



**PUBLIC REQUEST TO ADDRESS  
THE BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES, CALIFORNIA**

MEMBERS OF THE BOARD

HILDA L. SOLIS  
HOLLY J. MITCHELL  
LINDSEY P. HORVATH  
JANICE HAHN  
KATHRYN BARGER

**Correspondence Received**

The following individuals submitted comments on agenda item:				
Agenda #	Relate To	Position	Name	Comments
43.		<b>Favor</b>	ray hsu	
		<b>Oppose</b>	Monisha Parker	<p>Advice on how to strengthen the Tobacco Control and Prevention Program Media Services Master Agreement Amendment in Los Angeles County. However, I can offer some general suggestions and areas to consider:</p> <p><b>**Focus on the Public Health Impact:**</b></p> <p><b>***Prioritize evidence-based media strategies:**</b> Ensure the chosen media services align with proven strategies for tobacco control and prevention, focusing on reaching target audiences and achieving measurable outcomes.</p> <p><b>***Track and measure campaign effectiveness:**</b> Implement a robust monitoring and evaluation plan to track campaign reach, engagement, and impact on key metrics like smoking rates and youth initiation.</p> <p><b>***Focus on equity and inclusion:**</b> Tailor communications to diverse populations disproportionately impacted by tobacco use, considering language, cultural nuances, and preferred media channels.</p> <p><b>**Strengthen Contractual Terms:**</b></p> <p><b>***Clear and specific deliverables:**</b> Define clear, measurable, and achievable deliverables for each media service, outlining expected outputs, timelines, and performance benchmarks.</p> <p><b>***Collaborative communication:**</b> Establish clear communication channels and protocols for regular collaboration between the County and service providers during campaign development, implementation, and evaluation.</p> <p><b>***Cost-effectiveness and transparency:**</b> Negotiate fair and competitive pricing for services, ensuring transparency in cost breakdowns and justification for proposed fees.</p> <p><b>***Data sharing and ownership:**</b> Clearly define data ownership, access, and sharing protocols to enable comprehensive campaign monitoring and evaluation.</p> <p><b>**Explore Innovative Approaches:**</b></p> <p><b>***Leverage new media channels:**</b> Explore emerging media platforms and technologies like social media, influencer marketing, and interactive experiences to reach diverse audiences effectively.</p> <p><b>***Partner with community organizations:**</b> Build partnerships with community-based organizations trusted by target populations to amplify campaign messages and tailor them to local needs.</p> <p><b>***Data-driven optimization:**</b> Utilize campaign performance data to optimize messaging, channels, and strategies throughout the campaign period.</p> <p><b>**Additional Considerations:**</b></p>

				<p>***Sustainability:** Consider renewable contract options to foster long-term collaboration and campaign continuity.</p> <p>***Community engagement:** Explore opportunities for community involvement in campaign development and feedback to ensure messages resonate and address local concerns.</p> <p>***Legal compliance:** Ensure the amended agreement adheres to all applicable laws and regulations regarding advertising, data privacy, and tobacco control marketing restrictions.</p> <p>**Remember:** Strengthening the agreement requires ongoing evaluation and adaptation. By focusing on public health impact, strengthening contractual terms, exploring innovative approaches, and considering various stakeholders, Los Angeles County can create a more effective Tobacco Control and Prevention Program Media Services Master Agreement Amendment.</p>
		<b>Item Total</b>	<b>2</b>	
<b>Grand Total</b>			<b>2</b>	