



County of Monterey

Item No.27

Board Report

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

Legistar File Number: A 25-189

June 03, 2025

Introduced: 5/20/2025

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 Youth Creating Change to develop and offer a substance use prevention challenge for Monterey County youth for the term upon execution through June 30, 2026, for an amount not to exceed \$319,424; and
- b. Approve non-standard Agreement provisions 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 (3) future amendments to this Agreement where the amendments do not exceed 10% (\$31,942) of the original Agreement amount, do not significantly change the scope of services, and the total Agreement amount does not exceed \$351,366.

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 Youth Creating Change to develop and offer a substance use prevention challenge for Monterey County youth for the term upon execution through June 30, 2026, for an amount not to exceed \$319,424; and
- b. Approve non-standard Agreement provisions 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 (3) future amendments to this Agreement where the amendments do not exceed 10% (\$31,942) of the original Agreement amount, do not significantly change the scope of services, and the total Agreement amount does not exceed \$351,366.

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.

The Public Health Bureau seeks activities are critical to reach and educate youth on the health risks associated with vaping, 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 society at large. Prevention efforts reduce these costs and improve overall public health.

In May 2024, the Board of Supervisors allocated \$973,348 to Health Department's Public Health Bureau for FY 24/25 to focus on public health prevention strategies, such as education and awareness campaigns and cessation intervention to help combat the youth tobacco and vaping epidemic and improve the overall health and well-being of county residents. The goal of JUUL settlement funds is to support local health jurisdictions to address the youth vaping crisis. JUUL settlement funds were designed to be used for prevention and abatement of youth vaping.

Allocation of JUUL settlement funds are aimed at addressing the lack of funding dedicated to Public Health programming to prevent youth vaping. As outlined in the funding allocation request, JUUL funds would be used to support youth created media and arts to raise awareness about youth vaping in Monterey County.

Public Health seeks to enter an agreement with Youth Creating Change to develop and launch a substance-use prevention challenge for Monterey County youth. The challenge will be modeled after the organization's signature statewide program, The Directing Change Film Contest, and will be tailored and local to Monterey County. The Directing Change Film Contest delivers mental health and suicide prevention curriculums by creating expression. This statewide program will be expanded to include substance use education.

Additionally, Youth Creating Change will put together a local Monterey County youth recognition event that will celebrate the achievement and showcase the work of Monterey County youth. The substance use prevention challenge will also be integrated into the statewide Directing Change Film Contest. Additionally, for the Monterey County challenge, winning entries shall receive prizes ranging in value from \$250.00 to \$2,000. The prize value breakdown will be as follows: first place (\$2,000), second place (\$1,000), third place (\$500), honorable mention for fourth through tenth place (\$250 and a trophy).

Through the creative process, youth are engaged to see, experience, discuss, and apply concepts learned about substance use prevention, mental health, healthy coping, and help-seeking. Youth created films will be used to elevate and place youth voices at the center of substance use prevention programming, as well as raise awareness and promote conversations about the topic in schools and communities.

This work supports the County of Monterey Health Department 2025-2028 Strategic Plan Goal: 1. Build community power and partners' capacity to increase equity and improve health. It also supports two 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; and 4. Strengthen, support, and mobilize communities and partnerships to improve health.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel and Auditor-Controller have reviewed and approved this

Agreement as to legal form and fiscal provisions, respectively.

FINANCING:

This agreement is funded 100% by JUUL settlement monies. There are sufficient appropriations in the Health Department's (001-4000-8124-HEA003) FY 2024-25 Adopted Budget and 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, 755-4630

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

Attachment:

Board Report

Agreement

Exhibit A

Addendum No. 1