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**COUNTY OF SAN MATEO  
HUMAN SERVICES AGENCY**

DATE: February 22, 2001

HEARING DATE: March 13, 2001

**TO:** Honorable Board of Supervisors



**FROM:** Maureen Borland, Director, Human Services Agency  
Yvonne Frazier, Alcohol and Drug Services Manager

**SUBJECT:** Acceptance of California Department of Health Services Tobacco Control Section (CDHS/TCS) Grant

RECOMMENDATION:

1. Adopt a resolution to:
  - a. Authorize the Human Services Agency Director to accept a 7-month grant from the CDHS/TCS for tobacco prevention youth coalition services in the amount of \$25,000 for the period 2/1/01 through 8/31/01; and
  - b. Waive the Request for Proposals (RFP) process and authorize the Human Services Agency to initiate a contract with Youth Leadership Institute, the service provider designated in the grant proposal.

Background:

The Human Services Agency Tobacco Prevention Program submitted a grant application to the State of CDHS/TCS for a \$25,000, 7-month grant to provide tobacco prevention youth coalition services. Funding for this grant is provided by the American Legacy Foundation. The San Mateo County Tobacco Prevention Program (TPP) is the Local Lead Agency for a variety of innovative tobacco prevention efforts in the County. CDHS/TCS notified the TPP that it has approved the application for funding.

A key element of the proposal involved the ability to partner with a youth services provider, to provide youth recruitment, training and coalition oversight. TPP conducted an RFP process in FY1998-99 and received one proposal for youth-coalition building services. TPP was not satisfied with the performance of the recommended agency and did not choose to renew contracted services after the contract ended on June 30, 1999. TPP was transitioned from the Health Services Agency to the Human Services Agency as a result of the FY2000-2001 budget process and is currently co-located with the Alcohol and Drug Services unit. Alcohol and Drug Services has contracted with Youth Leadership Institute (YLI) to provide County-wide coordination of its Friday Night Live and Club Live programs since September, 1999 as the result of a Request for Proposals process. Evaluations of YLI's services have been favorable. YLI has a ten year history of providing youth services, including coordination of youth councils in three Bay Area counties. They take a youth development approach in providing their contracted alcohol and drug prevention services throughout the County, providing leadership training and opportunities for youth involved in their program activities. Their experience and involvement in these related activities put YLI in a unique position to provide County-wide tobacco prevention youth coalition services.

Discussion:

A tobacco prevention youth coalition will be established. Youth will conduct a strategic planning process to produce an action plan to establish a tobacco control youth advocacy coalition comprised of at least twenty youth ages 12-17. TPP will contract with YLI to provide training,

coordination, guidance and technical assistance to the youth coalition. The youth coalition will develop a tobacco education strategic plan. The youth coalition will plan and conduct youth-driven advocacy activities which encourage changes in community norms. The youth will determine the exact nature of the activities, however, possible examples are a campaign to reduce youth access to tobacco products from retailers and/or friends and family members and advocacy for community-based agencies to adopt policies not to accept tobacco industry sponsorship. YLI and TPP will assist with providing appropriate training for the youth coalition members depending on the activities selected.

Evaluation is included as part of the grant funded activities. TPP and the youth coalition coordinators will work with the TCS and Legacy Foundation evaluation consultants to implement appropriate outcome evaluation measures as the activities are determined. TPP will report to your Board on this youth-driven strategic planning process, including proposed activities developed by the youth coalition and project performance measures, by May, 2001. In addition, the TPP will develop a case study of youth coalition activities.

The resolution and grant documents have been reviewed and approved by the County Counsel's office.

Fiscal Impact:

The grant provides \$25,000 in funding from the CDHS/TCS for the period 2/1/01 through 8/31/01. Of this amount, \$20,385 is designated for contracted services to be provided by YLI. The remaining \$4,615 is budgeted to the TPP for administrative and indirect expenses.

Esther Lucas, ext 6432

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

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

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RESOLUTION ACCEPTING CALIFORNIA DEPARTMENT OF HEALTH SERVICES TOBACCO CONTROL SECTION GRANT, WAIVING THE REQUEST FOR PROPOSAL PROCESS FOR CONTRACTED SERVICES DESIGNATED WITHIN THE GRANT AND AUTHORIZING THE HUMAN SERVICES AGENCY DIRECTOR TO ENTER INTO A CONTRACT WITH YOUTH LEADERSHIP INSTITUTE

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

WHEREAS, the Human Services Agency, Tobacco Prevention Project, identified a need to develop a County-wide youth coalition component for tobacco prevention services; and

WHEREAS, the Human Services Agency, Alcohol and Drug Services, Tobacco Prevention Project submitted a grant application to the California Department of Health Services Tobacco Control Section to provide the tobacco prevention youth coalition services; and

WHEREAS, the Human Services Agency, Tobacco Prevention Project has now received notice of grant award for a seven month project to fund said services, and

WHEREAS, the grant application and notice of intent to award the grant, reference to which is hereby made for further particulars, have been presented to this Board of Supervisors for its consideration and acceptance;

WHEREAS, the grant application specifies that Youth Leadership Institute will be the service provider for tobacco prevention youth coalition services funded by the grant

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board of Supervisors: (1) authorizes the Human Services Agency Director to accept said grant award for and on behalf of the County of San Mateo and to execute all necessary documents in connection with the grant, and (2) waives the Request for Proposals process for the contracted services funded by the grant, and (3) authorizes the Human Services Agency Director to negotiate and enter into a contract for services with Youth Leadership Institute.

**DEPARTMENT OF HEALTH SERVICES**

714/744 P STREET  
P.O BOX 942732  
SACRAMENTO, CA 94234-7320

(916) 327-5425



January 5, 2001

Ms. Clara Boyden  
San Mateo County Human Services Agency  
Tobacco Prevention Program  
Alcohol and Drug Services  
400 Harbor Blvd., Suite C  
Belmont, CA 94002-4047

Dear Ms. Boyden:

GRANT NO. 00-91712

The Tobacco Control Section (TCS) intends to award a grant to the San Mateo County Human Services Agency, to establish a tobacco control youth coalition. The term of the grant award is February 1, 2001 to August 31, 2001 for a total amount of \$25,000. A formal grant award will be sent to you for signature once TCS receives and approves a revised scope of work, budget, and budget justification for this grant.

If you have any questions, please contact me at (916) 324-4409 or e-mail at [trubin@dhs.ca.gov](mailto:trubin@dhs.ca.gov).

Sincerely,

Toni Rubin  
Contract Manager  
Administrative and Contract Support Unit  
Tobacco Control Section

cc: Roberta Lawson, R.D.H., M.P.H.  
Associate Health Program Advisor  
Local Programs Unit  
Tobacco Control Section  
P. O. Box 942732, MS 555  
Sacramento, CA 94234-7320



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Sincerely,

A handwritten signature in cursive script that reads "Toni Rubin".

Toni Rubin  
Contract Manager  
Administrative and Contract Support Unit  
Tobacco Control Section

cc: Roberta Lawson, R.D.H., M.P.H.  
Associate Health Program Advisor  
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