



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 25-087

April 22, 2025

Introduced: 3/27/2025

Current Status: Health Department -
Consent

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Director of Health Services or designee to execute a non-standard agreement with the Truth Initiative to provide text-based cessation support services for youth, for the term upon execution through March 1, 2027 and not to exceed the amount of \$100,000; and
- b. Approve non-standard risk provisions in the Agreement as recommended by the Director of Health Services; and
- c. Approve and authorize the Director of Health Services or designee to sign up to three future amendments to this Agreement where the amendments do not exceed 10% (\$10,000) of the original Agreement amount, do not significantly change the scope of services, and the total Agreement amount does not exceed \$110,000.

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 non-standard agreement with the Truth Initiative to provide text-based cessation support services for youth, for the term upon execution through March 1, 2027 and not to exceed the amount of \$100,000; and
- b. Approve non-standard risk provisions in the Agreement as recommended by the Director of Health Services; and
- c. Approve and authorize the Director of Health Services or designee to sign up to three future amendments to this Agreement where the amendments do not exceed 10% (\$10,000) of the original Agreement amount, do not significantly change the scope of services, and the total Agreement amount does not exceed \$110,000.

SUMMARY DISCUSSION:

In 2019, various government entities filed lawsuits against JUUL Labs, Inc. seeking accountability for the company's role in the youth vaping epidemic. While litigation settlements have been reached, youth vaping continues to be a problem. In 2024, the National Youth Tobacco Survey (NYTS) reported electronic cigarettes were the most popular product for the 11th year in a row. According to NYTS data from 2024, more than 1 in 4 youth use electronic cigarettes daily, and among students who vape, more than 8 out of 10 use flavored e-cigarettes.

Tobacco and vaping products pose significant health risks, including respiratory problems, cardiovascular diseases, and addiction. In response, the County of Monterey Health Department is partnering with the Truth Initiative to provide Monterey County residents the information they need about smoking, vaping, and nicotine. For over two decades Truth Initiative has run one of the most

successful national prevention and cessation media campaigns called the Truth Campaign. This partnership will provide a free and anonymous text messaging program for youth 13 years of age and older to support their journey to quit vaping. The Truth Initiative has enrolled over 780,000 youth nationwide in their text-based program “This is Quitting” which is now part of the “EX Program”. EX Program was developed with the Mayo Clinic’s Nicotine Dependence Center.

Additional service components in this agreement will include tailored web content, peer support, a County specific keyword for enrollment, aggregate data, implementation calls between Truth Initiative and County staff, webinars, newsletters, quarterly data review calls, promotional materials (images, text and print templates), promotional support, and access to a web-based real-time dashboard.

Public Health activities are critical to reach and educate youth on the health risks associated with vaping including potential dangers to the respiratory and cardiovascular systems, and risks of addiction to nicotine. There are misconceptions among youth that vaping is harmless or less harmful than smoking cigarettes. Tobacco and vaping-related illnesses impose a considerable economic burden on healthcare systems and communities. Prevention and cessation efforts can reduce these costs and improve overall public health. This agreement will enhance vaping prevention and cessation activities by ensuring access to information and support are available on demand to Monterey County youth. This agreement reflects the County’s commitment to promoting overall health, reducing vaping, especially among our youth, and increasing public health education efforts.

This agreement for youth cessation services aligns with Board direction provided to the Health Department on May 7, 2024, regarding the use of JUUL settlement funds.

This work supports the County of Monterey Health Department 2025-2028 Strategic Plan Goal: 2. Provide exceptional person-centered care through accessible, community-focused 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. Ensure an effective system that enables equitable access to the individual services and care needed to be healthy.

OTHER AGENCY INVOLVEMENT:

The Offices of the County Counsel and Auditor-Controller have reviewed and approved this Agreement as to legal form and fiscal provisions, respectively. Insurance and Indemnity provisions are non-standard and have been reviewed by Risk Management.

FINANCING:

This agreement is funded 100% with JUUL settlement funds. There are sufficient appropriations in the Health Department’s (001-4000-8124-HEA003) FY 2024-25 Adopted Budget and the Department’s FY 2025-26 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: Veronica Salinas, Management Analyst II, 755-4630

Approved by: Elsa Mendoza Jimenez, Director of Health Services, 755-4526

Attachments:

Board Report

Agreement