



# Monterey County

**Item No.**

## Board Report

Board of Supervisors  
Chambers

168 W. Alisal St., 1st Floor  
Salinas, CA 93901

**Legistar File Number: A 21-506**

**October 19, 2021**

**Introduced:** 10/7/2021

**Current Status:** Draft

**Version:** 1

**Matter Type:** BoS Agreement

- a. Approve and authorize the Director of Health or the Assistant Director of Health to accept the Notice of Award (Award No. 1-CPIMP211281-01-00) in the amount of \$3,952,437 from the Department of Health and Human Services, Office of the Secretary for the Monterey County Health Department, to provide COVID-19 health literacy services; and
- b. Authorize the Director of Health or the Assistant Director of Health to enter into an Agreement in the amount of \$3,283,900.34 with the Community Foundation for Monterey County to implement a Community Health Worker program as part of the grant's deliverables, for the term retroactive to September 1, 2021 through June 30, 2023; and
- c. Authorize the Director of Health or Director of Health to enter into an Agreement in the amount of \$400,000 with University Corporation at Monterey Bay to conduct the grant's evaluation, for the term retroactive to September 1, 2021 through June 30, 2023.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of Health or the Assistant Director of Health to accept the Notice of Award (Award No. 1-CPIMP211281-01-00) in the amount of \$3,952,437 from the Department of Health and Human Services, Office of the Secretary for the Monterey County Health Department, to provide COVID-19 health literacy services; and
- b. Authorize the Director of Health or the Assistant Director of Health to enter into an Agreement in the amount of \$3,283,900.34 with the Community Foundation for Monterey County to implement a Community Health Worker program as part of the grant's deliverables, for the term retroactive to September 1, 2021 through June 30, 2023; and
- c. Authorize the Director of Health or Director of Health to enter into an Agreement in the amount of \$400,000 with University Corporation at Monterey Bay to conduct the grant's evaluation, for the term retroactive to September 1, 2021 through June 30, 2023.

### SUMMARY/DISCUSSION:

Monterey County Health Department (MCHD) has received a two-year, competitive grant award from the U.S. Department of Health & Human Services, Office of the Secretary, as part of their Advancing Health Literacy to Enhance Equitable Community Response to COVID-19 initiative. In partnership with the Community Foundation for Monterey County and community-based organizations in the County's Latinx and Black communities that have experienced higher COVID-19 case rates, the grant will allow MCHD to continue the County's VIDA: Virus Integrated Distribution of Aid project and allow it to expand, develop, and implement COVID-19 health literacy strategies that target these subpopulations in under resourced neighborhoods, in alignment with evidence-based and

culturally and linguistically responsive practices.

Monterey County's Latinx and Black communities have borne the brunt of the COVID-19 pandemic in terms of hospitalizations and deaths. Latinx residents account for more than half of all COVID-19 cases and deaths in the county, with the majority of these cases and deaths concentrated in census tracts that correspond with the Healthy Places Index lowest quartile of census tracts in the county. To respond to this need the county in late 2021 developed in partnership with community partners the VIDA: Virus Integrated Distribution of Aid project that incorporated Community Health Workers (CHW) to connect with the most impacted communities, provide culturally responsive education, and connect people to services that would support successful isolation and quarantine. Testing and vaccination strategies were added in mid-2021 to the list of services provided by the VIDA Community Health Workers. As of now, the CHW's work is focused in the following communities:

- Salinas, 93906 and 93905
- North Monterey County: Castroville, Pajaro, Las Lomas, Moss Landing
- South Monterey County: Gonzales, Soledad, Greenfield, King City
- Peninsula: Seaside, Marina

The VIDA project enabled the county to position itself as a successful applicant to the U.S. Department of Health & Human Services, Office of the Secretary, as part of their Advancing Health Literacy to Enhance Equitable Community Response to COVID-19 initiative. MCHD's successful application has three main goals for the project: Goal 1) Support and expand local efforts to provide COVID-19 health and safety information that is accurate, accessible and culturally and linguistically appropriate, 2) Promote changes in the health care system that improve health information, communication, informed decision-making, and access to COVID-19 related health care services, and 3) Reduce the number (and/or disproportionality) of COVID-19 cases, hospitalizations and fatalities in the county. The grant funding will allow MCHD to continue to implement a scaled down version of VIDA for two years to empower CHWs from two organizations to guide the development of a county-wide Health Literacy Plan and lead associated community outreach, education, and systems navigation to continue work begun in 2021 to improve equitable health care access for COVID-19 as part of the Health Literacy Plan implementation. The grant funding has a small amount allotted to cover staffing costs for Monterey County Health Department and the majority of funds will be subcontracted to Community Foundation for Monterey County to engage two organizations and their CHWs to implement the grant's goals, objectives, and strategies and provide operating supports, such as printing and travel. The remaining funds will be subcontracted to University Corporation at Monterey Bay, for evaluation services, as required by the Department of Health and Human Services.

This work supports the Monterey County Health Department 2018-2022 strategic plan initiatives: 1. Empower the community to improve health through programs, policies, and activities; 2. Enhance community health and safety by emphasizing prevention; and 3. Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services. It also supports one or more of the ten essential public health services, specifically: 3. Inform, educate, and empower people about health issues; 4. Mobilize community partnerships and action to identify and solve health problems; 7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable.

OTHER AGENCY INVOLVEMENT:

The VIDA program involves the County Administrative Office and the Community Foundation for Monterey County as collaborative partners. The office of County Counsel and the Auditor-Controller have reviewed and approved the Award and Agreements as to form and fiscal provisions, respectively.

FINANCING:

This is a request to accept \$3,952,437 in COVID-19 Health Literacy Services grant funding and enter into two (2) agreements funded 100% by this grant. There is no impact to the General Fund. There are sufficient appropriations in the Health Department's (8438-HEA014) FY 2020-21 Adopted Budget.

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:

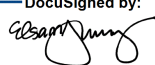
- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

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: Krista Hanni, Program Manager II, x4586

Approved by:

DocuSigned by:  
  
 Date: 10/8/2021 | 8:32 AM PDT  
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 Elsa Jimenez, Director of Health, 755-4526

Attachments:

- Notice of Award
- Agreement, Community Foundation for Monterey County
- Agreement, University Corporation at Monterey Bay

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