NAPA COUNTY BOARD OF SUPERVISORS
Board Agenda Letter

TO: Board of Supervisors
FROM: Shelli Brobst for Randolph F. Snowden - Director
       Health & Human Services
REPORT BY: Shelli Brobst, Contracts Analyst - 253-4720
SUBJECT: Renewal of multi-year Tobacco Master Settlement Agreements for Fiscal Year 2010-2011

RECOMMENDATION
Director of Health and Human Services requests approval of and authorization for the Chair to sign Tobacco Master Settlement Agreement (MSA) grant agreements with the following non-profit organizations, each for the term July 1, 2010 through June 30, 2011, for a total of $420,686:

1. On The Move, Inc., for a maximum of $51,807 for mentoring services to transitional age youth;
2. Big Brothers/Big Sisters of the North Bay, Inc., for a maximum of $53,620 to develop mentoring relationships for underserved Latino children;
3. Community Health Clinic Ole, Inc., for a maximum of $65,634 for preventative health services related to diabetes;
4. Community Health Clinic Ole, Inc., dba Sister Ann Community Dental Clinic, for a maximum of $52,750 for preventative dental services;
5. Calistoga Family Center, Inc., for a maximum of $45,000 for screening and service connection/coordination to families in Calistoga;
6. Project Ninety, Inc., for a maximum of $51,875 for additional inpatient substance abuse treatment beds; and
7. Children’s Health Initiative, Inc. for a maximum of $100,000 for outreach, enrollment, and retention services.

EXECUTIVE SUMMARY
At its July 22, 2008 meeting, the Board of Supervisors, in accordance with previously adopted procedures for the allocation of Tobacco Master Settlement Agreement (MSA) grant funds, authorized three years of funding totaling 320,686.20 for six MSA proposals. At its January 19, 2010 meeting, the Board of Supervisors confirmed its intention to continue awarding a non-competitive service contract in the amount of $100,000 to Children’s Health Initiative Napa County (CHI).
Approval of this action will renew the six MSA contracts listed in the Recommendation and will renew the non-competitive contract with CHI. The Board has approved allocating $941,000 in MSA funds for the CHI contract and the renewal of the six multi-year contracts, and for proposals that are awarded funding through the competitive application process currently under way. The seven contracts proposed for funding in this action will reduce the overall amount available for new competitive contracts by approximately $421,000. Staff anticipates returning to the Board in August with recommendations for awarding the remaining $520,000 in MSA funds allocated for the 2010-2011 grant period.

FISCAL IMPACT

Is there a Fiscal Impact? Yes
Is it currently budgeted? Yes
Where is it budgeted? Health & Human Services
Is it Mandatory or Discretionary? Discretionary
Discretionary Justification: Approval of the requested action is discretionary in that there is no mandate to distribute Master Settlement Agreement funds for specific purposes or to these specific entities. The award of these grants is in accordance with the Board's directions to staff relating to the allocation of Tobacco Master Settlement Agreement community grants. The County does, however, have an obligation to those entities previously awarded multi-year contracts.

Is the general fund affected? No
Consequences if not approved: If these agreements are not approved, the Master Settlement Agreement funds will not be distributed to those entities previously awarded multi-year contracts.

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

At its July 22, 2008 meeting, the Board of Supervisors, in accordance with previously adopted procedures for the allocation of Tobacco Master Settlement Agreement (MSA) grant funds, authorized three years of funding totaling $320,686 for the following six MSA proposals:

1. Calistoga Family Center (CFC) $45,000: The Strong Families, Healthy Students Initiative provides greater service connection and access for Calistoga families and youth development and prevention services for young people in the community. This effective initiative uses the CFC's small program staff to leverage the resources offered by more than 16 partner agencies by assessing needs and coordinating services. The
Strong Families, Healthy Students Initiative serves overburdened families and youth living within the greater Calistoga community, a traditionally underserved population. Many of these families show signs of family violence, are isolated, monolingual Spanish speakers, can be homeless and have limited access to health care and other services. The program has, to date, provided one-on-one support for sixty families in crisis each year, using best practices in case management, including special outreach to families caring for their relatives’ children and fathers. Families who participate in the program demonstrate improvement in financial security, family communication, violence prevention and parenting skills. The program also has assisted approximately 200 Calistoga Junior-Senior High School students, who received one-on-one and/or group support services through the Student Assistance Program with the goals of helping them overcome obstacles in their lives and promoting academic achievement. Additional program components include coordination of school-based services including substance abuse prevention and treatment services, mental health counseling, and mentoring and academic support; and youth-driven leadership development and parent involvement opportunities including parenting education classes, parent leadership and one-time workshops. Students who participate in the program demonstrate improvement in academics, school attendance and reduction in drug and alcohol use.

2. **Big Brothers and Big Sisters $53,620:** Grant funds support Hermanos Mayores Hermanas Mayores, a program to develop vital mentoring relationships for underserved Latino children in the Napa area through the efforts of a full-time bilingual professional counselor. Program goals are: (1) 50 Latino youth (or youth from Spanish speaking families) will be matched with mentors; (2) 70% of matched youth will decrease or delay use of alcohol, tobacco and other drugs; (3) 90% of matched youth will be able to identify the harmful effects of tobacco and where tobacco cessation resources are available; (4) 50% of matched youth will increase their academic performance in core subjects; (5) 60% of matched youth will increase school attendance; and (6) 80% of matched youth will improve their relationships with peers and adults. Of 73 matches over the past two years, 86% decreased or delayed use of alcohol, tobacco and other drugs; 90% are able to identify the harmful effects of tobacco; 84% increased their academic performance; 74% increased their school attendance and attitude toward school; 90% increased homework completion; 90% improved their relationships with family and peers; and 95% improved their relationships with other adults.

3. **Community Health Clinic Ole $65,634:** The goal of this project is to improve the overall health of Clinic patients who have or are at risk of developing diabetes or heart disease. Grant funds are used to promote lifestyle changes and preventive health care for three categories of patients: (1) obese adults or teens; (2) Spanish speaking adults with type 2 diabetes; and (3) overweight children. A Registered Dietician provides one-on-one sessions and group classes addressing nutrition, heart health, disease prevention and physical exercise. Classes and individual sessions are available in both English and Spanish, and patients’ families are encouraged to participate. Grant funds also are used to offer annual retinopathy exams for diabetic patients. The program goal was to serve 1,350 patients in year one and 2,575 patients in both years two and three. In year one, the program served 2,567 patients; in year two (as of March 2010) it has served 1,924 patients. The program has seen huge success among patients including weight loss, positive lifestyle changes related to diet and exercise, and overall improved mental health as patients take charge of their physical health and learn how to prevent or better manage disease.

4. **Sister Anne Dental Clinic $52,750:** Grant funds are used to increase access to affordable oral health services to individuals aged five and over. This has become a bigger challenge since July 2009 when the State budget crisis resulted in the elimination of adult dental benefits for Medi-Cal enrollees. The program has enrolled an average of 400-500 new patients per quarter. In year one this resulted in 1,768 new patients who received a total of 2,298 visits. The program goal for year one was to provide 2,265 visits. In year 2 (as of March 2010) the program has enrolled 1,370 new patients and provided 1,792 visits. The grant funding also is used to provide free Xylitol prescriptions to patients who can benefit from this proven, simple way of decreasing tooth decay.

5. **On The Move $51,807:** Grant funds support the CHANGES wellness program at Voice Our Independent Choices for Emancipation Support (V.O.I.C.E.S.), which addresses the barriers faced by youth who are aging out of the foster care system and helps them access mental health, physical health and substance abuse resources and services. Over the last two years, V.O.I.C.E.S. has increased the number of youth it
sees from 150 per year to more than 650 per year. In the last two years, the CHANGES program exceeded the contract deliverables, served a total of 279 V.O.I.C.E.S. youth members, and provided the following services:

- 2 year-long wellness support groups served 114 unduplicated youth;
- 192 youth were assessed and accessed health and wellness services on site and in the community;
- 43 youth identified and utilized at least one primary care provider;
- 25 youth accessed the on-site health clinic provided by Clinic Ole;
- 20 youth participated in the environmental prevention program Friday Night Live (FNL);
- 17 youth obtained health insurance; and
- all V.O.I.C.E.S. staff participated in Clinical Supervision.

6. Project 90 $51,875: Grant funds are used to provide residential substance abuse treatment to Napa county residents. The goal of the project is to provide 665 units of service, which equates to treating approximately seven individuals annually. At the end of the first MSA funding year, Project 90 had served 12 Napa County residents and provided 677 units of service. Of the 12 individuals served under this grant, six individuals completed their treatment. In the second year of the program, to date Project 90 has provided 289 units of service to six Napa County residents; four of these individuals completed treatment.

The six contracts listed above are due to renew for their third and final year of MSA funding.

Children’s Health Initiative Napa County
At its January 19, 2010 meeting, the Board of Supervisors confirmed its intention to continue awarding a non-competitive service contract in the amount of $100,000 to Children’s Health Initiative Napa County (CHI). Based on Board direction, CHI has received a non-competitive allocation of MSA funds since 2006. During that time the funding allocation award has changed from a grant award to a contract managed by the Health and Human Services Agency (HHSA). The purpose of this contract is to improve outreach and increase enrollment levels in the Medi-Cal and Healthy Families Programs, as well as to maintain and improve the Countywide enrollment network for children’s subsidized health insurance.

In the first nine months of the 2009-2010 contract, Children’s Health Initiative staff helped to complete Medi-Cal applications for 271 children and Medi-Cal renewal packets for 517 additional children, for a total of 788 children enrolled or retained who otherwise might not have completed the enrollment or renewal process. CHI also has improved its caseload and data tracking capabilities significantly in the past few months.

Surveys completed in the most recent quarter by families receiving CHI assistance indicate that 95.7% received a Medi-Cal program approval information packet, 95.2% received their child’s medical benefit card, and 96.6% found a source of medical care for their child (other than the hospital urgent care or emergency department). Since July 1, 2009, the total Countywide enrollment in subsidized children’s health insurance has increased by more than 600 (4.7% in nine months).

California’s Healthy Families program has been quite troubled in the past year or two, including a suspension of new enrollments in July, August and September 2009. While Statewide enrollment in Healthy Families decreased by 4.7% since June 2009, CHI was essentially able to maintain Healthy Families enrollment in Napa County, with a decrease of only 0.4% in the same period. Surrounding counties have fared much worse, with losses of 2.8% (Solano), 4.0% (Yolo), and 4.5% (Sonoma) in the same time period. This clearly illustrates the value of Napa CHI’s unique “retention case management” program.

In the area of capacity building, CHI has trained five new Certified Application Assistants (CAAs), added three new organizations to the network of application assistance, contacted several other “candidate entities” to offer training services, and provided ongoing monthly trainings and meetings for 27 existing CAAs.
Approval of the recommended action will renew the six MSA contracts listed above and renew the non-competitive contract with CHI. The Board has approved allocating $941,000 in MSA funds for: (1) the CHI contract; (2) the renewal of the six multi-year contracts; and (3) proposals to be awarded funding through the competitive application process currently under way for 2010-2011. The seven contracts proposed for funding by this item will reduce the overall amount available for new competitive contracts by approximately $421,000. Staff anticipates returning to the Board in August with recommendations for awarding the remaining $520,000 in MSA funds allocated for the 2010-2011 grant period.

The MSA grants are awarded on the basis of an application process established by the County and administered by HHSA. Of the seven contractors whose multi-year grant funding is being renewed, Five of the seven contractors are local.

**SUPPORTING DOCUMENTS**

None

CEO Recommendation:  Approve
Reviewed By: Karen Collins