

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

June 10, 2025

FROM

GEORGINA YOSHIOKA, Director, Department of Behavioral Health

SUBJECT

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

RECOMMENDATION(S)

Approve **Amendment No. 1 to Contract No. 24-404** with The Social Changery, LLC, for the provision of consultation services to develop the Cannabis Decoded Campaign, updating standard contract language, increasing the total contract amount by \$369,500, from \$293,230 to \$662,730, and extending the contract for an additional two years, for the total contract period of May 21, 2024, through June 30, 2027.

(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.

FINANCIAL IMPACT

This item does not impact Discretionary General Funding (Net County Cost). The contract increase of \$369,500 is funded by the Substance Use Prevention, Treatment and Recovery Services Block Grant. Adequate appropriation and revenue have been included in the Department of Behavioral Health’s (DBH) 2024-25 budget and will be included in future recommended budgets.

BACKGROUND INFORMATION

DBH is responsible for providing mental health and substance use disorder (SUD) services to County residents 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) has allowed for assistance in the development of a County-specific Campaign in support of DBH’s Environmental Prevention Program (Program). The Campaign has included targeted educational content, social media, website resources, workshops, and games regarding opioid, methamphetamine, and marijuana use to encourage broader community-level change.

The Program is designed to provide effective community-level results using five integrated strategies. These five evidence-based strategies include data collection and analysis, community organizing, policy development based on environmental or community condition

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change, media advocacy, and enforcement. The Program’s objective is to achieve positive change to reduce SUD issues among youth in the County.

In 2019, DBH entered into a non-financial Memorandum of Understanding (MOU) with San Mateo County Behavioral Health and Recovery Services Division (San Mateo) who contracted Social Changery to develop the educational materials used for their original Campaign. The MOU allowed the County to utilize materials developed by Social Changery from San Mateo’s original Campaign in the Program.

On May 21, 2024 (Item No. 18), the Board of Supervisors approved Contract No. 24-404 with Social Changery for consultation services to develop a County-specific Campaign in the total amount of \$293,230 for the period of May 21, 2024, through June 30, 2025.

Approval of Amendment No. 1 to Contract No. 24-404 will allow Social Changery to continue implementing a County-specific Campaign. The 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 compliance with the administrative, program, and fiscal terms and conditions of the contract.

PROCUREMENT

Not applicable.

REVIEW BY OTHERS

This item has been reviewed by Behavioral Health (Michael Shin, Administrative Manager, 388-0899) on April 25, 2025; County Counsel (Dawn Martin, Deputy County Counsel, 387-5455) on April 30, 2025; Purchasing (Jessica Barajas, Supervising Buyer, 387-2065) on May 9, 2025; Finance (Paul Garcia, Administrative Analyst, 386-8392) on May 21, 2025; and County Finance and Administration (Cheryl Adams, Deputy Executive Officer, 388-0332) on May 22, 2025.

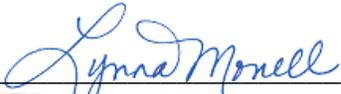
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Decoded Campaign”**

Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

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

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: June 10, 2025



cc: DBH - Rodriguez w/agree
Contractor - c/o DBH w/agree
File - w/agree
CCM 06/20/2025