



Contract Number

22-196 A-1

SAP Number

Department of Public Health

Department Contract Representative Telephone Number	<u>Michael Shin, HS Contracts</u> <u>(909) 386-8146</u>
Contractor	<u>Inland Empire Health Plan (IEHP)</u>
Contractor Representative Telephone Number	<u>Dr. Takahashi Wada</u> <u>(909) 980-5105</u>
Contract Term	<u>March 15, 2022 – May 31, 2023</u>
Original Contract Amount	<u>\$3,300,000</u>
Amendment Amount	<u>N/A</u>
Total Contract Amount	<u>\$3,300,000</u>
Cost Center	<u>9300291000</u>

IT IS HEREBY AGREED AS FOLLOWS:

AMENDMENT NO. 1:

It is hereby agreed to amend Contract No. 22-196, effective May 24, 2022, as follows:

SECTION V. FISCAL PROVISIONS

Amend Paragraph D to read as follows:

- D. Invoices must be submitted no later than the fifteenth (15th) day of each month for services rendered in the previous month. Invoices can be submitted in future months for reimbursement as long as the date of service within the contract term dates. Invoices shall be issued with corresponding SAP Contract and/or Purchase Order number stated on the invoice, and shall be processed with a net sixty (60) day payment term following approval by County. Late and/or incorrect invoices will result in delayed payment. Invoices, and any supporting documentation, are to be e-mailed to: Patty Castillo, PCastillo@dph.sbcounty.gov

ATTACHMENTS:

Replace Attachment A – Scope of Work with revised Attachment A – Scope of Work 202204 (Attached).

Replace Attachment F – Budget with revised Attachment F – IEHP Budget 202204 (Attached).

All other terms and conditions of Contract No. 22-196 remain in full force and effect.

This Contract may be executed in any number of counterparts, each of which so executed shall be deemed to be an original, and such counterparts shall together constitute one and the same Contract. The parties shall be entitled to sign and transmit an electronic signature of this Contract (whether by facsimile, PDF or other email transmission), which signature shall be binding on the party whose name is contained therein. Each party providing an electronic signature agrees to promptly execute and deliver to the other party an original signed Contract upon request.

SAN BERNARDINO COUNTY

►

 Curt Hagman, Chairman, Board of Supervisors

Dated: _____
 SIGNED AND CERTIFIED THAT A COPY OF THIS
 DOCUMENT HAS BEEN DELIVERED TO THE
 CHAIRMAN OF THE BOARD

Lynna Monell
 Clerk of the Board of Supervisors
 San Bernardino County

By _____
 Deputy

_____ Inland Empire Health Plan (IEHP)
 (Print or type name of corporation, company, contractor, etc.)

By ► _____
 (Authorized signature - sign in blue ink)

Name _____ Keenan Freeman
 (Print or type name of person signing contract)

Title _____ Chief Financial Officer
 (Print or Type)

Dated: _____

Address _____ 10801 Sixth Street
 _____ Rancho Cucamonga, CA 91730

FOR COUNTY USE ONLY

Approved as to Legal Form ► Adam Ebright, Deputy County Counsel	Reviewed for Contract Compliance ► Patty Steven, HS Contracts Manager	Reviewed/Approved by Department ► Joshua Dugas, Director
Date _____	Date _____	Date _____

SCOPE OF WORK

Agency Name	Inland Empire Health Plan (IEHP)
Service	COVID Education Outreach and Promotion
Term	Through May 2023
Service Goal/Outcome	Reducing COVID-19 related health disparities by improving and increasing testing, contact tracing, vaccine access, and increased vaccination rates among high-risk and underserved population
Service Area	San Bernardino County
Population/Demographic to Be Served	Residents of San Bernardino County
Setting	IEHP: 10801 6 th Street Rancho Cucamonga, CA 91730 IEHP Community Resource Center: 12353 Mariposa Rd Suites C-2 & C-3, Victorville, CA 92395
Number of Clients to be Served	
100,000	

SERVICE DELIVERY AND IMPLEMENTATION ACTIVITIES	SERVICE AREA	TIMELINE	OUTCOME
<p>IEHP will utilize existing and explore new channels to provide evidence-based information to San Bernardino residents in the following ways:</p> <ul style="list-style-type: none"> -IEHP has a partner email distribution list of over 4000 partners representing multiple sectors that we send updates regularly. -IEHP will collaborate with partners that have their own distribution lists to spread information through their own channels. - 	San Bernardino	Board approval- May 31, 2023	Widespread dissemination of information to San Bernardino County Residents about testing, vaccines, resources, and availability to increase the vaccination and testing rate.

SERVICE DELIVERY AND IMPLEMENTATION ACTIVITIES	SERVICE AREA	TIMELINE	OUTCOME
<p>-Agencies that work with youth and families will be key partners such as Young Visionaries, The Boys and Girls Club, Music Changing Lives, Never Stop Grinding, San Bernardino School Districts, Cal State San Bernardino, and more.</p> <p>-Agencies that focus on communities of color and the Asian/Pacific Islander community will be key partners such as the local chapter of NAACP, Black Chambers of Commerce, Hispanic Chambers of Commerce, Vision Y Compromiso, El Sol, Pacifika, MALO, the Asian American Resource Center, and others.</p> <p>-Information will continue to be available through the public website, texting, social media channels, print material including newsletters, flyers, postcards, video, call center support, and any additional collateral and venues identified through research and survey data that are discovered as beneficial to the target audience</p> <p>- Information will be coordinated with the County Departments of Public Health and aligned with State and Federal sources (California Department of Public Health, Centers for Disease Control, Food and Drug Administration, etc.) to ensure accuracy.</p>			
<p>IEHP will continue to provide vaccine availability & testing locations, and additional opportunities on the public website, on-hold messaging, texting (SMS), social media channels. IEHP will continue to seek new opportunities and venues for communication of these resources.</p> <p>IEHP will inform San Bernardino County residents on vaccine locations in the following ways:</p> <p>-IEHP will explore the potential to purchase additional billboards that specifically promote how to find a vaccine location near you.</p> <p>-Utilize all IEHP social media outlets to post vaccine information and add a link button for the community to easily access vaccine locations within each post.</p>	<p>San Bernardino</p>	<p>Board approval- May 31, 2023</p>	<p>Widespread dissemination of information to San Bernardino County Residents through community channels to increase testing, contact tracing, and the vaccination rate.</p>

SERVICE DELIVERY AND IMPLEMENTATION ACTIVITIES	SERVICE AREA	TIMELINE	OUTCOME
<p>-Provide our marketing materials with our wide network of partners regarding vaccines and include information on how to find a vaccine location near you.</p> <p>-Links to find vaccine locations will be posted in the IEHP website, social media and IEHP newsletters.</p> <p>-Increased emphasis will be placed on outlets that target communities of color, faith-based agencies and organizations that serve youth.</p>			
<p>IEHP Marketing will collaborate with the community to create materials in various formats (social media, digital, print, video, etc.) specifically targeted to youth ages 5-25.</p> <p>IEHP currently has Community Health Workers (CHWs) who work closely in high volume schools and are already doing vaccine education and appointment assistance. We will continue this work and spread even further by utilizing CHWs and Promotoras from partner agencies to target youth who are age 5-25 years of age.</p> <p>IEHP will develop relationships with CHWs and Promotora partner agencies for specified COVID outreach efforts with youth ages 5-25 and their families.</p>	San Bernardino	Board approval- May 31, 2023	Closure of vaccination rate gap in youth
<p>IEHP will continue its media relations efforts and partner with local leaders, local tribal partners, community-based organizations, faith-based organizations, local medical societies, adjacent Low Income Health Partners (LIHPs) and our two county public health departments in identifying concerns, combating hesitancy, addressing barriers, and facilitating vaccine participation with a focus on both youth participation and communities of color where a greater need has been identified. In addition, identifying successes and new educational opportunities and bringing these to light with new media opportunities. IEHP will continue to seek partnerships such as the one with Social Action Community (SAC) Health System and the St. Paul African Methodist Episcopal (AME) Church in San Bernardino to understand barriers and provide education and vaccines to the surrounding community. To further the messaging on vaccine importance, a video was developed in</p>	San Bernardino	Board approval- May 31, 2023	Improve capacity and services among high-risk and underserved populations. Reduce COVID-19 related health disparities.

SERVICE DELIVERY AND IMPLEMENTATION ACTIVITIES	SERVICE AREA	TIMELINE	OUTCOME
<p>partnership with these entities and is part of the paid advertising targeting communities of color. In addition, IEHP held a focus group of African American pastors and community leaders to assist with messaging regarding vaccine hesitancy.</p> <p>IEHP will develop communication and sponsor town halls and education events to encourage the Community to talk with their Providers which includes Primary Care Physicians (PCPs) and Hospitals about the COVID vaccine.</p>			
<p>IEHP has established relationships with many trusted agencies that serve San Bernardino County. IEHP will partner with trusted community organizations in the following ways:</p> <ul style="list-style-type: none"> -Continue to collaborate with faith-based entities such as the Catholic Diocese, Congregations Organized for Prophetic Engagement (COPE), the Seventh Day Adventist communities, African Methodist Episcopalian, and more. -The Inland Empire Disability Collaborative (IEDC) is a large network of agencies that serve seniors and people with disabilities. They are very tapped into communities of need and are agencies that are trusted in their respective communities. They have been very engaged and actively seeking to help the community during COVID they would be eager to partner on any activities and messaging we promote. -Agencies that focus on communities of color will be key partners such as the local chapter of NAACP, Black Chambers of Commerce, Hispanic Chambers of Commerce, Vision Y Compromiso, El Sol, and more. 	San Bernardino	Board approval- May 31, 2023	Improve capacity and services among high-risk and underserved populations. Reduce COVID-19 related health disparities.
<p>IEHP will continue to encourage PCPs to enroll by identifying the common barriers to enrolling as vaccine providers, partnering with the local medical societies to host informational meetings on enrollment. IEHP will provide support to providers in San Bernardino County by placing CHWs in their offices and efforts to increase the number of Providers administering the vaccine. IEHP will share with PCPs through our Provider Newsletter, COVID-19 web page and blast fax process best practices for outreach and strategies for dispelling vaccine misinformation.</p>	San Bernardino	Board approval- May 31, 2023	Support Providers in removing barriers to register for vaccine administration and disseminate educational materials on COVID vaccine to residents. Increase vaccination rate.

SERVICE DELIVERY AND IMPLEMENTATION ACTIVITIES	SERVICE AREA	TIMELINE	OUTCOME
<p>Support materials for Providers in how to best engage members around barriers and concerns including cultural concerns will be provided.</p>			
<p>IEHP has been very active in partnership with various pharmacies, SACHS, and counties in providing pop up clinics throughout San Bernardino County. These clinics have been at schools, churches, partner agencies, etc. IEHP will provide pop up clinic support in the following ways:</p> <ul style="list-style-type: none"> -Continue to respond to partner/community needs on good locations for new popup clinics. These include but are not limited to churches, schools, workplaces, community partners, city activities, etc. -Collaborate with churches and non-profits that serve communities of color to ensure when a popup clinic is planned that the turnout will be worthwhile. This has continued to be a recent challenge. Ensuring there are several activities happening at the same time can help, such as other services including but not limited to food distributions, utility assistance, rent assistance, etc. -Agencies that focus on communities of color and the Asian/Pacific Islander community will be key partnersuch as the local chapter of NAACP, Black Chambers of Commerce, Hispanic Chambers of Commerce, Vision Y Compromiso, El Sol, Pacifica, MALO, the Asian American Resource Center, and others. <p>To assist in bringing the vaccines to residents, IEHP will continue hosted mobile and drive-thru vaccination clinics at the IEHP Community Resource Centers. These events were quite successful and IEHP will continue to look for opportunities to host future vaccination events. In addition, IEHP is exploring a partnership with Kaiser Permanente to collaborate on pop up clinics using their KP mobile vaccination unit.</p> <p>IEHP will utilize geo-mapping to identify target areas with low vaccination rates and identify higher risk Members to set up popup clinics. IEHP will work with the county public health department to identify communities with low vaccine uptake.</p>	<p>San Bernardino</p>	<p>Board approval- May 31, 2023</p>	<p>Increase access to vaccine by supporting pop-up clinics in high risk and underserved communities to reduce COVID-19 related health disparities.</p>

SERVICE DELIVERY AND IMPLEMENTATION ACTIVITIES	SERVICE AREA	TIMELINE	OUTCOME
<p>IEHP will continue to foster relationships with local businesses, community-based organizations, schools, and places of worship to collaborate on standing up “pop-up” vaccination clinics in these neighborhoods. In addition, IEHP will work with community clinics through the Community Health Association Inland Southern Region.</p>			
<p>IEHP will develop a COVID-19 education campaign utilizing a well-known celebrity to focus messaging on our Black/African American population which will include billboards, TV, and live stream interviews and discussions. IEHP has experienced success with previous campaign with Jaime Camil which targeted the Hispanic population. IEHP will also increase reach into Asian/Pacific Islander communities.</p>	<p>San Bernardino</p>	<p>Board approval- May 31, 2023</p>	<p>Improve capacity and services among high-risk and underserved populations. Reduce COVID-19 related health disparities.</p>
<p>Identify key community Members who IEHP can train to become COVID ambassadors in their respective communities (neighborhoods, churches, housing complexes, etc.).</p>	<p>San Bernardino</p>	<p>Board approval- May 31, 2023</p>	<p>Improve capacity and services among high-risk and underserved populations. Reduce COVID-19 related health disparities.</p>
<p>IEHP will subcontract with Motivating Action Leadership Opportunity (MALO) to support COVID vaccine and testing education with a focus on the AAIP community.</p>	<p>San Bernardino</p>	<p>April 2022-May 31, 2023</p>	<p>Reduce COVID-19 related health disparities among the AAIP community.</p>

		Attachment F
BUDGET		
Agency Name: Inland Empire Health Plan (IEHP)		
Service Name: COVID Education Outreach and Promotion		
Service Area: County-Wide		
Term: Through May 2023		
Budget Category		Cost
Personnel		
Community Representative (\$50,752 x 100% per year for 1.5 years) Work community events, engage Members in the community.	\$	76,128
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Special Programs Manager (\$84,219 x 20% per year for 1.5 years) Manage budget & Project Management	\$	25,266
Social Media Video Rep (\$64,792 x 100% per year for 1.5 years) Develop Member materials, social media content & strategy.	\$	97,188
TOTAL PERSONNEL (w/o Benefits)	\$	274,710
Fringe Benefits (35% of Total Personnel)	\$	96,149
TOTAL PERSONNEL	\$	370,859
Supplies and Other		
Media Buy (Celebrity Engagement Campaign run on TV, Billboards, Streaming Networks, Social Media Live Streams)	\$	1,200,000
COVID Ambassador Sponsorships (\$10K x 50) IEHP recently did a similar project with 2 colleges in San Bernardino. We partnered with SB County Public Health to train 8 student covid ambassadors to do peer education and outreach within their respective campuses to encourage their peers to get vaccinated. We would use this same model to recruit, engage and train ambassadors in churches, neighborhoods, housing complexes, communities, etc. These ambassadors would work within their respective communities to answer questions about covid vaccine safety, encourage their communities to get vaccinated, and even share resources on where to get vaccinated and tested.	\$	500,000
COVID Education Event Sponsorships (\$5K x 10) Event sponsorships include Town Halls, Webinars, community events, and vaccine clinics – all of these events will have COVID as the focal point. IEHP is also willing to offer up our internal physicians as guest speakers and panelists at these events. These events can be in person or virtual. Ideally we would look to find 10 that are dispersed throughout the vast geography of San Bernardino County, and also some that target specific groups such as Latinos (Spanish), African American, Asian, etc. to help close the gap in ethnic disparities.	\$	50,000
Vaccine Clinic Promotion/Support	\$	50,000
Equipment Rental/Set up Tables, chairs, large tents, sound equipment, costs for event setup and tear down.	\$	25,000
COVID Promotional Items Vaccine card holders, "I got vaccinated" stickers, "I got boosted" stickers. Vaccines Save Lives giveaways to entice folks to get vaccinated. COVID vaccine flyers, educational materials, testing site flyers, etc.	\$	100,000
Celebrity Engagement Educational Campaign with a focus on our Black/African American population.	\$	341,736
Social Media Influencer Partnerships	\$	60,000
Misc Items (Office Supplies, Printing Needs, Etc..)	\$	2,405
Subcontract: Motivating Action Leadership Opportunity (MALO)	\$	300,000
TOTAL OTHER	\$	2,629,141
SUBTOTAL (Total Personnel and Total Other)	\$	3,000,000
Administration (limited to 10% of total service budget): Indirect costs such as IT support, office equipment, and supplies	\$	300,000
TOTAL BUDGET (Subtotal Plus Administration)	\$	3,300,000
Number of Clients to be Served	\$	100,000
Cost Per Client	\$	33

