



**MEMORANDUM  
HEALTH AND HUMAN SERVICES  
ADMINISTRATION**  
County of Placer

**TO:** Honorable Board of Supervisors **DATE:** October 26, 2021  
**FROM:** Robert Oldham, Director of Health and Human Services  
**BY:** Nancy Baggett, Staff Services Manager  
**SUBJECT:** COVID-19 Vaccine Communication Services to Less Advantaged Neighborhoods

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**ACTION REQUESTED**

Approve an agreement with Placer Community Foundation to provide COVID-19 vaccine communication services to less advantaged neighborhoods, as defined by the California Healthy Places Index (HPI) lowest quartile census tracts, in an amount not to exceed \$300,000 from October 1, 2021 through June 30, 2022, 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 \$30,000, consistent with the agreement's subject matter and scope of work with Risk Management and County Counsel concurrence.

**BACKGROUND**

The primary mitigation strategies for preventing the spread of COVID-19 and reducing the risk of hospitalization and mortality continues to be wearing masks and getting vaccinated. With the current Delta variant surge, equity remains a concern. Placer County has made COVID-19-related equity investments in historically disadvantaged neighborhoods throughout the pandemic, including a previous agreement with the Placer Community Foundation to develop and implement the "Placer Sleeves Up" campaign, which expired on June 30, 2021. Since then, Placer County Health and Human Services allocated Public Health Institute grant funds to the Placer Community Foundation to continue this campaign through September 2021. Building on this momentum, Health and Human Services proposes to continue to engage Placer Community Foundation to provide COVID-19 vaccine communication services targeted to Placer's less advantaged neighborhoods. Vaccine communication services in English and Spanish will continue to raise awareness of the benefits of COVID-19 vaccines and where residents can access vaccines in their communities.

**FISCAL IMPACT**

This agreement is entirely funded by federal grant dollars through the COVID IZ and ELC Enhanced Detection Expansion grants already accepted by the Board specifically for COVID-19 related activities.

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**ATTACHMENTS**

None

The agreement is on file with Clerk of the Board.