



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
Health System



**Date:** August 7, 2014  
**Board Meeting Date:** September 9, 2014  
**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:** Amendment to Agreement with Breathe CA: Golden Gate Public Health Partnership

**RECOMMENDATION:**

Adopt a Resolution authorizing an amendment to the agreement with Breathe CA: Golden Gate Public Health Partnership to include additional services to the public education campaign on the impacts of secondhand smoke in housing, pharmacy and smoking cessation services for the term of July 1, 2014 through June 30, 2016, and increasing the amount by \$256,168.60 to an amount not to exceed \$474,550.60.

**BACKGROUND:**

A Request for Proposals (RFP) was released on March 29, 2013 for a variety of tobacco prevention services. Breathe CA was selected 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 the Collaboration for Children's Asthma Management and Prevention (C-CAMP). As a collaborative project between Family Health Services (FHS) and Breathe CA, C-CAMP has the term of July 1, 2013 through June 30, 2015.

On September 10, 2013, your Board approved an agreement with Breathe CA for the term of July 1, 2013 through June 30, 2015 to provide tobacco cessation, smoke-free housing education and C-CAMP related services to San Mateo County residents.

**DISCUSSION:**

This amendment with Breathe CA covers additional services to the public education campaign on the impacts of secondhand smoke in housing, tobacco cessation services

and supportive program activities. Breathe CA also will continue to provide tobacco prevention and cessation services and C-CAMP education services.

The amendment 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.

The approval of this amendment contributes to the Shared Vision 2025 outcome of a Healthy Community 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 a minimum of four sessions.

**PERFORMANCE MEASURE(S):**

<b>Measure</b>	<b>FY 2013-14 Actual</b>	<b>FY 2014-15 Projected</b>
Percentage of participants who quit smoking after completing a minimum of four sessions	30	30

**FISCAL IMPACT:**

The term of the revised agreement is July 1, 2013 through June 30, 2016. This amendment increases the contract amount by \$256,168.60, for an agreement amount not to exceed \$474,550.60. Of this amount, \$382,168.60 will be funded by Tobacco Master Settlement funds and \$92,382 will be from F5SMC. Funds for these services are included in the Family Health Services FY 2014-15 Recommended Budget. Similar arrangements will be made for future budget years. There is no Net County Cost.