



# Solano County

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## Legislation Text

File #: 18-378, Version: 1

Approve a one year revenue contract with Kaiser for up to \$90,000 for an Adverse Childhood Experiences Media Campaign for a term starting August 1, 2018 and ending June 30, 2019; and Authorize the County Administrator to sign the agreement and any future amendments within budget appropriations

Published Notice Required? Yes ☐ No ☒

Public Hearing Required? Yes ☐ No ☒

### **DEPARTMENTAL RECOMMENDATION:**

First 5 Solano Children and Families Commission recommends that the Board of Supervisors approve a one year revenue contract with Kaiser for up to \$90,000 for an Adverse Childhood Experiences (ACEs) Media Campaign with a term starting August 1, 2018 and ending June 30, 2019; and Authorize the County Administrator to sign the agreement and any future amendments within budget appropriations.

### **SUMMARY:**

Adverse Childhood Experiences (ACEs) are stressful or traumatic events that an individual either experiences or witnesses before they turn 18 years of age. ACEs cause what experts have termed "toxic stress," an excessive, persistent stress that a person's own system can't deal with any longer. Toxic stress can alter a child's brain and body development, create greater risk for health issues such as heart disease and mental illness, and result in long-term outcomes such as homelessness, prison time, or early death. This one year revenue contract with Kaiser supports a countywide media campaign to further efforts in bringing awareness to ACEs.

### **FINANCIAL IMPACT:**

Revenue and expenditures for this contract are included in the FY2018/19 Supplemental Requested Budget. There is no impact to the General Fund.

### **DISCUSSION:**

Solano Kids Thrive (SKT), funded through First 5 Solano, is a community collaboration composed of different sectors including health, education, and government and has recently been involved in generating ACEs awareness. In FY2017/18, SKT hosted screenings of the film "Resilience: The Biology of Stress and the Science of Hope" followed by community discussion. SKT has also promoted trauma informed care within the community by working with ACEsConnection.com to build a community hub centered around ACEs awareness. First 5 Solano, representing SKT, applied for the Kaiser grant in April of 2018 since it aligns with the SKT goals and current efforts. First 5 Solano was awarded the grant in May of 2018 and will be the primary agency working on the media campaign.

Kaiser has awarded up to \$90,000 for the media campaign which will start in August 1, 2018 and conclude on June 30, 2019. The campaign aims to reduce mental health-related stigma and increase normalization of discussions around ACEs. Messages will be targeted to high poverty areas in Solano County and include the use of Pandora, billboards, and bus ads. SKT members will provide input around messaging, placement, and

design of the announcements. This grant gives Solano County the opportunity to influence community awareness about ACEs and its negative impacts. By bringing awareness to ACEs through the media campaign, individuals will be able to combat ACEs resulting in a healthier Solano County.

**ALTERNATIVES:**

The Board could deny approval of the revenue contract. This is not recommended as it would result in the delay of bringing valuable information to the community.

**OTHER AGENCY INVOLVEMENT:**

First 5 Solano has collaborated with Solano Kids Thrive to apply for the grant to develop a media campaign.