

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY
AND RECORD OF ACTION**

May 7, 2024

FROM

GEORGINA YOSHIOKA, Director, Department of Behavioral Health

SUBJECT

Approve Contract with 3 Olives Media, LLC for a Fentanyl Awareness Media Campaign

RECOMMENDATION(S)

Approve **Contract No. 24-366** with 3 Olives Media, LLC to provide for an eight-week Fentanyl Awareness Media Campaign, in the amount of \$231,000, for the contract term of April 29, 2024 through June 23, 2024.

(Presenter: Georgina Yoshioka, Director, 252-5142)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Promote the Countywide Vision.

Provide for the Safety, Health and Social Service Needs of County Residents.

FINANCIAL IMPACT

This item does not impact Discretionary General Funding (Net County Cost). The recommended contract for \$231,000 with 3 Olives Media, LLC (3 Olives) for a Fentanyl Awareness Media Campaign (Campaign) of an eight-week duration is funded by the Substance Use Prevention, Treatment, and Recovery Services Block Grant (SUBG). Adequate appropriation and revenue have been included in the Department of Behavioral Health's (DBH) 2023-24 budget.

BACKGROUND INFORMATION

DBH is responsible for providing mental health and/or substance use disorder (SUD) services to San Bernardino County (County) residents experiencing severe mental illness and/or SUD. DBH Substance Use Disorder and Recovery Services (SUDRS) provides a full range of SUD prevention, treatment services, and education for communities in and residents of the county through contracts with community-based organizations and County-operated clinics to promote prevention, intervention, recovery and resilience for individuals and families.

In June of 2023 SUDRS, in conjunction with 3 Olives, launched a four-week Campaign. 3 Olives executed an integrated media strategy that effectively and efficiently reached residents of the County, with special consideration to young adults and at-risk and underserved communities. At the time, with the approval of the Purchasing Department, Purchase Order No. 41000303244 was issued in the amount of \$199,000. The 2023 Campaign delivered 23,998,595 advertising impressions. An advertising impression – a measure of advertising effectiveness - is a metric used to measure the times an advertisement is displayed or viewed by users. It is a basic unit in advertising to gauge the reach and potential effectiveness of an ad campaign.

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The fentanyl crisis is a significant, ongoing health concern. There is a need for an additional Campaign about fentanyl misuse, addiction potential, and the associated risks. Approval of this item will allow DBH SUDRS to run an eight-week Campaign with 3 Olives in 2024 to reach areas of higher need and more-tightly target the areas most at risk of possible overdoses based on identified high priority zones.

The Campaign will utilize multiple advertising formats such as billboards, radio ads, cable TV ads, and streaming platforms to create mass awareness and reach. Additional broadcasts and impressions will be conducted in Spanish. This second Campaign will also include information about accessing free Naloxone (Narcan) as well as fentanyl test strips that was not included in the previous Campaign.

The goal of the Campaign is to provide education and tools to the community and reach young people, to allow them to make informed decisions about substances that can be misused and can impact their health. Repetition is key to effectively communicate important messages. An eight-week Campaign allows for the repeated exposure of information about the dangers of fentanyl and provides for a more comprehensive and sustained approach to addressing the crisis, leading to potentially greater awareness, prevention, and harm reduction outcomes. It is anticipated that 31,388,123 advertising impressions will be delivered with this Campaign.

Since the total amount of contracted services with 3 Olives exceeds the \$200,000 threshold for Purchasing Department approval and is considered non-competitive, this item is being presented to the Board of Supervisors (Board) for approval per County Policy 11-04. This is the first available Board date after all necessary administrative, fiscal, and legal reviews. There is no impact to direct services as the campaign is intended to reach the community and provide awareness and education.

PROCUREMENT

To help ensure DBH maximizes available 2023-24 SUBG funding, a formal solicitation was not performed due to time constraints. 3 Olives is willing and able to meet the delivery schedule of services and has demonstrated past success with DBH. For these reasons, the Purchasing Department concurs with the non-competitive justification.

REVIEW BY OTHERS

This item has been reviewed by Behavioral Health Contracts (Natalie Kessee, Contracts Manager, 388-0869) on April 10, 2024; County Counsel (Dawn Martin, Deputy County Counsel, 387-5455) on April 16, 2024; Purchasing (Jessica Barajas, Supervising Buyer, 387-2065) on April 11, 2024; Finance (Paul Garcia, Administrative Analyst, 386-8392) on April 23, 2024; and County Finance and Administration (Cheryl Adams, Deputy Executive Officer, 388-0238) on April 23, 2024.

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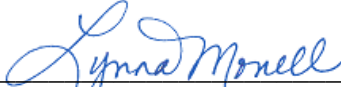
Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman
Ayes: Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.
Absent: Col. Paul Cook (Ret.)

Lynna Monell, CLERK OF THE BOARD

BY



DATED: May 7, 2024



cc: DBH - Rivas-Ordaz w/agree
Contractor - c/o DBH w/agree
File - w/agree

CCM 05/9/2024