



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 19-641

Board Meeting Date: 6/25/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

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

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

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with The Social Changery, LLC for youth marijuana education and secondhand smoke media campaign services, extending the term of the agreement through November 30, 2019, and increasing the amount by \$713,000, to an amount not to exceed \$1,013,000.

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 informing the community of the health impacts of marijuana usage, as well as defining 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. In January 2018, your Board expedited 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 and 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 services.

On February 27, 2018, your Board approved an agreement with Social Changery to provide youth marijuana education campaign services for the term February 27, 2018 through June 30, 2019, in the amount of \$200,000.

On November 18, 2018, your Board approved an amendment to the agreement, increasing the amount by \$100,000 to \$300,000, with no change to the agreement term. Through this amendment,

Social Changery placed two billboards on Highway 101 (one northbound and one southbound) displaying 20+ Cannabis Decoded messages that rotated throughout the day based on the potential audience during specific times of the day. Cannabis Decoded messages were also used to reach community members through pushed Instagram messages and website banners.

On December 28, 2018, the California Department of Health Care Services (DHCS), Substance Use Disorder Program, Policy and Fiscal Division identified an excess of Substance Abuse Prevention and Treatment Block Grant (SAPG) funding made available to counties. On March 25, 2019, DHCS awarded BHRS \$706,000 in SAPG funds, to be expended in their entirety by September 30, 2019.

DISCUSSION:

Social Changery will continue to conduct a public education campaign, educating the community about the health impacts of marijuana use, with a specific focus on the impacts to youth and young adults up to 25 years old. Through this amendment, Social Changery will provide media services for 3 distinct projects: 1) extend the “Cannabis Decoded” campaign for AOD prevention; 2) develop the “Smoke is Smoke” campaign for the Tobacco Prevention Program; and 3) conduct formative research for messaging to increase youth engagement in treatment programs.

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 marijuana education and prevention campaign designed to educate the community on the health impacts of marijuana usage. It is anticipated that 75 percent of surveyed participants will report an increase in knowledge about the health impacts of cannabis use on youth.

PERFORMANCE MEASURE:

Measure	FY 2018-19 Estimated	FY 2019-20 Projected
Surveyed participants who report an increase in knowledge about the health impacts of cannabis use on youth	N/A *	75% 120 participants

* This is a new performance measure, results will be available in FY 2019-20.

FISCAL IMPACT:

The term of the agreement is February 27, 2018 through November 30, 2019. The amount of the agreement is not to exceed \$1,013,000. The amendment increases the contract amount by \$713,000. Funds in the amount of \$243,000 are included in the BHRS FY 2018-19 Adopted Budget. Of that amount, \$143,000 is funded by Proposition 99/56, and \$100,000 is funded by the Substance Abuse Prevention and Treatment grant. Funds in the amount of \$470,000 will be included in the BHRS FY 2019-20 Recommended Budget and will be 100 percent funded by the Substance Abuse Block Grant. There is no Net County Cost associated with this agreement.