



Board Agenda Item 45

DATE: April 13, 2021

TO: Board of Supervisors

SUBMITTED BY: David Pomaville, Director, Department of Public Health

SUBJECT: Amendments to Agreements with the Tobacco Prevention Program

RECOMMENDED ACTION(S):

- 1. Approve and authorize the Chairman to execute retroactive First Amendment to Agreement No. 19-447 with the Fresno County Economic Opportunities Commission effective June 30, 2020 to implement a Policy Change Project for the local Tobacco Prevention Program, extend the term by six months from July 1, 2021 through December 31, 2021, and increase the maximum by \$43,166 to a total of \$243,166.**
- 2. Approve and authorize the Chairman to execute retroactive First Amendment to Agreement No. 19-448 with California Health Collaborative effective June 30, 2020 to implement a Policy Change Project for the local Tobacco Prevention Program, extend the term by six months from July 1, 2021 through December 31, 2021, and increase the maximum by \$50,000 to a total of \$250,000.**
- 3. Approve and authorize the Chairman to execute retroactive Second Amendment to Agreement No. 18-715 with NMK Research and Consulting effective June 30, 2020 for the local Tobacco Prevention Program reducing the term by 18-months changing the expiration date from June 30, 2023 to December 31, 2021 and decreasing the maximum by \$150,010 to a total of \$103,256.**

There is no additional Net County Cost associated with the recommended actions. Approval of the first recommended action shifts Fresno Economic Opportunities Commission (EOC) unspent FY 2019-20 funds (\$44,000) to FY 2020-21 and increases the maximum by \$43,166 to support the operational services during the extension period to complete the policy change project to reduce secondhand smoke exposure in multi-unit housing. Approval of the second recommended action shifts California Health Collaborative (CHC) unspent FY 2019-20 funds in the amount of \$10,385 to FY 2020-21 personnel and operating expense categories and increases the maximum by \$50,000 to complete the policy change project to restrict the sale of flavored tobacco products in unincorporated County communities. Approval of the third recommended action will modify the scope of work to the agreement with NMK Research and Consulting (NMK) to reduce the overall compensation commensurate with the scope of work modifications and adjust each year's budget accordingly. This item is countywide.

ALTERNATIVE ACTION(S):

Should your Board not approve the recommended amendments, the local Tobacco Prevention Program (TPP) would not be able to extend the terms of these agreements and complete the policy change projects or prepare the next comprehensive tobacco control plan to begin on January 1, 2022 risking noncompliance and future funding for tobacco use prevention and reduction.

RETROACTIVE AGREEMENT:

The recommended amendments are retroactive to June 30, 2020. The time required to work through the details of the recommended amendments did not allow presentation to your Board at an earlier date.

FISCAL IMPACT:

There is no additional Net County Costs associated with the recommended actions. The recommended amendments are fully funded with California Department of Public Health (CDPH) Tobacco Control Program Propositions 99 and 56 grant funds.

If approved, Fresno EOC maximum compensation will increase to a total of \$243,166 as follows:

- FY 2019-20 Sept. 10, 2019 - June 30, 2020 \$49,166 (reduced to actual expenditures)
- FY 2020-21 July 01, 2020 - June 30, 2021 \$144,000 (increase \$44,000)
- Extension July 01, 2021 - Dec. 31, 2021 \$50,000 (increase \$50,000)

If approved, CHC maximum compensation will increase to a total of \$250,000 as follows:

- FY 2019-20 Sept. 10, 2019 - June 30, 2020 \$89,615 (reduced to actual expenditures)
- FY 2020-21 July 01, 2020 - June 30, 2021 \$110,385 (increase \$10,385)
- Extension July 01, 2021 - Dec. 31, 2021 \$50,000 (increase \$50,000)

If approved, NMK maximum compensation will reduce to a total of \$103,256 as follows:

- FY 2018-19 Dec. 11, 2018 - June 30, 2019 \$8,230 (no change)
- FY 2019-20 July 01, 2019 - June 30, 2020 \$20,265 (reduced to actual expenditures)
- FY 2020-21 July 01, 2020 - June 30, 2021 \$45,885 (reduced \$7,035)
- FY 2021-22 July 01, 2021 - Dec. 31, 2021 \$28,876 (reduced \$21,124)
- FY 2022-23 July 01, 2022 - June 30, 2023 \$0.00 (reduced \$50,000)

Sufficient appropriations and estimated revenues are included in the Department of Public Health's Org 5620 FY 2020-21 Adopted Budget and will be included in future budget requests.

DISCUSSION:

On September 25, 2018, the Board approved the revenue agreement with CDPH for Tobacco Control Program funds. The funding was to develop a comprehensive tobacco control plan, provide tobacco education services to target populations to prevent the harmful effects of tobacco use, coordinate local services and statewide initiatives focused on community norm change strategies, and use media and public relations to support and increase the effectiveness of tobacco control Interventions.

On September 10, 2019 the Board approved agreements with Fresno EOC and CHC to implement the policy system and/or environmental (PSE) change projects through the Community Action Model (CAM) five-step policy development process. Since September 2019, Fresno EOC and CHC have been able to help the Department continue work aimed at fulfilling CDPH Tobacco Control Program grant award goals in:

- Reducing exposure to secondhand tobacco smoke;
- Increasing engagement of adult community members in tobacco control; and
- Increasing the number of culturally and ethnically diverse organizations that are funded to implement PSE change tobacco control efforts in Fresno County.

The first recommended action will shift unspent FY 2019-20 funds to Fresno EOC salaries and benefits categories in FY 2020-21 to help expand the program's reach via the internet by utilizing technology for face to face meetings.

The second recommended action will provide funding to work with community advocates to develop a monitoring and enforcement plan. The funding will also allow CHC to develop and participate in community education and outreach through presentations to community stakeholder groups, and educate those groups on findings and data collected; conduct individual educational presentations to County staff; and work with community advocates to develop a monitoring and enforcement plan on implementing a restrictive policy on the sale of flavored tobacco products and to reduce tobacco use by our youth.

On December 11, 2018, the Board approved a five-year agreement with NMK Research and Consulting for a dedicated external evaluator to provide comprehensive evaluation services of the TPP. On March 24, 2020, the Board approved a first amendment to agreement No. 18-715 which increased the maximum compensation by \$13,384 to fund new survey activities.

The third recommended action will reduce the term to align the scope of work and budget with the existing State funding. The additional tobacco control plan evaluator activities to be completed by December 31, 2021 include:

- Public Intercept Survey of Apartment Managers;
- Education/Participant Survey of the CX process;
- Final Brief Evaluation Report; and
- Key Informant Interviews on the new tobacco campaign.

A new State tobacco control plan with revised activities and funding is expected in the summer of 2021, at which time the Department anticipates returning to your Board with additional actions to continue supporting the TPP.

REFERENCE MATERIALS:

BAI #41, March 24, 2020
BAI #48, September 10, 2019
BAI #58, December 11, 2018
BAI #58, September 25, 2018

ATTACHMENTS INCLUDED AND/OR ON FILE:

On file with Clerk - First Amendment to Agreement with Fresno EOC
On file with Clerk - First Amendment to Agreement with CHC
On file with Clerk - Second Amendment to Agreement with NMK

CAO ANALYST:

Ron Alexander