



**COUNTY OF SAN MATEO**  
**Inter-Departmental Correspondence**

Health System

**DATE:** July 10, 2009  
**BOARD MEETING DATE:** August 4, 2009  
**SPECIAL NOTICE/HEARING:** None  
**VOTE REQUIRED:** Majority

**TO:** Honorable Board of Supervisors

**FROM:** Jean S. Fraser, Chief, Health System  
Brian J. Zamora, Director, Community Health Division

**SUBJECT:** Amendment One to the Agreement with Breathe California: Golden Gate Public Health Partnership

**RECOMMENDATION:**

Adopt a Resolution:

1. Authorizing the President of the Board to execute Amendment One to the Agreement with Breathe California: Golden Gate Public Health Partnership to provide tobacco cessation services and a public education campaign on the impact of tobacco use in films, extending the term from September 30, 2009 through June 30, 2010, and increasing the Agreement maximum by \$80,000 from \$132,000 to a new maximum of \$212,000; and
2. Authorizing the Chief of the Health System or designee to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

**BACKGROUND:**

As a result of the Request for Proposals (RFP) process, in May 2007 Breathe California was selected to provide tobacco cessation services, and in August 2008 was selected to provide a public education campaign focusing on the impact of tobacco use in films.

On August 29, 2008, the County entered into an Agreement with Breathe California for the purpose of providing tobacco cessation services for the term of July 1, 2008

through June 30, 2009, for a maximum amount of \$80,000. In the 2008-09 contract year, Breathe California held 28 smoking cessation classes throughout the County at 9 sites, including San Mateo Medical Center, Mental Health Association of San Mateo County, and Skyline College. These classes enrolled a total of 282 smokers interested in quitting.

In January 2009 your Board approved an Agreement with Breathe California that superseded the Agreement signed on August 29, 2008, increased the maximum obligation by \$52,000 to \$132,000, and added a public education campaign focusing on the impact of tobacco use in films and translation of tobacco cessation classes curriculum for the period October 1, 2008 through September 30, 2009.

**DISCUSSION:**

This Amendment adds tobacco cessation services for the period from July 1, 2009 through June 30, 2010, and increases the maximum obligation by \$80,000 to \$212,000.

The contractor has assured compliance with the County's Contractor Employee Jury Service Ordinance, as well as all other contract provisions that are required by County ordinance and administrative memoranda, including but not limited to insurance, hold harmless, non-discrimination and equal benefits. County Counsel has reviewed and approved the Agreement and Resolution as to form and content.

Approval of this Agreement contributes to the Shared Vision 2025 outcome of a Healthy Community by reducing the number of smokers and the amount of secondhand smoke in San Mateo County as well as educating the community about potential harm to children as a result of tobacco use exposure.

**Performance Measure:**

Measure	FY 2008-09 Estimate	FY 2009-10 Target
Percentage of tobacco cessation class participants who report successfully quitting smoking at conclusion of the class	72%	75%

**FISCAL IMPACT:**

The term of the amended Agreement is July 1, 2008 through June 30, 2010. The maximum obligation is increased by \$80,000 from \$132,000 to a new maximum obligation of \$212,000. There is no Net County Cost associated with this Amendment and funding for this contract is included in the Community Health tentatively Adopted FY 2009-10 Budget. The funding sources for this contract are \$10,000 from State Proposition 99 funds and the balance (\$202,000) is funded through local Tobacco Master Settlement funds.