

**Sierra County  
Board of Supervisors'  
Agenda Transmittal &  
Record of Proceedings**

<b>MEETING DATE:</b> January 21, 2020	<b>TYPE OF AGENDA ITEM:</b> <input checked="" type="checkbox"/> Regular <input type="checkbox"/> Timed <input type="checkbox"/> Consent
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**DEPARTMENT:** Sierra County Public Health  
**APPROVING PARTY:** Vickie Clark, Director  
**PHONE NUMBER:** (530) 993-6700

**AGENDA ITEM:** Annual update of Sierra County's Tobacco Use Reduction Program

**SUPPORTIVE DOCUMENTS ATTACHED:**  Memo  Resolution  Agreement  Other email

**BACKGROUND INFORMATION:** Please see attached memo.

**FUNDING SOURCE:** 0515610  
**GENERAL FUND IMPACT:** No General Fund Impact  
**OTHER FUND:** 5660  
**AMOUNT:** \$591,181.00 Annually

<b>ARE ADDITIONAL PERSONNEL REQUIRED?</b>  <input type="checkbox"/> Yes, -- -- <input checked="" type="checkbox"/> No	<b>IS THIS ITEM ALLOCATED IN THE BUDGET?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  <b>IS A BUDGET TRANSFER REQUIRED?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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**SPACE BELOW FOR CLERK'S USE**

<b>BOARD ACTION:</b> <input type="checkbox"/> Approved <input type="checkbox"/> Approved as amended <input type="checkbox"/> Adopted <input type="checkbox"/> Adopted as amended <input type="checkbox"/> Denied <input type="checkbox"/> Other <input type="checkbox"/> No Action Taken	<input type="checkbox"/> Set public hearing For: _____ <input type="checkbox"/> Direction to: _____ <input type="checkbox"/> Referred to: _____ <input type="checkbox"/> Continued to: _____ <input type="checkbox"/> Authorization given to: _____	Resolution 2020- _____ Agreement 2020- _____ Ordinance _____ Vote: Ayes: Noes: Abstain: Absent: <input type="checkbox"/> By Consensus
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**COMMENTS:**  
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_____ CLERK TO THE BOARD	_____ DATE
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# Memorandum

**To: Sierra County Board of Supervisors**

**From: Vickie Clark, Director**

**Reference:** Agenda Item

**Date of memo: January 13, 2020**

**Date of Board Meeting: January 21, 2020**

**Requested Action: Annual Update of Sierra County's Tobacco Use Reduction Program**

**Mandated by:** Proposition 99 - Health and Safety Code Sections 104350-104480, 104500-104545; and Revenue and Taxation Code Sections 30121-30130; Proposition 56- Revenue and Taxation Code Section 30130.55 and 30130.57

## Funding

**Budgeted? YesX No**

<b>Revenue</b>	\$591,181	<b>Tobacco Use Reduction Program</b>
<b>Expenses</b>	\$591,181	<b>Budget attached</b>
<b>Difference</b>	0	

## Background Information:

Sierra County's Tobacco Use Reduction Program is aimed at improving tobacco education, enacting tobacco policy, and lowering the access to and use of tobacco products among youth and community members and exposure to second-hand smoke. Sierra County's Tobacco Use Reduction Program underwent a revision for its scope of work and budget for the 2019/2020 fiscal year. The scope of work revision allows the program to expand activities and work more cohesively with existing programs/organizations. The budget revision enabled the program to allocate money toward the new activities; but also included budgeting a roll-over of \$263,116 on top of the 19/20 fiscal allocation. The new scope of work and budget are provided to inform the Board of programming efforts and budget distributions.

## Potential Issues to consider:

None: The budget and scope of work have been approved by the State.

## Alternatives or Impacts of disapproval:

None: The budget and scope of work have been approved by the State.

**Sierra County Tobacco Use Reduction Program  
Scope of Work  
2017-2021 (Revised 2019)**

**Objective 1: (primary objective)**

*By June 30, 2021, at least one jurisdiction in Sierra County (the unincorporated area or the City of Loyalton) will adopt and implement a policy that prohibits the sale or distribution of electronic smoking devices (ESDs) and the sale of flavored tobacco products.*

Activity
<b>Coordination/Collaboration Activities</b>
Conduct 3-4, 30-45 minute presentations to (2 - 6) attendees from public health programs and communi...
Participate in required HSHC trainings and webinars provided by the California Tobacco Control Progr...
In collaboration with the coalition, hold one (1) meeting 2-4 hours in length to complete the Commun...
Contact the ROVER library annually and conduct a literature review for any recent information about ...
<b>Community Education Activities</b>
Participate in 2-3 community events, such as community street fair(s), local sporting events, health...
Conduct 2-3 educational presentations on e-cigarettes and flavors for 30 minutes each, for parents o...
Conduct four educational visits annually, approximately 5 to 10 minutes in length, to retailers rega...
TURP staff and/or guest speakers will conduct 1-3 educational sessions annually to community organiz...
<b>Educational Materials Development</b>
Create and print an ESD fact sheet that includes information about flavors and review/update annuall...
<b>Incentives</b>
Distribute 200 - 300 incentive materials to those who participate in tobacco activities/outreach/edu...
<b>Policy Activities</b>
Conduct a 2-4 hour strategic planning session with rural community partners, coalition members, work...
Conduct 2-3, 30 minute indirect educational visits with members of the Sierra County Board of Superv...
Consult with Public Health Law Center to develop a model legislative policy that prohibits sales of ...
Staff, guest speakers, and/or coalition members will provide an educational presentation for 10-20 m...
Host 1-3 town hall meetings to engage board of supervisors, community leaders, community members, co...
<b>Training/Technical Assistance Activities</b>
Conduct 1-2, 6 -8 hours of training with 2-6 rural youth and adults who will collect HSHC store data...
Provide logistical support to coordinate 1-3 local trainings, 1-2 hours in length, for coalition, yo...
<b>Paid Media Activities</b>
Customize 2-3 existing anti-tobacco television (TV), digital, radio, print and/or outdoor advertisin...
<b>Earned Media Activities</b>
In coordination with CTCPC and other local lead agencies (LLAs) in the region, plan and conduct one r...

**Objective 2:**

*By June 30, 2021, By June 30, 2021, three organizations in Sierra County that serve mental health, substance use, family, senior and/or low income clients will adopt and implement a voluntary 100% tobacco free policy.*

Activity
<b>Coordination/Collaboration Activities</b>
In collaboration with the coalition, hold one (1) meeting 1-2 hours in length to complete the Commun...
<b>Community Education Activities</b>
Staff, Coalition members and/or work group partners will attend 2-4 meetings (such as the Planning C...
<b>Educational Materials Development</b>
Create a one-page infographic about the benefits of tobacco free campus policies that will be distri...

Develop educational packets and distribute 7 to 10 educational packets annually about tobacco free p...
Collaborate with Tobacco Education Clearinghouse of California (TECC) to develop sample smoke-free s...
<b>Incentives</b>
Distribute 200-300 incentive materials to youth and/or adults who participate in activities in suppo...
<b>Policy Activities</b>
Conduct two strategic planning sessions lasting 3 to 4 hours with community partners and stakeholder...
<b>Training/Technical Assistance Activities</b>
Develop and implement two trainings (pre and post observation) lasting 1 hour for 1-2 youth and youn...
In response to requests (i.e. worries about second-hand/drifted smoke, tobacco litter) from the pub...
<b>Paid Media Activities</b>
Customize one digital or print ad about the benefits of tobacco free policies and place the ads on w...
<b>Earned Media Activities</b>
Staff, volunteers and/or coalition members will develop and submit one (1) opinion editorial to both...

### Objective 3:

*By June 30, 2021, The Tobacco Use Reduction Program will create at least one partnership annually with an organization serving or addressing low income, health, education, families, social services, nutrition, alcohol and other drugs, behavioral health, religious groups, businesses or coalition to address smoke-free policies, tobacco retail restrictions, other tobacco-related policies, tobacco-related determinants of health and capacity building. Each partnership will implement a collaborative event (e.g. symposium, conference, health event) to address tobacco control and health inequities.*

Activity
<b>Coordination/Collaboration Activities</b>
Weekly, log onto Partners to identify upcoming trainings, new information and advocacy campaign tool...
Provide funding to Sierra County Libraries (Sierra City, Loyalton) to annually purchase fiction and ...
In collaboration with the coalition, hold one (1) meeting 1-2 hours in length to complete the Commun...
Facilitate 5-10 of coalition meetings each year to strategize recruitment methods, identify new pote...
Conduct 1-3 small group meetings with each newly recruited member to the coalition, to review the or...
Annually staff and/or coalition members will recruit and maintain 1-3 new coalition members to parti...
<b>Community Education Activities</b>
Participate in 3 to 10 community events, annually, with community partnerships to provide tobacco ed...
Conduct 2 to 3 educational visits annually approximately 20-40 minutes in length to 3 - 12 youth inv...
Maintain and update the Sierra County Tobacco Use Reduction webpage two times annually, posting prog...
Conduct 3-6, 15-20 minute trainings for coalition members, community members, collaborative partners...
Distribute one fact sheet 25-30 times annually about smoke-free policies, tobacco retail restriction...
Contract with an appropriate community partner to develop a "spoken word" contest to involve at leas...
Distribute information regarding the HSHC campaign, tobacco related issues, and/or tobacco legislati...
<b>Educational Materials Development</b>
Create 2-3 fact sheets to educate youth, parents and retailers about tobacco retail restrictions and...
Develop 1-3 recruitment postcards, membership sign-up forms, logos and/or corresponding materials th...
Develop and maintain a new coalition orientation packet and distribute to a minimum of 1-4 new coali...
<b>Incentives</b>
Distribute 200-300 incentive materials to youth and/or adults who participated in activities to supp...
<b>Policy Activities</b>
Participate in biennial Information and Education Days at the State Capitol to educate legislators f...
Recruit 2-5 youth to attend the California Youth Advocacy Network's (CYAN) annual YouthQuest, where ...
<b>Training/Technical Assistance Activities</b>
Provide 1-2, 1 to 3 hour trainings for approximately 3-7 coalition members, community members, agenc...

<b>Paid Media Activities</b>
When appropriate, collaborate with TECC and community partnerships such as but not limited to the Fa...
In collaboration with the coalition and CTCP Media Unit develop advertising material (type to be det...
Annually place 1 to 3 paid yearbook advertisements that focus on youth leadership and advocacy in to...
Provide media promotion for two or more Sierra County events run by qualifying government or nonprof...
<b>Earned Media Activities</b>
Staff, volunteers and/or coalition members will develop and submit 2 to 3 articles annually regardin...

**Objective 4:**

*By June 30, 2021, By June 30, 2021, at least one health care campus in Sierra County will include tobacco use assessment questions in their client intake procedures and utilize the "Ask, Advise, Refer" protocol to refer clients who smoke to the California Smokers' Helpline. Additionally, at least one organization will systematically implement evidence-based tobacco cessation treatment program*

Activity
<b>Coordination/Collaboration Activities</b>
Link providers to the University of California San Francisco's Rx for Change online trainings regardi...
Conduct 1-3 meetings for 30 minutes to participating organizations with intake protocol to educate a...
**Contract with an organization that provides Certified Tobacco Treatment Specialist training for certification of behavioral health specialists, WIC coordinator, nurses, medical professionals and other health professionals to provide cessation care to Sierra County residents.
Attend and promote webinars hosted by the California Smokers' Helpline (CSH) and The Center for Toba...
<b>Community Education Activities</b>
Promote Tobacco Awareness Month/Great American Smokeout (November), and Through with Chew Week (Fe...
<b>Educational Materials Development</b>
Place 2 to 6 tobacco use prevention, secondhand smoke and cessation messages on county vehicles, sen...
Create and distribute 4-6 educational packets for public/behavioral health clinicians, including exi...
Develop, print and distribute a 1-844-8-NO-VAPE card and distribute throughout Health and Human Serv...
<b>Policy Activities</b>
Conduct one 2-4 hour strategic planning session with Coalition members, community partners and/or ot...
Create and/or adapt a model policy that addresses the adoption and implementation of an assessment, ...
<b>Training/Technical Assistance Activities</b>
Provide 1 to 3 hours of technical assistance (TA) (e/g/ research, policies from other counties, part...

\*\*A Tobacco Treatment Specialist has completed an intensive training program accredited by the Association for the Treatment of Tobacco Use and Dependence (ATTUD). This growing group of professionals have an advanced and specialized skillset that makes them a valuable addition to any interdisciplinary team that treats individuals for tobacco dependence. The TTS may engage not only in providing treatment but also in educating others (health care professionals, administrators, scientists, smokers, nonsmokers) about tobacco dependence treatments.

- The CTTS course is provided by Colorado University's Behavioral Health and Wellness Program. To bring the CTTS training to Sierra County, a minimum of 20 participants with a health interest/background need to be registered. Sierra County is looking in to hosting the course summer of 2020.
- **To reach the minimum 20 participants:**
  - o Plumas County has expressed interest and may be able to send eligible personnel
  - o Alpine County has expressed interest and may be able to send one to two personnel
  - o The LOOP (a program funded by California Tobacco Control Program) is interested in sending personnel to Sierra County for the training
  - o Nevada, Lassen and Mono County will be contacted

**Sierra County Tobacco Use Reduction Program  
Budget Justification  
2017-2021 (Revised 2019)**

Item	FY 17/18	FY 18/19	FY 19/20	FY 20/21	Total Budget	Intended % Use
<b>Personnel Costs</b>						
Project Coordinator	\$ 54,281	\$ 58,224	\$ 64,503	\$ 59,388	\$ 236,396	100%
Fiscal Administrator	\$ 10,182	\$ 10,416	\$ 11,643	\$ 6,444	\$ 38,685	50%
Community Outreach Coordinator	\$ 9,784	\$ 15,454	\$ 23,845	\$ 55,044	\$ 104,127	100%
Internal Evaluation Project Manager	\$ 0	\$ 0	\$ 8,828	\$ 7,488	\$ 16,316	100%
Project Director	\$ 0	\$ 0	\$ 14,729	\$ 0	\$ 14,729	100%
Health Assistant	\$ 0	\$ 0	\$ 4,234	\$ 0	\$ 4,234	100%
<b>Fringe Benefits</b>						
Approximately 48%-60%	\$ 44,592	\$ 51,552	\$ 76,669	\$ 74,451	\$ 247,264	100%
<b>Operating Expenses</b>						
CTCP Communications Network (PARTNERS)	0	\$ 0	\$ 3,871	\$ 0	\$ 3,871	20%
Space Rent/Lease	\$ 1,879	\$ 1,901	\$ 13,435	\$ 1,987	\$ 19,202	32%
Communications	\$ 4,020	\$ 3,771	\$ 5,008	\$ 3,780	\$ 16,579	45%
Office Supplies	\$ 600	\$ 1,350	\$ 3,800	\$ 600	\$ 6,350	50%
Printing	\$ 1,390	\$ 0	\$12,780	\$ 1,390	\$ 15,560	75%
Project Director Association Dues	\$ 2,000	\$ 0	\$ 0	\$ 0	\$ 2,000	100%
Postage	\$ 510	\$ 0	\$ 5,780	\$ 510	\$ 6,800	35%
Equipment Lease/Rental	\$ 2,183	\$ 0	\$ 2,400	\$ 2,400	\$ 6,983	100%
<b>Equipment Expenses</b>						
Equipment	\$ 1,287	\$ 1,902	\$ 30,953	\$ 360	\$ 34,502	21%
<b>Travel/Per Diem and Training</b>						
Project Travel/Training	\$ 1,785	\$ 0	\$ 29,727	\$ 100	\$ 31,612	40%
CTCP Travel/Training	\$ 0	\$ 2,061	\$ 19,055	\$ 4,719	\$ 25,835	40%
Required CTCP Travel/Training	\$ 1,110	\$ 3,778	\$ 11,333	\$ 838	\$ 17,059	60%
Out-of-State Travel	\$ 0	\$ 0	\$ 5,087	\$ 0	\$ 5,087	20%
<b>Subcontracts and Consultants</b>						
External Evaluator	\$ 14,999	\$ 20,800	\$ 20,800	\$ 20,800	\$ 77,399	80%
County Counsel	\$ 0	\$ 0	\$ 1,000	\$ 500	\$ 1,500	100%

Community Partnerships	\$ 1,076	\$ 0	\$ 22,476	\$ 1,000	\$ 24,552	50%
University of California San Diego	\$ 10,300	\$ 0	\$ 995	\$ 0	\$ 11,295	0%
Guest Speaker	\$ 0	\$ 7,025	\$ 17,913	\$ 0	\$ 32,438	25%
Cessation Training	\$ 0	\$ 0	\$ 84,176	\$ 0	\$ 84,176	40%
<b>Other Costs</b>						
Educational Materials	\$ 81	\$ 483	\$ 1,118	\$ 230	\$ 1,912	85%
Incentives	\$ 400	\$ 850	\$ 9,000	\$ 500	\$ 3,250	85%
Paid Media	\$ 109	\$ 0	\$ 29,559	\$ 9,153	\$ 38,821	68%
Booth Rental/Facilities Fees	\$ 0	\$ 0	\$3,402	\$ 600	\$ 4,002	50%
Membership/Subscriptions	\$ 405	\$ 500	\$ 1,350	\$ 1,500	\$ 3,755	37%
Facilities Rentals	\$ 150	\$ 1,050	\$ 600	\$ 600	\$ 2,400	100%
Implementation of Proposition 56	\$ 0	\$ 743	\$ 0	\$ 0	\$ 743	100%
<b>Indirect Expenses</b>						
25%	\$ 29,509	\$ 33,912	\$ 51,112	\$ 50,703	\$ 165,236	100%
<b>TOTAL</b>			<b>\$ 591,181</b>			\$ 405,335 (68%)

\*“intended percent use” - the amount the program intends to use in 2019/2020 out of the available total budget. The intended percent use is a prediction of spending; actual line item spending may be lower or exceed this estimate.

## Jamie Franceschini

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**From:** Jessica Harris  
**Sent:** Monday, January 13, 2020 9:17 AM  
**To:** Jamie Franceschini  
**Subject:** FW: Sierra

Jamie,

This is the email that we would like to attach with the memo.

Sincerely,  
Jessie

Jessica Harris, MPH  
Public Health Program Manager  
Sierra County Public Health Department  
(530) 993-6709  
[jharris@sierracounty.ca.gov](mailto:jharris@sierracounty.ca.gov)

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**From:** Ramos, Ramonda@CDPH [mailto:[Ramonda.Ramos@cdph.ca.gov](mailto:Ramonda.Ramos@cdph.ca.gov)]  
**Sent:** Monday, December 23, 2019 10:51 AM  
**To:** Jessica Harris <[jharris@sierracounty.ca.gov](mailto:jharris@sierracounty.ca.gov)>  
**Subject:** RE: Sierra

Hi Jessica

Thank you for your email.

LLAs cannot decline part of the allocation money. Yes, there is a requirement to spend Prop. 56 funds first. Please let me know if you have additional questions.

---

**From:** Jessica Harris <[jharris@sierracounty.ca.gov](mailto:jharris@sierracounty.ca.gov)>  
**Sent:** Friday, December 20, 2019 1:51 PM  
**To:** Ramos, Ramonda@CDPH <[Ramonda.Ramos@cdph.ca.gov](mailto:Ramonda.Ramos@cdph.ca.gov)>  
**Subject:** RE: Sierra

**\*\*[EXTERNAL MESSAGE]\*\* FROM: [jharris@sierracounty.ca.gov](mailto:jharris@sierracounty.ca.gov)**

Only open links and attachments from known senders. Do not provide your username or password. To report suspicious emails, click "Report Phish" button.

Ramonda,

Thank you for emailing me back regarding our PPI's. Speaking with our fiscal department, we are wondering if we can accept prop 56 funds and decline prop 99 funds, as we currently have \$517, 000 thousand in prop 99. Additionally, we were wondering if prop 56 is still first dollar?

Sincerely,  
Jessie

Jessica Harris, MPH  
Public Health Program Manager  
Sierra County Public Health Department  
(530) 993-6709  
[jharris@sierracounty.ca.gov](mailto:jharris@sierracounty.ca.gov)

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**From:** Ramos, Ramonda@CDPH [<mailto:Ramonda.Ramos@cdph.ca.gov>]  
**Sent:** Thursday, December 19, 2019 3:43 PM  
**To:** Jessica Harris <[jharris@sierracounty.ca.gov](mailto:jharris@sierracounty.ca.gov)>  
**Subject:** RE: Sierra

Hi Jessica

I'm sorry I missed your call earlier, as I was in a meeting all day. I'm catching up on my emails and just heard your voice mail. Do you want to reply with your question? I'll be leaving soon and will only be in on Monday next week.

Thank you.