



County Executive Office

Memorandum

December 12, 2019

To: Clerk of the Board of Supervisors
From: Frank Kim, County Executive Officer
Subject: Exception to Rule 21

2019 DEC 13 AM 7:46
CLERK OF THE BOARD
ORANGE COUNTY
BOARD OF SUPERVISORS

RECEIVED

S32C

The County Executive Office is requesting a Supplemental Agenda Staff Report for the December 17, 2019, Board Hearing.

Agency: Health Care Agency
Subject: Mental Health Awareness Campaign with Angels Baseball LP
Districts: All Districts

Reason for supplemental: The County Executive Office is requesting that this item be added to the December 17, 2019, Board agenda as a Supplemental Item as the Health Care Agency (HCA) has an opportunity to promote Mental Health Awareness to Orange County residents during a marquee matchup with the New York Yankees. Due to competing vendors and Angels Baseball marketing deadlines, HCA would like to secure the contract upon Board approval. This Agenda Staff Report and attachments were finalized after the filing deadline to the Clerk of the Board.


Concur:

Chairwoman Lisa A. Bartlett, Supervisor, Fifth District

cc: Board of Supervisors
County Executive Office
County Counsel

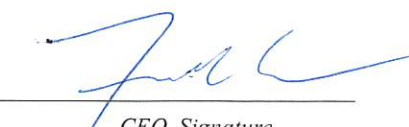
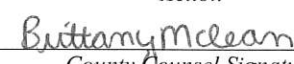


**SUPPLEMENTAL AGENDA ITEM
 AGENDA STAFF REPORT**

MEETING DATE: 12/17/19
LEGAL ENTITY TAKING ACTION: Board of Supervisors
BOARD OF SUPERVISORS DISTRICT(S): All Districts
SUBMITTING AGENCY/DEPARTMENT: Health Care Agency
DEPARTMENT HEAD REVIEW: 
Department Head Signature
DEPARTMENT CONTACT PERSON(S): Annette Mugrditchian (714) 834-5026
 Jeff Nagel (714) 834-7024

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 CLERK OF THE BOARD
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SUBJECT: Mental Health Awareness Campaign with Angels Baseball LP

CEO CONCUR	COUNTY COUNSEL REVIEW	CLERK OF THE BOARD
 <i>CEO Signature</i>	<u>APPROVED AS TO FORM</u> <i>Action</i>  <i>County Counsel Signature</i>	Discussion
		3 Votes Board Majority

Budgeted: Yes **Current Year Cost:** \$1,060,000 **Annual Cost:** FY 2020-21
 \$1,090,000
 FY 2021-22 \$1,120,000

Staffing Impact: No **# of Positions:** **Sole Source:** Yes
Current Fiscal Year Revenue: N/A
Funding Source: State: 100% **County Audit in last 3 years:** No
 (Mental Health Services Act /PROP 63)

Prior Board Action: 05/21/2019 #33, 04/10/2018 #23

RECOMMENDED ACTION(S):

1. Approve a Sponsorship Agreement with Angels Baseball LP for strategic marketing and outreach services, effective December 17, 2019, through December 30, 2020, in an amount not to exceed \$1,060,000, renewable for two additional one-year periods in an amount not to exceed \$1,090,000 for year two, effective December 31, 2020, through December 30, 2021, and in an amount not to exceed \$1,120,000 for year three, effective December 31, 2021, through December 30, 2022.

2. Authorize the Health Care Agency Director, or designee, to execute the contract as referenced in the Recommended Action above.

SUMMARY:

Approval of the Mental Health Awareness Campaign with Angels Baseball LP will increase the reach of the Health Care Agency's mental health awareness campaigns to Transitional Age Youth and young adults, as well as their family, friends and support networks, which will help achieve the goals of reducing mental health-related stigma and encouraging timely access to behavioral health services.

BACKGROUND INFORMATION:

The Mental Health Services Act (MHSA) represents a comprehensive approach to the development of community-based mental health services and supports and requires 19 percent of its allocation for Prevention and Early Intervention (PEI) services. Per PEI regulations established by the state Mental Health Services and Oversight Accountability Commission (MHSOAC), counties are required to use PEI funds to: 1) combat stigma associated with mental illness and/or the seeking of mental health services, 2) promote awareness around mental health issues and available services and 3) encourage and support timely access to needed mental health services.

In response to feedback received through the 2018 community planning process, the Health Care Agency (HCA) developed a time-limited PEI program focused on Transitional Age Youth (TAY) and young adults that was approved by the Board of Supervisors (Board) on May 21, 2019, as part of the MHSA Annual Plan Update for FY 2019-20. Using PEI funds, the goals of this three-year program are to improve help-seeking behaviors and increase education and awareness of mental health issues and available resources. Although these program services will be available to those who are enrolled in Orange County colleges, universities and adult educational schools, the program is also intended to reach TAY and young adults who are not enrolled in educational institutions, as well as the individuals who support them.

As part of the TAY and Young Adult Mental Health Services program, this campaign will seek to leverage the work of and enhance partnership with the California Mental Health Services Authority (CalMHSA) Statewide Projects program and dramatically increase HCA's existing mental health awareness, suicide prevention and stigma reduction efforts by strategically placing its messaging in a professional sporting event venue (i.e., Angel Stadium) over the course of the baseball season (see Attachment A for Sponsorship Agreement). Angels Baseball LP (ABLP) is one of the only two Major League Baseball teams that has had three million fans per season for 15 straight years, and its fan base is diverse in age, ethnicity and socioeconomic status. Thus, not only will this campaign reach thousands in the intended age range, but it will have the added advantage of reaching well beyond the target age group.

- 28 percent of all fans, including those who attend games or watch or listen to games, and 32 percent of game attendees are between the ages of 18-34.
- 40 percent of all fans (35 percent of game attendees) are Latino/Hispanic, and approximately half are non-white.
- Approximately 61 percent of all fans and game attendees are male.
- 23 percent of all fans (34 percent of game attendees) have a household income of less than \$50,000.

Through this Mental Health Awareness campaign, Angels fans and viewers will be exposed to logos (see Attachment B) from outreach campaigns such as Each Mind Matters, Know the Signs and/or Help@Hand (formerly known as the Technology Suite Innovation project, which was approved by your Board on May 10, 2018) and their associated mental health information and messages through the following activities aired during the 2020 Angels baseball season.

Mental Health Awareness Campaign (season-long):

- Two 30-second radio commercials promoting HCA Mental Health Awareness messages during the in-game broadcast for all 162 regular season game broadcasts on Angels Radio AM830 KLAA.

- HCA Mental Health Awareness artwork on the panel behind home plate during one half inning of each Angels regular-season home game and on the Outfield Wall in Right Field at Angel Stadium.

In addition, HCA will sponsor a game day on May 31, 2020, during May's Mental Health Awareness month, at which time HCA will engage in intensive promotion of mental health awareness information and resources through the following additional activities:

Sponsored Game Day Activities (May 31, 2020 vs. New York Yankees):

- Two booths in Angel Stadium to hand out materials that promote Mental Health Awareness messages, as well as County behavioral health resources such as OC Links, Warmline and/or the Crisis Prevention Hotline.
- Distribution of the rally monkey with the Each Mind Matters logo to 30,000 game attendees.
- Sponsorship of the post-game viewing of the Disney Pixar movie *Inside Out*.
- HCA public service announcement (PSA) played in Angel Stadium before and after the game. The PSA will be a music video that promotes positive messages, facts and resources related to mental health and well-being. Orange County residents, including students, first responders, athletes, diverse racial and ethnic communities, faith communities and others, will be invited to create signs and messages consistent with the Each Mind Matters theme and participate in the video.
- HCA 15-second Mental Health Awareness advertisement aired during in-game in Angel Stadium.
- 500 View Level tickets and food/drink vouchers for the May 31, 2020, game for HCA to distribute.
- HCA Mental Health Awareness LED message played on rotation on The Big A during May 2020.

Support for execution and certain logistics of this campaign with ABLP, particularly the Sponsored Game Day Activities, will leverage Orange County's existing enhanced partnership with CalMHSA on statewide projects at no additional cost. Depending on the cost to create the Mental Health Awareness PSA music video, HCA may bring this item before the Board at a future date.

By engaging in a large-scale effort with ABLP, HCA has the unique opportunity to connect with a diverse Orange County audience not normally reached in its usual mental health campaigns. This kind of expansive effort aligns with the Prevention Pillar of Orange County's Integrated Services 2025 Vision and can support the County in its efforts to reduce mental health-related stigma, promote awareness of the signs and symptoms of mental health conditions, as well as resources, and, ultimately, save lives.

The proposed Agreement is a sole source Agreement and a completed Sole Source Request Form is attached to this Agenda Staff Report (see Attachment C). Additionally, the proposed Agreement contains mutual indemnification provisions approved by County Counsel and determined by CEO/Risk Management to be low risk and acceptable for these services (see Attachment E, Risk Assessment Form). The Agreement does not currently include subcontractors or pass through to other providers (see Attachment D, Contract Summary Form).

HCA is requesting your Board to approve the Sponsorship Agreement with ABLP for strategic marketing and outreach services, which would go into effect on the date of Board approval.

FINANCIAL IMPACT:

Appropriations for this Agreement are included in Budget Control 042 in FY 2019-20 and will be included in the budgeting process for future years.

STAFFING IMPACT:

N/A

ATTACHMENT(S):

Attachment A – Sponsorship Agreement with Angels Baseball LP

Attachment B – Mental Health Awareness Logos

Attachment C – Sole Source Request Form

Attachment D – Contract Summary Form

Attachment E – Risk Assessment Form