



Contra
Costa
County

To: Board of Supervisors
From: Anna Roth, Health Services Director
Date: June 22, 2021

Subject: Contract #72-166 with Full Court Press Communications Incorporated

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Health Services Director, or designee, to execute on behalf of the County Contract #72-166 with Full Court Press Communications Incorporated, a corporation, in an amount not to exceed \$220,000 to provide placement of tobacco prevention advertising in Antioch and Pittsburg to help prevent and reduce use of tobacco and tobacco products, for the from period April 1, 2021 through December 31, 2021.

FISCAL IMPACT:

Approval of this contract will result in budgeted expenditures of up to \$220,000 and will be funded 100% by the State Tobacco Prevention Project Grant.

BACKGROUND:

This contractor will facilitate the placement of advertising created by California's Tobacco Control Program to selected audiences in Antioch and Pittsburg to support the Contra Costa Tobacco Prevention Program's (TPP) Tobacco Retail Licensing (TRL) and Smoke-free Multi-Unit Housing (SFMUH) efforts to prevent and reduce use of tobacco and tobacco

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY

☐ RECOMMENDATION OF BOARD

ADMINISTRATOR

COMMITTEE

Action of Board On: **06/22/2021** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, 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: June 22, 2021

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: Laura Cassell, Deputy

Contact: Daniel Peddycord,
925-313-6712

products.

BACKGROUND: (CONT'D)

Under Contract #72-166, this contractor will provide placement of tobacco prevention advertising in Antioch and Pittsburg to help prevent and reduce use of tobacco and tobacco products, for the period April 1, 2021 through December 31, 2021.

CONSEQUENCE OF NEGATIVE ACTION:

If this contract is not approved, tobacco prevention advertising will not be placed in Antioch and Pittsburg, inhibiting efforts to prevent and reduce tobacco use.