

**County of Santa Clara**  
**Behavioral Health Services Department**



24-4970

**DATE:** April 16, 2024 (Item No. {{item.number}})

**TO:** Board of Supervisors

**FROM:** Sherri Terao, Director of Behavioral Health

**SUBJECT:** Third Amendment to Agreement with Armanino LLC dba AMF Media Group

**RECOMMENDED ACTION**

Approve Third Amendment to Agreement with Armanino, LLC, dba AMF Media Group, relating to providing substance use awareness and prevention campaigns, increasing the maximum contract amount by \$415,000 from \$450,000 to \$865,000, and extending the Agreement for a 12-month period through June 30, 2025, that has been reviewed and approved by County Counsel as to form and legality. (LA-1)

**FISCAL IMPLICATIONS**

The recommended action would have no net impact on County General Fund. Armanino LLP dba AMF Media Group (AMF) contract is being amended to add \$415,000 to expand campaign services raising substance use awareness among residents of the County of Santa Clara. The \$415,000 is funded through the California Opioid Settlement Agreement Fund and Substance Abuse Block Grant (SABG) Prevention funds. Of the \$415,000 increase, \$115,000, will be added to the Fiscal Year (FY) 2023-2024 budget of the Amendment and is included in the Behavioral Health Services Department's (BHSD) FY 2023-2024 Adopted Budget. The remaining \$300,000 will be added to the FY 2024-2025 budget of the Amendment and is included in BHSD's FY 2024-2025 Recommended Budget.

**REASONS FOR RECOMMENDATION AND BACKGROUND**

BHSD's Prevention Services Division (PSD) regularly implements public awareness campaigns on substance use. The campaigns are developed with goals to address knowledge, attitudes, and behaviors around substance use. The goals include increasing the public's knowledge about specific substances and their impacts, increasing harm perception, and encouraging healthy behaviors such as harm reduction practices and openly discussing substance use with youth. Making progress towards these goals requires ongoing and sustained public awareness efforts. Since 2019, PSD has developed and aired six substance

use prevention campaigns: four campaigns addressing fentanyl and opioids, one on cannabis, and one on alcohol (aired three times in multiple languages). Campaigns have targeted residents ages 14 and older and have aired on various online, digital, print, and other media platforms identified to best reach their respective target audiences.

The recommended action would approve the Third Amendment to the Agreement with AMF Media to increase their budget by \$415,000 to continue and expand public awareness campaign services for FY 2023-2024 and FY 2024-2025. In FY 2023-2024, PSD would utilize \$115,000 of the budget to research and develop advertisements raising awareness about the prevalence of intoxicating hemp-derived cannabis products and about the impacts of available access to alcohol in Santa Clara County communities. The advertisements would target parents and young adults. From the \$300,000 budget allocation in FY 2024-2025, PSD would utilize SABG funding to air the advertisements on hemp-derived products and alcohol accessibility.

In FY 2024-2025 PSD would also utilize Opioid Settlement Funding to further expand fentanyl awareness campaign efforts by continually improving and re-airing its advertisements about fentanyl. These advertisements originally aired in FY 2022-2023 and encouraged residents to learn more about fentanyl, including where to access naloxone nasal spray, when to use it, and how to administer it. The campaign targets youth, parents, and guardians. It had positive evaluation results the first time it aired and has been continually updated and improved upon using focus group feedback.

### **CHILD IMPACT**

The recommended action will have a positive impact on children by supporting substance use campaign awareness within the community.

### **SENIOR IMPACT**

The recommended action will have a positive impact on seniors by supporting substance use campaign awareness within the community.

### **SUSTAINABILITY IMPLICATIONS**

The recommended action will balance public policy and program interests and enhances the Board of Supervisors' sustainability goals of social equity and safety by ensuring that residents of Santa Clara County are made aware of the impacts of substance use.

### **CONSEQUENCES OF NEGATIVE ACTION**

Failure to approve the recommended action would limit the PSD's ability to provide critical public awareness and outreach services related to substance use. A lapse in these services would prevent PSD from fulfilling its commitment to promote better health for all communities through substance use prevention and suicide prevention.

## **STEPS FOLLOWING APPROVAL**

Priority processing is requested for the Amendment as a portion of the funding is set to expire at the end of FY 2023-2024. Upon approval, please send e-mail notifications to Mego Lien ([Mego.Lien@hhs.sccgov.org](mailto:Mego.Lien@hhs.sccgov.org)), Evonne Lai ([Evonne.Lai@hhs.sccgov.org](mailto:Evonne.Lai@hhs.sccgov.org)), Angeleah Macatiag ([Angeleah.Macatiage@hhs.sccgov.org](mailto:Angeleah.Macatiage@hhs.sccgov.org)), Earl Ong ([Earl.Ong@hhs.sccgov.org](mailto:Earl.Ong@hhs.sccgov.org)), and Mayra Moreno ([Mayra.Moreno@hhs.sccgov.org](mailto:Mayra.Moreno@hhs.sccgov.org)).

## **ATTACHMENTS:**

- Amend 3- Armanino LLP dba AMF Media Group for BOS
- Armanino LLP dba AMF Media Group-Contract Agreements and Amendments FY23-FY24
- Levine Act Contractor Form- Armanino LLC dba AMF Media Group