



Contra Costa County

To: Board of Supervisors

From:

Date: January 8, 2013

Subject: Purchase Incentives and Behavioral Modification Materials for the Tobacco Prevention Project

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Purchasing Agent, on behalf of the Health Services Department, to execute a purchase order in the amount of \$3,930, for incentives and behavioral modification materials, for the Tobacco Prevention Project, for the period July 1, 2013 through June 30, 2016.

FISCAL IMPACT:

This contract expense is funded 100% by the California Department Public Health funds for the Tobacco Prevention Project. No County funds required.

BACKGROUND:

Contract # 29-396 with The California State Department of Public Health, Tobacco Control Section, Contra Costa Health Service's Tobacco Prevention is required to conduct an assessment of tobacco industry community influences at the local level, particularly in the retail environment. Behavioral modification materials are provided to program participants to motivate and/or reinforce positive behavior, participation and/or involvement in these tobacco control activities, as well as in other planning and advocacy activities. These items will be distributed to youth and adult coalition members and partners after participation in

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **01/08/2013** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Mary N. Piepho, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: January 8, 2013

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Carrie Del Bonta, Deputy

Contact: Wendel Brunner, MD,
313-6712

cc: Tasha Scott, D Gary, Faye Ny

walk around assessments and data

BACKGROUND: (CONT'D)

collection regarding tobacco industry community influences at the local level, as well as community photovoice projects, planning and advocacy. The incentives include, the following:

- Tee shirts, hats, tote bags, or other similar items= 90 items at approximately \$6-8 for each item for a total of \$630
- Gift cards for movies, bookstores, department stores, and food) = 120 each at \$20 per gift card for a total of \$2,400
- Pizza, salad and bottled water vouchers = estimated at 30 people/training at 3 trainings at approximately \$10 per person for a total of \$900.

CONSEQUENCE OF NEGATIVE ACTION:

If this Purchase is not approved:

1. County will not be able to involve youth and community members in tobacco prevention data collection, planning and advocacy activities at the same level.
2. County will lose these funds if they are not spent on behavioral modification materials.

CHILDREN'S IMPACT STATEMENT:

These expenditures may allow more youth to participate in tobacco prevention assessment, planning and advocacy activities. The activities will support development of secondhand smoke protection policies and reduction of tobacco access to youth policies in the County.