

MEMORANDUM
PLACER COUNTY HEALTH AND HUMAN SERVICES
Children's System of Care

TO: Honorable Board of Supervisors

FROM: Richard J. Burton, M.D., M.P.H.
Placer County Health Officer and Director of Health & Human Services
Richard Knecht, Director, Children's System of Care

DATE: April 15, 2008

SUBJECT: Reduction of Child Abuse through Outreach and Educational Services

ACTION REQUESTED:

Authorize the Director of Health and Human Services to execute a \$57,000 contract amendment with Herrera Marketing and Public Relations for outreach and educational services related to child welfare in Placer County. This action will increase the total contract amount from \$45,000 to \$102,000. Grant funds were previously dedicated for this purpose, and are required to be utilized in this specific manner.

BACKGROUND:

This amendment would add \$57,000 to the existing contract with Elisa Herrera to provide social marketing services in order to best achieve safe, healthy, thriving families within Placer County.

Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing. Ms. Herrera, Herrera Marketing and Public Relations, has over 15 years of experience in developing and implementing successful multi-cultural, multilingual, social marketing campaigns for government agencies, nonprofit organizations and private companies. She currently assists Placer County Children's System of Care as the liaison to the Latino Leadership Council as a contract consultant.

Ms. Herrera will provide oversight of the development of the Placer County Child Welfare Social Marketing/Communications Plan, and design and implement community and media events and public announcements.

The use of social marketing has been shown to reduce domestic violence, child abuse, and the devastating impacts of substance abuse.

This amendment is a reallocation of federal grant funding for services previously provided for under a contract with Anne C. Staines, dba ProProse, which was terminated by mutual agreement effective 2-11-08.

FISCAL IMPACT:

The expenditure of \$57,000 is included in the Children's System of Care Final Budget for fiscal year 2007-2008 and also in the Proposed Budget for fiscal year 2008-2009. The grant funding for this contract is provided through the Substance Abuse and Mental Health Services Administration (SAMHSA). There is no fiscal impact to the General Fund.

The following document:

**Contract Amendment - Elisa Herrera,
dba Herrera Marketing & Public
Relations**

is on file with Clerk of the Board

for BOS meeting: **April 15, 2008 -
TAHOE**