

County Of Sonoma Agenda Item Summary Report

Clerk of the Board Use Only
Meeting Date **Held Until**
 / / / /
Agenda Item No: **Agenda Item No:**
 _____ _____

Department: Health Services

4/5 Vote Not Required

Contact:
Rita Scardaci

Phone:
(707) 565-4700

Board Date:
11/10/2009

Deadline for Board Action:

AGENDA SHORT TITLE: Children and Families Commission Communications Consultation

REQUESTED BOARD ACTION:

Authorize the Director of Health Services to execute a contract with Susan Starbird dba Starbird Creative, for November 1, 2009, through October 31, 2011, and any future amendments that do not significantly change the scope of work (\$48,790).

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES:

ADDITIONAL FUNDS REQUIRING BOARD APPROVAL:

Estimated Cost	\$20,330	Contingencies	\$0
		(Fund Name:)	
Amount Budgeted	\$20,330	Unanticipated Revenue	\$0
		(Source:)	
Other Available Appropriations	\$0	Other Transfers	\$0
(Explain Below)		(Source:)	
Additional Requested	\$0	Additional Funds Requested	\$0

Explanation (if required): The FY 09-10 Final Budget includes \$20,330 for social marketing services. The remaining \$28,460 will be included in future budget requests.

Prior Board Action: None.

Alternatives – Results of Non-Approval: Lost opportunity to promote children’s health and build community understanding about the needs of young children and the role of Sonoma First 5.

Background:

The action requested in this agenda item is consistent with the goals and objectives approved in the 2006-2010 Sonoma County Children and Families Commission’s (the Commission) Strategic Plan.

The Commission has instituted a long-term social marketing campaign to promote children’s health and build understanding about the needs of young children. Social marketing is the planning and implementation of programs designed to bring about social change. The Commission’s campaign is designed to provide information to the public to build understanding about issues in early childhood development.

The Commission selected Susan Starbird, dba Starbird Creative, to provide social marketing services based on a competitive Request For Applications (RFA) process conducted in June 2009. The RFA was posted on the First 5 Sonoma County website, and sent to the Latino Service Providers network, the National Association for the Advancement of Colored People (NAACP), and eighteen public relations, communications, and marketing consultants. One response was received and evaluated by a review committee based on RFA requirements for expertise and experience in developing and implementing effective social marketing programs.

Under the proposed contract, Starbird Creative will provide consultation and technical assistance to the Commission, its committees, and staff to implement a social marketing campaign designed to promote behaviors that enhance parent/child attachment. Healthy attachment between parents and children, particularly in the first two years of a child’s life, is critical to a child’s lifelong mental health.

Key elements of the campaign include:

- Outreach to parents of children birth to two years old to encourage interactions with their young children that enhance child development and parent attachment, resulting in children’s improved social-emotional health.
- Building community understanding of and support for the needs of young children and their families.

Starbird Creative will also provide social marketing consultation on behalf of First 5 to Partnership for Children, a coalition of public and private children’s agencies working on behalf of children in Sonoma County.

FISCAL IMPACT:

The FY 09-10 Final Budget includes \$20,330 for social marketing services. Future budget requests will include the remaining \$28,460, for a total of \$48,790. All funding is from the Sonoma County Children and Families Special Revenue Fund. There is no contribution from Realignment or the General Fund.

Attachments: None.

On File With Clerk: Request for Applications; Starbird Creative Contract.

CLERK OF THE BOARD USE ONLY

Board Action (If other than “Requested”)

Vote: