

County of Santa Clara
Santa Clara Valley Health & Hospital System
Public Health Department



90425

DATE: March 20, 2018
TO: Board of Supervisors
FROM: Sara H. Cody MD, Health Officer and Public Health Director
SUBJECT: Approve Direct Payment for Teen Sexually Transmitted Disease Video Contest Prizes

RECOMMENDED ACTION

Approve direct payments of up to \$4,500 from Supplemental STD Prevention grant funding to Teen Sexually Transmitted Disease Video Contest winners.

FISCAL IMPLICATIONS

Approval of the recommended action will not require any modification to the current Board-approved budget for the Public Health Department, as grant funding is already included in the Fiscal Year 2017-2018 Public Health Department Budget.

REASONS FOR RECOMMENDATION

On April 11, 2017, the Board of Supervisors approved an agreement with the California Department of Public Health for core STD program management funding. The agreement includes funding for Viral Video Contest awards, as was noted in Legislative File 85110. The Department is now requesting specific approval to use Direct Pay to process these award payments for the 2018 contest award winners. Approval would allow the Public Health Department to award students on the winning production team a Direct Payment of \$1,500 for first place, \$1,000 for second place and \$500 for third place. A Direct Payment of \$500 would be given to the high school department of each winning team's faculty advisor, totaling \$1,500.

CHILD IMPACT

The recommended action would impact the Children's Agenda Healthy Lifestyle and Youth Feel Valued by the Community indicators.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

BACKGROUND

The purpose of the HIV/AIDS Program Supplemental STD Prevention funding from the State is to support sexually transmitted disease and human immunodeficiency virus (HIV) community outreach, education and awareness. In coordination with local STD Awareness Month efforts, the Public Health Department's STD/HIV Prevention & Control program sponsors a Teen Sexually Transmitted Disease video contest for high school youth in the county. The contest, called the "Viral Video", encourages students 13-19 years of age attending a high school in Santa Clara County to produce an original video (no more than three minutes long) directed at their peers to encourage safe sexual health behavior and normalize STD and HIV testing. Each youth production team (up to five students) must have a faculty advisor from their high school. Contestants must submit the required entry and consent forms and post their videos to YouTube by 5:00 PM PST on March 23, 2018. A winning production team will be selected by a panel of judges by the end of April, 2018.

Empowering youth to facilitate a youth-driven social movement to promote safer behaviors and an open dialog about sexual health not only increases youth awareness of sexually transmitted infections, but it is also in line with Santa Clara Valley Health & Hospital System's Strategic Road Map objective to reduce the burden of illness and cost of care, while improving the healthy lifespan of county residents.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve the recommended action may prohibit the Public Health Department from awarding contest prizes to the selected winner of the "Viral Video" youth STD video contest.

STEPS FOLLOWING APPROVAL

The Clerk of the Board will notify Michele Seaton of the Public Health Department.