



Macros Must Be Enabled -- Please Re-open and Enable
Suspension of Competition Acquisition Request

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1. Fully describe the product(s) and/or service(s) being requested.
Fresno County Department of Public Health (FCDPH) - Perinatal Equity Initiative (PEI) is seeking development and implementation of a Public Awareness Campaign (PAC) which includes culturally relevant and reflective messaging, visuals and local voices regarding health disparities related to pregnancy care, support and birth outcomes related to Black women and families residing in Fresno County.
2. Identify the selected vendor and contact person; include the address, phone number and e-mail address for each.
The Regents of the University of California, San Francisco (UCSF)
Office of Sponsored Research, Box 0962
490 Illinois Street, 4th Floor
San Francisco, CA 94143
Contact person: Shanell Williams, (415) 917-7166, Shanell.Williams@ucsf.edu
3. What is the total cost of the acquisition? If an agreement, state the total cost of the initial term and the amounts for potential renewal terms.
September 1, 2021 through February 28, 2023. Eighteen (18) month term. \$225,000 maximum compensation.
4. Identify the unique qualities and/or capabilities of the service(s) and/or product(s) that qualify this as a Suspension of Competition acquisition.
Developing and implementing a successful health promotion and public awareness campaign entails a critical understanding and knowledge of the health problems to be addressed. It also requires the ability to engage with the community members that are affected by the health issue; for this project it is African American and Black families residing in Fresno County.
UCSF - California Preterm Birth Initiative (PTBi) has immense experience with perinatal equity issues facing women of color. Their successful Voices for Birth Justice campaign has demonstrated their capabilities to implement a PAC in Fresno County that raises awareness about birth outcome inequities. During the data and information gathering stages of their Voices for Birth Justice campaign, UCSF PTBi organized focus group discussions and interviews with community members and women with lived experience of poor birth outcomes in Fresno County. The process provided UCSF PTBi a deeper understanding of inequities experienced by black women, babies and their families. Furthermore, UCSF PBTi has an active presence in Fresno County, funding and collaborating with local community-based organizations and advocates to improve birth outcomes for the African American and Black population. With the required expertise and knowledge considered, UCSF PTBi is uniquely qualified as the appropriate choice to help develop and implement the desired PAC.
5. Identify from Administrative Policy #34 what circumstances constitute a Suspension of Competition.
 In an emergency when goods or services are immediately necessary for the preservation of the public health, welfare, or safety, or for the protection of County property.
 When the contract is with a federal, state, or local governmental agency.
 When the department head, with the concurrence of the Purchasing Agent, finds that the cost of preparing and administering a competitive bidding process in a particular case will equal or exceed the estimated contract amount or \$2,500 whichever is more.
 When a contract provides only for payment of per diem and travel expenses and there is to be no payment for services rendered.
 When obtaining the services of expert witnesses for litigation or special counsel to assist the County.
 When in unusual or extraordinary circumstances, the Board of Supervisors or the Purchasing Agent/Purchasing Manager determines that the best interests of the County would be served by not securing competitive bids or issuing a request for proposal.
6. Explain why the unique qualities and/or capabilities described above are essential to your department.
In 2018, of the 14,448 babies born in Fresno County, 100 babies died within the first year of life. This infant mortality rate (IMR) of 6.9 per 1,000 babies ranked among the highest in California where the IMR was 4.2 (CDC, Stats of the State of California). Fresno County remains above Healthy People 2020's objective to bring the IMR to below 6.0, especially among Blacks and Hispanics. Although Blacks accounted for only 5.1% of Fresno County's total births, they accounted for 15.6% of total infant deaths. There is also a grave disparity with preterm birth in Fresno County. The overall preterm birth rate in Fresno County in 2019 was 9.9%, which is below the Healthy People 2020 objective of 11.4%. However, when the data is broken down by race, Blacks had the highest rate of preterm birth at 15.2%. FCDPH-PEI's goal is to address and eliminate the causes of persistent perinatal inequalities in the county. Implementation of a PAC is an effective strategy for addressing perinatal inequalities. Experience with perinatal equity issues and experience in development of PACs addressing these issues are essential to successfully provide the services needed by the FCDPH-PEI.

7. Provide a comprehensive explanation of the research done to verify that the recommended vendor is the only vendor with the unique qualities and/or capabilities stated above. Include a list of all other vendors contacted, what they were asked, and their responses.

A careful review of potential local vendors was completed with the help of the Black Infant Health coordinator and the Fresno African American Infant Mortality Coalition (AAIMC). The central focus was to identify a vendor that has demonstrated the experience and capabilities of working successfully with the African American and Black population and implemented similar campaigns. FCDPH and Fresno AAIMC met with UCSF PTBi to review their PAC campaign materials and deem it appropriate to use in Fresno.

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Requested By:

Title

I approve this request to suspend competition for the service(s) and/or product(s) identified herein.

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Department Head Signature

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Purchasing Manager Signature