



**M E M O R A N D U M**  
**HEALTH AND HUMAN SERVICES**  
**PUBLIC HEALTH DIVISION**  
County of Placer

TO: Board of Supervisors

DATE: April 27, 2021

FROM: Robert L. Oldham, MD, MSHA, Director of Health and Human Services

SUBJECT: COVID-19 Vaccine Communication Services to Less Advantaged Neighborhoods

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**ACTION REQUESTED**

Approve an amendment with Placer Community Foundation to increase the contract \$50,000 for an overall contract not to exceed \$145,000 from January 18, 2021 through June 30, 2021, and authorize the Director of Health and Human Services to sign the agreement with Risk Management and County Counsel concurrence, and to sign subsequent amendments not to exceed \$14,500, consistent with the agreement's subject matter and scope of work with Risk Management and County Counsel concurrence.

**BACKGROUND**

The State's Blueprint for a Safer Economy includes a health equity metric to reduce COVID-19 disproportionate impacts among certain communities in terms of higher infection, hospitalizations, and deaths. Beyond monitoring COVID-19 impacts in these communities, the State requires counties with a population greater than 106,000 to submit a Targeted Equity Investment Plan that shows how it plans to invest Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases grant funds. Placer County's Targeted Equity Investment Plan, which includes Language Access and Cultural Competency activities, was approved by the California Department of Public Health on October 23, 2020.

Placer County has made COVID-19-related equity investments in historically disadvantaged neighborhoods throughout the pandemic. These investments have contributed to testing positivity rates in Healthy Places Index (HPI) lowest quartile census tracts that have consistently tracked closely with those of the county overall.

Building on this momentum, Health and Human Services has engaged Placer Community Foundation to provide COVID-19 vaccine communication services targeted to Placer County's less advantaged neighborhoods by raising awareness of the benefits of COVID-19 vaccines and where residents can access vaccines in their communities, in English and Spanish. The Foundation has since named the initiative Sleeves Up Placer.

This amendment responds to increased demand for Sleeves Up Placer outreach activities and customized collateral for sub-populations within Placer's HPI lowest quartile census tracts.

**FISCAL IMPACT**

These services are fully funded using the Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases, Strategy 5: Use Laboratory Data to Enhance Investigation, Response, and Prevention and the Epidemiology and Laboratory Capacity Enhancing Detection grant funds. No County General Funds are required.

The amendment is on file with the Clerk of the Board for review.

