



**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.		Favor	ray hsu	
		Oppose	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>**Focus on the Public Health Impact:**</p> <p>* **Prioritize evidence-based media strategies:** 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>* **Track and measure campaign effectiveness:** 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>* **Focus on equity and inclusion:** Tailor communications to diverse populations disproportionately impacted by tobacco use, considering language, cultural nuances, and preferred media channels.</p> <p>**Strengthen Contractual Terms:**</p> <p>* **Clear and specific deliverables:** Define clear, measurable, and achievable deliverables for each media service, outlining expected outputs, timelines, and performance benchmarks.</p> <p>* **Collaborative communication:** Establish clear communication channels and protocols for regular collaboration between the County and service providers during campaign development, implementation, and evaluation.</p> <p>* **Cost-effectiveness and transparency:** Negotiate fair and competitive pricing for services, ensuring transparency in cost breakdowns and justification for proposed fees.</p> <p>* **Data sharing and ownership:** Clearly define data ownership, access, and sharing protocols to enable comprehensive campaign monitoring and evaluation.</p> <p>**Explore Innovative Approaches:**</p> <p>* **Leverage new media channels:** Explore emerging media platforms and technologies like social media, influencer marketing, and interactive experiences to reach diverse audiences effectively.</p> <p>* **Partner with community organizations:** Build partnerships with community-based organizations trusted by target populations to amplify campaign messages and tailor them to local needs.</p> <p>* **Data-driven optimization:** Utilize campaign performance data to optimize messaging, channels, and strategies throughout the campaign period.</p> <p>**Additional Considerations:**</p>

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				<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>
		Item Total	2	
Grand Total			2	