



County of San Mateo

Inter-Departmental Correspondence

Department: HEALTH

File #: 22-996

Board Meeting Date: 12/13/2022

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Louise F. Rogers, Chief, San Mateo County Health
Lisa Mancini, Interim Director, Behavioral Health, and Recovery Services

Subject: 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

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, increasing the amount by \$579,527 to an amount not to exceed \$1,629,124 with no change to the agreement term.

BACKGROUND:

In 2021, The Social Changery, LLC (Social Changery) was selected via a Request for Information/Quote process to develop youth-oriented messaging, develop education materials, and conduct a media/marketing campaign in Alameda, San Francisco, and San Mateo counties to educate youth about the facts on cannabis use. The campaign is part of the County's Cannabis Decoded Initiative. Behavioral Health and Recovery Services (BHRS) entered into an agreement with Social Changery for the term of July 1, 2021 through June 30, 2022, for a maximum amount of \$180,000.

On July 12, 2022, this Board approved an amendment to add COVID-19 Education Campaign (Crushing the Curve) public health campaign services, increasing the maximum amount by \$869,597, to an amount not to exceed \$1,049,597, and extending the agreement by one year through June 30, 2023.

DISCUSSION:

Through this amendment, Social Changery will begin the merging integration of the Cannabis Decoded and Crushing the Curve social media campaigns in order to meet the evolving needs of youth in San Mateo County. The integrated campaign will continue to develop and place educational messages on out-of-home ads (i.e., billboards, theaters, murals, etc.), digital billboards and digital

ads. The campaign will also develop COVID-19 outreach materials that will include a collaboration of four jurisdictions (Contra Costa, Marin and Santa Clara, and the City of Berkeley) on a regional media campaign. With the additional funding, more paid placement will be conducted to increase the amount of exposures to messages to support youth’s mental health and well-being as they navigate the changes brought on by the pandemic and its impacts on their development. Information for parents will also be available so they can better support their children.

Unspent funds from the 1) Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) and 2) the American Rescue Plan Act (ARPA), through the California State Department of Health Care Services (DHCS) Behavioral Health Response and Rescue Project Supplemental County Application for the Substance Abuse Prevention and Treatment Block Grant (SABG), have been identified to fund additional campaign services. These funds must be used by the end of 2022.

This campaign is in collaboration - through Memoranda of Understanding (MOUs) - with several other counties in California, which share campaign products at no charge. The MOUs specifically identify the current vendor as Social Changery and state that all collaborating partners will work with Social Changery to ensure that the campaign look and feel are consistent, regardless of which county is creating new product. Given this multi-county, collaborative approach, BHRS is requesting that this Board waive the Request for Proposals process.

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 the 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 Actual	FY 2022-23 Estimated
Percentage of program participants that report having increased knowledge of the hazards of cannabis use by youth	69% 272 Program Participants	70% 400 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 \$579,527, to an amount not to exceed \$1,629,124 for the two-year term. Funds in the amount of \$1,249,124 are included in the FY 2022-23 Adopted Budget. Of the FY 2022-23 amount, it is anticipated that \$858,333 (69% of total) will be funded by the SABG CRRSAA funds and \$390,791 (31%) by the ARPA through the DHCS SABG program. Similar arrangements will be made in future years. There is no Net County Cost associated with this amendment.