

**COUNTY OF SAN MATEO  
HUMAN SERVICES AGENCY  
Interdepartmental Correspondence**

DATE: October 31, 2001  
HEARING DATE: November 20, 2001

**TO:** Honorable Board of Supervisors

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

**SUBJECT:** Amendment to the Agreement with the California Department of Health Services for Tobacco Control Youth Coalition Services

**RECOMMENDATION**

Adopt a resolution authorizing the Director of the Human Services Agency to execute an Amendment to the Agreement with the California Department of Health Services (CDHS) for American Legacy Foundation funded Tobacco Prevention Youth Coalition for the period September 1, 2001 through August 31, 2003.

**Background**

In FY 2000-2001, the Human Services Agency's Tobacco Prevention Program received a seven-month grant from the CDHS, funded by the American Legacy Foundation to provide tobacco control youth coalition services. On March 13, 2001, the Board of Supervisors adopted a resolution authorizing the Director of the Human Services Agency to accept that grant, waiving the Request for Proposals (RFP) process, and authorizing the Human Services Agency to initiate a contract with Youth Leadership Institute, the service provider designated in the grant proposal.

The Youth Leadership Institute established a tobacco prevention youth coalition. Due to delays in accepting the grant and completing the contract process, the Contractor was not able to begin recruiting youth until March and April, 2001. The youth met on a weekly basis throughout the summer to build the coalition and begin their strategic planning process. Youth coalitions throughout the State experienced similar delays in start up.

The agreements with CDHS and Youth Leadership Institute expired on August 31, 2001. The American Legacy Foundation desires to extend the funding for San Mateo County's youth coalition services for the period September 1, 2001 through August 31, 2003. The State has indicated that it will be sending an Amendment extending the Agreement upon approval of the budget and scope of work for the additional youth coalition services. The Amendment has not yet been received.

The Director of the Human Services Agency initiated a new contract with Youth Leadership Institute, beginning September 1, 2001 for \$20,000 using an alternate funding source, in order to maintain the youth coalition's activities and continue progress until the grant extension is completed.

**Discussion**

The Youth Coalition will be involved in two major community education and advocacy activities funded through the American Legacy Foundation/CDHS grant. First, the youth will work to reduce youth access to tobacco products in retail sources by conducting tobacco purchase surveys in 2-3 target cities within the county. Purchase surveys will be conducted in collaboration with local law enforcement and will be used to determine the level of compliance

with tobacco control laws locally. The youth will then educate the merchants, community members and local law enforcement about the importance of enforcement of and compliance with tobacco control laws in reducing youth addiction to tobacco in San Mateo County. Pre and post purchase surveys will be conducted to determine the effectiveness on the youth efforts on reducing youth access to tobacco products.

In the second advocacy activity implemented by the youth coalition, teens will work with school districts within San Mateo County, urging districts to adopt a selective purchase policy indicating that tobacco company subsidiary food products will not be brought and sold in school vending machines, cafeterias and beaneries. Youth Coalition members will educate students, community members and policy makers about how tobacco companies use the profits from the subsidiary food products to market their tobacco products to teens abroad.

Finally, the youth coalition will develop a tracking system to monitor youth coalition participation in activities such as serving as media spokespersons, testifying at public hearings, writing letters, local data collection and participation at local media events. The tracking system will demonstrate that on average, each youth coalition member will have participated in at least six activities and that participating youth include those from different ethnic or at-risk groups.

The resolution has been reviewed and approved as to form by the County Counsel's office.

**Fiscal Impact**

The American Legacy Foundation grant provides \$60,000 per year for FY 2001-02 and FY 2002-03. These funds will come to the County Human Services Agency, Tobacco Prevention Program through an Amendment to the Agreement with CDHS. There is no Net County Cost as a result of this transaction.

cc: Deborah Penny Bennett, Deputy County Counsel  
Esther Lucas, ext. 6432

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

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

\*\*\*\*\*

RESOLUTION AUTHORIZING EXECUTION OF AN AMENDMENT TO THE AGREEMENT  
WITH THE CALIFORNIA DEPARTMENT OF HEALTH SERVICES FOR TOBACCO CONTROL  
YOUTH COALITION SERVICES

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

WHEREAS, on March 13, 2001, the Board of Supervisors adopted a resolution  
authorizing the Director of the Human Services Agency to accept a California Department of Health  
Services (CDHS) grant, funded by the American Legacy Foundation and to execute all necessary  
documents in connection with the grant, waiving the Request for Proposals process for the contracted  
tobacco control youth coalition services funded by the grant, and authorizing the Director of the Human  
Services Agency to negotiate and enter into a contract for services with Youth Leadership Institute; and

WHEREAS, the parties desire to extend the grant in order to fund additional tobacco  
control youth coalition services in San Mateo County, and therefore wish to agree to an Amendment to  
the Agreement with the CDHS for the period September 1, 2001 through August 31, 2003; and

WHEREAS, the State has indicated that it will be sending an Amendment to the  
Agreement with the CDHS for additional tobacco control youth coalition services, but the Amendment  
has not yet been received; and

WHEREAS, the activities that will be included in the Amendment incorporate a youth  
development model to build the skills of the youth, give teens decision-making power, and offer youth  
meaningful opportunities for involvement in a safe and positive environment; and

WHEREAS, this Board wishes to delegate to the Human Services Agency Director the  
authority to execute the Amendment:

NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board  
of Supervisors authorizes the Director of the Human Services Agency to execute the Amendment for and  
on behalf of the County of San Mateo for the period September 1, 2001 through August 31, 2003.