



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 20-469

Board Meeting Date: 6/30/2020

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 The Social Changery, LLC for a Youth Marijuana Education Campaign and Alcohol and Tobacco Prevention Services

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with The Social Changery, LLC for a youth marijuana education campaign, alcohol and tobacco prevention services, and COVID-19 youth education, extending the term of the agreement through June 30, 2021 and increasing the amount by \$446,960 to an amount not to exceed \$546,960.

BACKGROUND:

On April 21, 2020, the Chief of San Mateo County Health approved an agreement with The Social Changery, LLC (Social Changery) to develop youth-oriented messaging; develop education materials; and conduct a media/marketing campaign in Alameda, San Francisco, and San Mateo counties to inform youth about the impacts of COVID-19 and how they can keep themselves safe. A website was developed with resources about COVID-19 as well as opportunities for youth to engage in healthy activities, remain focused on academic pursuits, volunteer their time, pursue hobbies, and connect with their peers in a healthy and safe manner. The term of the agreement is April 6, 2020 through June 30, 2020, in an amount not to exceed \$100,000.

DISCUSSION:

Social Changery will continue to conduct a public education campaign, educating the community about the health impacts of marijuana and tobacco use and how to stay safe and healthy during the COVID-19 pandemic, while 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.), place tobacco prevention ads on bus shelters, digital billboards and digital ads, and develop COVID-19 outreach materials that include an

additional four jurisdictions (Contra Costa, Marin, Santa Clara, and the City of Berkeley) to collaborate on a regional media campaign. The cannabis education campaign is funded through unspent Substance Abuse and Prevention Treatment funds, and the tobacco education campaign is funded through unspent Prop 99/56 allocation. The COVID-19 youth education campaign is supported through a grant from the Chan Zuckerberg Initiative for the Crushing the Curve campaign to the seven Bay Area counties.

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 Counsel 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 2019-20 Estimated	FY 2020-21 Projected
Percentage of program participants who have an increased knowledge of the hazards of cannabis use by youth	69% 271 survey participants	70% 300 survey participants

FISCAL IMPACT:

The term of the amended agreement is April 6, 2020 through June 30, 2021. The amount of the amended agreement is not to exceed \$546,960. The amendment increases the contract amount by \$446,960. Funds in the amount of \$246,960 are included in the BHRS FY 2019-20 Adopted Budget. Of that amount, the Substance Abuse Prevention and Treatment Block grant will fund \$200,000 and Proposition 99/66 will fund \$46,960. The Chan Zuckerberg Initiative will fund \$200,000 in FY 2020-21.