



# County of Monterey

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

## Board Report

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**File #: A 19-127, Version: 1**

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- a. Approve and authorize the Director of Health or Assistant Director of Health to execute a Memorandum of Understanding (“MOU”) with San Mateo County Behavioral Health and Recovery Services Division allowing County of Monterey to use the Cannabis Decoded messages to reach to the County of Monterey community members effective May 27, 2019 to June 30, 2022; and
- b. Approve non-standard insurance provision in Agreement as recommended by the Director of Health.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Director of Health or Assistant Director of Health to execute a Memorandum of Understanding (“MOU”) with San Mateo County Behavioral Health and Recovery Services Division allowing County of Monterey to use the Cannabis Decoded messages to reach to the County of Monterey community members effective May 27, 2019 to June 30, 2022; and
- b. Approve non-standard insurance provision in Agreement as recommended by the Director of Health.

### SUMMARY/DISCUSSION:

The goal of the Monterey County Health Department Cannabis Program (Cannabis Program) is to provide community education on the adverse effects of cannabis use by youth including pregnant and lactating women. The Cannabis Program will fund The Social Changery to expand the existing Cannabis Decoded social media campaign to include educational messaging that will engage Monterey County youth and their parents. County engagement will be provided through a website and Instagram channel expansion that will grow Cannabis Decoded into a statewide campaign providing participating counties the capacity to share materials.

The approval of this recommended action will enable collaboration with our statewide partners to promote oral health by developing and implementing prevention, policies, and guidelines; integrate oral health in traditional healthcare settings; address chronic disease risk factors such as tobacco use and sugar consumption; and expand existing local health networks to achieve oral health improvements through policy, education, dental care and community engagement strategies.

This work supports the MCHD 2018-2022 Strategic Plan Goal: 1. Empower the community to improve health; Goal 2. Enhance public health and safety through prevention; and Goal 3. Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services. Additionally, this work supports three of the ten essential public health services: inform, educate, and empower people about health issues; link people to needed personal health services and assure the provision of health care when otherwise unavailable; and assure competent public and personal health care workforce.

### OTHER AGENCY INVOLVEMENT:

County Counsel-Risk Management and the Auditor-Controller have reviewed and approved this Agreement as to legal form and fiscal provisions respectively.

### FINANCING:

There is no exchange of funds between Monterey County and San Mateo County for this agreement. County services for this agreement are 100% funded with County cannabis monies. There are sufficient appropriations

in Health Department's Public Health Bureau (HEA003-8124) Adopted Budget for Fiscal Year 2018-19.

**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 McFadden, Management Analyst II, ext. 4726

Approved by: Elsa M. Jimenez, Director of Health

Attachment:

Agreement is on file with the Clerk of the Board