



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 22-551

Board Meeting Date: 7/12/2022

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 COVID-19 and Marijuana Education Campaign; and Media/Social Media Training and Technical Assistance

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with The Social Changery, LLC for a youth marijuana education campaign, alcohol and other drug prevention services media advocacy, and COVID-19 youth education, extending the term of the agreement through June 30, 2023, and increasing the amount by \$869,597 to an amount not to exceed \$1,049,597.

BACKGROUND:

On June 17, 2021, the Director of Behavioral Health and Recovery Services, by way of designee, executed 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, opportunities for youth to engage in healthy activities, remaining focused on academic pursuits, volunteering their time, pursuing hobbies, and connecting with their peers in a healthy and safe manner.

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, focusing specifically on the impacts to youth and young adults up to 25 years old.

Through this amendment, Social Changery will continue to 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 was initially supported through a grant from the Centers for Diseases Contract and Prevention Foundation and 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 Attorney as to form.

It is anticipated that at least 70% of program participants will report having increased knowledge of the hazards of cannabis use by youth.

PERFORMANCE MEASURE:

Measure	FY 2021-22 Estimated	FY 2022-23 Projected
Percentage of program participants that report increased knowledge of the hazards of cannabis use by youth	69% 272 program participants	70% 300 program participants

FISCAL IMPACT:

The term of the amended agreement is July 1, 2021, through June 30, 2023. This amendment increases the contract amount by \$869,597 to an amount not to exceed \$1,049,597 for the two-year term. Funds in the amount of \$380,000 are included in the FY 2021-22 Adopted Budget. Similar arrangements will be made in future years. Of the FY 2021-22 amount, it is anticipated that 100% or \$380,000 will be funded by the Substance Abuse Block Grant (SABG) prime funds. Of the FY 2022-23 amount, 100% or \$669,597 will be funded by Coronavirus Response and Relief Supplemental Appropriations Act and the American Rescue Plan Act through the California State Department of Health Care Services SABG program. There is no Net County Cost associated with this agreement.