

**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: November 25, 2008

SUBJECT: Reduction of Child Abuse through Outreach and Educational Services

ACTION REQUESTED:

Approve a contract with Herrera Marketing and Public Relations from November 1, 2008 through June 30, 2009 in an amount not to exceed \$90,000 to provide outreach, engagement, and planning with the Latino community, and authorize the Director of Health and Human Services to sign the contract and subsequent amendments up to 10% of the original contract amount. Federal grant funds were previously dedicated for this purpose, and are required to be utilized in this manner. There are no County General Funds in this action and these costs are reflected in the Department's 2008/09 Final Budget.

BACKGROUND:

Through this contract, the Systems of Care delivers a host of services to its Latino and Native American families in seeking to improve system outcomes and increase engagement for these underserved populations. Community outreach, public education and advocacy, and facilitating underserved residents access to care are among key deliverables. This contract also provides for consultation with the county's growing Latino Leadership Council. More than 1,200 residents received more accessible and timely services in 2007-08 under this contract.

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.

FISCAL IMPACT:

The expenditure of \$90,000 is included in the Children's System of Care 2008/09 Final Budget. The funding for this contract is provided entirely through a federal grant, and there is no fiscal impact to the County General Fund. These costs represent a reduction from prior year's spending of nearly \$3,000 per month.

A copy of this contract is on file with the Clerk of the Board for your review.

