



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 18-1044

Board Meeting Date: 11/13/2018

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Louise F. Rogers, Chief, Health
Stephen Kaplan, Interim Director, Behavioral Health and Recovery Services

Subject: Amendment to the Agreement with The Social Changery, LLC for Youth Marijuana Education Campaign Services

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with The Social Changery, LLC for youth marijuana education services, increasing the amount by \$100,000 to \$300,000, with no change to the term of the agreement.

BACKGROUND:

On January 1, 2018, through the passage of Proposition 64, recreational cannabis (marijuana) became legal. 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, the website did not include content/products that would effectively reach youth with a marijuana-prevention message. On January 2018, your Board launched a San Mateo County-specific campaign to ensure that youth and youth ally organizations have the tools necessary to educate and reach youth about the health impacts of marijuana.

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:

Social Changery will continue to conduct a public education campaign, educating the community about the health impacts of marijuana use, focusing specifically on the impacts to youth and young adults up to 25 years old. Through this amendment, Social Changery will develop and place cannabis education messages on out of home ads (e.g. billboards, theaters, murals, etc.), implement a baseline knowledge of cannabis issues, and develop outreach materials for other jurisdictions to

collaborate on a regional media campaign.

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

The amendment contributes to the Shared Vision 2025 outcome of a Healthy Community by providing a youth-focused 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:

Measure	FY 2017-18 Actual	FY 2018-19 Projected
Percentage of program participants that will report an increase in their knowledge of the hazards of cannabis use by youth	N/A *	90% 1,285 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 \$300,000. The amendment increases the contract amount by \$100,000. Of that amount, 100% is from Substance Abuse Prevention and Treatment Block grant. Funds for these services are included in the BHRS FY 2018-19 Adopted Budget.