

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

May 21, 2024

**FROM**

**GEORGINA YOSHIOKA, Director, Department of Behavioral Health**

**SUBJECT**

Contract with The Social Changery, LLC for Consultation Services to Develop Educational Tools for the “Cannabis Decoded Campaign”

**RECOMMENDATION(S)**

Approve **Contract No. 24-404** with The Social Changery, LLC for consultation services to develop the Cannabis Decoded Campaign, in the amount of \$293,230, effective May 21, 2024 through June 30, 2025.

(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.**

**Pursue County Goals and Objectives by Working with Other Agencies and Stakeholders.**

**FINANCIAL IMPACT**

This item does not impact Discretionary General Funding (Net County Cost). The recommended contract is funded by Substance Use Disorder Prevention, Treatment and Recovery Services Block Grant and American Rescue Plan Act supplemental grant funds. Adequate appropriation and revenue have been included in Department of Behavioral Health’s (DBH) 2023-24 budget and will be included in the 2024-25 Recommended Budget.

**BACKGROUND INFORMATION**

DBH is responsible for providing mental health and substance use disorder services (SUD) to county residents who are experiencing severe mental illness and/or SUD. The Cannabis Decoded Campaign (Campaign) is a Youth Marijuana Education Initiative that was launched to educate youth, young adults, and their parents and/or guardians about cannabis use. The contract with The Social Changery, LLC (Social Changery) will allow for assistance in developing a County-specific Campaign. The Campaign will include education regarding opioid and methamphetamine use.

This Campaign will be developed to assist in educating youth, young adults, and their parents and/or caretakers on the facts of substance use to allow them to fully understand the health effects of the use of these substances. It will include information for breastfeeding and expectant mothers, handouts for tweens, teens, and young adults, as well as a guide for parents and/or caretakers on having developmentally appropriate conversations about substance use.

The development of the Campaign will include:

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- Development and maintenance of a campaign website, including a landing page and library of content related to education and prevention.
- Content creation, including articles, guides, video content and imagery to be utilized on the website.
- Technical hosting and support of the website.
- Develop a media and marketing plan specific to the County.
- Develop media content to implement the plan, including materials such as copy development, graphic design, and videography.
- Develop parent/caregiver presentations, workshops, and materials.
- Delivery of the “Decoded Escape Game” which was developed to:
  - Increase understanding of external and internal factors that influence behavior,
  - Build critical thinking skills, and
  - Promote the application of decision-making skills to substance use choices.

In 2019, DBH entered into an agreement with San Mateo County Behavioral Health and Recovery Services Division (San Mateo) to participate in the original Cannabis Decoded Campaign which was developed by Social Changery for San Mateo.

The recommended contract will be directly with Social Changery. It will allow Social Changery to assist DBH in developing a County-specific Campaign, building on the knowledge and successes realized in the original Campaign which DBH participated in through San Mateo.

The recommended contract may be terminated by either party without cause upon 30 days’ written notice. DBH will monitor the Contract on a regular basis to ensure deliverables are met.

**PROCUREMENT**

The recommended contract stems from a non-competitive procurement. Contracting with Social Changery will allow Social Changery to assist DBH in developing a County-specific Campaign, building on the knowledge and successes realized in the original Campaign which DBH participated in through San Mateo. The Purchasing Department concurs with the non-competitive justification for the provision of these specialized services.

**REVIEW BY OTHERS**

This item has been reviewed by Behavioral Health Contracts (Natalie Kessee, Contracts Manager, 388-0869) on May 2, 2024; County Counsel (Dawn Martin, Deputy County Counsel, 387-5455) on May 8, 2024; Purchasing (Jessica Barajas, Supervising Buyer, 387-2065) on May 3, 2024; Finance (Paul Garcia, Administrative Analyst, 386-8392) on May 6, 2024; and County Finance and Administration (Cheryl Adams, Deputy Executive Officer, 388-0238) on May 6, 2024.

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Record of Action of the Board of Supervisors  
San Bernardino County

**APPROVED (CONSENT CALENDAR)**

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

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: May 21, 2024



cc:    DBH - Hoatson w/agree  
      Contractor - c/o DBH w/agree  
      File - w/agree  
CCM  05/23/2024