



County of Monterey

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

Board Report

File #: A 24-325, **Version:** 1

- a. Approve and authorize the Director of Health Services or designee to execute a standard Agreement with The Social Changery, Inc., for the provision of social media messaging and education materials to engage parents, youth, and young adults about Fentanyl Poisoning through the [opioid] Decoded campaign webpage, for an Agreement amount not to exceed \$261,000, with an Agreement term effective upon execution through June 30, 2026; and
- b. Authorize the Director of Health Services or designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$26,100) of the original contract amount, do not significantly change the scope of work, and do not exceed the maximum amount of \$287,100.

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 a standard Agreement with The Social Changery, Inc., for the provision of social media messaging and education materials to engage parents, youth, and young adults about Fentanyl Poisoning through the [opioid] Decoded campaign webpage, for an Agreement amount not to exceed \$261,000, with an Agreement term effective upon execution through June 30, 2026; and
- b. Authorize the Director of Health Services or designee to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$26,100) of the original contract amount, do not significantly change the scope of work, and do not exceed the maximum amount of \$287,100.

SUMMARY/DISCUSSION:

In California, drug-related overdose deaths in the second quarter of 2023 reached 10,985, just shy of the 11,002 recorded for the entire 2022. Similarly, in the County of Monterey, the second quarter of 2023 saw 109 deaths, surpassing the total of 88 for 2022. With fentanyl overdose on the rise, it is important to provide reliable, factual information to young people and their families, so they have the tools needed to make informed decisions that impact their health and futures.

The Health Department plans to partner with The Social Changery, LLC to address the opioid epidemic and the rise in fentanyl-related overdoses. The Social Changery will create social media messaging and educational materials to engage youth, young adults, parents, stakeholders, and individuals using opioids in a multifaceted approach to combat the fentanyl crisis locally. Engagement will be facilitated through the [Opioid] Decoded website, a youth-focused TikTok channel, social media ads, and traditional media outlets. The partnership will also include community listening sessions and collaboration with community-based organizations.

Additionally, the initiative will develop educational materials to be distributed by the County to participating community-based organizations (CBOs), harm-reduction distribution of Narcan in high-priority areas, and at large-scale events. The County will contract with up to five local partners to implement program activities,

engage in community strategies, support the distribution of naloxone and fentanyl test strips, promote education and awareness messages on social media, and distribute campaign materials.

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 Offices of County Counsel and the Auditor-Controller have reviewed and approved this Agreement as to form and fiscal provisions, respectively.

FINANCING:

There will be no impact to the General Fund from approval of this action. The Agreement will be financed with Opioid Settlement funds. There are sufficient appropriations in the Health Department Fiscal Year (FY) 2024-25 Requested Budget (001-4000-8438-HEA014) for the anticipated costs. For the FY 2025-26 costs, provision will be made in the 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: Shiba Sumeshwar, Management Analyst III - Compliance Officer, 755-4018

Approved by:

Date

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

Attachments:

Board Report

Agreement