



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: August 1, 2013
Board Meeting Date: September 10, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Jean S. Fraser, Chief, Health System
Brian Zamora, Director, Family Health Services

Subject: Agreement with Breathe CA: Golden Gate Public Health Partnership

RECOMMENDATION:

Adopt a Resolution authorizing an agreement with Breathe CA: Golden Gate Public Health Partnership to provide tobacco cessation services and asthma education services, for the term of July 1, 2013 through June 30, 2015, in an amount not to exceed \$218,382.

BACKGROUND:

A Request for Proposals (RFP) was released March 29, 2013 for a variety of tobacco prevention services. Breathe CA applied to deliver County services in the areas of tobacco cessation and smoke-free housing education.

On June 24, 2013, after a competitive RFP for the First Five of San Mateo County (F5SMC) Strategic Development Fund, the F5SMC Commission approved a 24-month contract for Collaboration for Children's Asthma Management and Prevention (C-CAMP) for the term of July 1, 2013 through June 30, 2015. C-CAMP is a collaborative project between San Mateo County Health System, Family Health Services (FHS) and Breathe CA. That agreement is presented to your Board as a separate item.

DISCUSSION:

Under the direction of the FHS Chronic Disease and Injury Prevention Program, Breathe CA will provide tobacco cessation services include organizing youth advocates, providing training and education, organizing and conducting a variety of tobacco cessation services throughout the county, and providing support on tobacco-related issues to landlords, tenants, community groups, and citizens. These services will be provided for the term of July 1, 2013 through June 30, 2014.

Under the direction of the FHS Asthma Prevention Program, Breathe CA will provide asthma education and prevention services. The C-CAMP grant funds a Breathe CA half-time Health Educator under the oversight of an Education Director. The services included in this agreement include revising curricula, educating parents, childcare providers and healthcare providers in the identification and management of asthma for children age 5 and under, developing a team of trainers who can provide asthma education, and raising the visibility of the Asthma Coalition. These services will be provided for the term of July 1, 2013 through June 30, 2015.

FHS requests your Board to authorize the Chief of the Health System or designee to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

This agreement and Resolution have been reviewed and approved by County Counsel as to form. The Contractor meets insurance certification requirements.

The Contractor has assured compliance with the County's Contractor Employee Jury Service Ordinance, as well as all other contract provisions that are required by County ordinance and administrative memoranda, including but not limited to insurance, hold harmless, non-discrimination and equal benefits.

This agreement is on the Continuing Resolution.

This agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by supporting the Asthma Prevention Program and by providing tobacco cessation services for chronically ill and high-risk community members. It is anticipated that 30% of participants in the tobacco cessation classes will quit smoking after completing four sessions.

PERFORMANCE MEASURE(S):

Measure	FY 2013-14 Target	FY 2014-15 Projected
Percentage of participants who quit smoking after completing a minimum of four sessions	30%	30%

FISCAL IMPACT:

The term of the agreement is July 1, 2013 through June 30, 2015, and the maximum obligation is \$218,382. Of that amount, \$126,000 is from Tobacco Master Settlement funds and \$92,382 is from the C-CAMP grant provided by First Five of San Mateo County. Funds for these services are included in the Family Health FY 2013-14 Recommended Budget. There is no Net County Cost.