

Executive Summary Form

Agenda Number: 7100 – Scheduled for May 23, 2023 BOS Meeting

Recommendation:

Approve Contract 23-16-HEA-01 Marketing Campaign for Cochise County between Initium Health and Cochise County Health and Social Services in the amount of \$196,000.00 for the period of 05/23/2023 thru 06/30/2024.

Background (Brief):

Contract 23-16-HEA-01 Marketing Campaign for Cochise County is the result of IGA ADHS18-177676 Amendment 6 – COVID-19 Vaccination (Equity Funds). The work plan for this funding included engaging a professional marketing firm to help CCHSS to develop quality educational materials that are culturally relevant.

The goal of the marketing campaign is to increase acceptance of COVID-19 vaccination among racial and ethnic minority groups.

- ✓ Initium will develop materials in collaboration with community partners such as the Arizona CHW Association (AzCHOW), Chiricahua Community Health Centers, Inc. (CCHCI), SE Arizona Area Health Education Center (SEAHEC), Winchester Heights Health Organization (WHO), Pinal Hispanic Council (PHC), the Good Neighbor Alliance, and the Bisbee Coalition for the Homeless.
- ✓ The culturally relevant educational materials will be shared with all partners in Cochise County

The RFP process was followed and Initium Health was the successful bidder.

Fiscal Impact & Funding Sources:

The funding source for this agreement is the ADHS IGA 18-177676 Amendment 6 – COVID-19 Vaccination (Equity Funds).

Next Steps/Action Items/Follow-up:

Your approvals are respectfully requested.

CCHSS will begin working with Initium Health to develop a marketing campaign for Cochise County.

Please forward signed copies of the agreements to the Health Director Alicia M. Thompson, Deputy Health Director, Beth Robinson, and CCHSS Finance Officer, Rafael Melendez.

Impact of Not Approving:

CHSS will not fulfill the requirements of ADHS18-177676 Amendment 6 – COVID-19 Vaccination (Equity Funds).