



COUNTY ADMINISTRATOR
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TO: Jeff Irwin, Chair
Ways and Means Committee

THROUGH: Robert E. Guenzel
County Administrator

FROM: Ellen J. Clement
Health Officer

DATE: June 7, 2006

SUBJECT: Reality Check Grant Application

BOARD ACTION REQUESTED:

The Department of Public Health requests that the Board of Commissioners ratify the signature of the County Administrator on the Reality Check grant application to the Washtenaw Community Health Organization in the amount of \$102,246 for the first year award and renewable in the second year for the two year grant period of October 1, 2006 through September 30, 2008.

BACKGROUND:

The Department of Public Health was funded for a 3-year substance abuse prevention project through the Michigan Department of Community Health, Office of Drug Control Policy beginning October 2003. The goals and objectives of this project were aimed at developing a youth-directed counter-advertising campaign within the geographic area served by the Substance Abuse Coordinating Agency (Washtenaw and Livingston counties).

A substance abuse prevention media campaign was developed with input from youth between the ages of 12 to 14 in both counties. Reality Check – Youth getting the real facts about Alcohol, Tobacco and Other Drugs is a youth-driven campaign that is being delivered to youth in schools and the community as well as adult stakeholders through a web site and other community strategies including media and public relations and community capacity-building.

DISCUSSION:

Washtenaw County Public Health Department (WCPH), in collaboration with Livingston County Community Alliance (LCCA), will continue the bi-county Reality Check Counter Advertising campaign that was begun during fiscal year 2003-04. Counter Advertising is listed as a best practice by the Center for Substance Abuse Prevention (CSAP). This environmental and community mobilizing strategy is modeled after the successful "TRUTH" Campaign, a youth driven anti-tobacco counter advertising campaign initiated by the State of Florida.

Research and experience demonstrate that adolescents develop attitudes, beliefs and behaviors regarding the use of alcohol, tobacco and other drugs (ATOD) use from peers, family members, television, and other cultural sources. To reduce favorable attitudes and norms regarding ATOD, Reality Check uses a counter-advertising campaign.

Reality Check targets middle school youth and their parents in five communities in Washtenaw and Livingston County as well as businesses and other community organizations (civic groups, the faith community, community groups, etc.) to change community norms regarding the use of alcohol, tobacco and other drugs. The Reality Check Campaign uses a website, www.myrealitycheck.org, to convey information and support to youth to stay drug free as well as to link the campaign to ongoing school based substance abuse prevention programs. The campaign also recruits businesses to display Reality Check logo. These techniques are designed so that youth receive consistent messages from the community and school that they are valued and that their community wants them to stay drug free.

IMPACT ON HUMAN RESOURCES:

None. Public Health will be utilizing current staff for this program activity. Twenty percent (.20 FTE) of a Health Educator's time will be assigned to this program for direct support.

IMPACT ON BUDGET:

The total program budget for the first year of the grant period (10/1/06 through 9/30/07) is \$102,246. This total represents \$75,000 from the funding agency along with \$27,246 of in-kind personnel support to the program. The funding is renewable for the second year of the grant period.

IMPACT ON INDIRECT COSTS:

Indirect costs are not an allowable expense within this grant.

IMPACT ON OTHER COUNTY DEPARTMENTS OR OUTSIDE AGENCIES:

The Reality Check project will impact Livingston and Washtenaw Counties, specifically the Howell, Pinckney, Milan, Ypsilanti and Willow Run school districts. This program involves school districts, collaboration with partners such as Regional Alliance for Healthy Schools, Key Development, Inc., local libraries, business organizations and service clubs to integrate the common message supporting a drug free life for youth in our communities.

CONFORMITY TO COUNTY POLICIES:

This request conforms to County policies.

A RESOLUTION RATIFYING THE COUNTY ADMINISTRATOR'S SIGNATURE ON THE TWO YEAR GRANT APPLICATION TO THE WASHTENAW COMMUNITY HEALTH ORGANIZATION FOR THE REALITY CHECK PROJECT IN THE AMOUNT OF \$102,246 FOR THE FIRST YEAR AWARD AND RENEWABLE IN THE SECOND YEAR FOR THE GRANT PERIOD OF OCTOBER 1, 2006 TO SEPTEMBER 30, 2008

WASHTENAW COUNTY BOARD OF COMMISSIONERS

June 7, 2006

WHEREAS, the Washtenaw County Public Health department has submitted a grant application to the Washtenaw Community Health Organization in the amount of \$102,246 for the first year award and renewable in the second year for the two year grant period of October 1, 2006 to September 30, 2008; and

WHEREAS, the Department of Public Health was funded for a 3-year substance abuse prevention project through the Michigan Department of Community Health, Office of Drug Control Policy beginning in October 2003; and

WHEREAS, the goals and objectives of this project were aimed at developing a youth-directed counter-advertising campaign within the geographic area served by the Substance Abuse Coordinating Agency (Washtenaw & Livingston counties); and

WHEREAS, Reality Check targets middle school youth and their parents in five communities in Washtenaw and Livingston County as well as businesses and other community organizations (civic groups, the faith community, community groups, etc.) to change community norms regarding the use of alcohol, tobacco and other drugs; and

WHEREAS, Washtenaw County Public Health Department in collaboration with Livingston County Community Alliance, will continue their collaborative bi-county Reality Check Counter Advertising campaign with the support of the funding received through this grant; and

WHEREAS, this matter has been reviewed by the County Administrator, Corporation Counsel, the Human Resources Department, the Finance Department and the Ways and Means Committee

NOW THEREFORE BE IT RESOLVED that the Board of Commissioners hereby ratifies the signature of the County Administrator on the Reality Check grant application in the amount of \$102,246 for the first year award for the two year grant period of October 1, 2006 through September 30, 2008, as on file with the County Clerk.

BE IT FURTHER RESOLVED that the Board of Commissioners takes the following actions contingent upon receipt of funding in conformity with the Reality Check grant application:

1. Authorizing the Administrator to sign the Notice of Grant Award
2. Amending the budget, as attached hereto and made a part hereof
3. Authorizing the Administrator to sign delegate contracts upon review by Corporation Counsel, to be filed with the County Clerk.

Washtenaw County Public Health
 Reality Check Grant
 October 1, 2006 – September 30, 2007
 2962067200

Revenue:		<u>Current Budget</u>	<u>Revised Budget</u>	<u>Variance</u>
	54000 State Revenue	\$0	\$75,000	\$75,000
	69000 In-Kind	<u>\$0</u>	<u>\$27,246</u>	<u>\$27,246</u>
	Total Revenue	\$0	\$102,246	\$102,246
Expenditures:				
	Personal			
	70050 Services	\$0	\$15,580	\$15,580
	72600 Supplies	\$0	\$4,420	\$4,420
	Other Services			
	80000 & Charges	\$0	\$55,000	\$55,000
	93500 In-Kind Charges	<u>\$0</u>	<u>\$27,246</u>	<u>\$27,246</u>
	Total Expenditures	\$0	\$102,246	\$102,246

Indirect Costs = \$0