

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

<p>(1) DEPARTMENT Behavioral Health</p>	<p>(2) MEETING DATE 3/20/2012</p>	<p>(3) CONTACT/PHONE Kimberly Miramon, Administrative Srvc Manager 805-788-2932 Amy Olson, Administrative Services Officer II 805-781-4729</p>	
<p>(4) SUBJECT Request to approve an agreement in the amount of \$10,000 with the California Friday Night Live Partnership to fund the Spring 2012 San Luis Obispo County Friday Night Live "Driving the Change" project.</p>			
<p>(5) RECOMMENDED ACTION It is recommended that the Board approve an agreement in the amount of \$10,000 with the California Friday Night Live Partnership to fund the Spring 2012 San Luis Obispo County Friday Night Live "Driving the Change" project.</p>			
<p>(6) FUNDING SOURCE(S) California Friday Night Live Partnership</p>	<p>(7) CURRENT YEAR FINANCIAL IMPACT \$10,000</p>	<p>(8) ANNUAL FINANCIAL IMPACT \$10,000</p>	<p>(9) BUDGETED? Yes</p>
<p>(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent      <input type="checkbox"/> Presentation (Time Est. _____) <input type="checkbox"/> Hearing (Time Est. _____)      <input type="checkbox"/> Board Business</p>			
<p>(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions    <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances      <input type="checkbox"/> N/A</p>		<p>(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required    <input checked="" type="checkbox"/> N/A</p>	
<p>(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A</p>		<p>(14) W-9 <input checked="" type="checkbox"/> No    <input type="checkbox"/> Yes</p>	
<p>(15) LOCATION MAP N/A</p>	<p>(16) BUSINESS IMPACT STATEMENT? No</p>	<p>(17) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____</p>	
<p>(18) ADMINISTRATIVE OFFICE REVIEW  Reviewed by Leslie Brown</p>			
<p>(19) SUPERVISOR DISTRICT(S) All Districts -</p>			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Behavioral Health / Kimberly Miramon, Administrative Services Manager  
805-788-2932  
Amy Olson, Administrative Services Officer II  
805-781-4729

DATE: 3/20/2012

SUBJECT: Request to approve an agreement in the amount of \$10,000 with the California Friday Night Live Partnership to fund the Spring 2012 San Luis Obispo County Friday Night Live "Driving the Change" project.

## **RECOMMENDATION**

It is recommended that the Board approve an agreement in the amount of \$10,000 with the California Friday Night Live Partnership to fund the Spring 2012 San Luis Obispo County Friday Night Live "Driving the Change" project.

## **DISCUSSION**

San Luis Obispo County Behavioral Health Department and its Friday Night Live programs have a long history of good standing with the California Friday Night Live Leadership Team and in the community. The core values of San Luis Obispo County Behavioral Health Department's school based prevention and intervention programs (including Friday Night Live) are to strengthen or increase protective factors, while striving to reduce risk factors in our youth. Research has shown that driving while distracted is not only illegal but lethal. The Friday Night Live "Driving the Change" project aims to achieve the statewide Standards of Practice for prevention based youth development, which include:

- The experience of a safe environment
- Opportunities for involvement and connection to community and school
- Opportunities for leadership and advocacy
- Skill building activities
- Caring and meaningful relationships

Using the above mentioned Standards of Practice, Behavioral Health staff will implement the Friday Night Live "Driving the Change" project on five high school campuses in San Luis Obispo County: (1) Nipomo High School, (2) San Luis Obispo High School, (3) Shandon High School, (4) Atascadero High School and (5) Templeton High School for the current year. Schools campuses for each year are chosen by two factors: 1) the capacity of the local Friday Night Live chapter to implement a work plan on a particular school campus, and 2) the relationship with the local law enforcement and their availability to support the program.

“Driving the Change” is a youth driven and traffic safety campaign which focuses on increasing youth and parent awareness of risky behaviors related to youth driving issues, such as distracted driving, and driving while texting. “Driving the Change” also focuses on increasing passenger protection. Behavioral Health Staff will implement safety campaigns, and educate youth about the dangers of distracted driving. The entire student body of the participating high schools will be exposed to the prevention messages through a media campaign, school assemblies and prevention activities. In addition, Behavioral Health staff will be providing brief quarterly reports of activities to the Friday night Live Partnership, and participating in conference calls and training events.

### **OTHER AGENCY INVOLVEMENT/IMPACT**

This program involves a cooperative effort between the San Luis Obispo County Behavioral Health Department, Nipomo High School, San Luis Obispo High School, Shandon High School, Atascadero High School, and Templeton High School. County Counsel has approved this agreement as to form and legal effect.

### **FINANCIAL CONSIDERATIONS**

The “Driving the Change” project covers the period December 1, 2011 through May 31, 2012 and includes funding from the Statewide California Friday Night Live Partnership in the amount of \$10,000. As the Statewide California Friday Night Partnership funds several different agencies, the signed agreements were not delivered to San Luis Obispo County Behavioral Health until late February.

The project breakdown includes \$2,500 for personnel/stipends for school advisors; \$2,800 for operating expenses including training materials, guest speakers, and supplies; \$4,300 for travel and mileage; and \$400 for administrative costs and reporting. Any unspent funds remaining at May 31, 2012 will be carried forward to FY 2012-13 to complete the project.

### **RESULTS**

The “Driving the Change” program intends to achieve the following results during Spring 2012:

- Friday Night Live “Driving the Change” Project will be active on 5 school campuses in San Luis Obispo County: Nipomo High School, San Luis Obispo High School, Shandon High School, Atascadero High School, and Templeton High School;
- Entire student body will be exposed to “Driving the Change” message through media campaign, school assemblies, and school activities;
- Social media campaign (Facebook page, etc.) will reach a goal of at least 1,200 students
- Family outreach projects will reach a goal of at least 600 families

The “Driving the Change” project will help the Behavioral Health Department achieve its goal of promoting safe, healthy, responsible and informed choices concerning traffic and driving safety through programs responsive to community needs. Reaching this goal contributes to the desired outcomes of a “Healthy Community.”

### **ATTACHMENTS**

1. 2012 Friday Night Live "Driving The Change" Grant Agreement