

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
C.B. Bautista, Director of Children's System of Care

DATE: November 7, 2006

SUBJECT: Consulting Agreement with ProProse for Social Marketing Services

ACTION REQUESTED:

Approve a consulting agreement with ProProse to provide social marketing services for the Substance Abuse and Mental Health Services Administration (SAMHSA) Children's Mental Health Initiative grant from November 1, 2006 through June 30, 2007 in the amount of \$123,000, and authorize the Director of Health and Human Services to sign this agreement and subsequent amendments.

BACKGROUND:

On November 29, 2005, the Board of Supervisors accepted the award of the SAMHSA Children's Mental Health Initiative grant. The goals for this multi-year grant are to improve outreach and access to mental health and related services to underserved and/or inappropriately served Latino, Native American, and transition-age youth communities, and to expand and develop new partnerships with community based service providers that serve Latino and Native American children, families and transition-age youth.

This grant requires the County to retain a social marketing consultant to assist CSOC in developing a marketing plan for the Children's Mental Health Initiative to include media campaigns, events and informational materials to raise community awareness of Mental Health related issues, to increase community involvement in response to Mental Health issues, to reduce the stigma of Mental Health issues, and to strengthen community and family/individual participation in the Systems of Care. In addition, ProProse will maintain regular contact with the Caring for Every Child's Mental Health Campaign, the national technical assistance provider for social marketing/communications support.

This firm fills a unique marketing requirement as they focus exclusively on social causes with public-sector clients. ProProse has recently worked with CalTrans to develop their successful "Click It or Ticket" campaign. CSOC is fortunate to have retained ProProse, as other counties that have received similar grants are reporting difficulty in locating firms to provide this mandatory element of the grant requirements.

FISCAL IMPACT:

Contract costs in the amount of \$123,000 will be budgeted in the mid-year budget revision for CSOC for FY 2006-07. The contract will be funded entirely by SAMHSA System of Care revenues. No General Fund contribution is required.

The following Contract for:

Consulting Agreement - ProProse

is on file with the Clerk of the Board
for BOS meeting:

November 7, 2006