



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 24-265

June 25, 2024

Introduced: 5/29/2024

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of Health Services or designee to execute Amendment No. 2 to the Standard Agreement with The Social Changery, LLC, to continue to provide Decoded social media messaging and marketing plans for the Chronic Disease and Injury Prevention Division programs, extending the term through June 30, 2025, for a revised term of November 17, 2023, through June 30, 2025, and increasing the amount not to exceed by \$40,000 with an amended not to exceed total of \$209,750; and
- b. Approve and authorize the Director of Health Services or designee to sign up to one amendment where the combined amendments do not exceed 10% (\$20,975) of the amended contract amount and does not significantly change the scope, with a total not to exceed maximum of \$230,725.

RECOMMENDATION:

It is recommended that the County of Monterey Board of Supervisors:

- a. Approve and authorize the Director of Health Services or designee to execute Amendment No. 2 to the Standard Agreement with The Social Changery, LLC, to continue to provide Decoded social media messaging and marketing plans for the Chronic Disease and Injury Prevention Division programs, extending the term through June 30, 2025, for a revised term of November 17, 2023, through June 30, 2025, and increasing the amount not to exceed by \$40,000 with an amended not to exceed total of \$209,750; and
- b. Approve and authorize the Director of Health Services or designee to sign up to one amendment where the combined amendments do not exceed 10% (\$20,975) of the amended contract amount and does not significantly change the scope, with a total not to exceed maximum of \$230,725.

SUMMARY DISCUSSION:

The Public Health Bureau's Chronic Disease and Injury Prevention Division received a five-year grant from the Board of State and Community Corrections (BSCC) for Proposition 64 Public Health and Safety Grant Program Cohort 3, award number BSCC 939-22. County of Monterey is one of thirty-seven projects awarded funding. The total amount approved is \$2,972,769 for fiscal years 2023/2024 through 2027/2028.

The grant program's goals are to reduce rates of youth cannabis use and improve engagement among identified at-risk high school students. The program also aims to increase community awareness of youth cannabis use and illicit cannabis products.

The Public Health Bureau seeks to amend its existing agreement with The Social Changery, LLC, to expand existing [Cannabis] Decoded social media messaging that empowers and supports young

people to make informed decisions for their health and futures. The Social Changery, LLC, will create media assets aligned with the Board of State and Community Corrections (BSCC) Prop 64 Public Health and Safety grant focusing on decreasing cannabis use in young people and expands the visual components of the art is healing project with Epicenter. The art is healing project promotes wellness and healthy coping skills by offering selected at-risk high school students small group art classes that create a safe space to bridge art and emotional healing.

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 Office of the County Counsel has reviewed and approved this Agreement as to legal form. Auditor-Controller has reviewed and approved this Agreement as to fiscal provisions.

FINANCING:

This Agreement is funded 100% by a Board of State and Community Corrections (BSCC) for Proposition 64 Public Health and Safety Grant. Appropriations for this Agreement are included in the Health Department's (HEA003-8124) FY 2023-24 adopted budget and the proposed FY2024-2025 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

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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:

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Date: 6/3/2024 | 5:52 PM PDT

Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachment:

Board Report

Amendment No. 2

Exhibit A-2

Amendment No. 1

Exhibit A-1

Agreement

Exhibit A