

Monterey County Board of Supervisors Referral Submittal Form

Referral No. 2021.16
Assignment Date: 09/14/21
Modified by Board on 9/14/21
 (Completed by CAO's Office)

SUBMITTAL - Completed by referring Board office and returned to CAO no later than noon on Thursday prior to Board meeting:

Date: 9/08/21	Submitted By: LUIS ALEJO	District #: 1
Referral Title: Declaring COVID-19 Health Misinformation a Public Health Crisis in Monterey County		
Referral Purpose: This referral seeks to combat health misinformation and curb the spread of falsehoods that threaten the health and safety of our residents and visitors.		
<p>Brief Referral Description (attach additional sheet as required): This referral seeks approval of a resolution by the Monterey County Board of Supervisors declaring “COVID-19 Health Misinformation a Public Health Crisis” throughout Monterey County, and that the County of Monterey should commit to combat health misinformation and curb the spread of falsehoods that threaten the health and safety of our residents and visitors. To advance this effort, and solidify the County’s stance against misrepresentation, the proposed resolution directs staff as follows:</p> <ol style="list-style-type: none"> 1. Requests that Monterey County Chief Administrative Officer (CAO) and the Monterey County Health Department implement the strategies cited by the U.S. Surgeon General Vivek H. Murthy in his advisory entitled “Confronting Health Misinformation,” and report back within 90 days on the status of implementation and within 180 days upon completion; and 2. Identify and label health misinformation and disseminate timely health information to counter misinformation that is impeding our ability to keep our community safe; and 3. Modernize public health communications with investments to better understand gaps in health information, and questions and concerns of the community, especially in hard-to reach communities. 4. Continue to focus on community engagement strategies, including partnerships with trusted messengers and the Monterey County VIDA program; and 5. Expand our research efforts to better define and understand the sources of health misinformation, document and trace its costs and negative impacts, and develop strategies to address and counter it across mediums and diverse communities; and 6. Invest in resilience against health misinformation, including digital resources and training for health practitioners and health workers. Explore educational programs to help our communities distinguish evidence-based information from opinion and personal stories; and 7. Partner with federal, state, territorial, tribal, private, nonprofit, research and other local entities to identify best practices to stop the spread of health misinformation and develop and implement coordinated recommendations; and 8. Work with the medical community and local partners to enhance our County of Monterey website that will serve as a central resource for combating health misinformation in our community. 		
Classification - Implication		Mode of Response
<input type="checkbox"/> Ministerial / Minor <input type="checkbox"/> Land Use Policy <input checked="" type="checkbox"/> Social Policy <input type="checkbox"/> Budget Policy Other:		<input type="checkbox"/> Memo <input checked="" type="checkbox"/> Board Report <input checked="" type="checkbox"/> Presentation Requested Response Timeline <input type="checkbox"/> 2 weeks <input type="checkbox"/> 1 month <input type="checkbox"/> 6 weeks <input type="checkbox"/> Status reports until completed <input type="checkbox"/> Other: _____ <input type="checkbox"/> Specific Date: _____

ASSIGNMENT – Provided by CAO at Board Meeting. Copied to Board Offices and Department Head(s) Completed by CAO's Office:

Department(s):	Referral Lead:	Board Date:
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Health /County Administrative Office	Elsa Jimenez/Nicholas Chiulos	9/14/21
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REASSIGNMENT – Provided by CAO. Copied to Board Offices and Department Head(s). Completed by CAO’s Office:

Department(s):	Referral Lead:	Date:
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ANALYSIS - Completed by Department and copied to Board Offices and CAO:

Department analysis of resources required/impact on existing department priorities to complete referral:

Analysis Completed By: _____	Department’s Recommended Response Timeline
Date: _____	

- By requested date
- 2 weeks 1 month 6 weeks 6 months
- 1 year Other/Specific Date: _____

REFERRAL RESPONSE/COMPLETION - Provided by Department to Board Offices and CAO:

Referral Response Date:	Board Item No.:	Referrals List Deletion:
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Note: Please cc Karina Bokanovich, Rocio Quezada and Maegan Ruiz-Ignacio on all CAO correspondence relating to referrals.