



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

KRISTIN GASPAR
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: February 13, 2018

XX

TO: Board of Supervisors

SUBJECT

APPROVE SINGLE SOURCE CONTRACT WITH MIG | MJE MARKETING SERVICES FOR STRATEGIC HIV PREVENTION PROJECT (DISTRICTS: ALL)

OVERVIEW

For over 20 years, the San Diego County Board of Supervisors (Board) has authorized grants and agreements with the California Department of Public Health, Office of AIDS (CDPH) to provide a variety of prevention services to people living with or at risk of acquiring HIV. The CDPH released RFA 16-10920 for Strategic HIV Prevention Projects in March 2017. The HIV, STD and Hepatitis Branch (HSHB) of Public Health Services Department, in the County of San Diego Health and Human Services Agency, applied, and on May 3, 2017, CDPH notified the County of the intent to award the grant to HSHB. Prior Board action was taken on August 1, 2017 (04) to accept the grant award and enter into single source contract agreements with the specific program partners named in the award. Today's action requests one additional single source contract agreement.

Approval of this item will allow for social marketing and media services that build upon the success of the PrEP San Diego campaign implemented in March 2017. The new funding will address stigma and how it negatively impacts the social and emotional needs of HIV-negative and positive individuals.

Today's action requests Board authority to approve a single source contract with MIG | MJE Marketing Services. This item supports the County of San Diego's Getting to Zero initiative, adopted on March 1, 2016 (25), by funding activities related to prevention of HIV transmission and increasing awareness of HIV as a continuing public health priority. This item also supports the *Live Well San Diego* vision by building better health through providing access to high quality HIV prevention, testing, and medical care that lead to improved physical and behavioral health which promote a healthy, safe, and thriving region.

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RECOMMENDATION(S)

CHIEF ADMINISTRATIVE OFFICER

1. In accordance with Board Policy A-87 Competitive Procurement, approve and authorize the Director, Department of Purchasing and Contracting to enter into negotiations with MIG | MJE Marketing Services and subject to successful negotiations and a determination of fair and reasonable price, award a contract to conduct marketing and media services for the Strategic HIV Prevention Projects per funding source requirement, for the period of up to eighteen months, and up to six additional months if needed, pending availability of funds, and to amend the contract as needed to reflect changes in services and funding.

FISCAL IMPACT

Funds for this request are included in the Fiscal Year 2017-19 Operational Plan in the Health and Human Services Agency. If approved, this request will result in costs and revenue of \$250,000 in Fiscal Year 2017-18 and costs and revenue of \$150,000 in Fiscal Year 2018-19. The funding source is California Department of Public Health. There will be no change in net General Fund cost and no additional staff years.

BUSINESS IMPACT STATEMENT

N/A

ADVISORY BOARD STATEMENT

Pending Health Services Advisory Board action

BACKGROUND

Substantial progress has been made in addressing the HIV epidemic in San Diego County. New diagnoses have declined 62% from the all-time high of 1,314 in 1990 to 498 in 2016. Moreover, deaths among persons with HIV have declined 88% from an all-time high of 749 in 1994 to 87 in 2016. Nonetheless, HIV continues to be a major public health challenge in San Diego County, with one new HIV diagnosis occurring, on average, every 18 hours.

In March 2017, the California Department of Public Health Office of AIDS (CDPH) released RFA 16-10920 for Strategic HIV Prevention Projects. The HIV, STD and Hepatitis Branch (HSHB) of Public Health Services Department, in the County of San Diego Health and Human Services Agency applied for funding and, on May 3, 2017, the CDPH notified HSHB of its intent to award. The strategies and activities this award will fund include:

1. Leverage existing outreach and HIV testing programs to improve linkage to care, whether to HIV care or pre-exposure prophylaxis (PrEP);
2. Ensure that individuals who are newly diagnosed with HIV are rapidly linked to HIV care, with the first HIV primary care visit to occur as early as 0-1 day after confirmatory disclosure but no later than 30 days after disclosure;
3. Ensure that individuals who are at high risk for infection, but who test HIV negative, are counseled about the benefits of PrEP and those who are interested are linked to PrEP

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navigation assistance as early as 0-1 day after results disclosure but no later than 7 days; and

4. Develop campaigns and activities that focus on reducing HIV-related stigma to support engagement in and adherence to PrEP.

The Strategic HIV Prevention Projects funding aligns with the Getting to Zero Initiative which was adopted by the San Diego County Board of Supervisors (Board) on March 1, 2016 (25). The Initiative seeks to end the HIV epidemic over the next decade.

Today’s action supports four goals of the Getting to Zero Implementation Plan:

- Goal 1.1: “Develop and implement campaign to promote awareness of pre-exposure prophylaxis (PrEP) among high-risk populations;”
- Goal 1.2: “Expand current HIV prevention social media activities to promote HIV awareness throughout the County;”
- Goal 3.2: “Develop and implement media campaigns to educate populations at high risk for HIV infection about post-exposure prophylaxis (PEP) and PrEP and how to access them;” and
- Goal 5.2: “Reduce stigma associated with HIV so that individuals at risk can seek testing and fully engage in treatment.”

On August 1, 2017 (04), the Board authorized acceptance of funds for the Strategic HIV Prevention Project and single source agreements with Family Health Centers of San Diego, San Ysidro Health Center, Vista Community Clinic, and the San Diego LGBT Community Center. The County previously received funding from CDPH HIV Prevention Demonstration Project to implement the social marketing campaign: PrEP San Diego. The campaign included a website, bus shelter messages, and billboards throughout the County, as well as digital ads on social media platforms. On March 1, 2017, the campaign was formally launched. Evaluation data demonstrated the campaign reached 57% of men 18 to 34 years of age in San Diego County an average of 16 times between March 1, 2017 and June 30, 2017. During that same time period, enrollment in County-funded PrEP navigation services increased nearly 200%, from 22 enrollments in March 2017 to 65 enrollments in June 2017.

Upon receipt of the award from the CDPH, HSHB collaborated with the Department of Purchasing and Contracting to contract with the program partners named in the award notification. MJE Marketing Services was named to conduct social marketing and media services and the award amount was allocated across two years. On January 11, 2018, MJE Marketing announced it was joining MIG, bringing together MJE’s full service advertising and public relations expertise and MIG’s national planning, design, management, communications and technology services.

Strategic HIV Prevention Projects		
	Year 1	Year 2
MIG MJE Marketing Services	\$250,000	\$150,000

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MIG | MJE Marketing Services qualifies for a single source contract to implement Strategic HIV Prevention Projects, which were previously funded under the HIV Prevention Demonstration Project based on the following section of Board Policy A-87, Competitive Procurement:

- Section 1D-6: Continuity: The procurement is for goods and/or services where continuity of providers will provide efficiency or critical knowledge, and other providers of the goods and/or services cannot provide similar efficiencies or critical knowledge.

The deliverables for this work include conducting formative research that results in a marketing plan and the design of creative aspects of addressing stigma, as well as expanding the campaign through various forms of marketing and media. An evaluation plan will be developed and implemented. Additionally, this work will impact several of the *Live Well San Diego* indicators including Quality of Life, Life Expectancy, Vulnerable Populations, and Community Involvement.

LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

Today's proposed action supports the Building Better Health and Living Safely Initiatives in the County of San Diego's 2018-2023 Strategic Plan as well as the *Live Well San Diego* vision by improving access to high-quality and efficient prevention, testing, and medical care which lead to improved physical health.

Respectfully submitted,

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SIGNATURE

HELEN N. ROBBINS-MEYER
Chief Administrative Officer

ATTACHMENT(S)

N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED

Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

August 1, 2017 (04), authorized acceptance of Strategic HIV Prevention Projects funding and single source agreements for programmatic services; November 15, 2016 (08), authorized continuation of the HIV Prevention Demonstration Project; June 28, 2016 (09), authorized the acceptance of HIV prevention funding for pre-exposure prophylaxis navigation services; March 1, 2016 (25), approved the Getting To Zero Initiative; and March 17, 2015 (05), authorized the acceptance of funding for HIV Prevention Demonstration Projects.

BOARD POLICIES APPLICABLE:

A-87 - Competitive Procurement

BOARD POLICY STATEMENTS:

A waiver of Board Policy A-87 is requested to negotiate continuation of these agreements.

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

16-10920

ORIGINATING DEPARTMENT: Health and Human Services Agency

OTHER CONCURRENCE(S): Department of Purchasing and Contracting

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