



San Bernardino County

Legislation Text

File #: 1428, Agenda Item #: 16

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

December 17, 2019

FROM

VERONICA KELLEY, Director, Behavioral Health

SUBJECT

Non-Financial Memorandum of Understanding with San Mateo County Behavioral Health and Recovery Services Division for the Cannabis Decoded Campaign

RECOMMENDATION(S)

1. Approve Non-Financial Memorandum of Understanding with San Mateo County Behavioral Health and Recovery Services Division to establish the terms under which non-exclusive license rights to the materials, media and other assets related to the Cannabis Decoded Campaign will be provided, for the period effective December 17, 2019 through December 16, 2022.
2. Designate the Director of the Department of Behavioral Health, as the County Mental Health Director, to execute and submit the Non-Financial Memorandum of Understanding, including any subsequent non-substantive revisions and/or amendments to the Memorandum of Understanding, on behalf of the County, subject to review by County Counsel.
3. Direct the Director of the Department of Behavioral Health, as the County Mental Health Director, to transmit all documents in relation to the Non-Financial Memorandum of Understanding with San Mateo County Behavioral Health and Recovery Services Division to the Clerk of the Board of Supervisors within 30 days of execution.

(Presenter: Veronica Kelley, Director, 388-0801)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Pursue County Goals and Objectives by Working with Other Agencies.

FINANCIAL IMPACT

The Memorandum of Understanding is non-financial in nature; therefore, approval of this item will not impact Discretionary General Funding (Net County Cost).

BACKGROUND INFORMATION

DBH is responsible for providing mental health and substance use disorder services to San Bernardino County residents who are experiencing major mental illness and/or substance use disorders. The Cannabis Decoded Campaign (Campaign) developed by San Mateo County Behavioral Health and Recovery Services Division (San Mateo County) is a Youth Marijuana Education Initiative from San Mateo County. The initiative was launched in partnership with the San Mateo County Youth Commission to educate youth and young adults about the facts on cannabis use. It aims to provide reliable, factual information so that young people have the tools they need to make informed decision that impact their health and futures.

The recommended MOU with San Mateo County will establish the terms under which non-exclusive license rights to the materials, media and other assets related to the Campaign will be provided.

Upon Board of Supervisors' approval of the MOU, DBH will work with San Mateo County to develop a Campaign using the materials, media and other assets provided through the MOU. The Cannabis Decoded campaign is research-based and developed to assist in educating youth, young adults and their parents and/or caretakers on the facts of cannabis use; to allow them to fully understand the health effects of cannabis use. The campaign includes 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 cannabis use. This MOU will enable San Bernardino County youth and young adults to make informed decisions regarding cannabis use.

The MOU may be terminated by either party without cause upon 30 days' written notice. DBH will monitor the MOU on a regular basis to ensure standards are met.

PROCUREMENT

N/A

REVIEW BY OTHERS

This item has been reviewed by Behavioral Health Contracts (Natalie Kessie, Contracts Manager, 388-0869) on November 12, 2019; County Counsel (Dawn Martin, Deputy County Counsel, 387-5455) on November 19, 2019; Finance (Christopher Lange, Administrative Analyst, 386-8393) on November 20, 2019; and County Finance and Administration (Tanya Bratton, Deputy Executive Officer, 388-0332) on November 26, 2019.