



Los Angeles County  
DEPARTMENT OF MENTAL HEALTH

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

March 05, 2019

29 March 12, 2019

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

CELIA ZAVALA  
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL TO AMEND THE EXISTING PARTICIPATION AGREEMENT  
WITH THE CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY TO FUND ADDITIONAL  
MEDIA SERVICES FOR WHY WE RISE CAMPAIGN  
FOR FISCAL YEAR 2018-19 AND 2019-20  
AND  
APPROVAL OF AN APPROPRIATION ADJUSTMENT  
FOR FISCAL YEAR 2018-19  
(ALL SUPERVISORIAL DISTRICTS)  
(3 VOTES)**

**SUBJECT**

Request approval of an Appropriation Adjustment, and to amend the existing Participation Agreement with the California Mental Health Services Authority, governed by a Joint Powers Agreement, to coordinate the expansion of media services for Why We Rise Campaign.

**IT IS RECOMMENDED THAT THE BOARD:**

1. Approve and authorize the Department of Mental Health's Chief Deputy Director of Administrative Operations (Chief Deputy Director), or his designee to amend the existing Participation Agreement (Agreement), Contract Number 277-2017-LAPEI, with the California Mental Health Services Authority (CalMHSA) for expansion of the media campaign for Why We Rise. This action will be effective upon your Board's approval and extend through Fiscal Year (FY) 2019-20 for the amounts of \$6,386,000 for FY 2018-19 and \$12 million for FY 2019-20 and a total contract amount of \$38,596,000.

2. Delegate authority to the Chief Deputy Director, or his designee, to sign future amendments or modifications to the Agreement, including amendments that extend the term, if appropriate, add related services, revise the Statement of Work, reflect federal, State, and County regulations and/or policy changes, and increase the TCA provided that, the County's total payment does not exceed an increase of 10 percent from the applicable TCA approved by your Board, subject to County Counsel's review and approval as to form, with notification to the Board and the Chief Executive Officer (CEO).

3. Approve an Appropriation Adjustment (Attachment II) for FY2018-19, fully funded with State MHSA revenue, that will shift \$6,386,000 from Services and Supplies to Other Charges in the General Fund to provide additional spending authority for CalMHSA to expand media services.

4. Delegate authority to the Chief Deputy Director, or his designee, to terminate the contract in accordance with the Contract's termination provisions, including Termination for Convenience with prior notification to the Board and CEO.

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of Recommendation 1 will authorize DMH to execute amendment No. 4 to the Participation Agreement with CalMHSA to perform the overall administrative oversight, project management, and contract with one or more vendors to implement the Why We Rise media campaign with deliverables as listed below for two fiscal years.

Approval of Recommendation 2 will allow DMH to amend the Agreement to incorporate necessary changes, extend the term, and/or modify the TCA.

Approval of Recommendation 3 will allow DMH to provide \$6.4 million from the MHSA-Proposition 63 special revenue fund from the Committed Budget Uncertainties as an Appropriation Adjustment for FY 2018-19.

DMH is seeking approval to implement the Why We Rise media campaign focusing on education and empowerment surrounding treatment and recovery for mental health conditions. This project, led by CalMHSA and Los Angeles County, will utilize seven types of media, including, but not limited to multi-media, social media, events, and partnerships and sponsorships to inform and educate residents about the available mental health prevention and intervention programs and supports available to all County residents.

The Why We Rise media campaign aims to educate County residents about available mental health services, empower them to reach out for support for themselves and others, receive services and help residents navigate to treatment services.

Through CalMHSA's procurement process this project has five deliverables as listed below:

1. Broadcast Campaigns & Partnerships: This project continues previous efforts to deploy a wide variety of broadcast outlets with culturally competent messages. In addition to targeted messaging through on-air spots, some broadcast partnerships include station-based social media integration, enhanced program content, live events and local community engagements. These efforts support all campaigns throughout the year including Mental Health Month, Suicide Prevention Month, and the multitude of other engagement efforts throughout the year. Translation services are also included under this item.

2. Programming, event coordination and creative development: This group of initiatives includes a focus on programming live events and community engagements, leveraging social media partnerships and using influencers to deepen the reach and authenticity of our messaging. It includes work with creative professionals to create impactful content and engages consultants and agencies to provide the services required for modern and effective campaigns. A related project will explore resources and initiatives designed to deepen employee engagement and improve work culture throughout LAC.

3. Stakeholder Engagement, Communications Capacity Building: Your DMH is a recent initiative to transform and invigorate stakeholder engagement and create deeper connections to a wider base of clients, families, advocates and other stakeholders. This project will provide expertise to help improve meeting facilitation and group processes to support these initiatives. changes.

4. Mini Grants: Includes CalMHSA's statewide PEI Mental Health Month efforts to support existing or new events being held by various organizations, including, but not limited to county based organizations and non-profits, to the extent the events are in line with messaging and focus of current work.

5. Pre/Post Evaluation: Creates the development and implementation of a Pre/Post evaluation, including a tracking survey which will measure campaign effectiveness with the target population of individuals ranging in age between 14-24 years from diverse background.

### **Strategic Asset Management Principles Compliance**

The recommended Board actions support the County's Strategy I.1 - Increase Our Focus on Prevention Initiatives, and Strategy II.2 – Support the Wellness of Our Communities.

### **FISCAL IMPACT/FINANCING**

The amount for this Amendment is \$18.4 million (\$6.4 million for FY 2018-19 and \$12 million for FY 2019-20), including an administration fee of five percent per FY for CalMHSA's effort and oversight of ongoing projects, and increases the total contract amount to \$38,596,000 over the term of the contract through June 30, 2020.

For FY 2018-19, the Appropriation Adjustment, fully funded with State MHSA revenue, will shift \$6,386,000 from Services and Supplies to Other Charges in the General Fund to provide additional spending authority in FY 2018-19 for the Participation Agreement with CalMHSA to expand media services. Funding for FY 2019-20 will be requested in the annual budget request process.

The March 20, 2018 Board Letter required CalMHSA to return to the County any unspent funds by June 30, 2018. At the end of June 2018, CalMHSA reported \$5,614,000 of unspent funds. Given the on-going nature of the projects, and the Department's plan to continue funding similar projects within the prior scope of work, rather than recoup the FY 2017-18 unspent amount, DMH worked with CalMHSA to complete the prior scope of work and seeks additional funds of \$6,386,000 for FY 2018-19 and \$12,000,000 for FY 2019-20 to complete a new scope of work.

CalMHSA will return to the County all unspent funds, pertaining to this amendment, within 45 days from the end of the Contract term of June 30, 2020,

Funding for FY 2019-20 will be requested through DMH's annual budget request process.

There is no net County cost impact associated with the recommended actions.

## **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

CalMHSA is a Joint Powers Authority (JPA) under Government Code Section 6500 et seq. of counties and cities with mental health programs and provides administrative and fiscal services in support of and addresses common interests in the administration of such programs. Los Angeles County is a member county of CalMHSA.

CalMHSA was formed in July 2009 for the purpose of jointly developing and funding mental health services and education programs on a statewide, regional, or local basis. CalMHSA provides a mechanism to facilitate the efficient use of resources for multiple counties by maximizing group purchasing power for products, jointly developing requests for proposals and establishing contracts with providers to accomplish mutual goals, reducing administrative overhead, centralizing compliance with reporting requirements, sharing research information and strategies and negotiating cost-effective rates with various subcontractors Statewide.

On May 11, 2010, your Board authorized DMH to sign the CalMHSA Joint Exercise of Powers Agreement in order to jointly exercise powers with other participating counties and cities, who are members of CalMHSA, for the purpose of jointly developing and funding mental health services and education programs on a statewide, regional, or local basis. Currently there are 54 CalMHSA county members, including Los Angeles.

On June 20, 2017, your Board approved the County's participation in CalMHSA's Phase III Statewide PEI Sustainability Program. In addition, on March 20, 2018, your Board approved an amendment to the Agreement for FY 2017-18 to allow DMH to implement a media campaign focusing on Access to Treatment.

Since that time, efforts have included Suicide Prevention and Stigma Discrimination Reduction cultural adaptation, customization of marketing assets and advertisements. This work is further enhanced on a statewide level during Mental Health Month (May) and this media project focused on Los Angeles County is part of that statewide effort and utilizes a variety of media, including, but not limited to multi-media, social media, events, and partnerships and sponsorships to inform and educate residents about the available mental health prevention and intervention programs and supports available to all County residents.

CalMHSA's distinctive ability to add this scope of work given the timeline, allows for a robust impact on current program services statewide while increasing Los Angeles's presence/voice and outreach efforts locally. CalMHSA's knowledge, expertise and flexibility to meet demands are vital to the services required by Los Angeles County. In addition, CalMHSA has the partnerships required to successfully meet outcome reporting requirements as dictated by the state, while engaging with a new entity would prove to be a disadvantage due to discrepancies in measuring metrics as currently being done.

Attachment I, amendment No. 4, format to the Participation Agreement with CalMHSA has been reviewed and approved as to form by County Counsel. This amendment contains a mutual

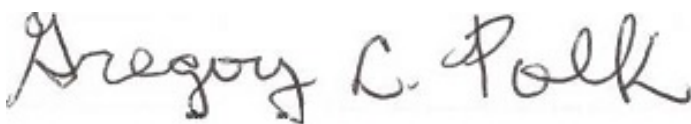
indemnification provision which poses minimal risk. Public entities entering into an agreement are usually jointly and severally liable for any negligence arising from the performance of that agreement.

Attachment II is the Request for Appropriation Adjustment approved by the Auditor-Controller. The Director of Mental Health currently serves on the Board of Directors of CalMHSA Joint Powers Agreement, but he is not compensated and does not benefit financially in any way from serving in that position. In addition, the Director did not participate in the approval process for this Amendment with CalMHSA.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

These actions will enable the Department of Mental Health to implement a media campaign focusing to build on the success of the Why We Rise campaign launched last year and create new educational venues and resources toward engagement and empowerment on mental health and wellbeing for themselves and others throughout our communities.

Respectfully submitted,

A handwritten signature in black ink that reads "Gregory C. Polk". The signature is written in a cursive, slightly slanted style.

GREGORY C. POLK  
Chief Deputy Director

GP:MMM:ES:SK:rlr

Enclosures

- c: Chief Executive Officer
- County Counsel
- Executive Officer, Board of Supervisors
- Chairperson, Mental Health Commission

Agreement No. 277-2017-LAPEI-A4

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY  
PARTICIPATION AGREEMENT AMENDMENT  
COVER SHEET

This Participation Agreement Amendment 277-2017-LAPEI-A4, is an agreement between the California Mental Health Services Authority (CalMHSA) and Los Angeles County (LAC)-Department of Mental Health (DMH), and amends Participation Agreement (hereinafter, the Agreement) Exhibit A – Description and Funding, as to the following sections and as more fully set forth in the attached Exhibit A – Program Description and Funding:

1. Section III. – Program Objectives and Overview
2. Section III. – Program Objectives and Overview, Sub-section B- Suicide Prevention and Stigma Discrimination Reduction Program;
3. Section IV.-Funding; and
4. Section V.-Fiscal Provisions

Additionally, this Amendment increases the scope of work and added funding of \$18, 386,000.00. The CALMHSA DELIVERABLES for LA MEDIA FY 2018-19 attached is incorporated as part of this amendment.

Deliverables and other contractual obligations not cited on the attached Participation Agreement Amendment, Exhibit A, remain in effect as stated in the initial Participation Agreement 277-2017-LAPEI approved June 20, 2017.

AUTHORIZED SIGNATURES:

**CalMHSA**

Signed: \_\_\_\_\_ Name (Printed): John E. Chaquica, CPA, MPA, ARM

Title: Chief Operating Officer Date: \_\_\_\_\_

**Participant: Los Angeles County**

Signed: \_\_\_\_\_ Name (Printed): \_\_\_\_\_

Title: Chief Deputy Director Date: \_\_\_\_\_

## PARTICIPATION AGREEMENT AMENDMENT

### Exhibit A – Program Description and Funding

CalMHSA and Participant agree that the Agreement shall be amended only as to the following sections:

### III. Program Objectives and Overview

#### B. Suicide Prevention and Stigma Discrimination Reduction Program:

CalMHSA will continue its statewide efforts in the development of cultural adaptation and customization of marketing assets, and advertisements in an effort to support a Prevention and Early Intervention program, to include the implementation of the Why We Rise media campaign which is the continuance of the We Rise campaign from May 2018, focused on Mental Health Month. As part of this effort the key focus will be on breaking down barriers to treatment by engaging with stakeholders using new and innovative messaging and a call to action. The Why We Rise media campaign aims to educate County residents about available mental health services, empower them to reach out for support for themselves and others, receive services and help residents navigate to treatment services. The key deliverables of this media campaign are as follows:

Through CalMHSA's procurement process this project has five deliverables as listed below:

1. **Broadcast Campaigns & Partnerships:** This project continues previous efforts to deploy a wide variety of broadcast outlets with culturally competent messages. In addition to targeted messaging through on-air spots, some broadcast partnerships include station-based social media integration, enhanced program content, live events and local community engagements. These efforts support all campaigns throughout the year including Mental Health Month, Suicide Prevention Month, and the multitude of other engagement efforts throughout the year. Translation services are also included under this item.
2. **Programming, event coordination and creative development:** This group of initiatives includes a focus on programming live events and community engagements, leveraging social media partnerships and using influencers to deepen the reach and authenticity of our messaging. It includes work with creative professionals to create impactful content and engages consultants and agencies to provide the services required for modern and effective campaigns. A related project will explore resources and initiatives designed to deepen employee engagement and improve work culture throughout LAC.
3. **Stakeholder Engagement, Communications Capacity Building:** Your DMH is a recent initiative to transform and invigorate stakeholder engagement and create deeper connections to a wider base of clients, families, advocates and other stakeholders. This project will provide expertise to help improve meeting facilitation and group processes to support these initiatives. changes.
4. **Mini Grants:** Includes CalMHSA's statewide PEI Mental Health Month efforts to support existing or new events being held by various organizations, including, but not limited to county based organizations and non-profits, to the extent the events are in line with messaging and focus of current work.

5. **Pre/Post Evaluation:** Creates the development and implementation of a Pre/Post evaluation, including a tracking survey which will measure campaign effectiveness with the target population of individuals ranging in age between 14-24 years from diverse background.

**IV. Funding –** The TCA for the Amendment is \$18,386,000 (\$6,386,000 million for fiscal year (FY) 2018-19 and \$12,000,000 for FY 2019-20), including an administration fee of five percent per FY for CalMHSA's effort and oversight of ongoing projects (see budget for FY 2018-19 on the following pages). For FY 2019-20 a more detailed set of deliverables based on the broader scope of work of this Agreement will be provided by CalMHSA to LAC DMH by May 30, 2019.

CalMHSA will return to the County all funds not spent by end of the contract term--June 30, 2020.

**V. Fiscal Provisions**

- A. The County will be obligated to pay no more than Eighteen Million, Three Hundred Eighty Six Thousand Dollars (\$18,386,000) under this Amendment.

**VI. Mutual Indemnification**

To the fullest extent permitted by law, each party shall hold harmless, defend and indemnify the other party, including its governing board, employees and agents from and against any and all claims, losses, damages, liabilities, disallowances, recoupments, and expenses, including but not limited to reasonable attorneys' fees, arising out of or resulting from other's negligence in the performance of its obligations under this Agreement, including the performance of the other's subcontractors, except that each party shall have no obligation to indemnify the other for damages to the extent resulting from the negligence or willful misconduct of any indemnitee. Each party may participate in the defense of any such claim without relieving the other of any obligation hereunder.



## CALMHSA DELIVERABLES for LA MEDIA FY 2018-19

I. COSTS	Total
<b>A. SERVICES</b>	
1. We Rise Campaign 2019	\$3,382,000
2. Campaign Amplification	\$900,000
3. Moral Injury Conference	\$400,000
4. LA Sparks Partnership	\$1,000,000
5. Mental Health Radio	\$400,000
<b>TOTAL SERVICES</b>	<b>\$6,082,000</b>
<b>II. ADMINISTRATIVE FEE</b>	
B. CalMHSA Administrative Fee	\$304,000
<b>III. GRAND TOTAL</b>	
<b>GRAND TOTAL</b>	<b>\$6,386,000</b>

**BUDGET NARRATIVE****We Rise Campaign 2019** (March 5 – June 30, ongoing)**\$3,382,000.00**

Cause Communications will be contracted as oversight of the various subcontractors for implementation of the 2019 campaign, which includes but not limited to the following:

- Main Event –
  - Art Exhibit
  - School Tours and Education Sessions/LACOE+LAUSD
  - Art Lab
  - Transportation for public to event
  - Panels
  - Influencers
  - Live performances
  - Food and Beverages
- Film Festival
  - Reviews
  - Panels
  - Press
  - Awards
- Convening on future of Mental Health Care in Los Angeles
  - Co-sponsorship of conferences relevant to LA's future of MH Care

**CALMHTA DELIVERABLES for LA MEDIA FY 2018-19**

- Hosting of Meetings throughout Los Angeles County in collaboration with other affiliates, business partners, etc.

**Campaign Amplification** *(March 5 – June 30, ongoing)*

**\$900,000.00**

Will develop and implement multi-media campaign with a call-to-action with a focus on mental health knowledge and wellbeing. All materials development will be completed and delivered and all funds will be expended by 6/30/18 with messaging ongoing. This effort includes the development of materials culturally competent materials in select threshold languages and using both traditional and new outlets to gain statewide for high-visibility community response and other tactics including but not limited to:

- Paid multi-media creative campaign with call-to-action/ URL/Phone/Text
- Paid social media
- Out-of-home (transit, airport, billboard messaging)
- Digital
- Satellite radio
- Print materials
- Search engine marketing/optimization for website
- TV professional service ads via partnership

**Moral Injury Conference** *(May 29 – 31)*

**\$400,000.00**

CalMHTA will contract with the Shay Moral Injury Center at Volunteers of America to convene a conference focused on gathering diverse experts to advance knowledge of Moral Injury and of recovery strategies for military veterans and new populations and professions. New applications of moral injury include the incarceration and child welfare systems, social movements, religious communities, and caregiving work. The conference is designed to provide education and training to professionals and students working in mental health, spiritual health and community and congregational leadership, and to families and communities affected by Moral Injury.

The conference offers a unique opportunity to educate professionals in an area that applies to an underserved population which would make a positive and significant impact on not only Los Angeles's local communities, but other surrounding communities.

**LA Sparks Partnership** *(March 5 – June 30, ongoing)*

**\$1,000,000.00**

CalMHTA is in a unique opportunity to contract with the Los Angeles Sparks Women's Basketball Team to develop a campaign infrastructure on behalf of the Los Angeles County Department of Mental Health (LACDMH) that will cast a greater spotlight on military women, veterans, and their families in an effort to highlight and underscore the invaluable community asset that they are.

Spark the True You: Reclaim Your Light, presented in partnership with the Los Angeles County Departments of Military and Veterans Affairs and Mental Health, will educate, assist, and activate a growing community of support across Southern California for military women, veterans, and their families who are looking for way to be successful and achieve their ultimate physical, spiritual, emotional, and mental health goals.

## CALMHSA DELIVERABLES for LA MEDIA FY 2018-19

Additionally, the campaign will work to inspire a movement to normalize the experience of mental illness and other related health issues and begin to break through the numerous barriers that continue to hold many military women and veterans back from reaching out for assistance and taking advantage of available resources.

Other features will include an innovative influencer campaign, partnerships with organizations providing promotional support and content development, and opportunities for individuals to take personal actions to spark their truth in their own communities as a benefit to themselves and to their fellow sisters.

The Los Angeles Sparks will also work to bridge the gaps within the academic, political, business, healthcare, nonprofit, social service and alternative therapy spaces by leveraging their close relationships within each sector throughout the duration of the campaign.

**Mental Health Radio** *(March 5 – June 30, ongoing)* **\$400,000.00**

The Department will initiate a web based (streaming) radio station in service to all LAC residents during the month of May that provides programming designed to provide education on mental health topics and connect people to services. Clinicians and peers will be offering the opportunity to connect in real time, and podcasts and other programming related to mental wellbeing will be also be offered.

**CalMHSA Administrative Fee** **\$304,000.00**

As the administrative manager for this project, CalMHSA will provide over all contract oversight, with guidance from Los Angeles County Mental Health, and complete administrative oversight of the projects.

COUNTY OF LOS ANGELES  
**REQUEST FOR APPROPRIATION ADJUSTMENT**  
DEPARTMENT OF MENTAL HEALTH

DEPT'S. NO. 435

February 19, 2019

AUDITOR-CONTROLLER:

THE FOLLOWING APPROPRIATION ADJUSTMENT IS DEEMED NECESSARY BY THIS DEPARTMENT. PLEASE CONFIRM THE ACCOUNTING ENTRIES AND AVAILABLE BALANCES AND FORWARD TO THE CHIEF EXECUTIVE OFFICER FOR HIS RECOMMENDATION OR ACTION.

ADJUSTMENT REQUESTED AND REASONS THEREFOR

**FY 2018-19**

**3 - VOTES**

SOURCES

USES

DEPARTMENT OF MENTAL HEALTH  
A01-MH-2000-20500  
SERVICES AND SUPPLIES  
DECREASE APPROPRIATION

\$6,386,000

DEPARTMENT OF MENTAL HEALTH  
A01-MH-5500-20500  
OTHER CHARGES  
INCREASE APPROPRIATION

\$6,386,000

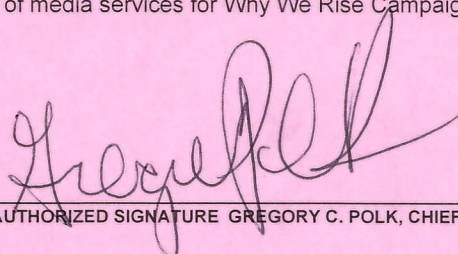
SOURCES TOTAL: \$ 6,386,000

USES TOTAL: \$ 6,386,000

JUSTIFICATION

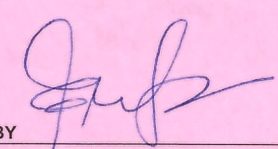
This appropriation adjustment is necessary to shift \$6,386,000 from Services and Supplies to Other Charges to provide spending authority for California Mental Health Services Authority for the expansion of media services for Why We Rise Campaign.

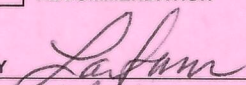
**ADOPTED**  
BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

  
AUTHORIZED SIGNATURE GREGORY C. POLK, CHIEF DEPUTY DIRECTOR

BOARD OF SUPERVISOR'S APPROVAL (DATE REQUESTED REUSED) **89 MAR 19 2019**

  
CELIA ZAVALA  
EXECUTIVE OFFICER

REFERRED TO THE CHIEF EXECUTIVE OFFICER FOR ---  <input type="checkbox"/> ACTION <input checked="" type="checkbox"/> RECOMMENDATION	<input checked="" type="checkbox"/> APPROVED AS REQUESTED <input type="checkbox"/> APPROVED AS REVISED
AUDITOR-CONTROLLER B.A. NO. <u>178</u>	CHIEF EXECUTIVE OFFICER BY  <u>February 20 19</u>

BY   
Feb. 20 20 19