



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

Department Name: Behavioral Wellness
Department No.: 043
For Agenda Of: May 2, 2023
Placement: Administrative
Estimated Time: N/A
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Antonette Navarro, LMFT, Director
Director(s) Department of Behavioral Wellness, 805-681-5220
Contact Info: Natalia Rossi, Mental Health Services Act Manager
Department of Behavioral Wellness, 805-681-5220
SUBJECT: Behavioral Wellness – Idea Engineering, Inc. Agreement for Fiscal Years (FY) 2022-24

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

- A. Approve, ratify, and authorize the Chair to execute an Agreement for Services of Independent Contractor with **Idea Engineering, Inc.** for the development of countywide mental health and substance use stigma and discrimination reduction materials, a license to the “STAY” suicide prevention Turn-Key media campaign package, and research, development, and purchase of a media plan for the County for a total Maximum Contract Amount not to exceed **\$511,435** for the period of May 1, 2023 through June 30, 2024;
- B. Delegate to the Director of the Department of Behavioral Wellness or designee the authority to authorize use of County’s name or logo or any variation of such name or logo in any publicity, advertising or promotional materials required to provide services to County under the Agreement per Section 12 of the Agreement; suspend, delay, or interrupt services under the Agreement for convenience per Section 20 of the Agreement; and make immaterial changes to the Agreement per Section 26 of the Agreement, all without altering the Maximum Contract Amount and without requiring the Board’s approval of an amendment of the Agreement, subject to the Board’s ability to rescind this delegated authority at any time; and

Auditor-Controller Concurrence

As to form: Yes

- C. Determine that the above actions are government fiscal activities or funding mechanisms which do not involve any commitment to any specific project, which may result in a potentially significant physical impact on the environment, and are therefore not a project under the California Environmental Quality Act (CEQA) pursuant to section 15378(b)(4) of the CEQA Guidelines.

Summary Text:

This item is on the agenda to request approval of the FY 22-24 Agreement for Services of Independent Contractor with Idea Engineering, Inc. for a total Maximum Contract Amount not to exceed **\$511,435** for the period of May 1, 2023 through June 30, 2024. In collaboration with the County, Idea Engineering will provide strategic planning and creative development of communications materials such as Public Service Announcements (PSAs), digital ads, tip cards, brochures, posters, flyers, fotonovelas and booklets, social media graphics, and campaign microsite design and programming. Idea Engineering will also grant the County a license to the “STAY” suicide prevention Turn-Key media campaign package, research and develop a media plan, and purchase media for the County. Approval of the recommended actions will allow for the creation of campaign materials to increase awareness of mental health and substance use issues, increase knowledge of behavioral health resources available in Santa Barbara County, and decrease stigma and discrimination against having mental illness and seeking mental health supports.

Background:

Idea Engineering is a full-service communications firm that has specialized in public health and safety campaigns since 2004. Idea Engineering has worked with federal, state, and local governments and has developed over 200 custom-made campaigns on topics including opioids, marijuana, mental health, Rx safety, DUI, and suicide prevention. The County has previously contracted with Idea Engineering for various media, including a primary prevention Turn-Key media campaign (“Fentanyl is Forever”), workforce recruitment and marketing materials for the Southern Counties Regional Partnership (SCRIP), and development of a cohesive brand identity to be used on communication materials (including logos and color palettes).

Idea Engineering will grant the County a right and license to use its “STAY” suicide prevention Turn-Key campaign components, including but not limited to website, web pages, advertisements, photos, and videos. The “STAY” suicide prevention campaign is a relevant and evidence-based suicide prevention media campaign that will target several high-risk groups, including LGBTQ+; teens; military and first responders; middle-aged men and women; and older adults. The completed campaign will be available to the County in both English and Spanish. Lifeline and resource information to Santa Barbara County Suicide Prevention Resources will be localized to direct viewers.

Additionally, Idea Engineering will develop countywide mental health and substance use stigma and discrimination reduction materials for the County. Idea Engineering will determine target audiences, languages, components and materials, and media channels through research, expertise, and recommendations, as well as input from BWell and its Cultural Competency Diversity Action Team (CCDAT) and its sub-committee Building Resilient Communities (BRC). Materials may be developed for at-risk populations such as Black, Indigenous, and People of Color (BIPOC), LGBTQ+, older adults, deaf and hard-of-hearing, transitional aged youth, veterans, people with serious and persistent mental illness and their families, alternative education students, youth at high risk for substance use disorder, people at high risk of opioid overdose, unsheltered persons, and other unserved and underserved populations.

A significant portion of the contracted funds (\$110,000) will be used for media buying. Media buying involves securing ideal locations, placements, and times to run advertisements and public service announcements, to maximize a campaign’s success. Media buying may include purchasing traditional media (e.g., television, radio, print) as well as digital channels such as websites, social media, streaming services, and apps. Idea Engineering will negotiate, place, traffic, and reconcile media to allow for accurate reporting to County.

To discover key insights and core values of the County and of the campaign's target audience that will guide the creation of the strategic communications platform, Idea Engineering will conduct focus groups and surveys, and may conduct 1:1 interviews with County staff and peers, BRC members, and others. Idea Engineering will conduct focus groups and develop surveys. In collaboration with the County, Idea Engineering will provide strategic planning and creative development of communications materials such as Public Service Announcements (PSAs), digital ads, tip cards, brochures, posters, flyers, fotonovelas and booklets, social media graphics, and campaign microsite design and programming. Idea Engineering will create a media plan and purchase media to reach designated target audiences with optimal marketing channels, including broadcast TV and radio, newspapers, magazines; out-of-home streaming and digital video; streaming audio; targeted website banners; paid and organic social media; word-of-mouth; community ambassadors; and events (in-person and virtual).

Performance Measure:

STAY Campaign: Idea Engineering will measure and report to BWell ratings for traditional media spots. They will measure and report all exposure to digital advertisements, plus click-through rate. Idea Engineering will also report visits to social media sites featuring the STAY campaign and visits to the STAY website. Google Analytics will be used to gather this data. BWell will track and report increases in callers to 988. This data will be included as measurable outcomes in BWell’s annual Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) Report that is publicly published.

Destigmatizing Behavioral Health Services Campaign: Idea Engineering shall work with BWell to develop and execute surveys to help determine the success of campaign objectives. Specifically, the surveys will measure whether there is a decrease in stigmatization and discrimination about having a mental health diagnosis and seeking mental health services, and measure whether there is an increase in awareness of mental health and substance use issues and knowledge of behavioral health resources available. Methods used may include online and website-based surveys and focus groups.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>FY 22-24:</u>	<u>Total Cost:</u>
General Fund		
State	\$ 511,435	\$ 511,435
Federal		
Fees		
Other:		
Total	\$ 511,435	\$ 511,435

Narrative: The above-referenced agreement is funded by State Mental Health Services Act (MHSA) funds. The funding sources were included in the FY 22-23 Adopted Budget.

Key Contract Risks:

As with any contract funded by State sources, there is a risk of future audit disallowances and repayments. Behavioral Wellness contracts include language requiring contractors to repay any amounts disallowed in audit findings, minimizing financial risks to the County. Idea Engineering has significant expertise in tracking and reporting of expenditures under State and Federal funding guidelines.

Special Instructions:

Please return one (1) Minute Order and one (1) executed Agreement to Bethany Le at bethle@sbcbswell.org and to the BWell Contracts Division at bwellcontractsstaff@sbcbswell.org.

Attachments:

Attachment A: Idea Engineering, Inc. FY 22-24 Board Contract

Authored by:

Bethany Le