

The County of Monterey Health Department, Public Health Bureau (Public Health), received a two-year grant from the California Department of Public Health (CDPH)'s Healthy Brain Initiative State and Local Partnerships to Address Dementia fund, award number 23-10583. County of Monterey is one of seven projects awarded funding. The total amount approved is \$707,565.00. The budget years and award amount are as follows: July 1, 2023 - June 30, 2024: \$380,312.00 and July 1, 2024 - June 30, 2025: \$327,253.00.

The grant program's goals are to promote cognitive health, address cognitive impairment for people living in the community, and help meet caregiver needs. Public Health staff will monitor data and evaluate Healthy Brain programming, mobilize public and private partnerships to engage local stakeholders in effective community-based interventions and best practices, and educate and empower the public regarding brain health and cognitive aging.

To increase community awareness of brain health and cognitive aging, Public Health is seeking to amend its existing agreement with Keehan and Partners, Inc. Keehan and Partners, Inc. will develop a social marketing campaign informing the public about cognitive health, as well as risk factors, early detection, and prevention of cognitive decline. The bilingual media campaign will be developed with input from community partners, and campaign concepts will be focus group-tested to determine audience appeal and suitability. Utilizing the focus group results, Keehan and Partners, Inc., will adjust four media concepts from existing State-developed assets (2 Spanish and 2 English) and use the county-created logo on social media ads and messaging. Concepts will utilize the best available evidence on brain health, cognitive aging, and early detection, including promoting discussions with health professionals to assess risk factors. Keehan and Partners, Inc., will purchase advertisements (ads) on social media and/or traditional media outlets such as print and radio. Media concepts will be rotated throughout platforms.

Public Health also 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 Art and Education Go Together project provides capacity to facilitate art as healing classes to at-risk youth to describe their emotions and increase resiliency. Developing proficiency in the arts promotes feelings of self-efficacy and identity development - both of which are indicated in the prevention of mental health and substance use disorders. To facilitate youth prevention, school-based education and parent presentations are provided throughout Monterey County. Grant funds from this project will be used to enhance Public Health's existing illicit cannabis social marketing campaign and expand the visual component, art as healing.

Public Health seeks to amend its existing agreement with Keehan and Partners, Inc. to expand the existing social marketing campaign to address the illicit cannabis market. This effort was started in a previous grant, Cohort 1. Cohort 3 will provide new social media messaging and expansion of the visual component, art as healing, utilizing [Cannabis] Decoded. Media assets will focus on decreasing youth cannabis consumption and include concepts in English and Spanish appropriate for Facebook, TikTok, and Instagram. Media concepts will illustrate the devastating impacts of illegal cannabis on our waterways and wildlife causing irreversible damage to the ecosystem. In addition, media concepts will provide guidance on how to prevent selling and giving cannabis to minors.

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 amendment is funded 65% by the grant Proposition 64 Public Health and Safety Grant Program Cohort 3 and 35% by Healthy Brain Initiative State and Local Partnerships to Address Dementia. There are sufficient appropriations in the Health Department's (001-4000-8124-HEA003) FY 2023-24 Adopted Budget, and appropriations will be included in future fiscal years' Requested Budgets.

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: Veronica Salinas, Management Analyst, 755-4630

Approved by:

Date: _____

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

Attachment:

Board Report
Amendment No. 1
Exhibit A
Agreement