

Agreement No. 830-PEI-2021-FC
Program Name: Statewide Prevention and Early Intervention

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY
PARTICIPATION AGREEMENT
COVER SHEET

1. Fresno County ("Participant") desires to participate in the Program identified below.

Name of Program: Statewide Prevention and Early Intervention (PEI)

2. California Mental Health Services Authority ("CalMHSA") and Participant acknowledge that the Program will be governed by CalMHSA's Joint Powers Agreement and its Bylaws, and by this participation agreement. The following exhibits are intended to clarify how the provisions of those documents will be applied to this particular Program.

- Exhibit A Program Description and Funding
- Exhibit B General Terms and Conditions
- Exhibit C County Specific Scope of Services and Funding

3. The maximum amount payable under this Agreement is **\$342,413**

4. Funds payable under this agreement are subject to reversion:

- Yes: Reversion Date _____
- No.

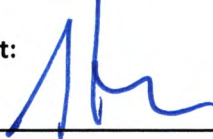
4. The term of the Program is July 1, 2021 through June 30, 2022.

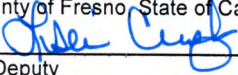
5. Authorized Signatures:

CalMHSA

DocuSigned by:
 Signed:  Name (Printed): Dr. Amie Miller, Psy.D., MFT
45351085C7E34BA...
 Title: Executive Director Date: 11/4/2021

Participant:

Signed:  Name (Printed): Steve Brandau
 Title: Chairman of the Board of Supervisors of the County of Fresno Date: December 14, 2021

ATTEST:
 BERNICE E. SEIDEL
 Clerk of the Board of Supervisors
 County of Fresno, State of California
 By 
 Deputy

Participation Agreement
EXHIBIT A – PROGRAM DESCRIPTION

- I. **Name of Program: Statewide Prevention and Early Intervention**
- II. **Term of Program:** This is a twelve-month contract, beginning July 1, 2021 and terminating on June 30, 2022, with the option for early termination or extension as provided below.
- I. **Program Goals:** In partnership with participating members, this program will disseminate and direct Statewide PEI project campaigns, programs, resources, and materials; provide subject matter in suicide prevention and stigma and discrimination reduction (SDR) to support local PEI efforts; develop local and statewide capacity building support and new outreach materials for counties, and community stakeholders. The primary focus of these programs are to promote mental health and wellness, suicide prevention, and health equity to reduce the likelihood of mental illness, substance use, and suicide among Californians, particularly among diverse and underserved communities.
- II. **Program Efforts:** To promote emotional health and reduce the likelihood of mental illness, substance use, and suicide among all Californians in diverse communities, schools, health care, and workplace, the following efforts will be endeavored:
 - Implement social media and public education activities to expand and develop emotional wellbeing for California’s communities.
 - Expand stakeholder partnership networks and promote grassroots stakeholder engagement.
 - To continue to increase outreach and dissemination of programs and resources, including mental health educational materials.
 - Support and engage a network of mental health leaders and advocates to outreach and disseminate resources and programs, with priority of increasing help-seeking behaviors among younger age individuals.
 - Provide resource, technical assistance, and capacity building support to County Behavioral Health Agencies and their partners to support local PEI and leverage resources.
 - Implement the annual Directing Change Program which educates young people about critical health topics like suicide prevention and mental health and wellbeing through the medium of film and art.
 - Provide data and evaluation of the reach of programs within counties and statewide.

Participation Agreement
EXHIBIT B – General Terms and Conditions

I. Definitions

The following words, as used throughout this Participation Agreement, shall be construed to have the following meaning, unless otherwise apparent from the context in which they are used:

- A. CalMHSA – California Mental Health Services Authority, a Joint Powers Authority (JPA) created by counties in 2009 at the instigation of the California Mental Health Directors Association to jointly develop and fund mental health services and education programs.
- B. Mental Health Services Division (MHSD) – The Division of the California Department of Health Care Services responsible for mental health functions.
- C. Member – A County (or JPA of two or more Counties) that has joined CalMHSA and executed the CalMHSA Joint Powers Agreement.
- D. Mental Health Services Act (MHSA) – A law initially known as Proposition 63 in the November 2004 election that added sections to the Welfare and Institutions Code providing for, among other things, PEI Programs.
- E. Participant – Any County or City participating in the Program either as Member of CalMHSA or under a Memorandum of Understanding with CalMHSA.
- F. Program – The program identified in the Cover Sheet.

II. Responsibilities

- A. Responsibilities of CalMHSA:
 - 1. Act as the Fiscal and Administrative agent for the Program.
 - 2. Manage funds received consistent with the requirements of any applicable laws, regulations, guidelines and/or contractual obligations.
 - 3. Contract with subject matter experts to support the goals and efforts of the Statewide PEI Campaign.
 - 4. Provide regular fiscal reports to Participant and/or other public agencies with a right to such reports.
 - 5. Comply with CalMHSA's Joint Powers Agreement and Bylaws.
- B. Responsibilities of Participant:
 - 1. Transfer of full funding amount for the Program as specified in Exhibit A, Program Description and Funding, including administrative fee, which Participant will pay within 30 days of execution of this agreement.
 - 2. Provide CalMHSA and any other parties deemed necessary with requested information and assistance in order to fulfill the purpose of the Program.
 - 3. Responsible for any and all assessments, creation of individual case plans, and providing or arranging for services.
 - 4. Cooperate by providing CalMHSA with requested information and assistance in order to fulfill the purpose of the Program.

5. Provide feedback on Program performance.
6. Comply with applicable laws, regulations, guidelines, contractual agreements, JPAs, and bylaws.

III. Duration, Term, and Amendment

- A. The term of the Program is for twelve-months.
- B. This Agreement may be supplemented, amended, or modified only by the mutual agreement of CalMHSA and the Participant, expressed in writing and signed by authorized representatives of both parties.

IV. Withdrawal, Cancellation, and Termination

- A. Participant may withdraw from the Program and terminate the Participation Agreement upon six (6) months' written notice. Notice shall be deemed served on the date of mailing.
- B. The withdraw of a Participant from the Program shall not automatically terminate its responsibility for its share of the expense and liabilities of the Program. The contributions of current and past Participants are chargeable for their respective share of unavoidable expenses and liabilities arising during the period of their participation.
- C. Upon cancellation, termination, or other conclusion of the Program, any funds remaining undisbursed after CalMHSA satisfies all obligations arising from the administration of the Program shall be returned to Participant. Unused funds paid for a joint effort will be returned pro rata to Participant in proportion to payments made. Adjustments may be made if disproportionate benefit was conveyed on particular Participant. Excess funds at the conclusion of county-specific efforts will be returned to the particular County that paid them.

V. Fiscal Provisions

- A. Funding required from Participant will not exceed the amount stated in Exhibit A, Program Description and Funding.
- B. Payment Terms –
 - a. Funding Amount: \$342,412.80 – Payable to CalMHSA upon execution of this agreement. This funding amount is inclusive of a 15% administrative fee equal to \$51,361.92.
- C. In a Multi-County Program, Participants will share the costs of planning, administration, and evaluation in the same proportions as their overall contributions, which are included in the amount stated in Exhibit A, Program Description and Funding.

VI. Limitation of Liability and Indemnification

- A. CalMHSA is responsible only for funds as instructed and authorized by participants. CalMHSA is not liable for damages beyond the amount of any funds which are identified on the cover page of this Agreement, without authorization or contrary to Participant's instructions.
- B. CalMHSA is not undertaking responsibility for assessments, creation of case or treatment plans, providing or arranging services, and/or selecting, contracting with, or supervising

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providers (collectively, “mental health services”). Participant will defend and indemnify CalMHSa for any claim, demand, disallowance, suit, or damages arising from Participant’s acts or omissions in

Participation Agreement**EXHIBIT C – County Specific Scope of Services and Funding**

CalMHSA Members receive different PEI activities for the social marketing and technical assistance components which is determined by contribution levels. Fresno County Department of Behavioral Health receives the top tier (5% of PEI) benefits. Below are more details of the different tiers based on contribution levels.

The evaluation component is provided through a contract with RAND and focuses on the social marketing component of PEI. It is not based on a tier model but is dependent on funding available after all Member contributions are received.

Social Marketing Tier Levels and Activities

CalMHSA has traditionally administered Each Mind Matters (EMM) and Know the Signs (KTS) on behalf of Counties/Cities. The Board approved an RFP to develop a new campaign building off lessons learned from EMM and KTS; the new campaign is still be developed. Below is a summary, not all inclusive, of the activities Members will receive based on your contribution levels.

	All Members/ Cities	1-2% of PEI	3-4% of PEI	5% of PEI or \$350,000+
Social Media				
Digital toolkits for MIMHM and Suicide Prevention Week	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly E-media toolkits (social media calendar, blog posts email blasts)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to vote on influencers used in the campaign	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
County co-branded social media influencer materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Social media messaging training webinar	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customized social media engagement training	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom social strategy and audit of social accounts	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly assistance creating custom social media posts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earned Media				
Best practices Crisis Communications Plan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-demand support for a local mental health crisis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Earned Media support to amplify up to three local events	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Assistance developing press releases for events up to three local events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Stakeholder Forum				
Access to the Stakeholder Forum for BH Directors, PIO, and County Liaisons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to create work groups in the stakeholder forum	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Managed community stakeholder engagement the Stakeholder Forum	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Technical Assistance – Social Marketing Specific	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-brand toolkits and materials Customization of materials (does not include printing) Link to county website on campaign landing page County-specific culturally responsive materials Translate materials into two additional languages	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Directing Change and Community Based Technical Assistance Tier Levels and Activities

Community-focused technical assistance to County/City public behavioral health departments including, and primarily, effective strategies that can prevent suicides, support postvention activities, and increases community engagement in current and future implementation of strategies and activities.

	All Members/ Cities	1-2% of PEI	3-4% of PEI	5% of PEI or \$350,000+
Directing Change Program				
Participation in Directing Change Program and access to online resources	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly social media posts (for winning projects)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
School Mini Grants	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local Parent Suicide Prevention Webinar	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Create separate/local county judging portals	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
County landing page/entry portal for program website and entry form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Technical Assistance				
Access to webinars, websites, resource center and online kits	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive general TA emails and resource announcements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assigned resource navigator/TA Liaison	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Support with integration of statewide campaign at local level	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-demand suicide prevention technical assistance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in Understanding the Role of Cultural Norms in Suicide Prevention Learning Collaborative (online modules)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Participation in PEI Messaging Workshops	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-demand suicide prevention capacity building (longer term projects), e.g. support with coalition building, community postvention planning, suicide prevention related trainings	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Presentations (coalition, events, conferences, parent webinars)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive Training/TA related to the Learning Collaborative, e.g. workforce training in cultural competent approaches to suicide prevention and care	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive augmented services project***	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Materials and Local Activation				
Receive green ribbons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Receive materials to support Mental Health Matters Month (MHMM)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Receive suicide prevention week and MHMM kits (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customization of materials (without printing)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local Activation for MHMM or Suicide Prevention Week activities (can include untraditional partners)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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PARTICIPATION AGREEMENT BETWEEN THE COUNTY OF FRESNO

AND

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

Agreement No.: 830-PEI-2021-FC Term: July 1,2021 through June 30,2022

FOR FRESNO COUNTY ACCOUNTING USE ONLY:

Fund/Subclass: 0001/10000
Organization: 56304902 (\$342,413)
Account/Program: 7295