

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM: 3.28
(ID # 19410)

MEETING DATE:
Tuesday, July 12, 2022

FROM : RUHS-BEHAVIORAL HEALTH:

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM- BEHAVIORAL HEALTH- Ratify and Approve Amendment #1 to the Professional Services Agreement with Civilian, Inc. to include Substance Use Prevention services in addition to the current Mental Health Anti-Stigma, Discrimination Reduction and Suicide Prevention Outreach, and Media Campaign with the Option to Renew for Two Additional One-Year Periods, All Districts. [\$730,000 In additional cost for FY 21/22, Up to \$198,840 in additional compensation for FY 21/22; \$400,000 annually FY 22/23 through FY 23/24, Up to \$165,840 in Additional Compensation Per Fiscal Year, \$5,305,200 Total for 3 Years; 75% State Funding, 25% Federal Funding]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Ratify and authorize the Purchasing Agent to execute Amendment #1 to the Professional Services Agreement with Civilian, Inc. for the Substance Use Prevention, Anti-Stigma, Discrimination Reduction and Suicide Prevention Outreach, and Media Campaign to increase the maximum contract amount by \$730,000 for FY 2021/2022 from \$1,258,400 to \$1,988,400, and by \$400,000 annually for FY 2022/2023 and FY 2023/2024 from \$1,258,400 to \$1,658,400 through June 30, 2024; and
2. Authorize the Purchasing Agent in accordance with Ordinance 459, based on the availability of fiscal funding and as approved by County Counsel to: (a) sign amendments that exercise the options of the agreement including modifications of the statement of work that stay within the intent of the Agreement; and (b) sign amendments to the compensation provisions that do not exceed the sum total of ten percent (10%) of the total annual cost of the contract through June 30, 2024.

ACTION:Policy

Matthew Chang
Matthew Chang, Director

6/16/2022

Gregg Gu
Gregg Gu, Chief Deputy County Counsel

7/1/2022

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Spiegel, seconded by Supervisor Hewitt and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington and Hewitt
Nays: None
Absent: Perez
Date: July 12, 2022
xc: RUHS-Behavioral Health

Kecia R. Harper
Clerk of the Board
By *[Signature]*
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$730,000	\$400,000	\$1,530,000	\$ 0
NET COUNTY COST	\$0	\$ 0	\$0	\$0
SOURCE OF FUNDS: 75% State, 25% Federal			Budget Adjustment:	No
			For Fiscal Year:	21/22-23/24

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The Mental Health Services Act (MHSA) Three-Year Program and Expenditure Plan outlines the Mental Health Anti Stigma and Discrimination Reduction (SOR) and Suicide Prevention Campaign, which includes the services of Civilian, Inc. (formerly AdEase, Inc.). SOR and Suicide Prevention activities promote mental health awareness and reduces stigma associated with mental illness. The media campaign includes a website, social media advertisements, radio announcements, billboard ads, cable television commercials that include real life digital stories from consumers. Currently, the campaign is focusing on shifting the "language" from awareness to action that connects the audience to resources. In FY18/19, there were 125,595 site visits to the "Up2Riverside" website as a result of a targeted outreach effort known as Narrowcasting. This approach allowed for the placement of outreach materials and green ribbons in 303 venues across Riverside County. In total, 11,844 Each Mind Matters educational materials and 11,196 green ribbons were distributed to bring attention to the campaign. The website maintenance for this campaign was approved by the Riverside County Information Technology in accordance with Board of Supervisors Policy H-11 on May 14, 2018. In FY 2021/2022 Mental Health Services Act (MHSA) and Substance Abuse Prevention and Treatment (SAPT) combined services to include substance use prevention around the use of alcohol and other drugs. Civilian, Inc. will provide additional marketing for substance use prevention resources available within the County of Riverside to change the perception of harm within the community around the use of alcohol and other drugs.

A campaign study found 77% of respondents recognized at least one message from the It's Up to Us media campaign. Respondents who recalled any campaign messages were more likely to encourage a family member or friend to get help. People who saw the campaign reported that the ads helped them know where to seek help for mental health problems, and where to seek help for someone showing warning signs of suicide.

On August 4, 2020 (Item 3-39) the Board of Supervisors approved the Sole Source Justification, and Professional Services Agreement with Civilian, Inc. to provide this media campaign. RUHS-BH is requesting that the Board approve the requested Amendment to increase the contract max to expand the campaign to include the Substance Use Prevention, Anti-Stigma, Discrimination Reduction and Suicide Prevention Outreach, and Media Campaign. Civilian will continue to provide outreach services, such as television, online digital, radio and social media.

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

Impact on Citizens and Businesses

These services are a component of the Department's system of care aimed at improving the health and safety of the communities of Riverside County.

Additional Fiscal Information

There are sufficient funds in the Departments FY 21/22 budget. This contract is funded with State MHSA funds and Substance Abuse Prevention and Treatment Block Grant funds. No additional County funds are required.

Contract History and Price Reasonableness

The "It's Up To Us" campaign was developed by the County of San Diego and the County of Riverside has been given permission via a Memorandum of Agreement to utilize this slogan in a joint effort to unify the message throughout Southern California.

The County of San Diego competitively bid this service and by tailoring the media campaign to Riverside County, the County saved approximately \$293,000 on development and production costs including research, framework and consulting subject matter experts. Other costs associated with this campaign are in advertising and developing digital stories of real consumers of Riverside County. Civilian, Inc. leverages all media purchased by pushing for as much added value as possible. This amendment will expand the media campaign to include the Substance Abuse program. This expansion will allow Civilian to include substance use prevention to change the perception of harm within the community around the use of alcohol and other drugs, market prevention resources available in the community, and notify the community of upcoming prevention events.

RUHS-BH has entered into a Professional Services Agreement with Civilian, approved by the Board initially on March 29, 2011 (3-25), June 3, 2014 (3-55), June 5, 2018 (3-30) and then again on August 4, 2020 (3-39). Amendment #1 to the Agreement will increase the contract maximum by \$730,000 from \$1,258,400 to \$1,988,400 through June 30, 2022 and authorize two additional one-year renewal options in the amount of \$1,658,400 annually, which for the three years totals an increase of \$1,530,000 through June 30, 2024.


Suzanna Mackley, Assistant Director of Purchasing and Fleet Service

6/29/2022


Jacqueline Ruiz, Sr. Management Analyst

7/5/2022

to Riverside County Clerk of the Board, Stop 1010
Post Office Box 1147, Riverside, Ca 92502-1147
Thank you.

**FY 2021/2022
FIRST AMENDMENT TO THE AGREEMENT
BETWEEN
COUNTY OF RIVERSIDE
AND
CIVILIAN, INC.**

That certain Agreement between the County of Riverside (COUNTY) and Civilian, Inc. (CONTRACTOR), approved by the Riverside County Board of Supervisors on August 4, 2020, Agenda Item 3-39 for FY 2020/2021; renewed by the Purchasing Agent on August 11, 2021 for FY 2021/2022; is hereby amended for the first time for FY 2021/2022 effective July 1, 2021 through June 30, 2022 as follows:

- Rescind the Exhibit A in its entirety, and replace it with the new attached Exhibit A.
- Rescind the Exhibit B in its entirety, and replace it with the new, attached Exhibit B where the maximum contract amount for FY 2021/2022 is increased from \$1,258,400 to \$1,988,400.

All other terms and conditions of this Agreement shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have caused their duly authorized representatives to execute this Amendment.

COUNTY OF RIVERSIDE
Riverside University Health System
Behavioral Health
4095 County Circle Drive
Riverside, CA 92503

CONTRACTOR
Civilian, Inc.
451 A Street, Suite 150
San Diego, CA 92101

Signature: _____
Print Name: Melanie Hurst
Title: Procurement Contract Specialist
Date: _____

Signature: *Pete Levine*
Print Name: PETE LEVINE
Title: Dir, Client Services
Date: 6.15.22

COUNTY COUNSEL
Approved as to Form

By *[Signature]*
Deputy County Counsel

7.12.2022 3.28

EXHIBIT A - SCOPE OF SERVICES

CONTRACTOR NAME: CIVILIAN, INC.
SERVICES: MENTAL HEALTH ANTI-STIGMA AND PREVENTION
MEDIA CAMPAIGN.
DEPARTMENT ID: 4100221535.74720.525440/ 4100514669.55600.524660

1. PROGRAM DESCRIPTION AND PURPOSE

CONTRACTOR shall continue to develop, maintain, expand, and document a multimedia education and information campaign to increase public awareness and understanding of mental illness, stigma reduction, and suicide prevention. CONTRACTOR will also include substance use prevention to change the perception of harm within the community around the use of alcohol and other drugs, market prevention resources available in the community, notify the community of upcoming prevention events. CONTRACTOR shall continue to develop and maintain print, internet, and broadcast products to advance the countywide campaign on suicide prevention and mental illness stigma reduction, as well as the County of Riverside, Mental Health Services Act, Prevention and Early Intervention programs.

2. BACKGROUND

The Mental Health Services Act (MHSA) was approved by California voters to provide a 1% tax on personal income over \$1 million in order to expand and transform the county mental health service system. It became effective January 01, 2005. This funding allows the County of Riverside the opportunity to provide services in the areas of Prevention and Early Intervention (PEI). Per the MHSA, a comprehensive community planning process was completed that utilized the expertise of the community and community leaders. In alignment with the MHSA, RUHS-BH has included the transformational concepts to develop a community-driven, culturally competent, wellness focused PEI plan that targets individuals and families across the age span, with special attention to underserved cultural communities.

Per the State guidelines, an objective of PEI is to increase capacity for mental health prevention and early intervention programs. These programs need to be provided in places where mental health services are not traditionally given, such as schools,

community centers, faith-based organizations, etc. The intent of PEI programs is to engage individuals before the development of serious mental illness or serious emotional disturbance or to alleviate the need for additional or extended mental health treatment.

2.1 What is Prevention?

2.1.1 Prevention in mental health involves building protective factors and skills, increasing support, and reducing risk factors or stressors.

2.1.2 Prevention efforts occur prior to a diagnosis for mental illness.

2.1.3 Generally there are no time limits on prevention programs.

2.2 What is Early Intervention?

2.2.1 Addresses a condition early in its manifestation.

2.2.2 Is of relatively low intensity.

2.2.3 Is of relatively short duration (usually less than one year).

2.2.4 Has the goal of supporting well-being in major life domains and avoiding the need for more extensive mental health services.

2.2.5 May include individual screening for confirmation of potential mental health needs.

3. OBJECTIVE

CONTRACTOR shall continue to develop and maintain a multi-media public education and information campaign that will increase awareness and understanding of mental illness, stigma reduction, suicide prevention and substance use prevention. CONTRACTOR shall accomplish this goal by maintaining a creative and effective multi-media campaign that builds on existing successful campaigns and community assets. This media campaign also provides the community with information on the County's PEI programs.

4. GOALS OF THE MENTAL HEALTH STIGMA REDUCTION AND SUICIDE PREVENTION MEDIA CAMPAIGN:

The goal of the media campaign is to determine and implement strategies using a social marketing approach, defined as "the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs

designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society” (Andreasen, 1995), that will:

- 4.1 Increase public awareness of suicide risk factors, signs, and symptoms.
- 4.2 Provide information and resources for suicide prevention and stigma associated with suicide.
- 4.3 Provide information on stigma in order to reduce its association with mental illness.
- 4.4 Provide information and resources for individuals experiencing mental illness.
- 4.4 Provide information on the County’s PEI programs and services.
- 4.5 Promote resources and encourage help seeking behavior (drive traffic to the website and to the CARES Line).
- 4.6 Use social media channels to establish engagement with key audiences.
- 4.7 Change the perception of harm within the community around the use of alcohol and other drugs related to its impacts on mental health and well-being.
- 4.8 Market substance use prevention resources available in the community.

5. **TARGET POPULATION**

- 5.1 CONTRACTOR shall continue to develop strategies and create media messages to reach the general population, mental health service consumers, local planners, mental health organizations, faith-based organizations, medical and mental health professionals, tribal entities, rural communities, school districts, and other individuals representing special populations or groups.
- 5.2 As directed by County staff, CONTRACTOR shall create and maintain targeted media approaches to other populations based on community need and funding availability. Potential populations may include, but are not limited to:
 - 5.2.1 Latino/Latina population;
 - 5.2.2 Asian/Pacific Islander population;
 - 5.2.3 First responders (e.g., law enforcement, fire fighters, paramedics, medical and mental health professionals etc.);
 - 5.2.4 Hospital and clinic-based providers;
 - 5.2.5 LGBTQIA; and
 - 5.2.6 Other populations as defined by County staff and community need.

5.2.7 For substance use prevention, youth ages 8-24 years, with primary focus on high school age.

5.3 As directed by County staff, CONTRACTOR shall create and maintain targeted media approaches to other populations based on community need and funding availability. The target age populations include:

5.3.1 Children (ages 0-16);

5.3.2 Transitional Age Youth (TAY) (ages 16-25);

5.3.3 Adult (ages 18-59);

5.3.4 Older Adult (ages 60+); and

5.3.5 College aged students.

6. **PROGRAM DESIGN AND SERVICE DESCRIPTION**

The primary objective of this initiative is to implement a multi-media campaign to increase public understanding and awareness of mental illness, suicide prevention, stigma reduction, and County PEI programs. The program design and service description detail what the program/service is and include any staffing.

6.1 CONTRACTOR shall meet the following program designs and service descriptions:

6.1.1 Achieve the media campaign objective (section 1.3, above).

6.1.2 Meet the goals listed under "Goals of the Suicide Prevention and Stigma Reduction Media Campaign" (section 1.4, above).

6.1.3 Reach targeted populations (section 1.5, above).

6.2 CONTRACTOR shall comply with and satisfy requirements identified below:

6.2.1 Produce culturally and linguistically appropriate media messages in English, Spanish and additional threshold languages as agreed upon by CONTRACTOR and COUNTY for dissemination via the following:

1. Radio, television, and digital productions and stories. Examples include viral videos, television and radio public service announcements, and commercials.
2. Print and alternative advertising. Examples include print, billboards, movie theater screens, and bus advertisements.
3. Enduring written materials. Examples include fact sheets, tip

sheets, resource guides, brochures, MHSA summary/progress reports and other collateral material.

4. Web and social media. Examples include a campaign website and use of Twitter, Facebook, and other social media tools.

6.2.2 Review local, state, and federal public messages and related communication on mental illness, stigma reduction and suicide prevention to inform the contracted services.

6.2.3 Submit a monthly report to the COUNTY MHSA Designee documenting contractor's efforts and results.

6.2.4 Produce and distribute a quarterly newsletter for the general public and stakeholders providing MHSA information, program updates, health/wellness tips and information, and other relevant material. The general topics will be determined by COUNTY MHSA Designee. CONTRACTOR will then generate content based on the approved topics and receive approval from the MHSA Administrator prior to production and distribution.

6.2.5 Submit a draft and final report, for acceptance by COUNTY'S MHSA Administrator and the COUNTY's Public Information Officer, documenting the scope of the media campaign and written educational materials.

6.3 **Implementation Plan**

CONTRACTOR shall provide a detailed description of their project implementation plan/schedule including a Gantt chart, which identifies required actions to be taken for program/project implementation, responsible parties, dependencies and milestones with dates in days and weeks beginning with CONTRACTOR notification of contract award. CONTRACTOR shall address if any staff will need to be recruited and hired to implement the proposed program/project and any associated timeframes.

6.4 **Collaborative Partnerships**

Based on regional needs and identified target population(s), CONTRACTOR shall describe existing collaboration with key partners that will support the

goals or implementation of the proposed program. Include strategies and project-related activities that will provide ongoing support and maintain collaborative partnerships. If partnerships do not currently exist to meet identified needs, CONTRACTOR shall describe implementation activities to identify, build, and maintain partnerships.

6.4.1 CONTRACTOR shall collaborate with the COUNTY MHSA Administrator and PEI Administrative Manager on the development and implementation of the suicide prevention and stigma reduction media campaign.

6.4.2 CONTRACTOR shall collaborate with the COUNTY MHSA Division and groups identified by COUNTY in order to obtain relevant, local information to guide media campaign development.

6.4.3 CONTRACTOR shall collaborate with the COUNTY Mental Health Services Act, Prevention and Early Intervention Division, Suicide Prevention, in order to obtain relevant, local information to guide media campaign development and exchange media resources.

6.4.4 CONTRACTOR shall collaborate with members of the local mental health community in an advisory capacity regarding outreach and education efforts to linguistically and culturally diverse populations. COUNTY may assist CONTRACTOR in identifying community members and stakeholders for this purpose.

6.4.5 CONTRACTOR may collaborate with other regional, statewide, or national resources or collaborations that may enhance the development or implementation of the media campaign.

6.5 Subcontractors

If subcontractors or other organizations are required to be used to meet specific program requirements through subcontract or other formal or informal agreement (including volunteer services), prior COUNTY approval is required. If approved, CONTRACTOR shall provide the following information:

6.5.1 Fully identify the subcontractor(s) or other organization(s) if known at

the time of proposal submission and describe, in accordance with the appropriate experience requirements specified above, the experience of each subcontractor or other organization in meeting the specific program requirements.

- 6.5.2 Describe the specific program requirements to be met.
- 6.5.3 Specify the type of contract or agreement and whether or not the subcontractor or other organization has committed to the contract or agreement.
- 6.5.4 If the subcontractor(s) or other organization(s) are unknown at the time of proposal submission, explain how these organizations will be solicited and selected and provide a draft schedule for soliciting, selecting and subcontracting the organizations.

6.6 Project Management

- 6.6.1 CONTRACTOR shall manage the program to ensure outcomes and timelines are met, particularly in a collaborative environment when the CONTRACTOR may not have direct control over critical collaborative partners.
- 6.6.2 CONTRACTOR shall provide an organization chart that identifies all project team members, their role in the proposed team and the percent of time each will devote to this project.
- 6.6.3 CONTRACTOR shall clearly identify the project manager of the team and how the project manager meets the experience and qualifications required to provide the services that are detailed in the Statement of Objectives.
- 6.6.4 CONTRACTOR shall ensure members of the project team are qualified and competent to perform the tasks associated with implementing the media campaign.

6.7 Performance Management

CONTRACTOR shall describe what outcomes will be used to measure the impact and effectiveness of their suicide prevention and stigma reduction

media campaign. The quality of the proposed outcomes will be evaluated on the following factors:

- 6.7.1 To what degree the proposed outcomes are Specific, Measurable, Attainable, Relevant, and Time-bound (SMART).
- 6.7.2 How the outcomes will be achieved.
- 6.7.3 How the outcomes will be tracked and reported.
- 6.7.4 How the number of individuals/households viewing elements of the media campaign will be measured.
- 6.7.5 How the proposed program will impact mental health service providers in the County and how that impact will be measured.
- 6.7.6 Potential risks to project implementation and how those risks will be mitigated and monitored by the CONTRACTOR.
- 6.7.7 How CONTRACTOR will be responsive to performance data related to the proposed outcomes, both positive performance data and negative performance data.

6.8 Effective Use of Funding

In order to determine the most effective use of available funding, CONTRACTOR shall provide the estimated number of individuals in the western, mid-county, and desert geographic regions outreached and shall show how the CONTRACTOR will:

- 6.8.1 Link to or leverage resources through outlets other than the County.
- 6.8.2 Avoid duplicating programs being implemented in the region.
- 6.8.3 Implement the proposed project across the County's regional areas.

EXHIBIT B – BUDGET

CONTRACTOR NAME: CIVILIAN, INC.
SERVICES: MENTAL HEALTH ANTI-STIGMA AND SUICIDE
PREVENTION MEDIA CAMPAIGN.
DEPARTMENT ID: 4100221535.74720.525440/ 4100514669.55600.524600

This Agreement is funded in accordance with the Mental Health Services Act, Prevention and Early Intervention Plan. CONTRACTOR shall perform duties described in Exhibit A, then submit an invoice monthly to COUNTY for services as described in the Agreement under Section 3.1, Compensation.

The Agreement maximum for the media campaign services in fiscal year 2021/2022 shall not exceed \$1,988,400. The negotiated amount for services is as follows:

Fiscal Year 2021 - 2022 MHSA Budget Breakout	
Media (Radio, Digital, Broadcast, Narrowcast, Print/ Outdoor, Website, Paid Social)	\$1,153,100.00
Web Maintenance/ Hosting and Security/ (Up2Riverside.org)	\$21,300.00
Community Based Outreach/ Narrowcasting	\$24,000.00
Production	\$60,000.00
Campaign Study	\$40,000.00
Special Projects	\$10,000.00
Civilian Labor/ Agency Fee	\$180,000.00
GRAND TOTAL	\$1,488,400.00

Fiscal Year 2021 - 2022 SAPT Budget Breakout	
Media and Outreach	\$233,723.00
Web Maintenance/ Hosting and Security/ (Up2Riverside.org)	\$28,125.00
Campaign Strategy and Messaging Development	\$67,500.00
Production	\$140,652.00
Civilian Retainer	\$30,000.00
GRAND TOTAL	\$500,000.00

22-100

Riverside University HEALTH SYSTEM Behavioral Health

Date: 3/22/2022
From: Matthew Chang, Director, Riverside University Health System-Behavioral Health
To: Sarah Franco, Director, Purchasing & Fleet Services
Via: Alexandra Arriaga, Administrative Services Analyst, 951-358-5784
Subject: Single Source Procurement; Request for Substance Use Prevention, Suicide Prevention and Stigma Reduction Media Campaign

The below information is provided in support of my Department requesting approval for a sole or single source.

- 1. **Supplier being requested:** Civilian, Inc. (formally AdEase, Inc.)
- 2. **Vendor ID:** 131645
- 3. **Single Source** **Sole Source**
- 4. **Have you previously requested and received approval for a sole or single source request for this vendor for your department?**

 Yes **No**
SSJ# 21-027

- 4a. **Was the request approved for a different project?**

 Yes **No**

5. **Supply/Service being requested:**
Marketing and advertising of Mental Health Suicide Prevention and Stigma Reduction Media Campaign with the theme of "It's Up 2 Us", developed by Civilian in response to an RFP from the County of San Diego. This Media Campaign is in cooperation with the Mental Health Services Act's (MHSA) Prevention and Early Intervention (PEI) initiative to increase public understanding and awareness of mental illness, suicide prevention, and stigma reduction. Along with substance use prevention to change the perception of harm within the community around the use of alcohol and other drugs, market prevention resources available in the community, as well as notify the community of upcoming prevention events.

6. **Unique features of the supply/service being requested from this supplier.**
Civilian invested over 18 months into developing a media campaign model for the County of San Diego Mental Health Services Act Prevention and Early Intervention Suicide Prevention and Stigma reduction. The department's approved Mental Health Services Act, Prevention and Early Intervention Plan describes a similar media campaign initiative to prevent suicide

and promote mental health awareness and reduce stigma associated with mental illness. The Mental Health Services Act Prevention and Early Intervention component allows for a media campaign and the department recommended working with the awarded vendor, who developed the theme of "Up2Us" Media Campaign for the County of San Diego. By using this media campaign there is consistency in the stigma reduction efforts to residents of Southern California.

7. Reasons why my department requires these unique features from the vendor and what benefit will accrue to the county:

In an effort to consistently implement the Mental Health Services Act, Prevention and Early Intervention initiative to increase awareness and understanding of mental illness, prevent suicide, reduce mental illness stigma, and substance use prevention, across the Southern California Counties Region, Riverside University Health System – Behavioral Health (RUHS-BH) recommends continuing the same media campaign for the residence of Riverside County that is also continuing in the County of San Diego. Other neighboring Southern California Counties are also reviewing the media campaign to possibly bring into their County. The slogan "Up2Us" was developed by Civilian, Inc. and sold to San Diego County for their Countywide Suicide Prevention and stigma reduction media campaign. San Diego County has agreed to share their media campaign with Riverside County.

8. Period of Performance: From: July 1, 2021 to June 30, 2024

Is this an annually renewable contract? No Yes
Is this a fixed-term agreement: No Yes

9. Identify all costs for this requested purchase. In addition, please include any single or sole source amounts previously approved and related to this project and vendor in the section designated below for current and future fiscal years. You do not need to include previous fiscal year amounts. If approval is for multiple years, ongoing costs must be identified below. If annual increases apply to ongoing costs such as CPI or other contract increases, provide the estimated annual cost for each consecutive year. If the annual increase may exceed the Purchasing Agent's authority, Board approval must be obtained.

The nature of this Single Source is to continue to develop, maintain, expand, and document a multimedia education and information campaign to increase public awareness and understanding of mental illness, stigma reduction, suicide prevention and substance use prevention. The Substance Abuse Treatment and Prevention (SAPT) program of RUHS-BH received additional grant funding through Substance Abuse Prevention and Treatment Block Grant (SABG) this past year. Up to this point, the funding allocated for Substance Abuse Prevention (SAP) programming was insufficient to be able to launch a meaningful media campaign in Riverside County. Since Civilian has been a reputable source for many years and has provided a successful, branded suicide prevention and stigma reduction campaign through "It's Up 2 Us", it became clear to introduce our SAP through this campaign using the same branding. In doing so, this additional media campaign will be an enormous cost savings to the county since the branding and campaign's level of embeddedness has already been established. Additionally, having our SAP messaging integrated with the "It's Up 2 Us" demonstrates an integrated and united front for all of our preventative messaging throughout RUHS-BH. In current FY 2021/2022 the contract will increase by \$730,000 from \$1,258,400


to \$1,988,400, and by \$400,000 annually for FY 2022/2023 and FY 2023/2024 from \$1,258,400 to \$1,658,400 through June 30, 2024.

Description:	FY 21/22	FY 22/23	FY 23/24	Total
Ongoing Costs*: *(Includes previous SSJ approved amounts listed below)	\$1,988,400	\$1,658,400	\$1,658,400	\$5,305,200
Previous SSJ Approved Amounts:	\$1,258,400	\$1,258,400	\$1,258,400	\$3,775,200
1. Agency fee, 2. Website maintenance, hosting and security, 3. Media/production; radio, digital, television, cable, narrowcast, print/outdoor/billboard, 4. Community based Outreach/Narrowcasting, 5. Special Projects.				

10. Price Reasonableness:

The County of San Diego competitively bid this service. The actual campaign development costs were minimal for the County of Riverside because the campaign itself was already developed by another County. By tailoring the media campaign to Riverside County, the County saved approximately \$158,000 because the research and framework was already completed. Additionally, the County saved an additional \$135,000 for subject matter experts who were consulted because the consulting work was also already done. In total, the development and production costs saved the County of Riverside approximately \$293,000, in the first year alone. The other costs associated with this campaign are in advertising and developing digital stories of real consumers of Riverside County. Civilian, Inc. leverages all media purchased by pushing for as much added value as possible. With the addition to the Substance Abuse program, Civilian will also include substance use prevention to change the perception of harm within the community around the use of alcohol and other drugs, market prevention resources available in the community, and notify the community of upcoming prevention events.

11. Projected Board of Supervisor Date (if applicable): June 3, 2022

	Amy McCann	6/8/2022
Department Head Signature (or designee)	Print Name	Date

The section below is to be completed by the Purchasing Agent or designee.

Purchasing Department Comments:

Approve

Approve with Condition/s

Disapprove

Condition/s:

Not to exceed:

One-time \$ _____

Annual Amount \$ SEE Graph pg 3 per fiscal year through 6/30/24 (date)

(If Annual Amount Varies each FY)

FY _____ : \$ _____

FY _____ : \$ _____

FY _____ : \$ _____

FY _____ : \$ _____

FY _____ : \$ _____



Asst Dir

6/10/22

22-100

Purchasing Agent

Date

Approval Number
(Reference on Purchasing Documents)

SUZANNA HINCKLEY

WHEN DOCUMENTED, IT SHALL BE EXECUTED RETURN
CLERK'S COPY
to Riverside County Clerk of the Board, Stop 1010
Post Office Box 1147, Riverside, Ca 92502-1147
Thank you.

FY 2021/2022
FIRST AMENDMENT TO THE AGREEMENT
BETWEEN
COUNTY OF RIVERSIDE
AND
CIVILIAN, INC.

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- Rescind the Exhibit A in its entirety, and replace it with the new attached Exhibit A.
- Rescind the Exhibit B in its entirety, and replace it with the new, attached Exhibit B where the maximum contract amount for FY 2021/2022 is increased from \$1,258,400 to \$1,988,400.

All other terms and conditions of this Agreement shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have caused their duly authorized representatives to execute this Amendment.

COUNTY OF RIVERSIDE

Riverside University Health System
Behavioral Health
4095 County Circle Drive
Riverside, CA 92503

Signature: _____

Print Name: Melanie Hurst

Title: Procurement Contract Specialist

Date: _____

CONTRACTOR

Civilian, Inc.
451 A Street, Suite 150
San Diego, CA 92101

Signature: *Pete Levine*

Print Name: PETE LEVINE

Title: Dir, Client Services

Date: 6.15.22

COUNTY COUNSEL

Approved as to Form

By *[Signature]*
Deputy County Counsel

**FY 2021/2022
FIRST AMENDMENT TO THE AGREEMENT
BETWEEN
COUNTY OF RIVERSIDE
AND
CIVILIAN, INC.**

That certain Agreement between the County of Riverside (COUNTY) and Civilian, Inc. (CONTRACTOR), approved by the Riverside County Board of Supervisors on August 4, 2020, Agenda Item 3-39 for FY 2020/2021; renewed by the Purchasing Agent on August 11, 2021 for FY 2021/2022; is hereby amended for the first time for FY 2021/2022 effective July 1, 2021 through June 30, 2022 as follows:

- Rescind the Exhibit A in its entirety, and replace it with the new attached Exhibit A.
- Rescind the Exhibit B in its entirety, and replace it with the new, attached Exhibit B where the maximum contract amount for FY 2021/2022 is increased from \$1,258,400 to \$1,988,400.

All other terms and conditions of this Agreement shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the Parties hereto have caused their duly authorized representatives to execute this Amendment.

COUNTY OF RIVERSIDE
Riverside University Health System
Behavioral Health
4095 County Circle Drive
Riverside, CA 92503

CONTRACTOR
Civilian, Inc.
451 A Street, Suite 150
San Diego, CA 92101

Signature: Melanie Hurst
Print Name: Melanie Hurst
Title: Procurement Contract Specialist
Date: 7/20/2022

Signature: Pete Levine
Print Name: PETE LEVINE
Title: Dir, Client Services
Date: 6.15.22

COUNTY COUNSEL
Approved as to Form
By [Signature]
Deputy County Counsel

EXHIBIT A - SCOPE OF SERVICES

CONTRACTOR NAME: CIVILIAN, INC.
SERVICES: MENTAL HEALTH ANTI-STIGMA AND PREVENTION
MEDIA CAMPAIGN.
DEPARTMENT ID: 4100221535.74720.525440/ 4100514669.55600.524660

1. PROGRAM DESCRIPTION AND PURPOSE

CONTRACTOR shall continue to develop, maintain, expand, and document a multimedia education and information campaign to increase public awareness and understanding of mental illness, stigma reduction, and suicide prevention. CONTRACTOR will also include substance use prevention to change the perception of harm within the community around the use of alcohol and other drugs, market prevention resources available in the community, notify the community of upcoming prevention events. CONTRACTOR shall continue to develop and maintain print, internet, and broadcast products to advance the countywide campaign on suicide prevention and mental illness stigma reduction, as well as the County of Riverside, Mental Health Services Act, Prevention and Early Intervention programs.

2. BACKGROUND

The Mental Health Services Act (MHSA) was approved by California voters to provide a 1% tax on personal income over \$1 million in order to expand and transform the county mental health service system. It became effective January 01, 2005. This funding allows the County of Riverside the opportunity to provide services in the areas of Prevention and Early Intervention (PEI). Per the MHSA, a comprehensive community planning process was completed that utilized the expertise of the community and community leaders. In alignment with the MHSA, RUHS-BH has included the transformational concepts to develop a community-driven, culturally competent, wellness focused PEI plan that targets individuals and families across the age span, with special attention to underserved cultural communities.

Per the State guidelines, an objective of PEI is to increase capacity for mental health prevention and early intervention programs. These programs need to be provided in places where mental health services are not traditionally given, such as schools.

community centers, faith-based organizations, etc. The intent of PEI programs is to engage individuals before the development of serious mental illness or serious emotional disturbance or to alleviate the need for additional or extended mental health treatment.

2.1 What is Prevention?

2.1.1 Prevention in mental health involves building protective factors and skills, increasing support, and reducing risk factors or stressors.

2.1.2 Prevention efforts occur prior to a diagnosis for mental illness.

2.1.3 Generally there are no time limits on prevention programs.

2.2 What is Early Intervention?

2.2.1 Addresses a condition early in its manifestation.

2.2.2 Is of relatively low intensity.

2.2.3 Is of relatively short duration (usually less than one year).

2.2.4 Has the goal of supporting well-being in major life domains and avoiding the need for more extensive mental health services.

2.2.5 May include individual screening for confirmation of potential mental health needs.

3. OBJECTIVE

CONTRACTOR shall continue to develop and maintain a multi-media public education and information campaign that will increase awareness and understanding of mental illness, stigma reduction, suicide prevention and substance use prevention. CONTRACTOR shall accomplish this goal by maintaining a creative and effective multi-media campaign that builds on existing successful campaigns and community assets. This media campaign also provides the community with information on the County's PEI programs.

4. GOALS OF THE MENTAL HEALTH STIGMA REDUCTION AND SUICIDE PREVENTION MEDIA CAMPAIGN:

The goal of the media campaign is to determine and implement strategies using a social marketing approach, defined as "the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs

designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society" (Andreasen, 1995), that will:

- 4.1 Increase public awareness of suicide risk factors, signs, and symptoms.
- 4.2 Provide information and resources for suicide prevention and stigma associated with suicide.
- 4.3 Provide information on stigma in order to reduce its association with mental illness.
- 4.4 Provide information and resources for individuals experiencing mental illness.
- 4.4 Provide information on the County's PEI programs and services.
- 4.5 Promote resources and encourage help seeking behavior (drive traffic to the website and to the CARES Line).
- 4.6 Use social media channels to establish engagement with key audiences.
- 4.7 Change the perception of harm within the community around the use of alcohol and other drugs related to its impacts on mental health and well-being.
- 4.8 Market substance use prevention resources available in the community.

5. TARGET POPULATION

- 5.1 CONTRACTOR shall continue to develop strategies and create media messages to reach the general population, mental health service consumers, local planners, mental health organizations, faith-based organizations, medical and mental health professionals, tribal entities, rural communities, school districts, and other individuals representing special populations or groups.
- 5.2 As directed by County staff, CONTRACTOR shall create and maintain targeted media approaches to other populations based on community need and funding availability. Potential populations may include, but are not limited to:
 - 5.2.1 Latino/Latina population;
 - 5.2.2 Asian/Pacific Islander population;
 - 5.2.3 First responders (e.g., law enforcement, fire fighters, paramedics, medical and mental health professionals etc.);
 - 5.2.4 Hospital and clinic-based providers;
 - 5.2.5 LGBTQIA; and
 - 5.2.6 Other populations as defined by County staff and community need.

5.2.7 For substance use prevention, youth ages 8-24 years, with primary focus on high school age.

5.3 As directed by County staff, CONTRACTOR shall create and maintain targeted media approaches to other populations based on community need and funding availability. The target age populations include:

5.3.1 Children (ages 0-16);

5.3.2 Transitional Age Youth (TAY) (ages 16-25);

5.3.3 Adult (ages 18-59);

5.3.4 Older Adult (ages 60+); and

5.3.5 College aged students.

6. PROGRAM DESIGN AND SERVICE DESCRIPTION

The primary objective of this initiative is to implement a multi-media campaign to increase public understanding and awareness of mental illness, suicide prevention, stigma reduction, and County PEI programs. The program design and service description detail what the program/service is and include any staffing.

6.1 CONTRACTOR shall meet the following program designs and service descriptions:

6.1.1 Achieve the media campaign objective (section 1.3, above).

6.1.2 Meet the goals listed under "Goals of the Suicide Prevention and Stigma Reduction Media Campaign" (section 1.4, above).

6.1.3 Reach targeted populations (section 1.5, above).

6.2 CONTRACTOR shall comply with and satisfy requirements identified below:

6.2.1 Produce culturally and linguistically appropriate media messages in English, Spanish and additional threshold languages as agreed upon by CONTRACTOR and COUNTY for dissemination via the following:

1. Radio, television, and digital productions and stories. Examples include viral videos, television and radio public service announcements, and commercials.
2. Print and alternative advertising. Examples include print, billboards, movie theater screens, and bus advertisements.
3. Enduring written materials. Examples include fact sheets, tip

sheets, resource guides, brochures, MHSA summary/progress reports and other collateral material.

4. Web and social media. Examples include a campaign website and use of Twitter, Facebook, and other social media tools.
- 6.2.2 Review local, state, and federal public messages and related communication on mental illness, stigma reduction and suicide prevention to inform the contracted services.
- 6.2.3 Submit a monthly report to the COUNTY MHSA Designee documenting contractor's efforts and results.
- 6.2.4 Produce and distribute a quarterly newsletter for the general public and stakeholders providing MHSA information, program updates, health/wellness tips and information, and other relevant material. The general topics will be determined by COUNTY MHSA Designee. CONTRACTOR will then generate content based on the approved topics and receive approval from the MHSA Administrator prior to production and distribution.
- 6.2.5 Submit a draft and final report, for acceptance by COUNTY'S MHSA Administrator and the COUNTY's Public Information Officer, documenting the scope of the media campaign and written educational materials.

6.3 Implementation Plan

CONTRACTOR shall provide a detailed description of their project implementation plan/schedule including a Gantt chart, which identifies required actions to be taken for program/project implementation, responsible parties, dependencies and milestones with dates in days and weeks beginning with CONTRACTOR notification of contract award. CONTRACTOR shall address if any staff will need to be recruited and hired to implement the proposed program/project and any associated timeframes.

6.4 Collaborative Partnerships

Based on regional needs and identified target population(s), CONTRACTOR shall describe existing collaboration with key partners that will support the

goals or implementation of the proposed program. Include strategies and project-related activities that will provide ongoing support and maintain collaborative partnerships. If partnerships do not currently exist to meet identified needs, CONTRACTOR shall describe implementation activities to identify, build, and maintain partnerships.

6.4.1 CONTRACTOR shall collaborate with the COUNTY MHSA Administrator and PEI Administrative Manager on the development and implementation of the suicide prevention and stigma reduction media campaign.

6.4.2 CONTRACTOR shall collaborate with the COUNTY MHSA Division and groups identified by COUNTY in order to obtain relevant, local information to guide media campaign development.

6.4.3 CONTRACTOR shall collaborate with the COUNTY Mental Health Services Act, Prevention and Early Intervention Division, Suicide Prevention, in order to obtain relevant, local information to guide media campaign development and exchange media resources.

6.4.4 CONTRACTOR shall collaborate with members of the local mental health community in an advisory capacity regarding outreach and education efforts to linguistically and culturally diverse populations. COUNTY may assist CONTRACTOR in identifying community members and stakeholders for this purpose.

6.4.5 CONTRACTOR may collaborate with other regional, statewide, or national resources or collaborations that may enhance the development or implementation of the media campaign.

6.5 Subcontractors

If subcontractors or other organizations are required to be used to meet specific program requirements through subcontract or other formal or informal agreement (including volunteer services), prior COUNTY approval is required. If approved, CONTRACTOR shall provide the following information:

6.5.1 Fully identify the subcontractor(s) or other organization(s) if known at

the time of proposal submission and describe, in accordance with the appropriate experience requirements specified above, the experience of each subcontractor or other organization in meeting the specific program requirements.

- 6.5.2 Describe the specific program requirements to be met.
- 6.5.3 Specify the type of contract or agreement and whether or not the subcontractor or other organization has committed to the contract or agreement.
- 6.5.4 If the subcontractor(s) or other organization(s) are unknown at the time of proposal submission, explain how these organizations will be solicited and selected and provide a draft schedule for soliciting, selecting and subcontracting the organizations.

6.6 Project Management

- 6.6.1 CONTRACTOR shall manage the program to ensure outcomes and timelines are met, particularly in a collaborative environment when the CONTRACTOR may not have direct control over critical collaborative partners.
- 6.6.2 CONTRACTOR shall provide an organization chart that identifies all project team members, their role in the proposed team and the percent of time each will devote to this project.
- 6.6.3 CONTRACTOR shall clearly identify the project manager of the team and how the project manager meets the experience and qualifications required to provide the services that are detailed in the Statement of Objectives.
- 6.6.4 CONTRACTOR shall ensure members of the project team are qualified and competent to perform the tasks associated with implementing the media campaign.

6.7 Performance Management

CONTRACTOR shall describe what outcomes will be used to measure the impact and effectiveness of their suicide prevention and stigma reduction

media campaign. The quality of the proposed outcomes will be evaluated on the following factors:

- 6.7.1 To what degree the proposed outcomes are Specific, Measurable, Attainable, Relevant, and Time-bound (SMART).
- 6.7.2 How the outcomes will be achieved.
- 6.7.3 How the outcomes will be tracked and reported.
- 6.7.4 How the number of individuals/households viewing elements of the media campaign will be measured.
- 6.7.5 How the proposed program will impact mental health service providers in the County and how that impact will be measured.
- 6.7.6 Potential risks to project implementation and how those risks will be mitigated and monitored by the CONTRACTOR.
- 6.7.7 How CONTRACTOR will be responsive to performance data related to the proposed outcomes, both positive performance data and negative performance data.

6.8 Effective Use of Funding

In order to determine the most effective use of available funding, CONTRACTOR shall provide the estimated number of individuals in the western, mid-county, and desert geographic regions outreached and shall show how the CONTRACTOR will:

- 6.8.1 Link to or leverage resources through outlets other than the County.
- 6.8.2 Avoid duplicating programs being implemented in the region.
- 6.8.3 Implement the proposed project across the County's regional areas.

EXHIBIT B – BUDGET

CONTRACTOR NAME: CIVILIAN, INC.
SERVICES: MENTAL HEALTH ANTI-STIGMA AND SUICIDE
PREVENTION MEDIA CAMPAIGN.
DEPARTMENT ID: 4100221535.74720.525440/ 4100514669.55600.524600

This Agreement is funded in accordance with the Mental Health Services Act, Prevention and Early Intervention Plan. CONTRACTOR shall perform duties described in Exhibit A, then submit an invoice monthly to COUNTY for services as described in the Agreement under Section 3.1, Compensation.

The Agreement maximum for the media campaign services in fiscal year 2021/2022 shall not exceed \$1,988,400. The negotiated amount for services is as follows:

Fiscal Year 2021 - 2022 MHSA Budget Breakout	
Media (Radio, Digital, Broadcast, Narrowcast, Print/ Outdoor, Website, Paid Social)	\$1,153,100.00
Web Maintenance/ Hosting and Security/ (Up2Riverside.org)	\$21,300.00
Community Based Outreach/ Narrowcasting	\$24,000.00
Production	\$60,000.00
Campaign Study	\$40,000.00
Special Projects	\$10,000.00
Civilian Labor/ Agency Fee	\$180,000.00
GRAND TOTAL	\$1,488,400.00

Fiscal Year 2021 - 2022 SAPT Budget Breakout	
Media and Outreach	\$233,723.00
Web Maintenance/ Hosting and Security/ (Up2Riverside.org)	\$28,125.00
Campaign Strategy and Messaging Development	\$67,500.00
Production	\$140,652.00
Civilian Retainer	\$30,000.00
GRAND TOTAL	\$500,000.00