



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 20-419

Board Meeting Date: 6/23/2020

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 St. James Community Foundation for Tobacco Prevention

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with St. James Community Foundation for tobacco prevention activities, increasing the amount by \$27,300 to an amount not to exceed \$124,400, with no change to the agreement term.

BACKGROUND:

On September 6, 2017, the Chief of San Mateo County Health approved an agreement with St. James Community Foundation (SJCF) to promote a multi-jurisdictional tobacco policy initiative to raise awareness and advocate for policy implementation throughout San Mateo County, in the amount of \$20,000, for the term September 1, 2017 through June 30, 2018.

On July 2, 2018, the Chief of San Mateo County Health approved an amendment to the agreement, extending the term through June 30, 2021 and increasing the amount by \$25,000 to amount not to exceed \$45,000.

On February 8, 2019, the Chief of San Mateo County Health approved an amendment to the agreement, increasing the amount by \$52,100 to an amount not to exceed \$97,100, with no change to the agreement term. Additional funding was needed for additional activities that SFCF would conduct through June 2020 to raise elected official and community awareness around flavored tobacco.

DISCUSSION:

Tobacco use by youth is an ongoing health issue. According to the 2018 California Student Tobacco Survey, e-cigarette use prevalent among high school students in 2017-2018 was 20.8%. This compares to a state-wide prevalence of 10.9% for the same time period. The National Institute of Health reports that 4 out of 5 youth who vape nicotine use flavors and the Truth Initiative reports that

in the United States almost 9 in 10 African American smokers (88.5%) aged 12 and older use menthol cigarettes. The tobacco industry has been documented targeting African Americans with menthol cigarette advertising.

SJCF shall continue to raise awareness about the dangers of flavored tobacco products among elected officials and community members, resulting in a decrease in use of flavored tobacco products in youth.

Through this amendment the tobacco prevention activities to be conducted include: strategic planning with other San Mateo County Tobacco Education Coalition members for reducing the availability of flavored tobacco in San Mateo County, distributing educational information about flavored tobacco at local legislative events and to community members, educating youth about flavored tobacco, collecting petitions and endorsement letters in support of a policy to restrict sales of flavored tobacco, and educating elected officials in one-on-one visits and at City Council meetings about flavored tobacco. Through the established connections that SJCF has with Black Student Union groups at Sequoia High School and Menlo-Atherton High School, as well as their outreach to East Palo Alto, San Mateo, and Daly City residents, SJCF will be able to educate and mobilize adult and youth residents to advocate for restricting the availability of flavored tobacco products in their communities to reduce youth use and protect public health.

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

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

It is anticipated that 29% of jurisdictions (20 San Mateo County cities and unincorporated areas) will receive education on flavored tobacco products between FY 2019-20 to FY 2020-21.

PERFORMANCE MEASURE:

Measure	FY 2019-20 Estimated	FY 2020-21 Projected
Percentage of jurisdictions that will receive education on flavored tobacco products between FY 2019-20 to FY 2020-21	29%	29%

FISCAL IMPACT:

The term of the agreement is September 1, 2017 through June 30, 2021. The amount of the amended agreement is not to exceed \$124,400. The amendment increases the contract maximum by \$27,300. Tobacco tax will fund 100% of the increase and \$21,200 of the increase is included in the FY 2020-21 Recommended Budget.