

**MEMORANDUM OF UNDERSTANDING
BETWEEN THE SAN MATEO COUNTY BEHAVIORAL HEALTH
AND RECOVERY SERVICES DIVISION AND
San Bernardino County Department of Behavioral Health**

The purpose of this Memorandum of Understanding (MOU) is to describe and make explicit the agreement between the San Mateo County Behavioral Health and Recovery Services Division and San Bernardino County Department of Behavioral Health regarding the Cannabis Decoded Campaign.

1. Background Information

By allowing partner jurisdictions to use the Cannabis Decoded messages, San Mateo County will be able to extend its messaging reach to other areas where San Mateo County community members may work, attend school, worship, visit family/friends, etc. The extension of the message also contributes to the community norm change we seek so that more cannabis prevention messages are placed to counter the pro-cannabis messages throughout the region.

2. Term and Termination

2.1 Term

The MOU shall be effective for a period of five years, from December 17, 2024, to December 16, 2029.

2.2 Amendment/Modification Process

All subsequent modifications or amendments shall be in writing and signed by the parties.

2.3 Termination

This MOU may be terminated by either party at any time without a requirement of good cause upon thirty (30) days' written notice to the other party.

3. Purpose

San Bernardino County Department of Behavioral Health (herein "Participating County") enters into a cooperative and reciprocal agreement with San Mateo County Behavioral Health and Recovery Services (herein "Licensor") for non-exclusive license rights to materials, media and other assets related to the [Cannabis] Decoded Campaign (herein "Campaign").

3.1 Property Modifications and Fidelity to Campaign

All Campaign activities, materials, and content must be consistent with the approved Campaign strategy and brand guidelines. To ensure fidelity to the Campaign, the Participating County may only develop or augment Campaign assets (to include, but not limited to: trainings, written content, digital assets, etc.) through the approved Communications Vendor

identified by the Licensor, which is currently The Social Changery (herein “the Communications Vendor”).

3.2 Reciprocal Usage

The Participating County agrees that any Campaign assets created under the terms of this agreement will be made available in their entire and original form to the Licensor.

3.3 Geographical Restrictions

For use by the Participating County within said county boundaries, with the note that some media purchasing may fall outside of County boundaries due to the nature of the media designated market area (DMA).

3.4 Communication with Licensor

Participating County agrees to provide reporting to Licensor on Campaign dissemination and outreach activities as requested by the Licensor (on no more than a quarterly basis). Participating County may provide these updates directly to Edith Cabuslay at ecabuslay@smcgov.org or another designated point of contact as identified by the Licensor or by contracting these communications to occur through the Communications Vendor identified by the Licensor.

4. Contact Information

The following is contact information of the persons responsible from each party/entity for the completion and maintenance of this MOU:

4.1 San Mateo County Behavioral Health and Recovery Services Division

Name: Edith Cabuslay, MPH
Address: San Mateo County Health Promotion Unit
Behavioral Health and Recovery Services Division
310 Harbor Blvd., Building E
Belmont, CA 94002
Telephone: 650-573-2227
Facsimile:
Email: ecabuslay@smcgov.org

4.2 San Bernardino County Department of Behavioral Health

Name: Gustavo Cisneros, MPA
Address: 850 E. Foothill Blvd
Rialto, CA 92376
Telephone: 909-873-4424
Facsimile:
Email: Gustavo.cisneros@dbh.sbcounty.gov

~ Signature page to follow ~

Effective Date and Signatures:

This MOU shall be effective from December 17, 2024, to December 16, 2029. San Mateo County Behavioral Health and Recovery Services Division and San Bernardino County indicate agreement with this MOU by their signatures.

This MOU 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 Agreement. The parties shall be entitled to sign and transmit an electronic signature of this Agreement (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 Agreement upon request.

Signatures and dates:

*Dr. Jei Africa, Director
San Mateo County Behavioral Health & Recovery
Services Division*

*Dawn Rowe, Chair, Board of Supervisors
San Bernardino County*

Date

Date