

**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 S. Knecht, M.S., Director of Children's System of Care

**DATE:** June 23, 2009

**SUBJECT:** Reduction of Child Abuse through Outreach and Educational Services

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**ACTION REQUESTED:**

Approve a contract with Elisa Herrera from July 1, 2009 through June 30, 2010 to implement a comprehensive outreach and community education program, proven to reduce child abuse and increase early diagnosis of children with severe emotional illness and refer them in to early effective treatment, in an amount not to exceed \$201,300 and authorize the Director of Health and Human Services to sign the contract and subsequent amendments up to 10 percent of the contract amount. Funding is solely Federal and State funds. There are no County General Funds in this contract and these costs are included in the Department's FY 2009-10 Proposed Budget.

**BACKGROUND:**

Placer County Children's System of Care (CSOC) is committed to deliver culturally-specific counseling, parenting, and family support services to all children and families in Placer County. CSOC was successful in obtaining dedicated State and Federal funding to enhance our ability to effectively reach the growing Latino community in Placer County. This outreach has demonstrated effectiveness in reducing violence, drug abuse and domestic violence, in some cases, by more than 20%.

Through delivering these federally mandated services, more than 30,000 Latino residents will have information and referral services, nearly 200 others will receive culturally specific counseling, therapy, and family support, thereby avoiding the costs associated with out of home placement and other more costly forms of care.

Lead by Placer's Latino Leadership Council, a coalition of community partners including Probation, Office of Education, and KidsFirst, Inc. has identified the above strategy as the most culturally appropriate method for use of these Federal dollars. Ms. Herrera has over 15 years of experience in developing and implementing successful multi-cultural, multilingual campaigns for government agencies, nonprofit organizations, and private companies.

**FISCAL IMPACT:**

Expenditures of \$201,300 are solely funded with Federal and State funds specifically dedicated to comprehensive outreach and community education. Funding is included in the Department's FY 2009-10 Proposed Budget. No County General Funds are required for this contract.

This contract is on file with the Clerk of the Board for review.

