

Setting the Standard in Health Care Excellence

March 14, 2023

Board of Supervisors
County of Ventura
800 South Victoria Avenue
Ventura, CA 93009

SUBJECT: Approval of, and Authorization for the Ventura County Behavioral Health (VCBH) Director to Sign, an Agreement with Idea Engineering, Inc. for Digital, Social, and Media Marketing Services, in the Amount of \$552,000, Effective March 1, 2023 through June 30, 2024; Authorization for the VCBH Director to Approve Amendments to Make Limited Modifications to the Idea Engineering, Inc. Agreement.

RECOMMENDATIONS:

1. Approval of, and authorization for the Ventura County Behavioral Health (VCBH) Director or designee to sign, an Agreement with Idea Engineering, Inc., for digital, social and media marketing services, in the amount of \$552,000, effective March 1, 2023 through June 30, 2024. (Exhibit 1)
2. Authorization for the VCBH Director or designee to sign future amendments to the Agreement to make corrections, clarifications, technical changes, and other modifications, when the modifications to the Agreement are consistent with the original purpose of the Agreement and do not result in additional costs to the County, subject to County Counsel review and approval as to form.

FISCAL/MANDATES IMPACT:

MHSA Budget Division # 3260-3263

Mandatory: No [X] Yes [] Cite Authority:

Source of Funding: Proposition 63 (Mental Health Services Act),

Funding Match Required: No

Impact on Other Department(s): None

	<u>FY 2022-23</u>	<u>FY 2023-24</u>
Summary of Revenue and Total Costs		
Revenue:	\$ 467,000	\$ 85,000
Costs:		
Direct Cost	\$ 467,000	\$ 85,000
Indirect – Dept.	\$0	\$0
Total Costs	\$ 467,000	\$ 85,000
Net County Costs	\$0	\$0

FY 2022-23 Adjusted Budget for MHA Division # 3260-3263				
	Adopted Budget	Adjusted Budget	Projected Actual	Estimated Savings/(Deficit)
Appropriations	\$ 15,298,658	\$ 16,562,218	\$ 14,707,026	\$ 1,855,192
Revenue	\$ 16,045,351	\$ 16,079,372	\$ 13,049,503	(\$ 3,029,869)
Net Cost	\$ (746,693)	\$ 482,846	\$ 1,657,523	(\$ 1,174,677)

Note: Revenue and appropriations are included in the FY 2022-23 preliminary budget for MHA Division 3260-3263.

DISCUSSION:

Recommendation #1:

Over the last ten (10) years suicide has emerged as a major public health challenge, and the prevention of suicide has become a national, State, and local priority, especially in the wake of the COVID-19 pandemic. In California, prevention strategies include (1) reducing access to lethal means among those at risk of suicide; (2) improving access and delivery for mental health care; and, importantly, (3) identifying and supporting people at risk through public awareness campaigns.

Media campaigns are a key strategy to reach large numbers of people in order to help understand and effectively respond to the risk. Nearly two-thirds of those who have a diagnosable mental illness do not seek treatment because of fears about stigma and discrimination. Clear portrayals of the risk of suicide and how family members and loved ones can help to counter the effects of stigma and bring more people at risk closer to available care.

VCBH is ramping up efforts to improve community awareness of suicide prevention, especially among higher-risk groups within the county. In collaboration with local stakeholders, VCBH proposes launching a prevention campaign that capitalizes on high-visibility media channels, including the electronic billboard at the Ventura Auto Center, local malls and shopping centers, mobile billboards, transit systems and radio stations.

The STAY suicide prevention campaign is designed to reach several high-risk groups including military and first responders, LGBTQ+, teens middle-aged men and women, and older adults. In addition, the campaign will reframe the conversation around suicide in a way that is accessible to all viewers. By asking people to stay and reach out, it gives critical time for resources to be enacted and lives to be saved. The goal of the STAY campaign is for people to give themselves time, and find the support to end their pain, not their life.

VCBH recommends approval of, and authorization for the VCBH Director or designee to sign the attached Agreement with Idea Engineering, Inc. for digital, social and media marketing services, in the amount of \$552,000, effective March 1, 2023 through June 30, 2024.

Recommendation #2:

VCBH also requests authorization for the VCBH Director or designee to approve amendments to the Agreement referenced in Recommendation No. 1 to make corrections, clarifications, technical changes, and other modifications, when the modifications to the Agreement are consistent with the original purpose of the Agreement and do not result in additional costs to the County, subject to County Counsel review and approval as to form.

This Board letter has been reviewed by the County Executive Office, Auditor-Controller's Office, and County Counsel. If you have any questions regarding this item, please contact VCBH Director Scott Gilman at (805) 981-2214 or Health Care Agency Assistant Chief Financial Officer Narcisa Egan at (805) 973-5357.



SCOTT GILMAN, MSA
Behavioral Health Director



BARRY ZIMMERMAN
Health Care Agency Director

Attachment:

Exhibit 1 – FY 22-24 Idea Engineering, Inc. – STAY Agreement