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Action**

Smoking Cessation Treatment Services – Release of Solicitation

Supporting Document

Overview:

The request before the Commission is to approve the core elements of the upcoming initiative for smoking cessation, and authorize staff to begin the process to procure these services.

As part of the Strategic Plan and 5-Year Program Allocation Plan, the Commission will invest \$3.6M to reduce smoking among pregnant women, and exposure of children 0-5 to second-hand smoke, over a 4.5 year period.

Smoking during pregnancy has numerous adverse effects on maternal, fetal and infant health including increased risk of premature birth, lung disease, and sudden infant death syndrome. Children exposed to second hand smoke face an increased risk of poor lung development, often leading to respiratory problems later in life as well as ear infection. The good news is that these risks may be greatly reduced and long-term effects reversed as soon as exposure to second hand smoke is removed. Children receive lifelong benefits from a tobacco-free environment from prenatal and into their early years.

Recommended Design for the Smoking Cessation Program

After review of the literature and data provided by staff and interested community members, TPAC has recommended that the proposed Smoking Cessation Treatment Services Initiative:

- Provide services countywide.
- Serve the following target populations:
 - Pregnant women.
 - Women with children birth through 5 years old.
 - Smokers in households with pregnant women and/or children birth through 5 years old.
- Provide a comprehensive program that addresses all three identified populations (those willing to quit, unwilling to quit, and recently quit).
- Require using evidence-based best practices.

Due to the short timeframe and expertise required, the Commission is asked to approve allocating up to \$12,000 for either a Temporary Expert Professional (TEP) or for consultant services (if a qualified TEP cannot be identified) to assist in the development of the solicitation for the Smoking Cessation Services Initiative. The expert would assist Commission staff in integrating the recommendations of the Commission. They would utilize established research and input from the community forum in developing a Statement of Work.

Staff Recommendations:

- 1) Find that the proposed services are consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood education within the County and

**Executive Director
Jiménez**

**Randall Marks
Health Projects
Manager**

provides a public benefit.

- 2) Authorize the Executive Director or her designee to work with the County Director of Purchasing and Contracting to release a competitive solicitation for Smoking Cessation Services for up to \$3,600,000. The initial contract will be for 18-months for up to \$1,200,000 with an additional 3 option years at up to \$800,000 per year.
- 3) Allocate up to \$3,600,000 from the Smoking Cessation line in the Commission's approved 5 Year Program Allocation Plan as follows (each year's funding up to the amount listed to come from that year's budget):
 - FY 2011 – 12 Up to \$400,000
 - FY 2012 – 13 Up to \$800,000
 - FY 2013 – 14 Up to \$800,000
 - FY 2014 – 15 Up to \$800,000
 - FY 2015 – 16 Up to \$800,000 (this FY is beyond the 5 year plan but utilizes funding authorized but not utilized in FY 10-11 & 11-12)
- 4) Allocate up to \$12,000 from the FY 2010 – 11 budget to be designated for either a Temporary Expert Professional or for consultant services to develop a Statement of Work for the Smoking Cessation Treatment Services Initiative.
- 5) Authorize the Executive Director to contract for consultant services (if required) for the Smoking Cessation Services Initiative.

Fiscal Impact:

Up to \$3,600,000 from the Smoking Cessation line in the Commission's approved 5- Year Program Allocation Plan will be used to provide services for 4 ½ years beginning in 2012.

Up to \$12,000 from the Salaries or Specialized Services line in the Commission's FY 10-11 budget for the services of an expert.