



messaging product developed by the Literacy Campaign. The cost to do the additional evaluation analyses is reflected in the increase in the contract amount from \$6,809 to \$11,302 (payable to the County).

Literacy Campaign is conducting a social messaging campaign to support parent interaction with their young children. Monterey County Health Department Planning, Evaluation and Policy Unit staff will provide evaluation services to measure the strength of value and message exposure using message distribution data and focus group results.

This work supports the Monterey County Health Department 2011-2015 Strategic Plan initiative: 1) Empower the community to improve health through programs, policies, and activities. It also supports one of the ten essential public health services, specifically: 10) Research for new insights and innovative solutions to health problems.

OTHER AGENCY INVOLVEMENT:

County Counsel and Auditor-Controller have reviewed and approved this Agreement as to legal form and payment provisions, respectively. Risk Management has not approved as to legality or risk due to the non-standard risk provisions within the Agreement.

FINANCING:

There are no net county costs associated with this Agreement. There are sufficient appropriations and revenue in the Health Department (4000-HEA014-8438) FY 2016-17 Adopted Budget.

Prepared by: Patricia Zerounian, MA III, 4583

Approved by: Elsa Jimenez, Director of Health, 4526

Attachments:

Renewal and Amendment #1 is on file with the Clerk of the Board  
Agreement is on file with the Clerk of the Board