



# BOARD OF SUPERVISORS AGENDA LETTER


Agenda Number:

**Clerk of the Board of Supervisors**  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Submitted on:**  
**(COB Stamp)**

Choose an item.

**Department Name:** Behavioral Wellness  
**Department No.:** 043  
**Agenda Date:** April 1, 2025  
**Placement:** Administrative Agenda  
**Estimated Time:** N/A  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

**TO:** Board of Supervisors  
**FROM:** Department Director(s): Antonette Navarro, LMFT, Director   
Department of Behavioral Wellness, 805-681-5220  
Contact Info: Melissa Wilkins, MPH, CADC-II, CCPS, Branch Chief  
Department of Behavioral Wellness, 805-681-5220  
**SUBJECT: Fighting Back Santa Maria Valley (FBSMV) First Amendment to the FY 2023-27 Services Agreement for Substance Use Prevention Services (BC 23-042)**

## County Counsel Concurrence

As to form: Yes

**Other Concurrence:** Risk Management

As to form: Yes

## Auditor-Controller Concurrence

As to form: Yes

## **Recommended Actions:**

That the Board of Supervisors:

- Approve, ratify, and authorize the Chair to execute a First Amendment to the Agreement for Services of Independent Contractor (BC 23-042) with **Fighting Back Santa Maria Valley (FBSMV)** (a local vendor) to add Federal Award Identification Tables for fiscal year (FY) 2024-25 and FY 2025-26 with no change to the total maximum contract amount of \$638,664 and contract term of July 1, 2023, through June 30, 2027; and
- Determine that the above-recommended action is not a project that is subject to environmental review under the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines section 15378(b)(4), finding that the actions are governmental funding mechanisms and/or fiscal activities that will not result in direct or indirect physical changes in the environment.

## **Summary Text:**

The above-referenced item is on the agenda for the Board of Supervisors to approve, ratify, and authorize the Chair to execute the First Amendment to add the FY 2024-25 and FY 2025-26 Federal Award Identification Table in compliance with Federal requirement 2 CFR 200.332 to Exhibit B-4 to the FY 2023-27 Agreement for Services of Independent Contractor with **Fighting Back Santa Maria Valley (FBSMV)** to provide substance use prevention services, with no change to the maximum contract amount of **\$638,664**, inclusive of \$159,666 for FY 2023-24, \$159,666 for FY 2024-25,

\$159,666 for FY 2025-26, and \$159,666 for FY 2026-27, for the period of July 1, 2023, through June 30, 2027. Approval of the recommended actions will allow Behavioral Wellness (BWell) to continue to fund these primary substance use prevention services to the community.

### **Background:**

In October 2022, the Santa Barbara County Department of Behavioral Wellness (BWell) Alcohol and Drug Program (ADP) released a Request for Proposal (RFP) for two unique community-based primary prevention programs: Community Coalitions and Strengthening Families. FBSMV was selected to provide Community Coalition program services (North County) for FY 2023-27. On June 27, 2023, the Board of Supervisors approved the FY 2023-27 Services Agreement with FBSMV (BC 23-042) for the provision of substance use prevention services.

The goals of primary prevention services are to prevent substance misuse and reduce the risks and harms associated with substance misuse. Program goals are identified following a comprehensive needs assessment in a County-adopted Strategic Prevention Plan, and may include goals to decrease and reduce opioid misuse, marijuana use among youth, underage drinking, and excessive drinking.

FBSMV is one of several providers who participate in a Santa Barbara County Community Coalition with Future Leaders of America (South County), and Santa Ynez Valley, People Helping People (SYVPHP) (Mid County). FBSMV is a subrecipient of Substance Use Block Grant (SUGB) (formerly known as Substance Abuse Block Grant (SABG)) funds through the executed Services Agreement (BC 23-042). BWell is now adding the Federal Award Identification Tables for FY 2024-25 and FY 2025-26.

### **Performance Measure:**

The Agreement with FBSMV has performance measures to monitor program implementation. Exhibit E - Program Goals, Outcomes, and Measures of the Agreement details the program goals and performance expectations for the Contractor.

### **Contract Renewals:**

#### **Performance Outcomes**

FBSMV provides the coordination and administration of a community-based Alcohol and Other Drugs (AOD) Prevention Coalition in North County. Data for FY 2024-25 is not yet completed.

#### **FBSMV has met all of their goals for FY 2023-24.**

- 6 adolescent presenters were trained for the Cannabis Education program with a goal of 4 to 6 youth (150%);
- Community presenters conducted 91 presentations:
  - 42 Cannabis Education Program presentations with a goal of 6 (700%);
  - 49 Opioid Program presentations with a goal of 12 (408%);
- 1174 persons were reached through Cannabis Education Program presentations with a goal of 120 (978%);
- 48 coalition members were maintained with a goal of 12 (400%);
- 46 media outreach methods (Public Service Announcement (PSA)/Television/Social Media) were used to inform the community:
  - 12 methods were used for the “Fentanyl is Forever” website for the Opioid Program with a goal of 12 (100%);
  - 12 methods were used for the “It’s Ok to Not Be Ok” campaign for the Marijuana Program with a goal of 12 (100%);
  - 14 methods were used for the “It’s Ok to Not Be Ok” campaign for the Underage Drinking program with a goal of 12 (117%);

- 8 methods were used for the “It’s Ok to Not Be Ok” campaign for the Excessive Drinking program with a goal of 8 (100%);
- 240 feedback forms were received from the Opioid Program presentations with a goal of 240 (100%);
- 1,119,123 persons were reached through media:
  - Opioid Program reached 355,600 persons with a goal of 8,000 (4,445%);
  - Marijuana Program reached 391,807 persons with a goal of 8,000 (4,898%);
  - Underage Drinking Program reached 229,571 persons with a goal of 8,000 (2,87%);
  - Excessive Drinking Program reached 142,145 persons with a goal of 6,000 (2,369%);
- 50 media campaign surveys were conducted with a goal of 50 (100%).

**FBSMV has met 6 of their 15 goals for FY 2024-25 so far (data from Q1 & Q2 below).** Based on FY 2023-24 data, performance goals are projected to be met during Q3 & Q4 of FY 2024-25.

### **Cannabis Education Program**

- In regards to the training of youth, FBSMV trained 3 adolescent presenters to prepare for presentations out in the community (75% completed with a goal of 4 to 6 youth);
- These young presenters conducted 1 presentation to parents and youth in their community (17% completed with a goal of 6);
- 25 persons were reached through this presentation (21% completed with a goal of 120).

### **Coalitions**

- The goal of coalition work is to maintain 12 coalition members to support all outreach and media goals, and FBSMV has maintained 24 coalition members (200% met).

### **Opioid**

- Focusing on the “Fentanyl is Forever” website, 24 purchased and non-purchased media outreach methods were used to inform the community about the website and educate on Opioid Overdose Prevention (200% met with a goal of 12);
- 20 presentations have been conducted in the northern area communities, specifically addressing Opioid Overdose Prevention and Adolescent Opioid Prevention (167% met with a goal of 12);
- 499 feedback forms were received from these presentations indicating that many learned about the dangers of overdose (208% met with a goal of 240);
- 157,883 persons were reached through this media outreach (1,974% met with a goal of 8,000).

### **Marijuana**

- Focusing on the “It’s Ok to Not Be Ok” campaign, 220,532 purchased and non-purchased media outreach methods were used to inform the community about the campaign (1,837% met with a goal of 12);
- 0 persons were reached through this media outreach with a goal of 8,000.

### **Underage Drinking**

- Focusing on the “It’s Ok to Not Be Ok” campaign, 0 purchased and non-purchased media outreach methods were used to inform the community about the campaign with a goal of 12;
- 0 persons were reached through this media outreach with a goal of 8,000.

### **Excessive Drinking**

- Focusing on the “It’s Ok to Not Be Ok” campaign, 0 purchased and non-purchased media outreach methods were used to inform the community about the campaign with a goal of 12;
- 0 persons were reached through this media outreach with a goal of 6,000.

### **Collection of Media Campaign Surveys**

- 0 campaign surveys were conducted to determine understanding of the campaign with a goal of 50.

**Fiscal and Facilities Impacts:**

Budgeted: Yes

**Fiscal Analysis:**

Funding Sources	FY 23-24	FY 24-25	FY 25-26	FY 26-27	Total FY 23-27
General Fund	\$ 39,666	\$ 39,666	\$ 39,666	\$ 39,666	\$ 158,664
State					\$ -
Federal	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 480,000
Fees					\$ -
Other:					\$ -
<b>Total</b>	<b>\$ 159,666</b>	<b>\$ 159,666</b>	<b>\$ 159,666</b>	<b>\$ 159,666</b>	<b>\$ 638,664</b>

The above-referenced contract is funded by County general funds and federal funds. Funding was included in the adopted Budgets for FY 2023-24 and FY 2024-25. Funding will be included in BWell’s proposed budget for FY 2025-26 and FY 2026-27 but remain contingent on the Board of Supervisors’ approval.

**Special Instructions:**

Please email one (1) complete, executed copy of the above amendment and one (1) Minute Order to Svetlana Arriaga at [sarriaga@sbcbswell.org](mailto:sarriaga@sbcbswell.org) and to [bwellcontractsstaff@sbcbswell.org](mailto:bwellcontractsstaff@sbcbswell.org).

**Attachments:**

**Attachment A** – Fighting Back Santa Maria Valley FY 23-27 Board Contract First Amendment

**Attachment B** – Fighting Back Santa Maria Valley FY 23-27 Board Contract BC 23-042 executed

**Authored by:**

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