



Board Report

File #: A 22-356, **Version:** 1

- a. Approve and authorize the Director of Health or the Assistant Director of Health to execute a standard Agreement between County of Monterey and Keehan and Partners, Inc. in the amount of \$146,000 to provide community education on the adverse effects of cannabis use by youth, and the harms of illicit cannabis on the environment and people, in English and Spanish retroactive to July 1, 2022, through June 30, 2023; and
- b. Approve and authorize the Director of Health or the Assistant Director of Health to sign up to three (3) future amendments to this Agreement where the amendments do not significantly change the scope of work and do not cause an increase of more than ten percent (10%) (\$14,600) of the original contract amount.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of Health or the Assistant Director of Health to execute a standard Agreement between County of Monterey and Keehan and Partners, Inc. in the amount of \$146,000 to provide community education on the adverse effects of cannabis use by youth, and the harms of illicit cannabis on the environment and people, in English and Spanish retroactive to July 1, 2022, through June 30, 2023; and
- b. Approve and authorize the Director of Health or the Assistant Director of Health to sign up to three (3) future amendments to this Agreement where the amendments do not significantly change the scope of work and do not cause an increase of more than ten percent (10%) (\$14,600) of the original contract amount.

SUMMARY/DISCUSSION:

In 2017, the Monterey County Board of Supervisors adopted an ordinance to amend the Monterey County Code to regulate adult-use and medical commercial cannabis activities for the unincorporated Monterey County. Cities quickly followed suit, creating regulation to allow commercial cannabis activities. Currently, the County and seven cities operate cannabis businesses that include brick and mortar outlets and delivery, manufacturing, testing, distribution, and cultivation that include cannabis and hemp. Illicit markets sell products in counterfeit packaging that may contain toxic chemicals or no cannabis at all. These products target everyone, including youth and young adults.

To increase community awareness of illicit cannabis products, the Health Department's Public Health Bureau is seeking to enter into an agreement with Keehan and Partners Inc. Keehan and Partners Inc. will develop a social marketing campaign informing the public on the adverse effects of cannabis use, with special focus on youth, and on the harms of illicit cannabis to the environment.

The bilingual community education campaign will support the California Board of State and Community Corrections Proposition 64 scope of work objectives and interventions. The campaign concepts will be focus group-tested to determine audience appeal and suitability. Utilizing the focus group results, Keehan and Partners Inc. will create videos for use on social media platforms (TikTok and Instagram), an English print ad, and a rack card in Spanish and English. The rack cards will be produced in two sizes: 6x8 for community events and 4x6 for distribution with cannabis dispensaries.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Goals: 1. Empower the community to improve health; and 2. Enhance community health and safety through prevention. It also supports one 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.

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. Risk Manager has approved as to risk provisions.

FINANCING:

This Agreement for \$146,000 is funded 100% by a California Board of State and Community Corrections (BSCC) Prop 64 grant. Appropriations are included in the Health Department's (HEA003-8124) FY 2021-22 Adopted Budget and FY 2022-23 Requested 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: Patricia Velarde, Management Analyst I, 796-1277

Approved by:

Date: _____

Elsa Mendoza Jimenez, Director of Health, 755-4526

Attachment:
Agreement