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BOARD OF SUPERVISORS

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November 26, 2024

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

Dear Supervisors:

**APPROVAL TO EXECUTE AN AMENDMENT TO THE MASTER AGREEMENT WORK ORDER
WITH TEAM FRIDAY, INC. FOR COMMUNITY BASED COMMUNICATION AND ENGAGEMENT
CAMPAIGNS MEDIA SERVICES
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

SUBJECT

Request approval to execute an amendment to the Master Agreement Work Order with Team Friday, Inc. to increase the maximum obligation for the period of July 1, 2024, through June 30, 2025.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Director of the Department of Public Health (Public Health), or designee, to execute an amendment, substantially similar to Exhibit I, to Master Agreement Work Order (MAWO) Number PH-005104-W1 with Team Friday, Inc. (Team Friday) for the provision of Community Based Communication and Engagement Campaigns Media Services, to increase the maximum obligation by \$3,054,000 from \$1,687,500 to \$4,741,500 for the period of July 1, 2024, through June 30, 2025, 100 percent funded by Centers for Disease Control and Prevention (CDC), Assistance Listing Number (ALN) 93.354; California Department of Public Health (CDPH) Future of Public Health; Care First Community Investment (CFCI); CDPH Youth Suicide Prevention Reporting and Crisis Response Pilot Program (YSPP) funds; CDPH Maternal Child and Adolescent Health (MCAH) Division California Home Visiting Program (CHVP) State General Fund (SGF); National Association of County and City Health Officials (NACCHO) Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through Community Partnerships fund; County of Los Angeles (County) Quality and Productivity Commission Productivity Investment Fund (PIF); Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity (24.15); CDPH Perinatal Equity Initiative (PEI); California Department of Social Services (CDSS)

CalWORKS grant; State Childhood Lead Poisoning Prevention grant; Health Resources and Services Administration's Maternal and Child Health Bureau (HRSA) Title V Block Grant; and net County cost.

2. Delegate authority to the Director of Public Health, or designee, to execute amendments to the MAWO that: a) extend the term for an additional one-year period through June 30, 2026, at amounts to be determined by the Director of Public Health, contingent upon availability of funds and contractor performance; b) allow the rollover of unspent MAWO funds; and c) provide an increase or decrease in funding up to 25 percent above or below each period's annual base maximum amount, effective upon amendment execution or at the beginning of the applicable MAWO period, update the scope of work, as necessary; and/or correct errors in the MAWO's terms and conditions, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office. Future increases or amendments will not exceed \$2,000,000 annually without additional delegated authority from your Board.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Public Health is dedicated to addressing a range of pressing public health challenges through a variety of media campaigns. To this end, additional funding has been identified to continue to support key initiatives with a focus on maternal, child, and infant health, youth suicide prevention, public health information accessibility, and childhood lead poisoning. These efforts are crucial for enhancing the health and well-being of all Los Angeles County (LAC) residents by leveraging strategic communication and community engagement to make a tangible difference in critical areas throughout LAC.

The infant mortality rate is an important indicator of the overall health of a community because it is associated with many factors, including access to quality medical care, health status, and general living conditions. The birth of a baby is an exciting time, but it can also be overwhelming, especially for those communities or populations facing racial-ethnic, geographic, sociodemographic disparities.

The years between childhood and adulthood include significant cognitive, mental, emotional, and social changes, which can lead to various mental health challenges that can be associated with an increased risk for suicide. Between 2016 and 2020, suicide was the third leading cause of death among 10 to 24-year-old LAC residents. During the same period, non-fatal suicide attempts among youth were more common than fatal suicides. For each youth suicide, 16 young people are treated for suicide attempts in hospitals and emergency departments. This rate is ten times higher than that of people aged 55 and over, and their hospitalization rate for suicide attempts is twice as high as that of older adults.

Additionally, while limited data is available at the local level, lesbian, gay, bisexual, transgender and trans, queer and questioning, intersex, asexual or agender, and two-spirit (LGBTQIA2S+) youth are likely more impacted by suicidal behavior than others of the same age. The Trevor Project's 2023 U.S. National Survey on the Mental Health of LGBTQIA2S+ Young People found that 41% of LGBTQIA2S+ young people seriously considered attempting suicide in the past year, including roughly half of transgender and nonbinary youth. Media efforts addressing suicide prevention under this amendment will focus on the unique demographics, culture, and needs of Los Angeles County. This localized approach will differ from national and statewide campaigns by considering L.A.'s diverse communities. Tailoring these efforts to the local context will ensure greater cultural relevance and community impact.

The amendment to the Team Friday MAWO continues to align with Team Friday's and Public Health's overarching goals and current work and enhances the ability to coordinate, develop, and disseminate timely messages through multiple communication strategies. By increasing funding in this MAWO, Team Friday can continue to effectively produce and place more culturally responsive content within community-preferred communication channels, ensuring that Public Health's outreach resonates with the diverse population of LAC. Team Friday, Public Health, and community partners are collaborating, which is crucial for amplifying Public Health's reach and impact, fostering a well-informed community where public health initiatives are more effectively received and acted upon. This amendment will support communication activities that continue to bolster efforts to ensure the overall health of the child from pregnancy to young adult, which may include but not be limited to, childhood lead poisoning prevention, the Home Visiting Program, the African American Infant and Maternal Mortality (AAIMM) Initiative, doula and fatherhood programs, and suicide prevention.

Approval of Recommendation 1 will allow Public Health to amend MAWO Number PH-005104-W1 with Team Friday to increase the maximum obligation, to continue current media services, as well as add additional community-based communication and engagement media service campaigns.

Approval of Recommendation 2 will allow Public Health to execute amendments to the MAWO that: a) extend the term for an additional one-year period; b) allow the rollover of unspent MAWO funds; and c) provide an increase or decrease in funding up to 25 percent above or below each period's annual base maximum total not to exceed \$2,000,000 annually; update the scope of work; and/or correct errors in the MAWOs terms and conditions, as necessary.

Implementation of Strategic Plan Goals

The recommended actions support North Star 1, Making Investments that Transforms Lives – Healthy Individuals and Families and North Star 2, Foster Vibrant and Resilient Communities – Public Health of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

Total cost of the MAWO amendment for the period of July 1, 2024, through June 30, 2025, is \$4,741,500, funded by CDC, CDPH Future of Public Health, CFCI, CDPH YSPP, CHVP, CPHT, SGF, CHVP MIECHV, NACCHO Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through Community Partnerships, County Quality and Productivity Commission PIF, CDPH PEI, CDSS CalWORKS grant, CDPH Childhood Lead Poisoning Prevention Grant, HRSA Title V Block Grant; and existing departmental resources.

Funding for this action has been included in Public Health's fiscal year (FY) 2024-25 Final Adopted Budget and will be included in future FYs as necessary.

There is no net County cost associated with this action.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

As required under Board Policy 5.120, your Board was notified on March 7, 2024, of Public Health's request to increase or decrease funding up to 25 percent above or below the annual base maximum obligation. A ten percent delegated authority will not allow sufficient flexibility to adjust for higher costs tied to contracts that support media services, including messaging regarding COVID-19 and other communicable diseases. Given the numerous funding shifts across a wide range of service

contracts Public Health is forecasting the continuous need to have the flexibility to shift such costs, which may result in the increase or decrease of funds, greater than the standard 10 percent.

County Counsel has reviewed and approved Exhibit I as to form.

CONTRACTING PROCESS

On March 7, 2023, Public Health released a Community Based Communication and Engagement Campaigns Work Order Solicitation (MEDIA-WOS-24). Team Friday was awarded the MAWO for the initial year term, and the MAWO was executed on June 29, 2023.

On March 26, 2024, I notified your Board that I was exercising delegated authority to amend the MAWO for the period of July 1, 2023, through June 30, 2024, to increase the total annual funding by \$100,000, increasing the total annual maximum obligation from \$1,000,000 to \$1,100,000, a total increase of ten percent.

On April 23, 2024, your Board approved an amendment to the MAWO to increase the maximum obligation by \$1,100,000 from \$1,100,000 to \$2,200,000 for the period of July 1, 2023, through June 30, 2024, and extend the term through June 30, 2025, at a maximum obligation of \$1,350,000 for the period of July 1, 2024, through June 30, 2025.

On September 16, 2024, I notified your Board that I was exercising delegated authority to amend the MAWO for the period of July 1, 2024, through June 30, 2025, to increase the total annual funding by \$337,500, increasing the total annual maximum obligation from \$1,350,000 to \$1,687,500, a total increase of 25 percent.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended action will allow Public Health to expand current media service campaigns in support of community-based communication and engagement in LAC.

The Honorable Board of Supervisors

11/26/2024

Page 5

Respectfully submitted,

A handwritten signature in black ink that reads "Barbara Ferrer". The signature is written in a cursive, flowing style.

Barbara Ferrer, PhD, MPH, MEd

Director

BF:mo#07842

Enclosures

c: Executive Officer, Board of Supervisors
Chief Executive Office
County Counsel

Master Agreement Number: PH-005104

Work Order Number: PH-005104-W1

Amendment Number 4

**COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH
MASTER AGREEMENT WORK ORDER
FOR
COMMUNITY BASED COMMUNICATION AND ENGAGEMENT CAMPAIGNS
MEDIA SERVICES
TEAM FRIDAY, INC.**

THIS AMENDMENT is made and entered into on _____,

by and between THE COUNTY OF LOS ANGELES
(hereafter "County"),

and TEAM FRIDAY, INC.
(hereafter "Contractor").

WHEREAS, on February 17, 2023, the County and Contractor entered into Master Agreement Number PH-005104 to provide media services for Public Health; and

WHEREAS, reference is made to Master Agreement Number PH-005104 (referred to as "Master Agreement"), between County and Contractor, and

WHEREAS, on June 29, 2023, County and Contractor entered into Master Agreement Work Order (MAWO) Number PH-005104-W1 to provide Community Based Engagement and Communication Campaigns to support Media Services in Los Angeles County, and

WHEREAS, on March 28, 2024, County and Contractor executed Amendment Number 1 to the MAWO to increase the budget; and

WHEREAS, on April 30, 2024, County and Contractor executed Amendment Number 2 to the MAWO to increase the budget and extend the term through June 30, 2025; and

WHEREAS, on September 17, 2024, County and Contractor executed Amendment Number 3 to the MAWO to increase the budget for the period of July 1, 2024, through June 30, 2025; and

WHEREAS on November 26, 2024, the Board of Supervisors authorized and delegated authority to the Director of Public Health (Public Health), or designee, to execute Amendment Number 4 to the MAWO to increase the maximum obligation by \$3,054,000 from \$1,687,500 to \$4,741,500 for the period of July 1, 2024, through June 30, 2025; and

WHEREAS, the County has been allocated funds from the Centers for Disease Control and Prevention (CDC), Assistance Listing Number (ALN) 93.354; California Department of Public Health (CDPH) Future of Public Health; Care First Community Investment (CFCI);

CDPH Youth Suicide Prevention Reporting and Crisis Response Pilot Program (YSPP) funds; CDPH Maternal Child and Adolescent Health (MCAH) Division California Home Visiting Program (CHVP) State General Fund (SGF); National Association of County and City Health Officials (NACCHO) Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through Community Partnerships fund; County of Los Angeles (County) Quality and Productivity Commission Productivity Investment Fund (PIF); Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity (24.15); CDPH Perinatal Equity Initiative (PEI); California Department of Social Services (CDSS) CalWORKS grant; State Childhood Lead Poisoning Prevention grant; and Health Resources and Services Administration's Maternal and Child Health Bureau (HRSA) Title V Block Grant, of which a portion of these has been designated to this MAWO; and

WHEREAS, it is the intent of the parties hereto to amend the MAWO to increase the Maximum Total Amount by \$3,054,000 from \$1,687,500 to \$4,741,500, for the period of July 1, 2024, through June 30, 2025, and make other hereafter designated changes to the MAWO; and

WHEREAS, Paragraph 8.1 of the Master Agreement, Amendments provides that changes may be made in the form of an Amendment which is formally approved and executed by the parties; and

WHEREAS, Contractor warrants that it continues to possess the competence, expertise, and personnel necessary to provide services consistent with the requirements of this MAWO.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment is effective upon date of execution for the period of July 1, 2024, through June 30, 2025.

2. Effective on the date of this Amendment, Attachment C-3.1, Budget, shall be deleted in its entirety and replaced with, Attachment C-3.2, Budget, attached hereto, and incorporated herein by reference. All references in the MAWO to "Attachment C-3.1, Budget" shall be deemed amended to state "Attachments C-3.2, Budget".

3. Paragraph 6.0, FUNDING SOURCE, is deleted in its entirety and replaced as follows:

"6.0 FUNDING SOURCE

Provision of services under this MAWO for Community Based Communication and Engagement Campaigns are 100 percent offset by Centers for Disease Control and Prevention (CDC), Assistance Listing Number (ALN) 93.354; California Department of Public Health (CDPH) Future of Public Health; Care First Community Investment (CFCI); CDPH Youth Suicide Prevention Reporting and Crisis Response Pilot Program (YSPP) funds; CDPH Maternal Child and Adolescent Health (MCAH) Division California Home Visiting Program (CHVP) State General Fund (SGF); National Association of County and City Health Officials (NACCHO) Strengthening Vaccine Confidence and Uptake among Adolescents and their Families through

Community Partnerships fund; County of Los Angeles (County) Quality and Productivity Commission Productivity Investment Fund (PIF); Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity (24.15); CDPH Perinatal Equity Initiative (PEI); California Department of Social Services (CDSS) CalWORKS grant; State Childhood Lead Poisoning Prevention grant; Health Resources and Services Administration’s Maternal and Child Health Bureau (HRSA) Title V Block Grant; and net County cost.”

4. Paragraph 7.0 MAXIMUM TOTAL AMOUNT AND PAYMENT, subparagraph 7.1, is deleted in its entirety and replaced as follows:

“7.1 The Maximum Total Amount that County will pay Contractor for all services provided under this MAWO will not exceed the amount of two million one hundred thousand dollars (\$2,100,000) for the period of July 1, 2023, through June 30, 2024, as set forth in Attachment C-2, Budget, attached hereto and incorporated herein, and four million seven hundred forty one thousand five hundred dollars (\$4,741,500) for the period July 1, 2024, through June 30, 2025, as set forth in Attachment C-3.2, Budget, attached hereto and incorporated herein, for a total Maximum Total Amount of six million eight hundred forty one thousand five hundred dollars (\$6,841,500).”

5. Attachment C-3.1, Budget, is deleted in its entirety and replaced with, Attachment C-3.2, Budget, attached hereto, and incorporated herein by reference. All references in the MAWO to “Attachment C-3.1, Budget” are deemed amended to state “Attachment C-3.2, Budget”.

6. Except for the changes set forth herein, all terms and conditions of the MAWO remain in full force and effect.

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IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health, or designee, and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized offer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By: _____
Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director

TEAM FRIDAY, INC.

Contractor

By: _____
Signature

Printed Name

Title: _____

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
DAWYN R. HARRISON
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By: _____
Contracts and Grants Division Management

#07842:mo

**COUNTY OF LOS ANGELES - DEPARTMENT OF PUBLIC HEALTH
COMMUNITY BASED COMMUNICATION AND ENGAGEMENT CAMPAIGNS**

Term 2: July 1, 2024 through June 30, 2025

BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Budget Category I: 4.1 Coordination of messages and activities across multiple communication platforms.	\$ 1,059,000
Budget Category II: 4.2 Production and placement of culturally responsive assets in community preferred communication channels	\$ 2,667,000
Budget Category III: 4.3 Identification and engagement of trusted community partners and audiences to advise, promote and support public health communication campaigns that build trust and confidence	\$ 1,015,500
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK	\$ 4,741,500

Detailed Budget Breakdown 2024-2025:

Positions	Number of Employees	Salary/Cost*	Description/Justifications	Notes
Chief Executive Officer	1	\$145,000	Administrative and strategic support for all DPH media and engagement. Billed hourly as necessary at \$225.	Budget Category 1, 2, 3
COO/VP Planning and Strategy	1	\$220,500	Administrative and strategic support for all DPH earned and paid media and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
VP Client Services/Director of Strategy	1	\$187,500	Administrative and strategic support for all DPH coordination and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Account Executives	2	\$272,000	Administrative and strategic support for all DPH account coordination and creative projects. Billed as necessary hourly at \$150. Includes one FT and one creative support.	Budget Category 1, 2, 3
Coordinator, Media Buyer	1.5	\$233,000	Administrative and strategic support for all DPH paid media buying and vendor coordination. Billed hourly as necessary at \$150.	Budget Category 1, 2, 3
Manager, Media and Communications	1	\$140,000	Supports the communications strategy and development, including research and trainings. Billed hourly as necessary at \$150 per hour.	Budget Category 1, 2, 3

ATTACHMENT C-3.2 BUDGET

Creative Director	1	\$225,000	Design and Creative support for all DPH for all DPH media and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Graphic Designers	2.5	\$283,000	Design and Creative support for all DPH media and engagement. Billed hourly as necessary at \$150 or \$90 (dependent on experience).	Budget Category 1, 2, 3
Copy Writer and Messaging Expert	1	\$37,000	Supports the copy writing of ad specific units in coordination with the Accounts, Media and Creative Teams. Billed hourly as necessary at \$165.	Budget Category 1,2,3
Subtotal:		\$1,743,000		

Services and Supplies	Cost	Description	Notes
Media Buying / Digital media Buying	\$2,021,500	Budget to negotiate effectively and steward media buys for the LA County Department of Public Health including but not limited to OOH, digital, and paid partnerships. Serve as media specialist providing insights on the media marketplace, macro-trends, and opportunities across for highly targeted platforms. Collaborate with internal teams to build and execute buying and test strategies that drive the overall campaign strategy. (Inclusive 10% media buying fee.)	Budget Category 2

ATTACHMENT C-3.2 BUDGET

Creative Media Services	\$212,000	Develop PSA's, license photography, video production, music, media legal reviews, printing, and other services as part of media campaigns and buying.	Budget Category 2, 3
Community Public Health Teams - CEU Research and Discovery (Phase 1)	\$187,500	Research and develop trusted messenger support functions for community engagement to gather comprehensive insights into each CPHT community and partnership, and to develop tailored communication plans.	Budget Category 1, 3
Training and Office Hours Support	\$15,000	Develop and conduct two trainings of Youth Ambassador program to create content for Youth Ambassador Public Health channels. Also hold two office hours for questions and additional insights.	Budget Category 1,2,3
Community Public Health Teams - CEU Development of Local Messaging & Plan for Deployment (Phase 2)	\$187,500.00	Create localized messaging and tactical plans for effective dissemination and to build capacity among CPHT partners.	Budget Category 1,2,3
Community Public Health Teams - CEU Community Feedback to Refine Messaging Development (Phase 3)	\$312,500.00	Develop and refine messaging and tactics based on community feedback, and to continue capacity building efforts.	Budget Category 1,2,3
Community Public Health Teams - Final Recommendations and Report (Phase 4)	\$62,500.00	Provide CEU, internal stakeholders, and partners a comprehensive summary of the project outcomes and recommendations for future engagement.	Budget Category 1,2,3

ATTACHMENT C-3.2 BUDGET

Subtotal:	\$2,998,500		
Total FY 2024-25	\$4,741,500		