUM OF UNDERSTANDING
BETWEEN THE SAN MATEO COUNTY BEHAVIORAL HEALTH
AND RECOVERY SERVICES DIVISION AND
THE COUNTY OF MONTEREY**

The purpose of this Memorandum of Understanding (MOU) is to describe and make explicit the agreement between the San Mateo County Behavioral Health and Recovery Services Division and County of Monterey regarding the Cannabis Decoded Campaign.

1. Background Information

By allowing County of Monterey to use the Cannabis Decoded messages, San Mateo County will be able to extend its messaging reach to the County of Monterey where community members may work, attend school, worship, visit family/friends, etc. The extension of the message also contributes to the community norm change we seek so that more cannabis prevention messages are placed to counter the pro-cannabis messages throughout the region.

2. Term and Termination

2.1 Term

The term of this MOU is from May 27, 2019 to June 30, 2022.

2.2 Amendment/Modification Process

All subsequent modifications or amendments shall be in writing and signed by the parties.

2.3 Termination

This MOU may be terminated by either party at any time without a requirement of good cause upon thirty (30) days' written notice to the other party.

3. Purpose

County of Monterey (herein "Participating County") enters into a cooperative and reciprocal agreement with San Mateo County Behavioral Health and Recovery Services (herein "Licensor") for non-exclusive license rights to materials, media and other assets related to the Cannabis Decoded Campaign (herein "Campaign").

3.1 Property Modifications and Fidelity to Campaign

All Campaign activities, materials, and content must be consistent with the approved Campaign strategy and brand guidelines (Exhibit A). To ensure fidelity to the Campaign, the Participating County may only develop or augment Campaign assets (to include, but not limited to: trainings, written content, digital assets, etc.) through the approved Communications Vendor identified by the Licensor, which is currently The Social Changery (herein "the Communications Vendor").

3.2 Reciprocal Usage

The Participating County agrees that any Campaign assets created under the terms of this agreement will be made available in their entire and original form to the Licensor.

3.3 Geographical Restrictions

For use by the Participating County within said county boundaries, with the note that some media purchasing may fall outside of County boundaries due to the nature of the media designated market area (DMA).

5. **Communication with Licensor**

Participating County agrees to provide reporting to Licensor on Campaign dissemination and outreach activities as requested by the Licensor (on no more than a quarterly basis). Participating County may provide these updates directly to: Edith Cabuslay at ecabuslay@smcgov.org or another designated point of contact as identified by the Licensor or by contracting these communications to occur through the Communications Vendor identified by the Licensor.

6. **Indemnification**

The Participating County and the Licensor shall mutually indemnify, defend, and hold harmless the other party, its officers, agents, employees, or subcontractors from any claim, liability, loss, injury or damage arising out of, or in connection with, the performance of this Agreement by either party, and/or either party's students, officers, agents, employees or sub-contractors, excepting only loss, injury or damage caused by the negligence or willful misconduct of the other party and/or its officers, agents, employees and subcontractors. It is the intent of the parties to this Agreement to provide the broadest possible mutual coverage for the parties. The Participating County and Licensor shall be responsible for all of their own costs, attorneys' fees, expenses and liabilities incurred with respect to any litigation in which the parties are obligated to indemnify, defend and hold harmless the other party under this Agreement.

Both parties are responsible for providing proof of insurance or self-insurance for: (a) commercial general liability insurance or a program of self-insurance, including but not limited to premises, personal injuries, products, and completed operations, with a combined single limit of not less than \$1,000,000 per occurrence and (b) workers' compensation insurance in accordance with California Labor Code section 3700 or an authorized program of self-insurance, with a minimum of \$1,000,000 per occurrence for employer's liability. Both parties shall list the other as the certificate holder as follows:

1. County of Monterey
1270 Natividad Road
Salinas, CA 93906

2. San Mateo County Behavioral Health & Recovery Services
2000 Alameda de las Pulgas, Suite 280
San Mateo, CA 94403

9. **Contact Information**

The following is contact information of the persons responsible from each party/entity for the completion and maintenance of this MOU:

9.1 San Mateo County Behavioral Health and Recovery Services Division

Name: Edith Cabuslay, MPH
Address: San Mateo County Health Promotion Unit
Behavioral Health and Recovery Services Division
310 Harbor Blvd., Building E
Belmont, CA 94002
Telephone: 650-573-2227
Facsimile:
Email: ecabuslay@smcgov.org

9.2 Monterey County Health Department

Name: Michelle House, Health Program Coordinator
Address: Monterey County Health Department
1441 Schilling Place – South 1st Floor, Salinas, CA 93901
Telephone: (831) 755-4607
Facsimile:
Email: housem@co.monterey.ca.us

~ Signature page to follow ~

Effective Date and Signatures:

This MOU shall be effective upon the signature of the San Mateo County Behavioral Health and Recovery Services and COUNTY OF MONTEREY authorized officials. San Mateo County Behavioral Health and Recovery Services Division and the County of Monterey indicate agreement with this MOU by their signatures.

Signatures and dates:

Scott Gilman, Director
San Mateo County Behavioral Health & Recovery
Services Division

Elsa Jimenez
Director of Health, County of Monterey

Date

Date

Edith Cabuslay, Manager
San Mateo County Behavioral Health & Recovery
Services Division/Community Health Promotion Unit

Edward L. Moreno, MD, MPH, Health Officer, and
Director of Public Health Bureau, County of
Monterey

Date

Date

4/10/19

Approved as to form
Stacy Saetta
Dep. County Counsel
Monterey

Reviewed as to fiscal provisions

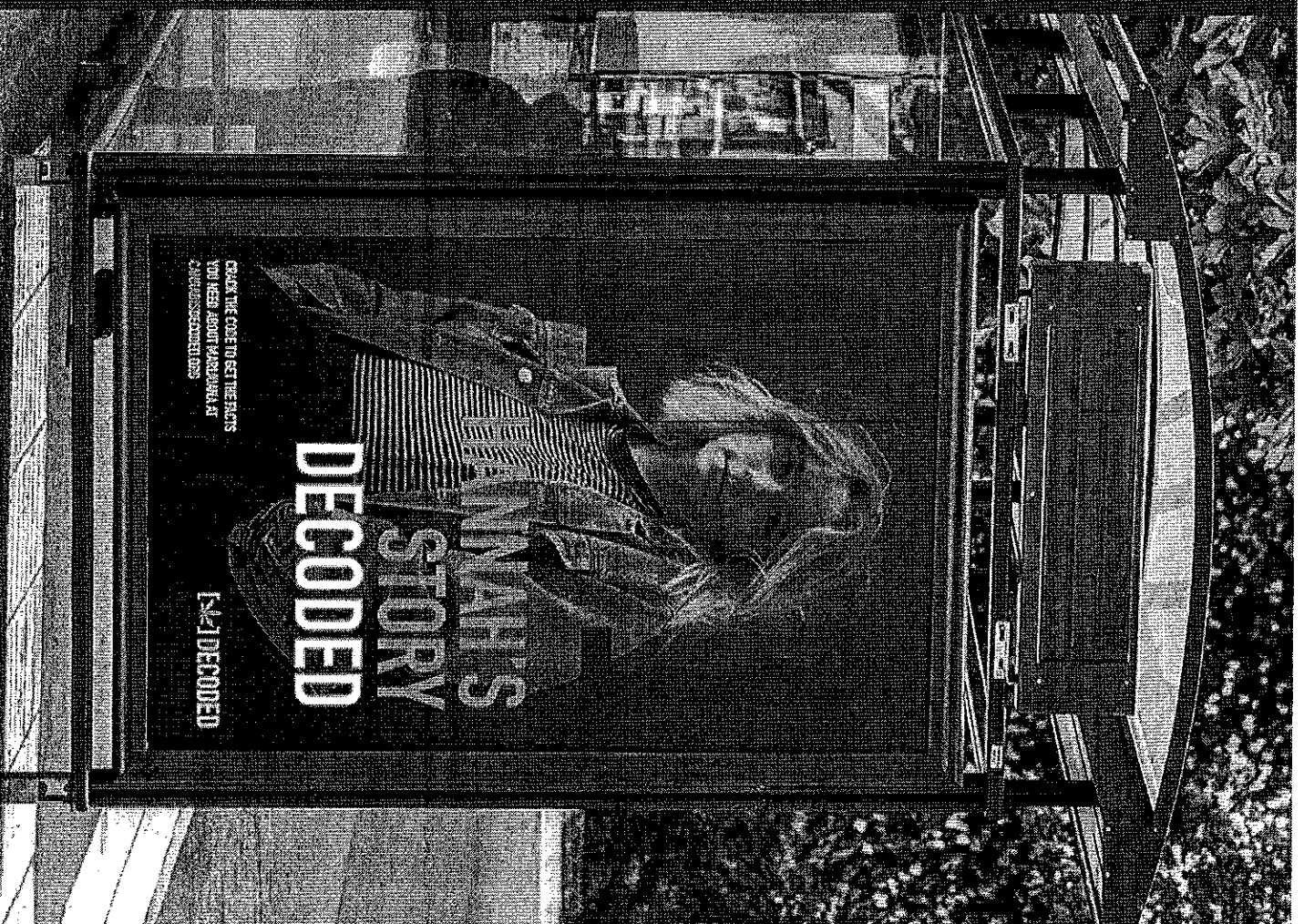
Auditor-Controller
County of Monterey

4/23/19

**Exhibit A-Campaign
Strategies and Brand
Guidelines**

**ABOUT THE BRAND CAMPAIGN
AND LICENSING INFORMATION**

[] DECODED



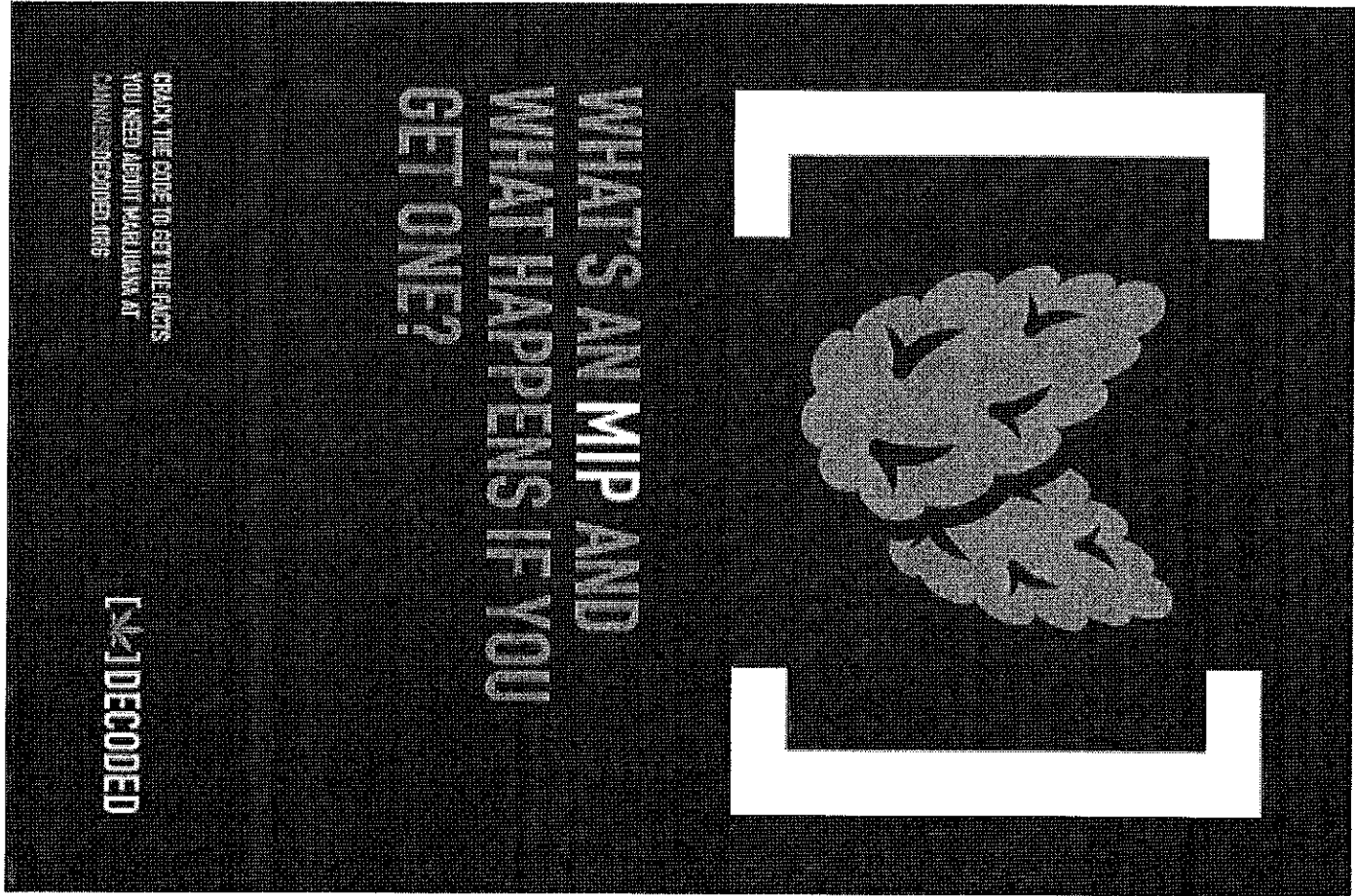
WHAT IS [CANNABIS] DECODED?

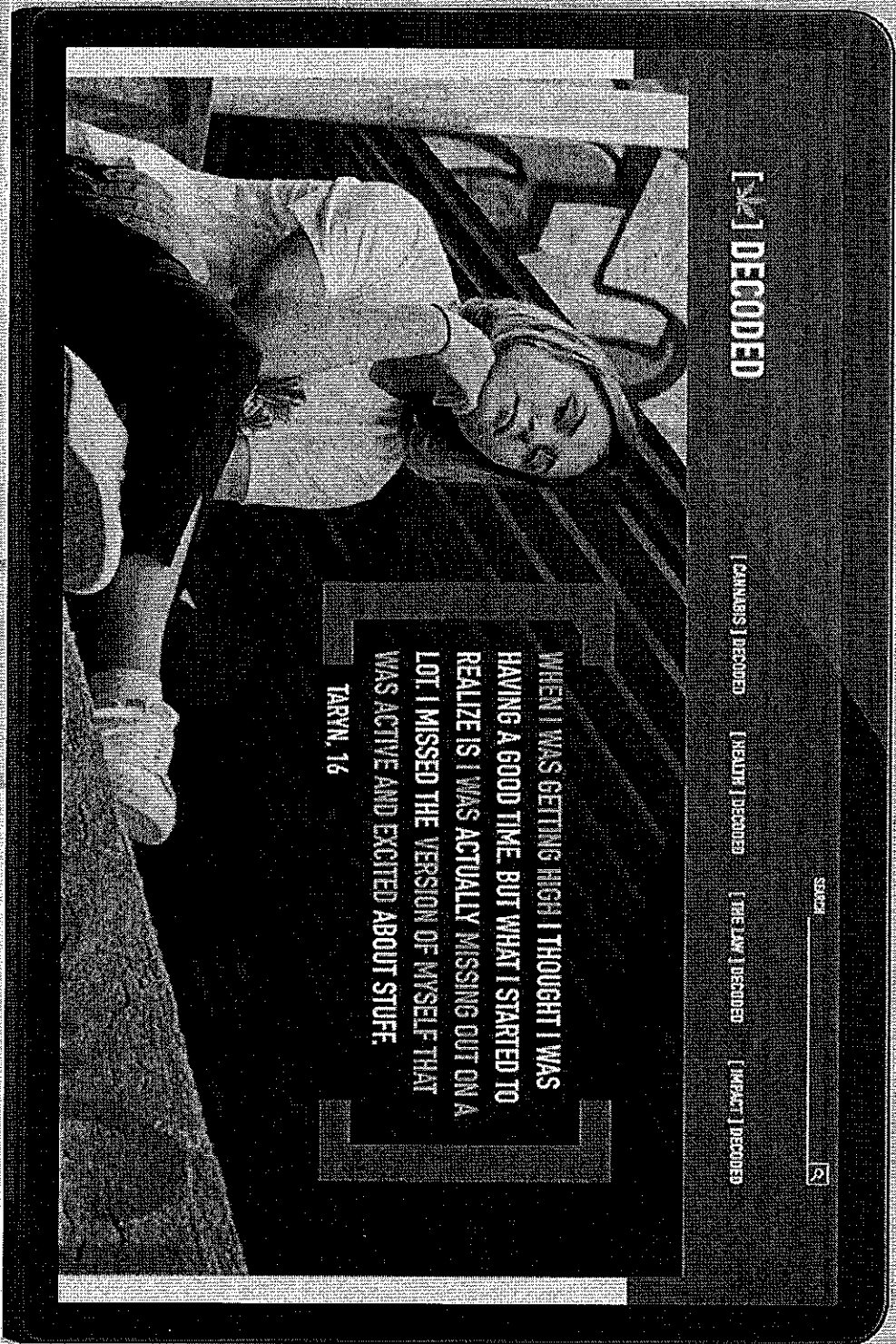
Now that cannabis has been legalized for recreational use there's more advertising, more hype, and more confusion than ever before. Is it good for you or bad for you? Will using cannabis impact your future opportunities? Where and when is it legal?

How do we help young people facing conflicting information about cannabis make the healthiest choices possible? We know for certain that scare tactics don't work. In fact, research shows that fear-based approaches are not effective in reducing substance use, and often backfire, resulting in higher rates of substance use.¹

This is why we created [Cannabis] Decoded. [Cannabis] Decoded provides reliable, factual information so that young people have the tools they need to make informed decisions that impact their health and futures. No moralizing, no judgement, no sales pitch.

¹http://bmjopen.bmj.com/content/5/9/e007449?utm_source=trendm&utm_medium=cp&utm_campaign=bnjopen&rendm-d-shared=1&utm_content=journalcontent&utm_term=TrendMDPhase4





[CANNABIS] DECODED HELPS YOUNG PEOPLE "CRACK THE CODE" AND GET THE FACTS THEY NEED

Using the most up-to-date, rigorous research available, [Cannabis] Decoded breaks down what we know about four key areas:

Cannabis Decoded

(the basics about cannabis and how it's used)

Health Decoded

(both mental and physical effects of cannabis)

Impact Decoded

(possible impacts on your future, the environment, and human rights)

The Law Decoded

(what is and isn't legal in the state of California)

While [Cannabis] Decoded is most focused on talking directly with young people ages 12-25, we've created information that would be useful to a wide variety of young people from middle school age to college-age adults, and young women who may be pregnant or breastfeeding.

We believe that the best way to support young people in making healthy choices is to speak directly to them in a respectful, non-judgmental manner and provide them with clear, factual information. We also believe that providing that same information to the adults in their lives promotes better communication and helps adults provide better support.

For this reason we've also created materials just for parents (and other supportive adults) about how cannabis itself and the delivery methods have evolved, guides for talking with kids in a developmentally appropriate way, as well as including local and national resources and support.

[CANNABIS] DECODED

[HEALTH] DECODED

[THE LAW] DECODED

[IMPACT] DECODED

THE MAKING OF [CANNABIS] DECODED

Everything in [Cannabis] Decoded is a product of research. We started with an in-depth review of what other campaigns had done successfully, as well as what "lessons learned" could be gleaned from their experiences. We looked at dozens of state and national campaigns. One of the biggest takeaways? It's essential that the campaign be designed by youth, for youth.

We took that to heart. We talked with more than 200 youth over the course of the project about everything from the images we used, the language and words that made sense to them, where they got their information, and how they made decisions.

We also turned to the most up-to-date research from leaders in the field like the American Medical Association; National Academies of Sciences, Engineering, and Medicine; American Journal of Public Health; Journal of Prevention Science; etc. to make sure we were giving young people and the adults in their lives good information they could trust.

[IMPACT] DECODED



WHEN I FOUND OUT THAT THE ILLEGAL WEED INDUSTRY IS LINKED TO HUMAN TRAFFICKING, I COULDN'T LOOK AT SMOKING THE SAME WAY. I DON'T WANT MY HIGH TO COME AT THE COST OF HURTING SOMEONE ELSE.

CHRIS, 18

[THE LAW] DECODED



I HAVE FRIENDS AND FAMILY THAT USE MARIJUANA AND IT'S LEGAL NOW, BUT THEN I THINK ABOUT HOW OUR BRAINS ARE DEVELOPING UNTIL WE ARE 25. WEED COULD HAVE PERMANENT CONSEQUENCES. I'M GOING TO WAIT IT OUT.

ROSSA, 15

MORE THAN
200
YOUTH SURVEYED OVER THE
COURSE OF THE PROJECT

GETTING YOUNG PEOPLE CONNECTED TO [CANNABIS] DECODED

When asked "How do you currently find answers to questions about marijuana?" 48% of young people surveyed said they search the Internet. So, rather than rely on handing out booklets or making Public Service Announcements, we took the best information available and made it easy for young people to search anonymously for the information they need 24/7 on cannabisdecoded.org.

We know that 92% of teens use smartphones to access the Internet on a daily basis.² So we built a responsive website that adapts to whatever device our user prefers. On a desktop it looks like a website, on a smartphone or tablet it looks a bit more like an app. We also skipped the gimmicky graphics and made a clean, attractive site that's quicker to load. We wanted to make sure young people in more remote areas, or those with more limited data plans, can have the same access to information as their peers in urban areas or with more expensive data plans.

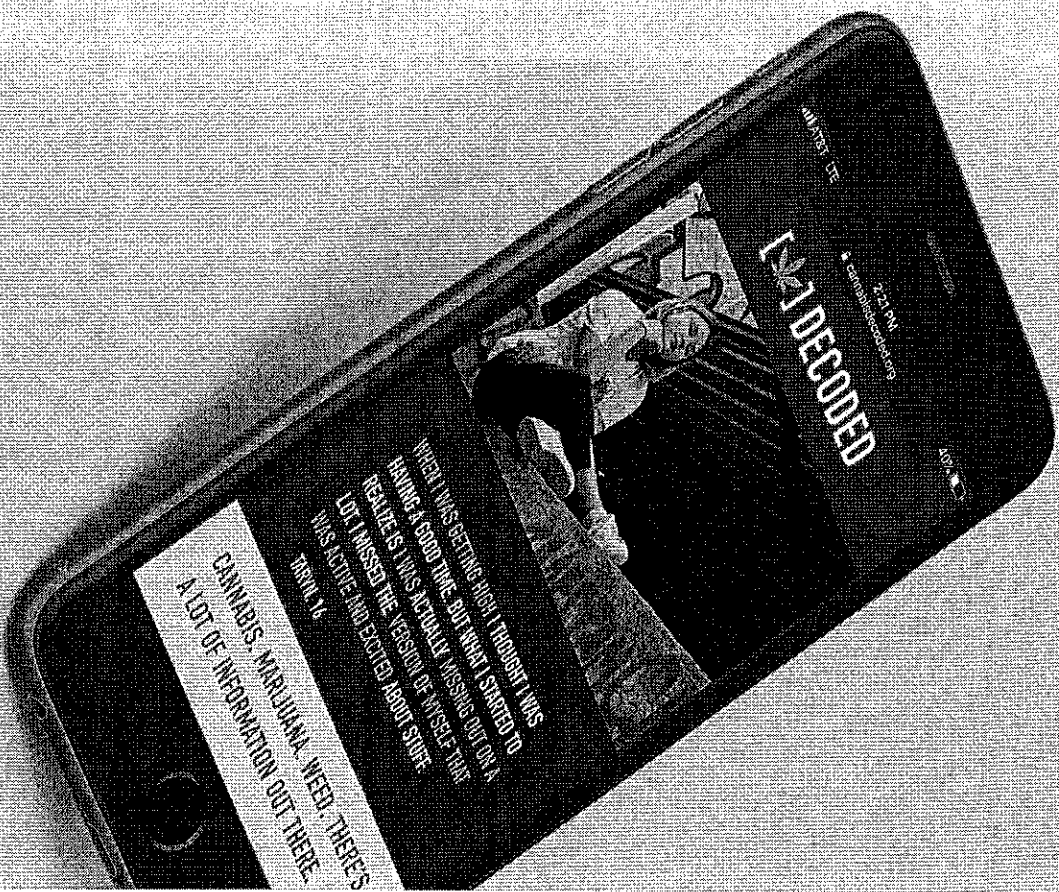
48%

OF YOUNG PEOPLE SURVEYED SAID THEY SEARCH THE INTERNET TO FIND ANSWERS TO QUESTIONS ABOUT MARIJUANA

92%

OF TEENS USE SMARTPHONES TO ACCESS THE INTERNET ON A DAILY BASIS

² <http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/>

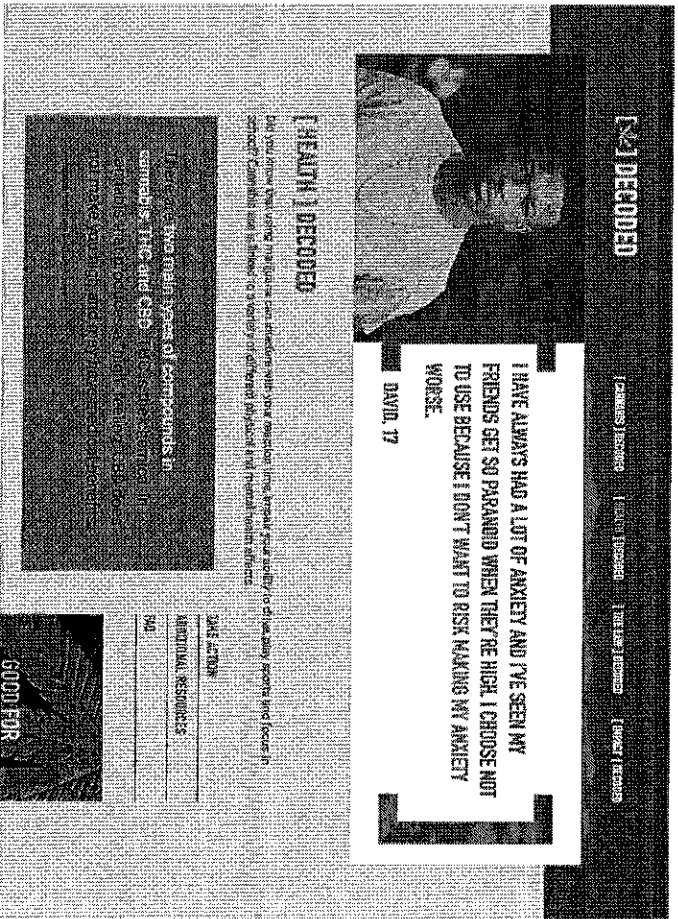
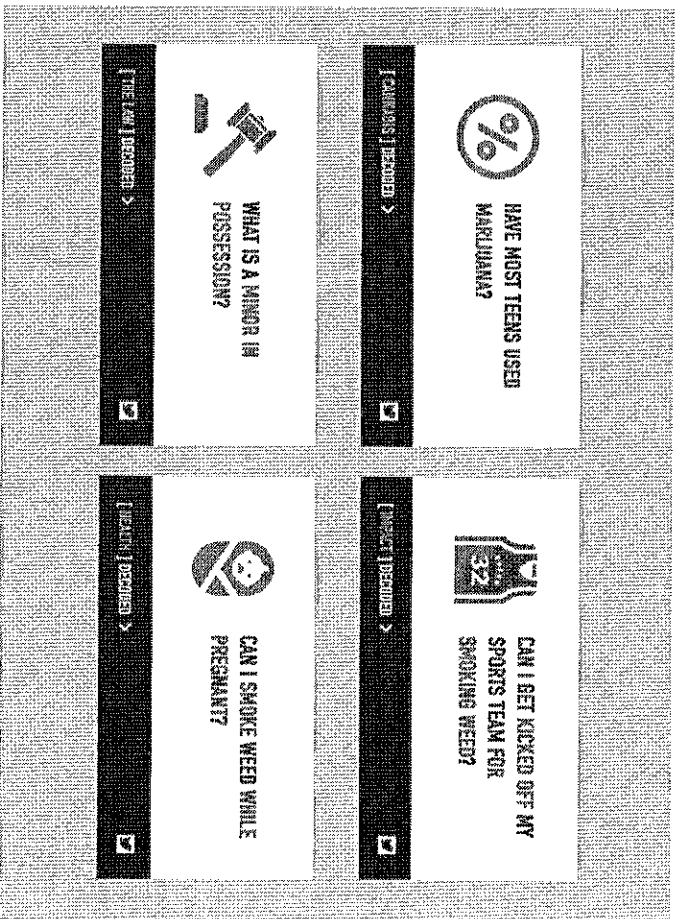


CANNABISDECODED.ORG IS MORE THAN JUST A LIST OF FACTS.

Young people can select a question that they're interested in from the homepage, whether they're wondering about what a "dab" is, whether getting caught with weed will impact their college application, or if cannabis can help their anxiety. They'll then be taken to a page with a quotes and pictures of people like them, facts about the topic they're interested in, and ways to take action.

Maybe our user is a young adult who's pregnant and heard that cannabis can be used to manage her morning sickness; when she clicks on the question about this she'll be directed to the Health Decoded page where she'll not only find facts about how mothers who used cannabis during pregnancy tend to have babies with lower birth weight, but she'll be connected to local clinics where she can talk with a doctor about other ways to manage her morning sickness.

Of course, even the best website is useless if no one sees it. That's where our social media and social marketing plan comes in.



SOCIAL MEDIA

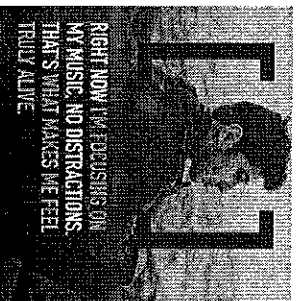
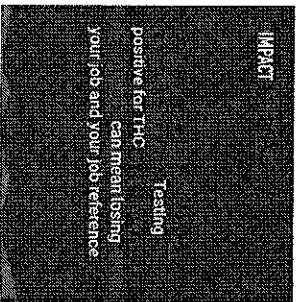
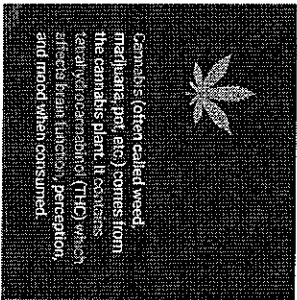
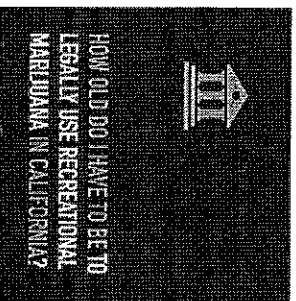
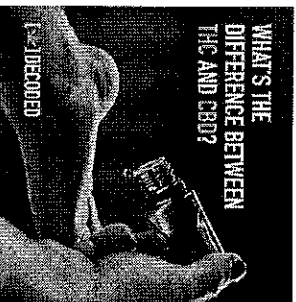
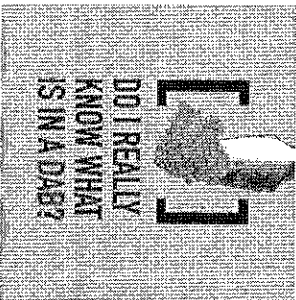
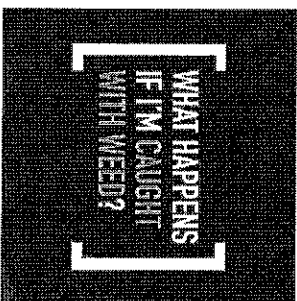
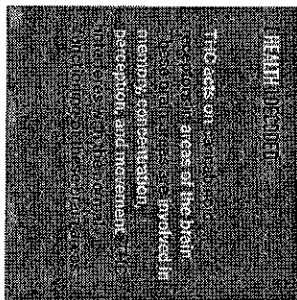
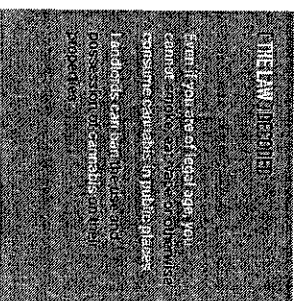
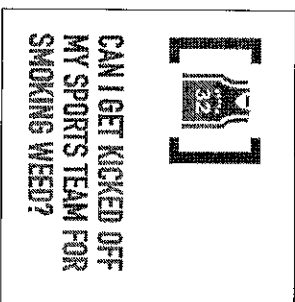
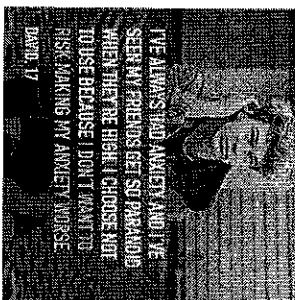
20.5%

OF YOUTH SURVEYED SAID THAT INSTAGRAM WAS THEIR PRIMARY SOCIAL MEDIA CHANNEL

Youth surveyed overwhelmingly said (20.5%) that Instagram was their primary social media channel. To help more young people learn about the cannabisdecoded.org website, we created the Cannabis Decoded Instagram channel.

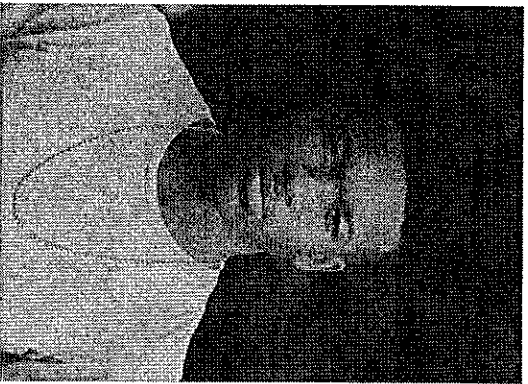
We trained a group of young people involved in San Mateo County's Youth Commission to create content by youth, for youth to post on Instagram and drive more young people to the website to find information about cannabis.

To reach the adults in young people's lives we also created informational posts for Facebook and Twitter, connecting them to the special "Parents" page on cannabisdecoded.org



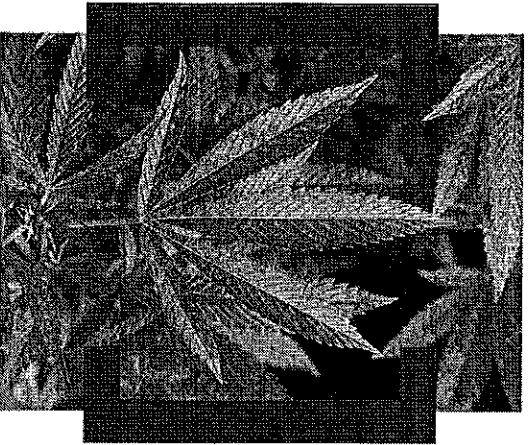
@CANNABIS_DECODED

CANNABISDECODED.ORG



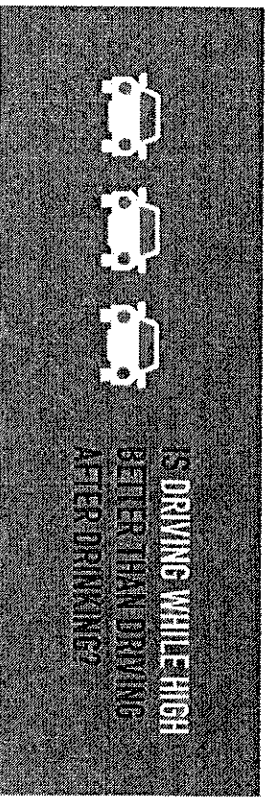
[MY STORY] DECODED

I HAVE ALWAYS HAD A LOT OF ANXIETY AND I'VE SEEN MY FRIENDS GET SO PARANOID WHEN THEY'RE HIGH. I CHOOSE NOT TO USE BECAUSE I DON'T WANT TO RISK MAKING MY ANXIETY WORSE.
DAVID, 17



GOOD FOR YOU OR BAD FOR YOU?

Not all forms of weed have medical benefits. Just like with prescription drugs, some active compounds in medical marijuana are used to treat specific problems. While CBD (a compound found in cannabis that doesn't get you high) might help anxiety, smoking a joint may have the opposite effect.



[MY STORY] DECODED

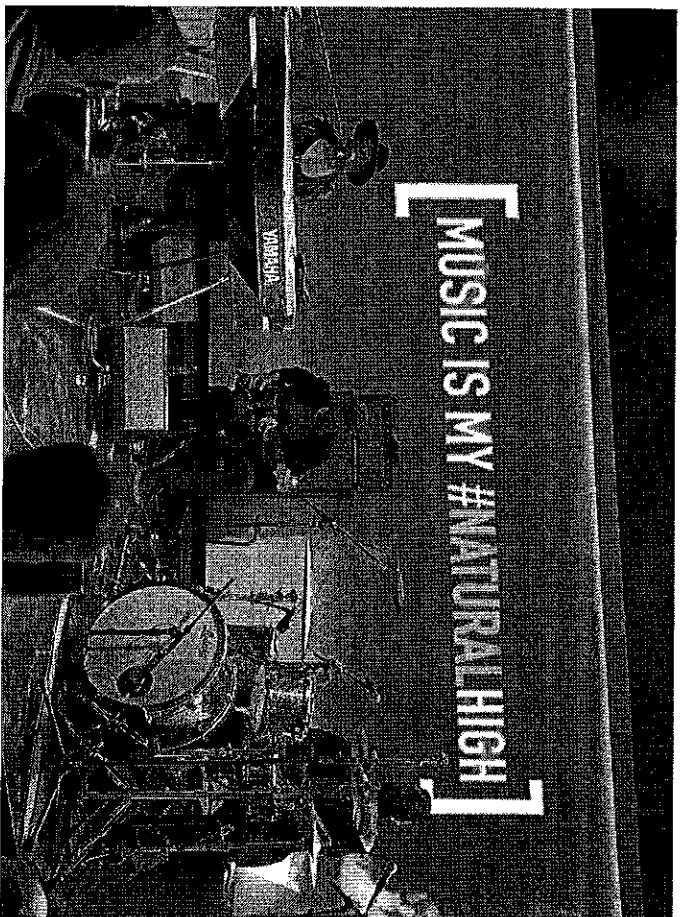
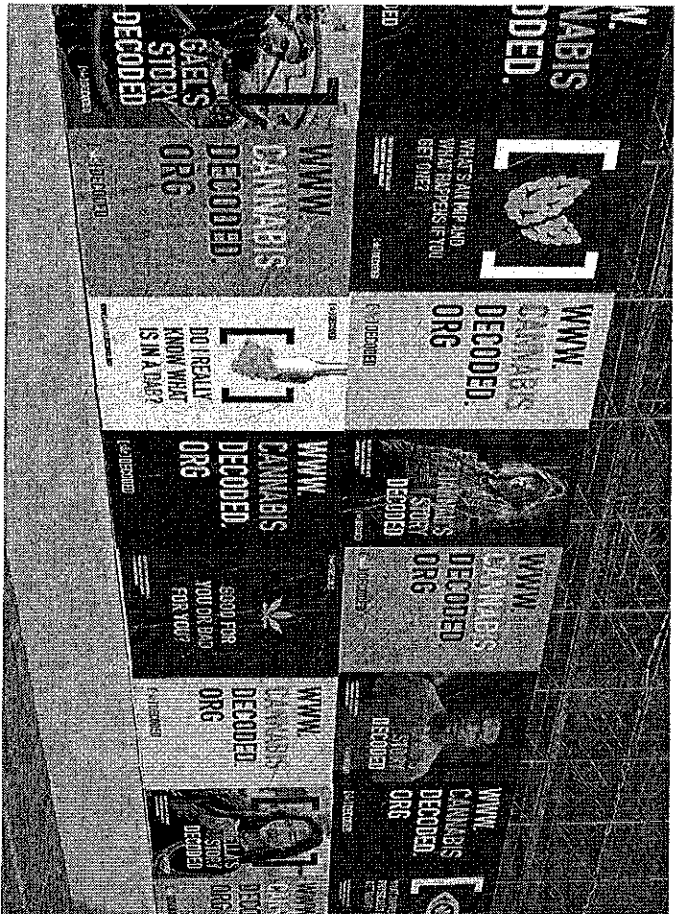
I HAVE TWO LITTLE BROTHERS AND I KNOW THEY ARE LOOKING UP TO ME AS AN EXAMPLE.
GAEL, 15

MARKETING

Ideally, we want to reach each young person, on average, seven times through multiple touchpoints to move them to action.

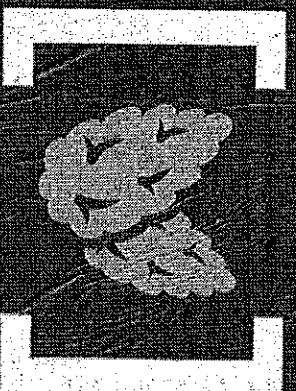
Maybe they see the website on a coffee sleeve when they buy a morning coffee, walk by a wall of posters for [Cannabis] Decoded on the construction wall on their path to school, hear the teacher talk about [Cannabis] Decoded as a resource during health class, see an ad on their music app while they're doing homework, or hear about a concert sponsored by [Cannabis] Decoded.

We'll use multiple strategies to make sure they know where to go when they have questions and need to make important decisions about cannabis use. And ideally, their parents have seen the website as well and are equipped to see opportunities for conversation and take them to the next level.



WWW.
CANNABIS
DECODED.
ORG

WWW.CANNABISDECODED.ORG



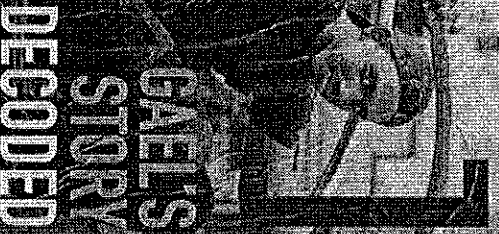
WHAT'S AN MIP AND
WHAT HAPPENS IF YOU
GET ONE?

WWW.CANNABISDECODED.ORG

WWW.CANNABISDECODED.ORG

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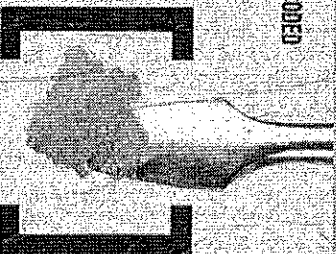
GAELT'S
STORY
DECODED

WWW.CANNABISDECODED.ORG

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ORG

WWW.CANNABISDECODED.ORG



DO I REALLY
KNOW WHAT
IS IN A DAB?

WWW.CANNABISDECODED.ORG

WWW.CANNABISDECODED.ORG

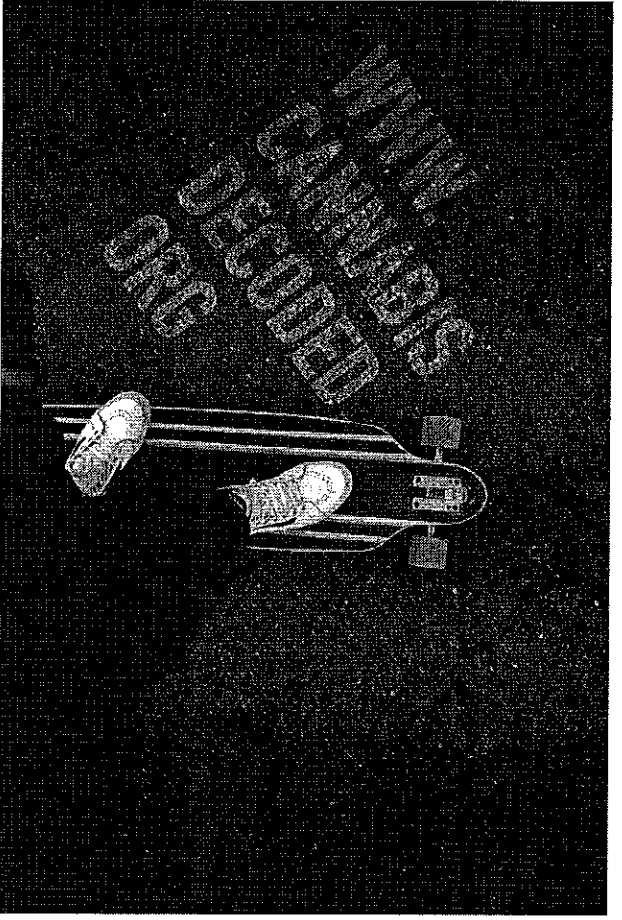
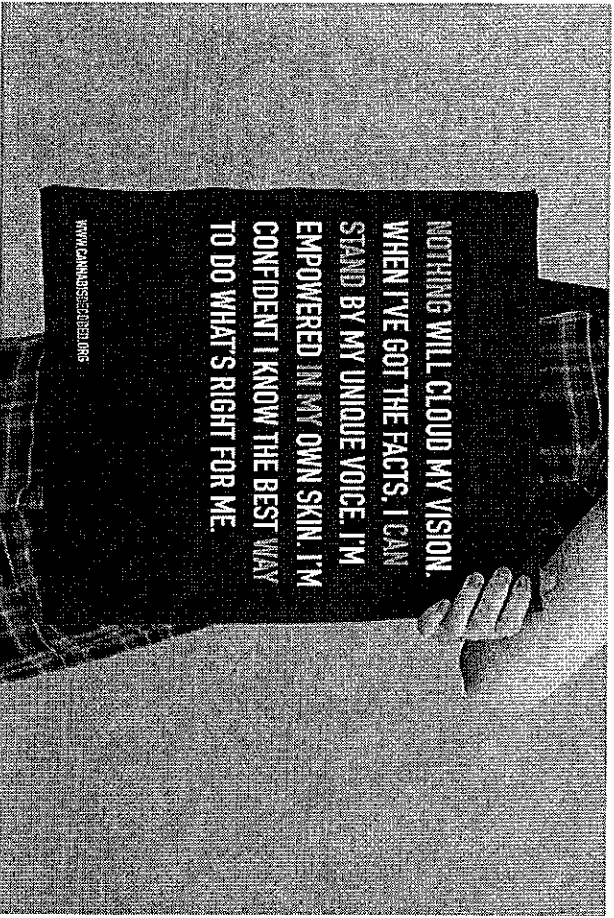
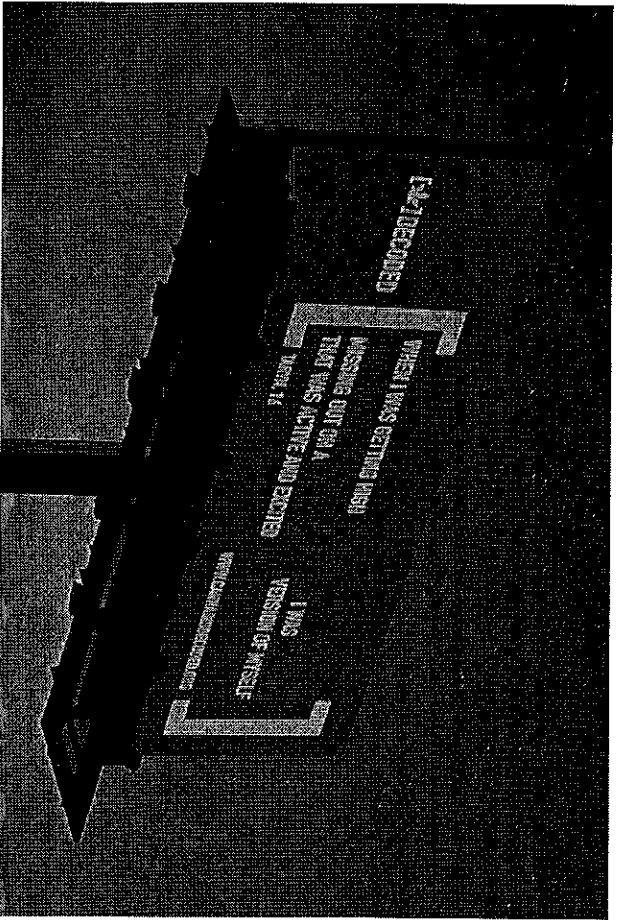
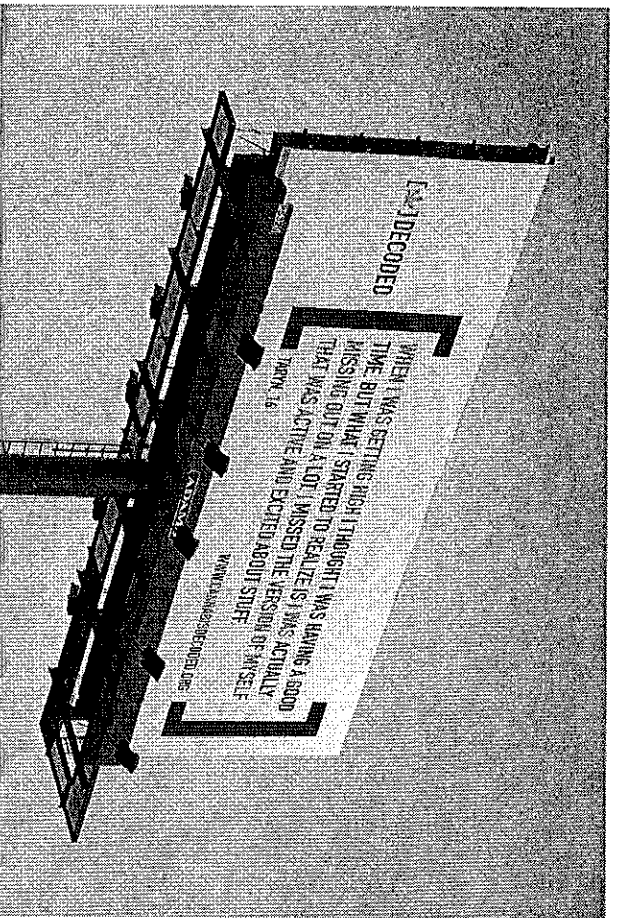
WWW.
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HOW CAN YOU BRING [CANNABIS] DECODED TO YOUR YOUNG PEOPLE?

[Cannabis] Decoded is a Youth Marijuana Education Initiative from the County of San Mateo in partnership with the San Mateo County Youth Commission, but the tools and resources we've created can benefit young people and their parents in many locations.

We also know that when different regions, counties, departments, and organizations collaborate by sharing tools and pooling resources, the results are exponentially bigger than when we work in isolation.

To help promote collaboration and make it easy for us to pool our resources for greater impact, San Mateo County has created a licensing agreement so others can use the [Cannabis] Decoded brand and materials. We've also created several packages to help you launch marketing efforts in your own community with lower costs and bigger impact than would be possible if done independently. If you're looking to customize materials for your audience, consultants are available to provide technical assistance.

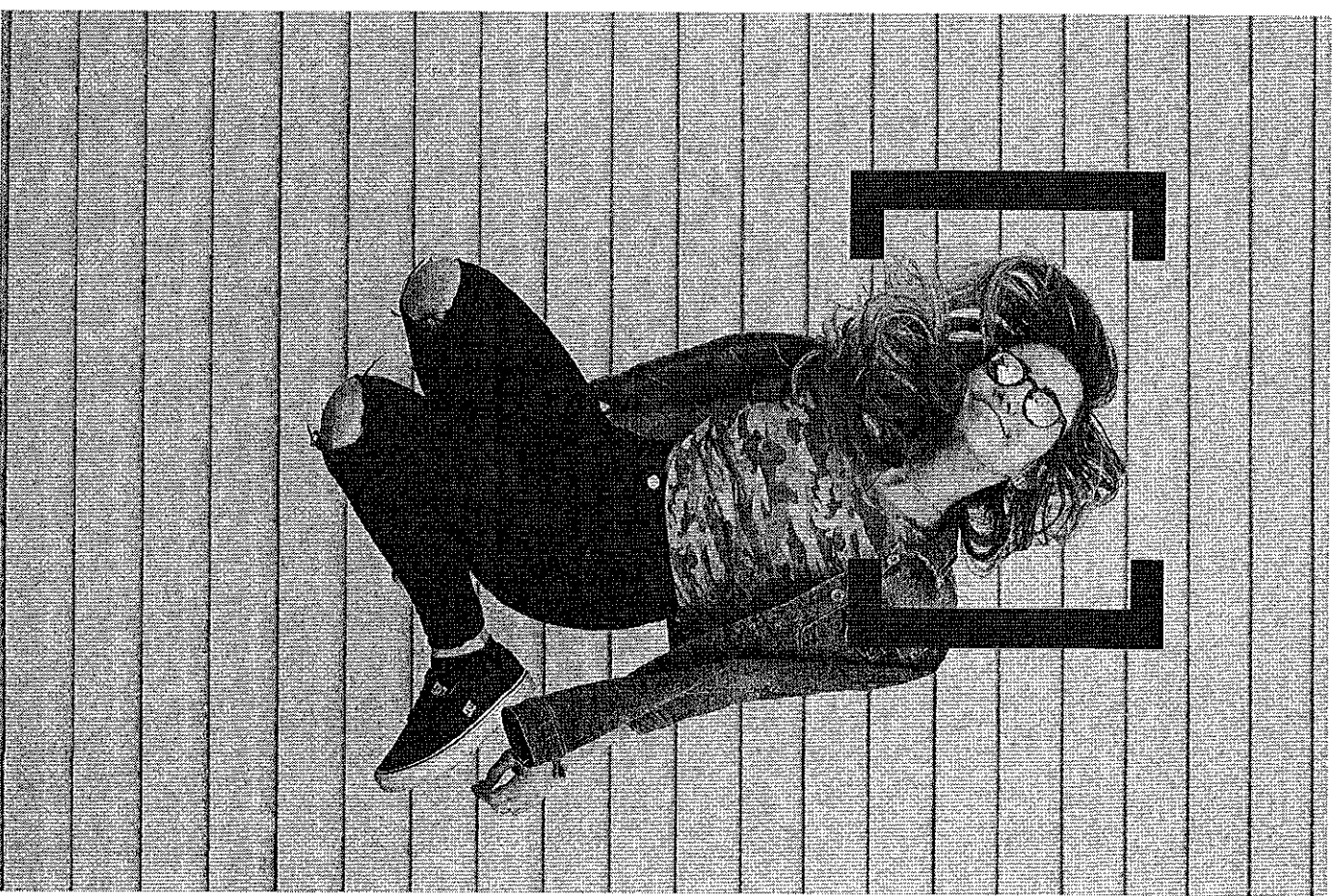
FOR MORE INFORMATION, CONTACT:

Edith Cabuslay

Program Services Manager, San Mateo County Health System
ECabuslay@smcgov.org



COUNTY OF
SAN MATEO



FOCUSED ON FACTS

INTRODUCTION

**RESEARCH SHOWS THAT
YOUTH AND YOUNG ADULTS
ARE SOPHISTICATED
CONSUMERS OF INFORMATION,
AND FIND FACT-BASED
MESSAGES MOST PERSUASIVE
TO DEFER CANNABIS USE.**

As digital natives and culture consumers, youth can see through marketing gimmicks and fear tactics. It's clear from research that fear-based approaches are not effective in reducing substance use, and often backfire, resulting in higher rates of substance use.

[Cannabis] Decoded focuses on what matters most to youth: honest, easy-to-find information. The campaign visuals build on this foundational research: bold typography and a clear voice, clean layouts that make navigation easy, and documentary-style photography that roots the information in the real world.

By using this guide, you can create [Cannabis] Decoded materials that will help San Mateo County youth and young adults crack the code to get the facts they need to make well-informed decisions about cannabis.

BRAND ATTRIBUTES

SIMPLE	HONEST	BOLD
SMART	CONFIDENT	TRUSTWORTHY

STRATEGIC APPROACH

The campaign uses a two-pronged approach to inform youth and persuade them to defer cannabis use.

- **Testimonials give a peer-to-peer perspective and humanize the facts.** They make an emotional connection that feels rooted in the real world and is easy for youth to relate to. They may be a personal anecdote, a reason for deferment, or a question youth may have about marijuana.
- **Factoids are no-nonsense, digestible chunks of information.** They are short, easy to understand, and get to the point. They use facts only, they credit their sources, and they use an objective tone. This builds reliability and transparency youth can rely on.

When used in combination, these conduits of information create a balance of humanity and objectivity that feels authentic and trustworthy.

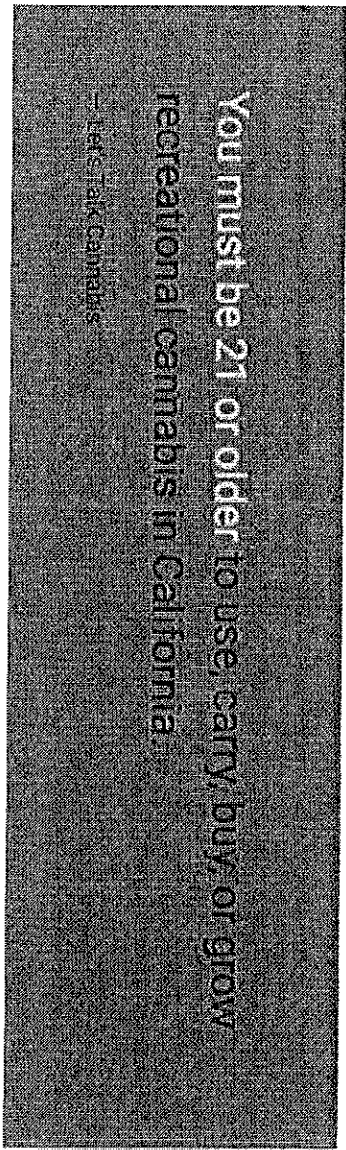
TESTIMONIAL EXAMPLE



I HAVE FRIENDS AND FAMILY THAT USE MARIJUANA AND IT'S LEGAL NOW, BUT THEN I THINK ABOUT HOW OUR BRAINS ARE DEVELOPING UNTIL WE ARE 25. WEED COULD HAVE PERMANENT CONSEQUENCES. I AM GOING TO WAIT IT OUT.

ROSA, 15

FACTOID EXAMPLE



ABOUT

THE LOGO

Our logo is more than just a mark. It was constructed to reflect the core concept of our campaign: focusing on facts.

It consists of three main parts: the brackets, the cannabis leaf, and the logotype (the letters that make up the word "Decoded.")

We use our brackets as a highlighting tool: they frame the most important information about cannabis; the key part of a story.

The cannabis leaf lets our audience know exactly what we're talking about, and our bold logotype and colors make sure we have impact wherever the mark appears.

Information about the logo, its recommended use, and its derivative elements can be found in this section.

