



# County of San Mateo

## Inter-Departmental Correspondence

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**Department:** HEALTH

**File #:** 18-156

Board Meeting Date: 2/27/2018

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**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Louise F. Rogers, Chief, Health System  
David Young, Director, Behavioral Health and Recovery Services

**Subject:** Agreement with The Social Changery for a Youth Marijuana Education Campaign

**RECOMMENDATION:**

Adopt a resolution authorizing an agreement with The Social Changery, LLC for youth marijuana education campaign services for the term of February 27, 2018 through June 30, 2019, in an amount not to exceed \$200,000.

**BACKGROUND:**

On January 1, 2018, through the passage of Proposition 64, recreational cannabis (marijuana) became legal. Marijuana remains classified as a Schedule I drug under the federal Controlled Substances Act and there are continued concerns regarding the health impacts of marijuana usage, especially for youth. The California Department of Public Health (CDPH) created a wide-scale media education campaign to inform the community of the health impacts of marijuana usage, as well as define who can legally use marijuana and where it can/cannot be used. CDPH's website was launched on October 1, 2017; however, it did not include content/products that would effectively reach youth with a marijuana-prevention message. The State has indicated that a youth focused campaign will be available sometime in the summer of 2018. It was the decision of your Board that a San Mateo County-specific campaign be expedited to ensure that youth and youth ally organizations will have the tools to educate and reach youth about the health impacts of marijuana as soon as possible.

On January 12, 2018, Behavioral Health & Recovery Services (BHRS) released a Request for Quotes for Youth Marijuana Education Campaign services and received responses from The Social Changery, LLC (Social Changery) and Rescue: The Behavior Change Agency. The responses were reviewed by a panel and Social Changery was selected to provide the services.

**DISCUSSION:**

Through this agreement, Social Changery will conduct a public education campaign to educate the community about the health impacts of marijuana use, with specific focus on the impacts to youth

and young adults up to 25 years old. Social Changery will coordinate campaign activities and work in collaboration with members of the San Mateo County Youth Commission, other County departments (e.g. education, public health, First 5, etc.), local community partners, and other counties in the Bay Area Region. Activity categories will include audience research, education, media strategy, and the design of a youth-focused marijuana prevention website.

BHRS is requesting to waive the Request for Proposals process for youth marijuana education services to allow the education and prevention campaign, and the tools needed to reach youth, to be developed and available by June 2018.

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 agreement and resolution have been reviewed and approved by County Counsel as to form.

The agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by providing a youth-focused marijuana education and prevention campaign designed to educate the community on the health impacts of marijuana usage. It is anticipated that at least 70% of program participants will have increased knowledge of the hazards of cannabis use by youth.

**PERFORMANCE MEASURE:**

<b>Measure</b>	<b>FY 2016-17 Actual</b>	<b>FY 2017-18 Projected</b>
Percentage of program participants that will report an improvement in their knowledge of the hazards of cannabis use by youth	N/A *	70% 1,000 participants

\* This is a new performance measure, results will be available in FY 2018-19.

**FISCAL IMPACT:**

The term of the agreement is February 27, 2018 through June 30, 2019. The amount of the agreement is not to exceed \$200,000. For FY 2017-18 the budgeted amount is \$200,000, 100% of which is Net County Cost.