



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 24-140

Board Meeting Date: 2/27/2024

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Louise F. Rogers, Chief, San Mateo County Health
Jei Africa, Director, Behavioral Health, and Recovery Services

Subject: Amendment to the Agreement with The Social Changery, LLC for a Youth Health Education Campaign and Perinatal Outreach Services

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with The Social Changery, LLC to provide social media outreach for the Health Decoded Campaign and conduct a perinatal outreach campaign, extending the term through June 30, 2025, and increasing the amount by \$450,000 to an amount not to exceed \$570,000.

BACKGROUND:

In September 2023, San Mateo County Health (SMCH) and Behavioral Health and Recovery Services (BHRS) released a Request for Proposals seeking proposals from qualified providers to provide social media outreach for the Health Decoded marketing campaign services. BHRS selected The Social Changery, LLC (Social Changery) to provide these services.

In October 2023, the Chief of SMCH approved an agreement with Social Changery for the term of September 15, 2023, through June 30, 2024, in an amount not to exceed \$120,000 to develop a campaign that effectively communicates the impact of the Mental Health Services Act on behavioral health services. Previous work included the development of the Cannabis Decoded and Crushing the Curve campaigns to reach youth about health-related issues.

DISCUSSION:

Through this amendment, Social Changery will continue the transition of the Cannabis Decoded and Crushing the Curve social media campaigns into the Health Decoded campaign. The Health Decoded campaign will address the topics of most relevance to the health and well-being of youth and young adults and their adult allies. The health education campaign is funded through unspent Substance Abuse and Prevention Treatment funds. This amendment will also work to connect pregnant and parenting women who use substances with treatment services.

The resolution contains the County’s standard provisions allowing amendment of the County’s fiscal obligations by a maximum of \$25,000 (in aggregate).

The amendment and resolution have been reviewed and approved by County Attorney as to form.

It is anticipated that at least 70% of program participants will have increased knowledge of the hazards of cannabis use by youth.

PERFORMANCE MEASURE:

Measure	FY 2023-24 Estimated	FY 2024-25 Projected
Percentage of program participants who have an increased knowledge of the hazards of cannabis use by youth	≥70% 300 survey participants	≥70% 300 survey participants

FISCAL IMPACT:

The term of the amended agreement is September 15, 2023, through June 30, 2025. The amount of the amended agreement is not to exceed \$570,000 for the 21-month term. The amendment increases the contract amount by \$450,000. Funds in the amount of \$450,000 are included in the BHRS FY 2023-24 Adopted Budget. Of that amount, the SABG Block grant Prevention Set-Aside will fund \$300,000, and SABG Perinatal will fund \$150,000. There is no Net County Cost associated with this amendment.