



# COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

## SUMMARY REPORT

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**Agenda Date:** 10/13/2020

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**To:** Board of Supervisors of Sonoma County  
**Department or Agency Name(s):** Department of Health Services  
**Staff Name and Phone Number:** Kim Caldewey, 565-6671  
**Vote Requirement:** Majority  
**Supervisorial District(s):** Countywide

**Title:**

Dental Health Program Contract Amendment

**Recommended Action:**

Authorize the Director of Health Services, or designee, to execute the first amendment to an agreement with Sartin Denny Productions, LLC dba The Engine is Red to expand services in support of the Dental Health Program's outreach and marketing campaign, increasing the amount by \$170,098, resulting in a new not-to-exceed amount of \$269,132 through December 31, 2020.

**Executive Summary:**

This item requests approval of an amendment to an agreement that advances the work of the Department's Dental Health Program. The amendment is funded by the California Department of Health Care Services Dental Transformation Initiative Local Dental Pilot Program grant and supports outreach and marketing efforts in fulfillment of activities required by the state grant.

**Discussion:**

In 2017 the California Department of Health Care Services awarded Sonoma County a \$3.5 million grant over approximately 4 years, from 2016 to 2020, to implement Cavity-Free Sonoma, a Dental Transformation Initiative Local Dental Pilot Project that supports the vision of 75 percent of five year olds being cavity-free by 2020.

The project's goal is to achieve the Centers for Medicare and Medicaid Services' Triple Aim in dental health for Medi-Cal eligible children ages six and under by creating a comprehensive system of care that prevents, diagnoses, and manages the treatment of early childhood cavities as a chronic disease. The Department of Health Care Services subsequently awarded the County an additional \$592,000 in 2018 to enhance project activities and promote achievement of the originally approved objectives.

The pilot project, dubbed "Cavity Free Sonoma," engaged Federally Qualified Health Centers and Sonoma County Indian Health Project dental clinics, the Santa Rosa Junior College, and other subcontractors to deliver a standardized risk-based oral health model to Medi-Cal enrolled children ages 6 and under throughout the County. Since full implementation of the project in 2017 over 20,000 dental assessments have been performed, with follow-up treatment as needed. A new workforce has been created and successfully employed in partner dental clinics, as well as a Community Dental Health Worker. The workforce has provided over 8,000 hours of linguistically and culturally responsive personalized family coaching and education to ensure treatment adherence and has resulted in the adoption of cavity prevention behaviors plans for nearly

4,000 children. The ratio of prevention to restorative services has improved from an initial 5:1 ratio to 13:1, resulting in cost savings and a decrease in severe decay requiring surgery under general anesthesia. Treatment plan completion and no-show rates demonstrate similar success. The work with Sartin Denny Productions on communications has yielded a website, Dentlisfundamental, in English and Spanish offering health promotion tips and navigation to dental care. Other materials include mailers for families at the first birthday of their child to remind them of the need to make a first dental appointment, internet ads, and creative design for the next phase of the communication campaign.

Sartin Denny Productions will continue to refine and develop a creative campaign and media strategy to increase oral health literacy and change the understanding of oral health within the Sonoma County community. The agency will work on developing and providing the evergreen materials that the program can continue using to promote education and program goals and objectives.

Sartin Denny Productions was selected through a competitive procurement process conducted in 2018, and the amendment is needed to capitalize on the opportunity to create enduring/evergreen materials to promote oral health and nutrition over the next several years, building on efforts already underway in the community. Examples of such materials include videos, oral health kits for new parents, oral health kits for pediatricians and primary care providers, bus ads, website development, coloring sheets, tooth brushing charts and many other materials. These materials will be disseminated via medical and dental providers and schools. During the COVID-19, the is type of promotion has gained in importance as families may avoid dental care due to fear.

**Prior Board Actions:**

On May 9, 2017 the Board approved a grant agreement with the California State Department of Health Care Services to accept \$3,507,767 in revenue to implement a Dental Transformation Initiative Local Dental Pilot Project for the period of May 15, 2017 through December 31, 2020.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY 21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses	170,098		
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>170,098</b>	<b>0</b>	<b>0</b>
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal	170,098		
Fees/Other			
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>170,098</b>	<b>0</b>	<b>0</b>

**Narrative Explanation of Fiscal Impacts:**

The Local Dental Pilot Project grant award from DHCS operates on calendar year (CY) grant periods. Consequently, appropriated unspent balances at the end of a Fiscal Year carryover to the following Fiscal Year. Additionally, unspent grant monies at the end of a grant period have been carried over, with DHCS approval, to

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the following grant periods.

Currently, the total CY 2020 approved grant budget is \$1,676,013.49. At the end of June 30, 2020 (FY19/20) the remaining grant balance for CY2020 was \$1,338,358.71. Of that amount only \$655,178 is currently appropriated in the FY20/21 Budget. The exact unspent grant balance is \$683,180.71. This large unspent balance resulted from the Dental Team Staff having to redirect efforts to COVID, 73% of time spent on Disaster vs 27% spent on the grant. \$681,798 was included in Q1 CBAs to appropriate funding for existing subcontracts that have also carried over and add funding to execute the modification of the subcontract with Sartin Denny Productions, LLC dba The Engine is Red. Of the \$683,180 in unspent appropriations, only \$681,798 is being carried over from FY19/20 to FY20/21 and includes \$170,098 to fund this subcontractor modification.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

Sartin Denny Productions, LLC dba The Engine is Red Amendment

**Related Items "On File" with the Clerk of the Board:**

None