

COUNTY OF SAN MATEO  
Departmental Correspondence

DATE January 24, 2001

TO Honorable Board of Supervisors  
FROM Brian Zamora, Director, Public Health and Environmental Protection  
SUBJECT Agreement with Children and Families First Commission of San Mateo County for a Perinatal Tobacco Reduction, Cessation, and Relapse Prevention Program called "Smoke Free Start for Families"

RECOMMENDATION

- 1 Adopt a resolution authorizing the President of the Board to execute an agreement with Children and Families First Commission of San Mateo County to support and expand the perinatal smoking cessation program called "The Smoke Free Start for Families" and approving Amendment to the Salary Ordinance, and
- 2 Approve an Appropriation Transfer Request (ATR) in the amount of \$100,730

Background

The harmful effects of tobacco exposure on a developing fetus, infants, and toddlers have been well established. Tobacco use during pregnancy has been found to cause miscarriages, premature labor and delivery, low birth weight, and death from perinatal disorders including Sudden Infant Death Syndrome. Children exposed to secondhand smoke are more likely to develop respiratory tract illnesses, ear infections, general morbidity and adverse effects on physical and mental development. There are an estimated 1,100 to 1,300 women who smoke throughout their pregnancy in San Mateo County and, although many women quit due to pregnancy, there is a 50% to 70% relapse rate six months postpartum. Furthermore, it is estimated that 20% to 25% of children in San Mateo County are exposed to secondhand smoke.

Since April 1997, in response to the above-cited information and the critical gap in services, Packard Foundation provided funding to pilot the Smoke Free Start for Families Program which offers an innovative approach to working with pregnant and postpartum women who smoke. As the Foundation money resources come to a close, the Children and Families First Commission of San Mateo County is providing 3 years of funding to continue and expand this program.

Discussion

The Smoke Free Start for Families Program will receive \$759,661 over a 3-year period beginning January 1, 2001 to continue and expand this perinatal smoking cessation program. The three primary goals of the funded program include the following: 1) reduce the incidence of prenatal exposure to tobacco, 2) reduce the incidence of environmental tobacco smoke (ETS) among children 0 - 5, and 3) increase the program referrals to cessation services among pregnant and postpartum women.

The program expansion is in the area of support for household members and will require one additional staff person to develop materials, train new contractors, and provide outreach in the community. It is anticipated that this program will be extended beyond the three-year program if the outcomes are achieved.

Honorable Board of Supervisors  
 Agreement/ Children and Families First Commission of San Mateo County for  
 "Smoke Free Start for Families"

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Performance Indicators

The following are the performance indicators as measured during the previous contract period with the Packard Foundation, these measures plus two new ones will be measured again for the duration of the contract

Performance Indicators	Actual 1999- 2000	Estimated 2000-01	Projected 2001-02	Projected 2002-03
Program referrals for pregnant and postpartum women	99	60 *	100	125
Self-reported quit rates among pregnant smokers referred to the program	39%	29%*	30%	40%
Relapse prevention rate for pregnant self-quit clients	92%**	80%	80%	80%
Harm reduction (reducing tobacco consumption) among pregnant smokers completing 3+ cessation sessions	NA***	N/A	40%	50%
Quit rate for postpartum smokers participating in 3+ smoking Cessation sessions	25%	28%	28%	30%
Quit rate for household smokers living with children 0 to 5 (Participants take part in 5 Smoke Free Start phone sessions or 7 American Lung Association group sessions)	NA***	N/A	20%	20%

\* Numbers decreased due to loss of staff

\*\* Based on small number of clients

\*\*\* New measures for harm reduction and quit rates

Term and Fiscal Impact

The term of this grant agreement is January 1, 2001 through December 31, 2003 The total grant award is \$759,661, \$100,730 for FY 2000-01, \$307,000 for FY 2001-02, \$240,000 for FY 2002-03 and \$111,931 for FY 2003-04 In order to achieve the objectives of the grant, a full-time Public Health Educator will continue to serve as the Program Coordinator To develop and implement the new expanded portion of the grant, a full-time Community Program Specialist II will be recruited and hired Existing staff within Public Health Education will provide clerical support Funds from the grant will fully support these expenditures There is no net county cost

RECOMMENDED

  
 HEALTH SERVICES DEPARTMENT

**COUNTY OF SAN MATEO  
APPROPRIATION TRANSFER REQUEST**

REQUEST NO \_\_\_\_\_

DEPARTMENT **Public Health**

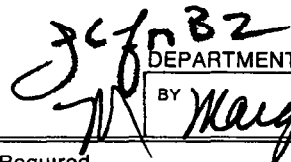
DATE \_\_\_\_\_

**1. REQUEST TRANSFER OF APPROPRIATIONS AS LISTED BELOW:**

	C O D E S		AMOUNT	DESCRIPTION
	FUND OR ORG	ACCOUNT		
From	62500	2658	100,730	Revenue
To	62500	4111	15,003	Salaries
	62500	4311	4,651	Benefits
	62500	5191	2,000	Printing
	62500	5714	200	Travel
	62500	5731	500	Training
	62500	5856	72,000	Contracts

Justification (Attach Memo if Necessary)

62500	5969	1,376	Other Dept Expense
62500	5733	5,000	Supplies - Training, Educational Material

  
 DEPARTMENT HEAD  
 BY Margaret Taylor DATE 1/16/01

2  Board Action Required       Four-Fifths Vote Required       Board Action Not Required

Remarks \_\_\_\_\_

COUNTY CONTROLLER  
 BY \_\_\_\_\_ DATE \_\_\_\_\_

3  Approve as Requested       Approve as Revised       Disapprove

Remarks \_\_\_\_\_

COUNTY MANAGER  
 BY \_\_\_\_\_ DATE \_\_\_\_\_

**DO NOT WRITE BELOW THIS LINE — FOR BOARD OF SUPERVISORS' USE ONLY**

BOARD OF SUPERVISORS COUNTY OF SAN MATEO, STATE OF CALIFORNIA

RESOLUTION TRANSFERRING FUNDS

RESOLUTION NO \_\_\_\_\_

RESOLVED, by the Board of Supervisors of the County of San Mateo that

WHEREAS the Department hereinabove named in the Request for Appropriation Allotment or Transfer of Funds has requested the transfer of certain funds as described in said Request; and

WHEREAS the County Controller has approved said Request as to accounting and available balances, and the County Manager has recommended the transfer of funds as set forth hereinabove:

NOW THEREFORE IT IS HEREBY ORDERED AND DETERMINED that the recommendations of the County Manager be approved and that the transfer of funds as set forth in said Request be effected.

Regularly passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.

Ayes and in favor of said resolution:

Noes and against said resolution:

Supervisors: \_\_\_\_\_

Supervisors: \_\_\_\_\_

RESOLUTION NO \_\_\_\_\_

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

\* \* \* \* \*

RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT WITH CHILDREN AND FAMILIES FIRST COMMISSION OF SAN MATEO COUNTY TO SUPPORT AND EXPAND THE PERINATAL SMOKING CESSATION PROGRAM CALLED "SMOKE FREE START FOR FAMILIES" AND APPROVING AMENDMENT TO THE SALARY ORDINANCE

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that,

WHEREAS, there has been presented to this Board of Supervisors for its consideration and acceptance an Agreement with the Children and Families First Commission of San Mateo County, reference to which is hereby made for further particulars, whereby the County of San Mateo will serve as administrator of a proposal to provide tobacco reduction and cessation services to pregnant and postpartum women and to household smokers living with children 0 to 5, and educational outreach regarding the health effects of secondhand smoke on pregnant women and small children, and

WHEREAS, this Board has been presented with the Agreement and has examined and approved it as to both form and content and desires to enter into the Agreement, and

WHEREAS, this Board wishes to create the necessary positions for the program,

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that 1) the President of the Board of Supervisors be, and is hereby, authorized and directed to execute said Agreement with the Children and Families First Commission of San Mateo County to expand the perinatal smoking cessation program called The Smoke Free Start for Families and 2) the salary amendment is approved adding one full-time Community Program Specialist II

**ORDINANCE NO. \_\_\_\_\_**  
BOARD OF SUPERVISORS, COUNTY OF SAN MATEO,  
STATE OF CALIFORNIA

\* \* \* \* \*

AN ORDINANCE AMENDING FISCAL YEAR 2000-2001  
SALARY ORDINANCE ADOPTED AUGUST 8, 2000

The Board of Supervisors of the County of San Mateo, State of California, ordains as follows

**SECTION 1.** Part 12 of the Ordinance 03987 is amended as indicated:

ORGANIZATION 62000 PUBLIC HEALTH SERVICES

1 Item G226S, Community Program Specialist series, is increased by 1 position for a new total of 8 positions

**SECTION 2.** This action is effective thirty days following adoption

**AGREEMENT BETWEEN  
THE CHILDREN & FAMILIES FIRST COMMISSION OF SAN MATEO COUNTY  
AND  
SAN MATEO COUNTY HEALTH SERVICES AGENCY,  
DIVISION OF PUBLIC HEALTH  
(Smoke Free Start for Families)**

**THIS AGREEMENT** is entered into this 1<sup>st</sup> day of January 2001 by and between the Children & Families First Commission hereinafter called Commission and San Mateo County Health Services Agency Division of Public Health (Smoke Free Start for Families) hereinafter called Contractor

**W I T N E S S E T H**

**WHEREAS**, pursuant to Government Code Section 31000 Commission may contract with independent contractors for the furnishing of such services to or for the Commission and

**WHEREAS**, the Exhibit A Project Services and Exhibit B Payments are attached hereto and incorporated by reference herein

**WHEREFORE**, the Commission and Contractor agree as follows

**1 Services to be Performed**

In consideration of the payments hereinafter set forth in Exhibit B attached hereto and incorporated by reference herein Contractor under the general direction of the Executive Director of the Commission or his/her authorized representative with respect to the product or result of Contractor's services shall perform services as described in Exhibit A attached hereto and incorporated by reference herein Contractor shall ensure compliance with all state federal and local laws or rules applicable to performance of the work required under this contract which includes reducing the incidence of prenatal exposure to tobacco reducing the incidence of environmental tobacco smoke among children 0-5 and increasing program referrals to cessation services among pregnant and postpartum women

Exhibits A and B and their attachments reflect the scope of work and budget for the entire term of the contract January 01 2001 to December 31 2003 It is understood and agreed that Contractor will submit an updated scope of work and budget for each succeeding year by December 1 2001 and 2002 respectively and receive written approval from the Executive Director on behalf of the Commission prior to commencing the second and third year It is anticipated that the budget will be amended with written approval of the Executive Director upon review of the prior year's progress reports

**2 Contract Term**

The term of this Agreement shall be from January 01 2001 to December 31 2003 This Agreement is subject to the termination provisions noted in paragraph 7 and subject further to the agreement provided for in paragraphs 3 C and 11 that there are reports due followed by final payment and evaluation required which occur after December 31 2003 Contractor further agrees that the requirements of this Agreement pertaining to release of records in paragraph 8 and retention of records in paragraph 9 shall survive the termination of this Agreement

**3 Payments**

A **Maximum Amount** In full consideration of Contractor's performance of the services described in Exhibit A the amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed SEVEN HUNDRED FIFTY NINE THOUSAND SIX HUNDRED AND SIXTY ONE DOLLARS (\$759 661) for the term as follows Year 1 - \$277 904 (January-December 2001) Year 2 - \$254 700 (January-December 2002) and Year 3 - \$227 057 (January-December 2003)

B **Rate of Payment** The rate of payment shall be as specified in Exhibit B Each payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director on behalf of the Commission

- C **Time Limit for Submitting.** Contractor shall submit semi-annual progress reports within 30 days of completion of the 6<sup>h</sup> and 12<sup>h</sup> month of each funded year under this Agreement for services to the Commission for payment in accordance with the provisions of Exhibit B. The first report therefore shall be due seven months from execution of this Agreement. Guidelines for progress reports will be provided by the Commission staff and shall include a descriptive narrative tracking of the approved timeline and workplan and a detailed financial accounting of all grant funds spent in comparison with the approved budget. Any substantial changes to the approved workplan and/or timeline must be approved by the Commission. Guidelines for such changes will be provided by the Commission staff.
- D **Availability of Funds.** Payment for all services provided pursuant to this Agreement is contingent upon the availability of funds under Proposition 10. In the event such funds are not provided or not available to the San Mateo County Children & Families First Commission, the Commission shall not be liable for any payment whatsoever including but not limited to payments that are based on Commission funds. The Commission may terminate the agreement for unavailability of State funds. In this event, the Commission shall through its Executive Director inform Contractor of such unavailability as soon as it is known and to the extent legally possible pay all outstanding amounts due.
- E **Supplantation.** Funds pursuant to this Agreement are provided pursuant to Proposition 10 and are intended to supplement, expand upon, and enhance activities funded from existing sources. Contractor shall not use funds under this Agreement to supplant existing resources or services.

4 **Relationship of Parties**

It is expressly understood that this is an agreement between two (2) independent contractors and that no agency, employee, partnership, joint venture, or other relationship is established by this Agreement. The intent by both the Commission and Contractor is to create an independent contractor relationship. Contractor expressly acknowledges and accepts his/her tax status as and the tax consequences of an independent contractor.

5 **Non-Discrimination**

Contractor shall comply with the non-discrimination requirements described below:

A **Section 504 of the Rehabilitation Act of 1973.**

- 1) Pursuant to Section 504 (Public Law 93-112), the Contractor agrees that no otherwise qualified disabled individual shall solely by reason of a disability be excluded from the participation in, be denied the benefits of, or be subjected to discrimination in the performance of this contract.
- 2) Compliance of Section 504 of the Rehabilitation Act of 1973, as amended, requires that all benefits, aids, and services are made available to disabled persons on an equivalent basis with those received by non-disabled persons. Contractor shall agree to be in compliance with Section 504 requirements by developing a plan for compliance to be submitted to the Section 504 Coordinator, Department of Health Services, as soon as possible but not later than by the end of the current Fiscal Year.

B **Non-Discrimination - General.** No person shall, on the grounds of age (over 40), ancestry, creed, color, disability, marital status, medical conditions, national origin, political or religious affiliation, race, sex, sexual orientation, or any non-job-related criteria, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under this Agreement.

C **Non-Discrimination - Employment.** Contractor shall ensure equal employment opportunity based on objective standards of recruitment, selection, promotion, classification, compensation, performance evaluations, and management relations for all employees under this Agreement. Contractor's equal employment opportunity policies shall be made available to the Commission upon request.

6 **Assignments and Subcontracts**

A Without the written consent of the Executive Director of the Commission or his/her designee, this Agreement is not assignable in whole or in part. Any assignment by Contractor without the written consent of the Executive Director of the Commission or his/her designee violates this Agreement and shall automatically terminate this Agreement.

- B All assignees subcontractors or consultants approved in writing by the Executive Director of the Commission or his/her designee shall be subject to the same terms and conditions applicable to Contractor under this Agreement and Contractor shall be liable for the assignee s subcontractor s or consultant s acts and/or omissions

## 7 Termination of Agreement

The Executive Director on behalf of the Commission may at any time from execution of Agreement terminate this Agreement in whole or in part for the convenience of the Commission by giving written notice specifying the effective date and scope of such termination Termination shall be effective on a date not less than thirty days from notice In the event of termination all finished or unfinished documents data studies maps photographs reports and materials (hereafter referred to as materials) prepared by Contractor under this Agreement shall become the property of the Commission and shall be promptly delivered to the Commission In the event of termination Contractor shall be paid for all work satisfactorily performed until termination except where the contracting department determines the quality or quantity of the work performed is unacceptable Such payment shall be that portion of the full payment which is determined by comparing the work/services completed to the work/services required by the Agreement

## 8 Release of Records

All data produced compiled and obtained in connection with the performance of this contract shall not be disclosed without notification to the Commission staff All data produced or compiled by Contractor shall be considered confidential unless it can be obtained as a public record and shall not be shared with a third party without notifying the Commission staff

## 9 Records

- A Contractor agrees to provide to the Commission to any Federal or State department having monitoring or reviewing authority to Commission s authorized representatives and/or their appropriate audit agencies upon reasonable notice access to and the right to examine and audit all records and documents necessary to determine compliance with relevant Federal State and local statutes rules and regulations and this Agreement and to evaluate the quality appropriateness and timeliness of services performed
- B Contractor shall maintain and preserve all records relating to this Agreement in its possession of any third party performing work related to this Agreement for a period of three (3) years from the termination date of this Agreement or until audit findings are resolved whichever is greater
- C All data produced or compiled by Contractor shall be considered confidential unless it can be obtained as public record and shall not be shared with a third party without the prior written consent of the Commission All data produced compiled and obtained in connection with the performance of this contract shall not be disclosed without the prior consent of the Commission

## 10 Compliance with Applicable Laws

All services to be performed by Contractor pursuant to this Agreement shall be performed in accordance with all applicable Federal State County and Municipal laws ordinances regulations including but not limited to appropriate licensure certification regulations confidentiality requirements and applicable quality assurance regulations

## 11 Monitoring/Evaluation

Contractor shall track achievement of program objectives and the process and outcome measures for this project as they are described in the scope of work attached hereto as Attachment A and included herein as if fully set forth or as revised in collaboration with the Commission s Evaluator and approved in writing by the Executive Director on behalf of the Commission during the term of this contract Contractor shall participate in a countywide evaluation of the effectiveness of Proposition 10 efforts whether it occurs during the term of this contract or after



12 Alteration of Agreement

This Agreement is entire and contains all the terms and conditions agreed upon by the parties. No alteration or variation shall be valid unless made in writing and signed by the parties hereto or as permitted by the terms of this Agreement and no oral understanding or agreement shall be binding on the parties hereto.

13 Interpretation and Enforcement

A Any notice, request, demand or other communication required or permitted hereunder shall be deemed to be properly given when deposited in the United States mail, postage prepaid, addressed:

- 1) In the case of Commission to  
Kris Perry, Executive Director  
Children and Families First Commission  
400 South El Camino, Suite 1500  
San Mateo, CA 94402-1708  
Telephone: (650) 348-2898
- 2) In the case of Contractor to  
Brian Zamora, Director Public Health  
San Mateo County Health Services Agency  
225 W 37<sup>th</sup> Avenue, 3<sup>rd</sup> Floor  
San Mateo, CA 94403  
Telephone: (650) 573-2757

B Controlling Law

The validity of this Agreement and of its terms or provisions, as well as the rights and duties of the parties hereunder, the interpretation and performance of this Agreement shall be governed by the laws of the State of California.

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representatives, have affixed their hands:

COUNTY OF SAN MATEO

CHILDREN & FAMILIES FIRST COMMISSION

\_\_\_\_\_  
*President, Board of Supervisors*

\_\_\_\_\_  
*Chair, Children & Families First Commission*

\_\_\_\_\_  
*Dated*

\_\_\_\_\_  
*Dated*

\_\_\_\_\_  
*Budget Unit*

## EXHIBIT A

### PROJECT SERVICES

Pursuant to the Agreement for Services between The Children & Families First Commission of San Mateo County and San Mateo County Health Services Agency Division of Public Health (Smoke Free Start for Families) entered into on January 1 2001 Contractor shall provide the following services as described in Attachment A attached hereto and incorporated by reference herein over the term of this contract from January 01 2001 to December 31 2003

Attachment A reflects the scope of work for the entire term of the contract January 01 2001 to December 31 2003 It is understood and agreed that Contractor will submit an updated scope of work for each succeeding year by December 1 2001 and 2002 respectively and receive written approval from the Executive Director on behalf of the Commission prior to commencing the second and third year It is anticipated that the scope of work will be amended with written approval of the Executive Director upon review of the prior year's progress reports

Contractor will use service delivery improvement and systems change strategies to

- 1 Reduce the incidence of prenatal exposure to tobacco by
  - a) Providing one-on-one smoking cessation services and educational outreach to 120-140 pregnant smokers
  - b) Providing one-on-one relapse prevention services to 50-65 pregnant spontaneous quitters
  - c) Providing one-on-one smoking reduction services to 70-85 pregnant women who did not quit after three or more Smoke Free Start for Families sessions
  
- 2 Reduce the incidence of environmental tobacco smoke among children 0-5 by
  - a) Providing one-on-one smoking cessation services and educational outreach to 15-25 postpartum smokers who participate in three or more Smoke Free Start for Families sessions
  - b) Providing one-on-one relapse prevention services to 10-15 postpartum spontaneous quitters
  - c) Providing one-on-one smoking cessation counseling to 75-100 household smokers living with children 0-5 who participate in five or more Smoke Free Start for Families sessions or seven American Lung Association group smoking cessation sessions
  - d) Conducting educational presentations to household members about health effects of smoking
  
- 3 Increase program referrals to cessation services among pregnant and postpartum women by
  - a) Conducting meetings with San Mateo County General Hospital administration and staff to revise tobacco consumption questions on medical history forms
  - b) Working with San Mateo County General Hospital and other county clinics to implement revised forms
  - c) Conducting training with hospital staff
  - d) Developing media campaign to publicize program

**EXHIBIT B**

**PAYMENTS**

Pursuant to the Agreement for Services between The Children & Families First Commission of San Mateo County and San Mateo County Health Services Agency Division of Public Health (Smoke Free Start for Families) entered into on January 1 2001 the Commission shall pay as described in Attachment B attached hereto and incorporated by reference herein to San Mateo County Health Services Agency Division of Public Health for services rendered over the term of this contract from January 01 2001 to December 31 2003

Attachment B reflects the budget for the entire term of the contract January 01 2001 to December 31 2003 It is understood and agreed that Contractor will submit an updated budget for each succeeding year by December 1 2001 and 2002 respectively and receive written approval from the Executive Director on behalf of the Commission prior to commencing the second and third year It is anticipated that the budget will be amended with written approval of the Executive Director upon review of the prior year's progress reports It is also understood that contractor may earn money from funds received under this contract Any monies earned from investments or otherwise shall be expended on services provided under this contract Provision for expenditure of this money shall be included in the budgets for years two and three

- 1 The Commission shall pay Contractor based on a 50/40/10 formula whereby 50% of the Maximum Amount of the annual award shall be released to the Contractor upon approval and execution of the contract After a review of the Contractor's Semi-Annual Progress Report 40% of the Maximum Amount of the annual award shall be released The remaining 10% shall be released after a review of the Contractor's Annual Progress Report (see schedule below)

Guidelines for the progress reports will be provided by the Commission staff and shall include a descriptive narrative tracking of the approved timeline and work plan (scope of work) and a detailed financial accounting of all grant funds spent in comparison with the approved budget

- 2 Payment shall be conditioned on the performance of the services described in Exhibit A to the full satisfaction of the Executive Director on behalf of the Children & Families First Commission
- 3 The amount that the Commission shall be obligated to pay for services rendered under this Agreement shall not exceed \$759 661 for the contract term January 1 2001 – December 31 2003
- 4 Payment is contingent upon satisfactory performance appropriate grant management and timely reporting
- 5 Contractor shall expend funds received in accordance with the budget as described in Attachment B attached hereto and incorporated by reference herein or as approved later by the Executive Director on behalf of the Commission

**San Mateo County Health Services Agency Division of Public Health**

Year 1	Year 2	Year 3
Maximum Amount: \$277 904	Maximum Amount: \$254 700	Maximum Amount: \$227,057
Funding: 50/40/10		
Year 1	Year 2	Year 3
50% - \$138 952	50% - \$127 350	50% - \$113 528
40% - \$111 162	40% - \$101 880	40% - \$ 90 823
10% - \$ 27 790	10% - \$ 25 470	10% - \$ 22 706

**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL  
SCOPE OF WORK  
(Year 1: Jan 2001 – Dec 2003)**

<b>Program Objectives (from Narrative)</b>	<b>Major Activities (list for each objective)</b>	<b>Activities Timeline (beg date end date)</b>	<b>Unduplic . Clients Served</b>	<b>Process Measures</b>	<b>Outcome Indicators (with type of change increase decrease)</b>
1 By Decembet 2003, at least a 30 40% quit rate will be achieved among pregnant smokers who participate in 3 or more Smoke Free Start for Families smoking cessation sessions	<p>1 1 Hire &amp; train cessation counselors as needed</p> <p>1 2 Select, purchase or develop educational materials &amp; incentive items</p> <p>1 3 Conduct program outreach to pregnant women and providers about available cessation services</p> <p>1 4 Provide one on one smoking cessation services over the phone or in person</p> <p>1 5 Mail program materials &amp; incentive items to clients upon establishment of distribution protocol</p> <p>1 6 Conduct educational outreach to pregnant smokers about the health effects of maternal smoking</p> <p>1 7 Review existing database for necessary changes &amp; track client progress</p>	<p>Jan 2001 June 2001</p> <p>Jan 2001 June 2001</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p>	120 140	<p># of cessation counselors &amp; # of training sessions completed</p> <p># of educational materials &amp; incentive items developed &amp;/or purchased</p> <p># of program outreach contacts to women &amp; providers</p> <p># of pregnant smokers referred &amp; # of cessation sessions completed by each pregnant client</p> <p># of educational materials &amp; incentives mailed</p> <p># of educational contacts</p> <p># of client registration, assessment &amp; intervention forms entered into database</p>	<p>Using a self report survey one month prior to delivery a 30 40% quit rate will be achieved among pregnant smokers who participate in 3+ cessation sessions</p> <p>(This measurement will demonstrate a relative decrease in prenatal exposure to tobacco )</p>

**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL  
SCOPE OF WORK**

(Year 1: Jan 2001 – Dec 2003)

Program Objectives (from Narrative)	Major Activities (list for each objective)	Activities Timeline (beg date end date)	Unduplic Clients Served	Process Measures	Outcome Indicators (with type of change increase decrease)
<p>2 By December 2003, at least a 70-80% stay quit rate will be achieved among pregnant spontaneous quitters who participate in 3 or more Smoke Free Start for Families relapse prevention sessions</p>	<p>2.1 Train cessation counselors on relapse prevention protocol</p> <p>2.2 Select, purchase or develop incentive items &amp; educational materials addressing relapse prevention</p> <p>2.3 Conduct program outreach to pregnant woman and providers about available relapse prevention services</p> <p>2.4 Provide one on one relapse prevention services over the phone or in person</p> <p>2.5 Mail program materials &amp; incentive items to clients upon establishment of distribution protocol</p> <p>2.6 Review existing database for necessary changes &amp; track client progress</p>	<p>Jan 2001 June 2001</p> <p>Jan 2001 June 2001</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p>	<p>50</p> <p>65</p>	<p># of training sessions completed</p> <p># of educational materials developed &amp;/or purchased</p> <p># of program outreach contacts to women and providers</p> <p># of pregnant spontaneous quitters referred &amp; # of relapse prevention sessions completed by each pregnant client</p> <p># of educational materials &amp; incentives mailed</p> <p># of client registration, assessment &amp; intervention forms entered into database</p>	<p>Using a self report survey one month prior to delivery a 70-80% stay quit rate will be achieved among pregnant spontaneous quitters who participate in 3+ relapse prevention sessions</p>

**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL**  
**SCOPE OF WORK**  
**(Year 1: Jan 2001 – Dec 2003)**

Program Objectives (from Narrative)	Major Activities (list for each objective)	Activities Timeline (beg date end date)	Undupli Clients Served	Process Measures	Outcome Indicators (with type of change increase decrease)
<p>3 Among those pregnant women who complete 3 or more Smoke Free Start for Families smoking cessation sessions and do not quit, a 50% reduction in tobacco consumption will be achieved by December 2003</p>	<p>3.1 Train cessation counselors on nicotine reduction protocol</p> <p>3.2 Select, purchase or develop educational materials addressing nicotine reduction strategies</p> <p>3.3 Provide one on one smoking cessation services over the phone or in person</p> <p>3.4 Mail program materials to clients upon establishment of distribution protocol</p> <p>3.5 Review existing database for necessary changes &amp; track client progress</p>	<p>Jan 2001 June 2001</p> <p>Jan 2001 June 2001</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p>	<p>70 85</p>	<p># of training sessions completed</p> <p># of educational materials developed &amp;/or purchased</p> <p># of pregnant smokers referred &amp; # of cessation sessions completed by each pregnant client</p> <p># of educational materials mailed</p> <p># of client registration, assessment and intervention forms entered into database</p>	<p>Using a self report survey one month prior to delivery, a 50% reduction in tobacco consumption will be achieved among those pregnant women who complete 3+ cessation sessions but have not quit smoking</p> <p>(This measurement will demonstrate a relative decrease in prenatal exposure to tobacco)</p>

**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL  
SCOPE OF WORK**

(Year 1: Jan 2001 – Dec 2003)

Program Objectives (from Narrative)	Major Activities (list for each objective)	Activities Timeline (beginning date end date)	Unduplic Clients Served	Process Measures	Outcome Indicators (with type of change increase decrease)
4 By December 2003 at least a 25-30% quit rate will be achieved among postpartum smokers who participate in 3 or more Smoke Free Start for Families smoking cessation sessions	4.1 Train cessation counselors on postpartum cessation protocol 4.2 Select, purchase or develop educational materials addressing postpartum smoking 4.3 Conduct outreach to women & providers about available cessation services for postpartum women 4.4 Provide one on one smoking cessation counseling over the phone or in person 4.5 Mail program materials & incentive items to clients upon establishment of distribution protocol 4.6 Conduct educational outreach to postpartum women regarding the health effects of FTS exposure 4.7 Review existing database for necessary changes & track client progress	Jan 2001 June 2001  Jan 2001 June 2001  Jan 2001 Dec 2003  Jan 2001 Dec 2003  Jan 2001 Dec 2003  Jan 2001 Dec 2003	15 25	# of training sessions completed  # of educational materials developed &/or purchased  # of program outreach contacts to women and providers  # of postpartum smokers referred & # of cessation sessions completed by each postpartum smoker  # of educational materials & incentives distributed  # of educational contacts  # of client registration, assessment & intervention forms entered into database	Using a self report survey at last intervention, a 25-30% quit rate will be achieved among postpartum smokers who participate in 3+ smoking cessation sessions  (This measurement will demonstrate a relative decrease in prenatal exposure to tobacco)

**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL  
SCOPE OF WORK**

(Year 1: Jan 2001 – Dec 2003)

Program Objectives (from Narrative)	Major Activities (list for each objective)	Activities Timeline (beginning date end date)	Unduplic Clients Served	Process Measures	Outcome Indicators (with type of change increase decrease)
<p>5 By December 2003, at least a 50-60% relapse prevention rate will be achieved among postpartum spontaneous quitters who participate in 3 or Smoke Free Start for Families smoking cessation sessions</p>	<p>5.1 Train cessation counselors on relapse prevention protocol</p> <p>5.2 Select, purchase or develop educational materials &amp; incentive items</p> <p>5.3 Conduct program outreach to women and providers about available relapse prevention services for postpartum women</p> <p>5.4 Provide one on one relapse prevention services over the phone or in person</p> <p>5.5 Mail program materials &amp; incentive items to clients upon establishment of distribution protocol</p> <p>5.6 Review existing database for necessary changes and track client progress</p>	<p>Jan 2001 June 2001</p> <p>Jan 2001 June 2001</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p> <p>Jan 2001 Dec 2003</p>	<p>10 15</p>	<p># of training sessions completed</p> <p># of educational materials &amp; incentive items developed &amp;/or purchased</p> <p># of program outreach contacts to women &amp; providers</p> <p># of postpartum spontaneous quitters referred &amp; # of relapse prevention sessions completed by each postpartum client</p> <p># of educational materials &amp; program incentives mailed</p> <p># of client registration, assessment and intervention forms entered into database</p>	<p>Using a self report survey at last intervention, a 50-60% relapse prevention rate will be achieved among postpartum spontaneous quitters who participate in 3+ cessation sessions</p>



**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL  
SCOPE OF WORK**

(Year 1: Jan 2001 – Dec 2003)

Program Objectives (from Narrative)	Major Activities (list for each objective)	Activities Timeline (beg date end date)	Unduplic -Clients Served	Process Measures	Outcome Indicators (with type of change increase decrease)
6 By December 2003, at least a 20-25% quit rate will be achieved among household smokers living with children 0-5 who participate in 5 or more Smoke Free Start for Families smoking cessation sessions by phone or complete 7 American Lung Association (ALA) group smoking cessation counseling sessions	6.1 Hire & train cessation counselors on household smoking cessation protocol 6.2 Select, purchase or develop educational materials & incentive items 6.3 Conduct outreach to household members and providers about available smoking cessation services 6.4 Provide one on one smoking cessation counseling by phone or refer to ALA group program 6.5 Mail program materials & incentives to clients according to protocol 6.6 Conduct educational presentations to household members about the health effects of smoking & ETS exposure among children 0-5 6.7 Review and revise existing database to track client progress incl ALA referrals	Jan 2001 June 2001  Jan 2001 June 2001  June 2001 Dec 2003  June 2001 Dec 2003  June 2001 Dec 2003  June 2001 Dec 2003  June 2001 Dec 2003	75-100	# of cessation counselors & # of training sessions completed # of educational materials & incentive items developed &/or purchased # of program outreach contacts to household members & providers # of household members referred & # of cessation sessions completed by each household client # of educational materials & incentives mailed # of educational contacts # of client registration, assessment & intervention forms entered into database	Using a self report survey at last intervention, a 20-25% quit rate will be achieved among household members who participate in at least 5 Smoke Free Start for Families phone counseling sessions or complete 7 ALA group counseling sessions  (This measurement will demonstrate a relative decrease to ETS exposure among children 0-5)

**CHILDREN & FAMILIES FIRST-REQUEST FOR PROPOSAL  
SCOPE OF WORK**

(Year 1: Jan 2001 – Dec 2003)

Program Objectives (from Narrative)	Major Activities (list for each objective)	Activities Timeline (beginning date end date)	Unduplic Clients Served	Process Measures	Outcome Indicators (with type of change increase decrease)
7 By December 2003, there will be a 50% increase in program referrals for cessation services among pregnant and postpartum women	7.1 Conduct meetings with San Mateo County General Hospital (SMCGH) administration & staff regarding revising tobacco consumption questions on medical history forms to assist with identifying more smokers	Jan 2001 June 2001	265 330	# of meetings with hospital administration	Using program referral forms there will be a 50% increase in the number of pregnant, postpartum women referred to the Smoke Free Start for Families Program
	7.2 Work closely with SMCGH hospital staff & staff from other county clinics in the implementation of the revised forms & to assist with program promotion & referrals	June 2001 Dec 2001		# of meetings with hospital & clinic staff	
	7.3 Conduct trainings with hospital & clinic staff regarding the revised tobacco questions on assessment form & how to refer clients to cessation program	Sept 2001 Semi annually		# of trainings conducted	
	7.4 Develop & distribute program outreach materials to women	Jan 2001 June 2001		# of program materials developed & distributed	
	7.5 Select & distribute program promotional items to providers	Jan 2001 June 2001		# of promotional items selected & distributed to providers	
	7.6 Develop media campaign to publicize the cessation program	Jan 2001 June 2001		# of media spots developed	

## BUDGET REQUEST FORM

Complete this form to show the budget for the entire project. If there are subcontractor or collaborative agency budget involved please complete an additional form for each and identify the subcontractor.

Agency Name San Mateo County Department of Health Services  
 Amount of Request \$759,661 (Smoke Free Start for Families)

Check the appropriate box

- Planning Grant  
 Implementation Grant

\*\* List in this column all other agency funds available to support the project excluding the amount being requested from the Commission. Place an NS next to any amounts that are not yet secured.

I. PERSONNEL			Amount Requested	Leveraged Amount Available**	Total Program Budget
Position Title	Salary Range	# FTEs			
A Program Coordinator	\$60,000	1	144,700	38,965	183,665
B Program Assistant	\$50,000	1	154,370	0	154,370
C					
D					
E					
F					
Benefits @ 31 %			92,712	12,079	104,791
			-----	-----	-----
Subtotal - Personnel			391,782	51,044	442,826

II OPERATING EXPENSES		Amount Requested	Leverage Amount Available **	Total Program Budget
A Rent and Utilities		0	0	0
B Office Supplies and Materials		22,414	6,000	28,414
C Telephone/Communications		0	0	0
D Postage/Mailing		1,000	0	1,000
E Printing/Copying		7,000	0	7,000
F Equipment Lease		0	0	0
G Travel		2,000	0	2,000
H Training/Conference		3,000	0	3,000
I Consultants		138,000	2,000	140,000
J Subcontractors		167,600	16,800	184,400
K Other (please specify)		0	0	0
		-----	-----	-----
Subtotal - Operating Expenses		341,014	24,800	365,814

III CAPITAL EXPENDITURES	Amount Requested	Leveraged Amount Available **	Total Program Budget
Itemize and describe items requested Competitive bids may be requested by the Commission prior to contract This section can be left blank if no capital requests are being made			
A TV/VCR	1 000	0	1 000
B			
C			
D			
E			
	-----	-----	-----
Subtotal - Capital Expenditures	1 000	0	1 000

	Amount Requested	Leveraged Amount Available **	Total Program Budget
IV. INDIRECT COSTS @ <u>7</u> % of Personnel costs	25 865	0	25 865
V TOTAL PROGRAM COSTS (total of sections I - IV)	759 661	75 844	835 505

VI IN KIND SUPPORT Please identify any in-kind support that is available to this project (examples volunteer hours donated office space or equipment) If volunteer hours are listed please indicate the role(s) of volunteers in the project

In Kind Support Includes administrative staff support computer system support custodial services and donated educational materials such as pamphlets and videotapes

**BUDGET REQUEST FORM**  
**Year 1 (Jan 2001 - Dec 2001)**

Complete this form to show the budget for the entire project. If there are subcontractor or collaborative agency budget involved please complete an additional form for each and identify the subcontractor.

Agency Name San Mateo County Department of Health Services

Budget period Jan 2001 - Dec 2001

Check the appropriate box
<input type="checkbox"/> Planning Grant
<input checked="" type="checkbox"/> Implementation Grant

\*\* List in this column all other agency funds available to support the project excluding the amount being requested from the Commission. Place an NS next to any amounts that are not yet secured.

I PERSONNEL			Amount Requested	Leveraged Amount Available**	Total Program Budget-Year 1
Position Title	Salary Range	# FTEs			
A Program Coordinator	\$60 000	1	19 483	38 965	58 448
B Program Assistant	\$50 000	1	41 034	0	41 034
C					
D					
E					
F					
Benefits @ 31 %			18 760	12 079	30 839
			-----	-----	-----
Subtotal - Personnel			79 277	51 044	130 321

II OPERATING EXPENSES		Amount Requested	Leverage Amount Available **	Total Program Budget
A Rent and Utilities		0	0	0
B Office Supplies and Materials		9 500	6 000	15 500
C Telephone/Communications		0	0	0
D Postage/Mailing		500	0	500
E Printing/Copying		4 000	0	4 000
F Equipment Lease		0	0	0
G Travel		1 000	0	1 000
H Training/Conference		1 500	0	1 500
I Consultants		137 000	2 000	139 000
J Subcontractors		37 200	16 800	54 000
K Other (please spec fy)		0	0	0
		-----	-----	-----
Subtotal - Operating Expenses		190 700	24 800	215 500

	Amount Requested	Leveraged Amount Available **	Total Program Budget-Year 1
<b>III. CAPITAL EXPENDITURES</b>			
Itemize and describe items requested Competitive bids may be requested by the Commission prior to contract This section can be left blank if no capital requests are being made			
A TV/VCR	0	0	0
B			
C			
D			
E			
	-----	-----	-----
Subtotal - Capital Expenditures	0	0	0

	Amount Requested	Leveraged Amount Available **	Total Program Budget-Year 1
<b>IV INDIRECT COSTS @ <u>7</u> % of Personnel costs</b>	7 927	0	7 927
<b>V TOTAL PROGRAM COSTS (total of sections I - IV)</b>	277 904	75 844	353 748

VI IN KIND SUPPORT Please identify any in-kind support that is available to this project (examples volunteer hours donated office space or equipment) If volunteer hours are listed please indicate the role(s) of volunteers in the project

In Kind Support Includes administrative staff support computer system support custodial services and donated educational materials such as pamphlets and videotapes

**BUDGET NARRATIVE - Revised**

**PERSONNEL**

**Amount Requested**

<u>Program Coordinator: (100%)</u>	Year 1	Year 2	Year 3
<p>Budget amount includes funding for a Public Health Educator for three years. In year one a portion of the Program Coordinator's salary will be paid with remaining funds from a David &amp; Lucile Packard Foundation grant. Responsibilities include 1) Coordinating all program activities, 2) Hiring and monitoring the smoking cessation, media and evaluation contractors, 3) Overseeing activities of the Program Assistant, 4) Promoting the program to health providers, women and family members, 5) Providing case management of program clients, 6) Managing client database, 7) Developing program materials and the selection of incentive and promotional items, 8) Coordinating the revisions to tobacco assessment tools, 9) Serving as chair of the Collaborative.</p>	\$19,483	\$61,381	\$63,836
<p><u>Program Assistant: (100%)</u></p> <p>This is a three year Community Program Specialist position, but in year one only ten months of funding are required due to start-up activities. Responsibilities include 1) Assisting with program expansion for household members including revisions to the smoking cessation protocol, 2) Assisting with the hiring and training of new smoking cessation contractors, 3) Conducting outreach to health care providers and the community promoting the program, 4) Conducting community presentations on the health effects of smoking, 5) Entering client information into database, 6) Assisting with revisions to assessment tool, 7) Providing smoking cessation services to household members in Year 3.</p>	\$41,034	\$55,557	\$57,779
<p><u>Benefits. (31%)</u></p> <p>Benefits are calculated at 31% and include FICA, unemployment insurance, health</p>	\$18,760	\$36,251	\$37,701

benefits, state disability insurance, workers' compensation and retirement benefits			
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**OPERATING EXPENSES**

**Amount Requested**

<u>Rent &amp; Utilities:</u> Covered under indirect costs for all three years	\$0	\$0	\$0
<u>Office Supplies &amp; Materials:</u> Office supplies are covered under in kind support			
Materials include <u>program incentives</u> such as Target gift certificates, infant T-shirts, water bottles, quit kits and other items to be selected. Materials also include	\$3,000	\$5,000	\$0
<u>program promotional items</u> to be used with health care providers and for client recruitment. These items may include program magnets, pens, and notepads.	\$3,000	\$4,000	\$0
This line item also includes funds for the purchase of <u>educational materials</u> which are culturally appropriate and address the issues of maternal smoking, ETS exposure and smoking cessation for the general population. Incentive and promotional items and educational materials will all be selected and purchased during years one and two, leveraged funds from the Packard grant will be used in year one to off-set some of the costs.	\$3,500	\$3,914	\$0
<u>Telephone/Communications:</u> Covered under indirect costs	\$0	\$0	\$0
<u>Postage/Mailing:</u> Most of this expense is covered under indirect costs, but since the program does a significant amount of bulk mailing a nominal amount has been included in the budget to help cover these.	\$500	\$500	\$0
<u>Printing/Copying:</u> Budget amount includes the costs of developing and printing educational materials and program posters.	\$4,000	\$3,000	\$0
<u>Travel:</u> Mileage reimbursement for the Program Coordinator and Program Assistant at 325 cents per mile for three years. Year 3 covered under indirects.	\$1,000	\$1,000	\$0
<u>Training/Conferences:</u> Costs include expenses for provider trainings. Staff will attend conferences to remain up to date on tobacco & cessation issues.	\$1,500	\$1,500	\$0



<p><b><u>Consultants:</u></b> •<u>Evaluation Contractor</u> @\$75 per hour* - Responsible for designing &amp; implementing evaluation plan Budget amount is based on less than 10% of the total budget</p> <p>(*Rate based on current contract agreement with Todd Rogers, Evaluation Consultant)</p>	\$65,000	\$0	\$0
<p>•<u>Computer Consultant</u>- Assists with revisions to and maintenance of program database developed in Microsoft Access Leveraged funds from the Packard grant will be used in Year 1</p>	\$2,000	\$1,000	\$0
<p>•<u>Media/Marketing Consultant</u> @ \$65-\$175 per hour* - Responsible for the design &amp; implementation of a three year media campaign to recruit program participants and increase awareness about the health effects of ETS exposure</p> <p>Estimated expenses include \$20,000-25,000 for Media Consultant, \$7,000-10,000 for Radio Advertisements, \$4,500 for Internal Transit Displays on Samtrans and Caltrain, \$30,000 for Cable Television</p> <p>(*Rates are based on current contract agreement with O'Rorke PR Resumes of Consultants with rate more than \$100/per hour are attached O'Rorke PR have extensive experience in social marketing and have direct experience promoting health issues specific to perinatal issues Rates for radio spots, internal transit displays, and cable TV spots vary depending on time period, network, and season )</p>	\$70,000	\$0	\$0
<p><b><u>Subcontractors:</u></b></p>			
<p>•<u>Perinatal Smoking Cessation Contractors</u>-3 contracts @ \$20-25 per hour/40+hrs per month In Year 1 leveraged funds from the Packard grant will off-set some of the costs Health Plan of San Mateo will also reimburse the program approximately \$800 per year for client services in Years 1,2&amp;3</p>	\$19,200	\$35,200	\$35,200
<p>•<u>Household Smoking Cessation Contractors</u>-3 contractors @ \$20-25 per hour,</p>	\$18,000	\$36,000	\$24,000

40+ hours per month for Years 1&2 Only six months of funding is required in Year 1 due to start-up activities In Year 3 the Program Assistant will provide cessation services			
<b>CAPITAL EXPENDITURES</b>		\$1000	
Portable TV VCR to be used for educational presentations in the community			
<b>INDIRECT COSTS: (7%) of Personnel Costs</b>	\$7,927	\$9,397	\$8,541
Year 1 indirect costs calculated at 10%, Year 2 calculated at 6%, Year 3 at 5%			
Indirect costs cover rent, utilities, postage, telephone, travel and office supplies			
<b>TOTAL PROGRAM COSTS</b>	\$277,904	\$254,700	\$227,057

*In Kind Support:* Includes administrative staff support, computer system support, custodial services, and donated educational materials such as pamphlets and videotapes