



HEALTH SERVICES AGENCY
ADMINISTRATION

COUNTY OF SANTA CRUZ

HEALTH SERVICES AGENCY

POST OFFICE BOX 962, 1080 EMELINE AVENUE
SANTA CRUZ, CA 95061-0962
(408) 454-4066 FAX: (408) 454-4488
TDD: (408) 454-4123

August 4, 1998

AGENDA: August 18, 1998

BOARD OF SUPERVISORS

Santa Cruz County
701 Ocean Street
Santa Cruz, CA 95060

Re: DISPOSITION OF MANGINI TOBACCO LITIGATION SETTLEMENT FUNDS

Dear Board Members:

On September 9, 1997, your Board approved a \$100,000 settlement with the defendant in Mangini v. R.J. Reynolds Tobacco Company, et al., San Francisco Superior Court No. 939359. Mangini claimed that R.J. Reynolds violated California law against deceptive advertising by targeting its Joe Camel campaign at minors too young to legally purchase tobacco products. The Health Services Agency is requesting approval of the attached resolution accepting \$34,300 in settlement revenue this year to be used for anti-tobacco use education activities. The balance of the award settlement will be used to continue these activities over the next two years.

The Health Services Agency and the Public Health Commission created a process for allocating and using the settlement funds. The Commission developed a statement of purpose which affirmed that the settlement funds should be directed towards programs to educate youth and the community about smoking risks. The Commission then notified various community groups and organizations of the availability of funds to educate young people about the dangers of tobacco. On February 26, the Commission hosted a public discussion to determine how to allocate the funds. At its April 23 meeting, the Commission approved a three-year spending plan, detailed below, subject to your Board's approval.

The Tobacco Education Coalition requested \$89,000 for a three year project to place anti-tobacco murals at five schools throughout the county. The murals will then be used to develop bus ads, each of which will then run for two to three months. The project will be documented and the resulting documentary will air on local cable access channels. Expenses for the first year (FY 1998/99) will total \$29,300 and will pay for two murals (\$7,500 each for a total of \$15,000), one bus ad (\$9,300) and \$5,000 to cover expenses related to documenting the

project. The Health Services Agency will return to your Board for approval of the bus ad contract and other contracts as necessary. Funds for additional murals and bus ads will be included in subsequent HSA budget requests.

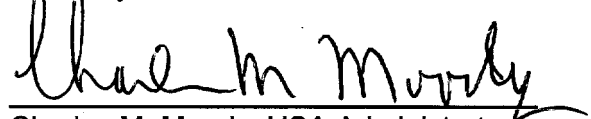
The County Office of Education (COE) requested \$5,000 in one-time funds toward the purchase of a curriculum and related materials for a life skills prevention program for middle school students. The program will provide students with the motivation and skills necessary to resist peer and media pressure to use tobacco and other drugs. HSA is recommending that your Board approve a \$5,000 payment to COE for these materials.

The Health Services Agency requested \$6,000 in one-time funds to study the incidence of smoking related disease and illness in Santa Cruz County. This study will be conducted by a Preventive Medicine Resident Physician placed at HSA under a physician residency affiliation agreement with the University of California, San Francisco approved by your Board on June 2, 1998.

It is therefore RECOMMENDED that your Board:

1. Approve the Public Health Commission's recommended three-year plan, described above, for use of the \$100,000 Mangini tobacco litigation settlement; and
2. Adopt the attached resolution accepting \$40,300 in unanticipated revenue from the Mangini tobacco litigation settlement for the Tobacco Education Program; and
3. Authorize the payment of \$5,000 to the County Office of Education towards the purchase of a life skills prevention curriculum and related materials.

Sincerely,


Charles M. Moody, HSA Administrator

RECOMMENDED:



Susan A. Mauriello
County Administrative Officer

cc: County Administrative Office
Auditor-Controller
County Counsel
HSA Administration
Public Health Commission
County Office of Education

BEFORE THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CRUZ, STATE OF CALIFORNIA

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RESOLUTION NO. _____

On the motion of Supervisor _____
duly seconded by Supervisor _____
the following resolution is adopted:

RESOLUTION ACCEPTING UNANTICIPATED REVENUE

WHEREAS, the County of Santa Cruz is a recipient of funds from Mangini
tobacco settlement for tobacco education program; and

WHEREAS, the County is recipient of funds in the amount of \$ 34,300
which are either in excess of those anticipated or are not specifically set
forth in the current fiscal year budget of the County; and .

WHEREAS, pursuant to Government Code Section 29130(c)/29064(b), such funds
may be made available for specific appropriation by a four-fifths vote of
the Board of Supervisors;

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the Santa Cruz County
Auditor-Controller accept funds in the amount of \$ 34,300 into

Department Health Services Agency

<u>I/C</u>	<u>Index Number</u>	<u>Revenue Subobject Number</u>	<u>Account Name</u>	<u>Amount</u>
001	362800	0418	Judgments & Damages	34,300

and that such funds be and are hereby appropriated as follows:

<u>I/C</u>	<u>Index Number</u>	<u>Expenditure Subobject Number</u>	<u>PRJ/UCD</u>	<u>Account Name</u>	<u>Amount</u>
021	362800	3665		Prof & spec svces - other	29,300
021	362800	3975		Miscellaneous	5,000

DEPARTMENT HEAD I hereby certify that the fiscal provisions have been
researched and that the Revenue(s) (has been) (will be) received within the
current fiscal year.

By Chae M. Marky
Department Head

Date 8/4/98

COUNTY ADMINISTRATIVE OFFICER

☒ Recommended to Board

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☐ Not Recommended to Board

PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz,
State of California, this _____ day of _____ 19____
by the following vote (requires three-fifths vote for approval):

AYES: SUPERVISORS

NOES: SUPERVISORS

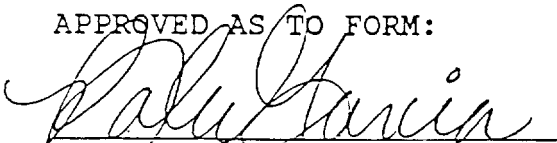
ABSENT: SUPERVISORS

Chairperson of the Board

ATTEST:


Clerk of the Board

APPROVED AS TO FORM:



County Counsel

APPROVED AS TO ACCOUNTING DETAIL:



Auditor-Controller

Distribution:

Auditor-Controller
County Council
County Administrative Officer
Originating Department