

COUNTY OF LOS ANGELES – DEPARTMENT OF MENTAL HEALTH

F A C T S H E E T

**APPROVAL OF STATE CONTRACT NO. 06-76191-000 WITH
THE STATE OF CALIFORNIA, DEPARTMENT OF MENTAL HEALTH
AND
APPROVAL OF REQUEST FOR APPROPRIATION ADJUSTMENT
FOR FISCAL YEAR 2006-2007**

**(ALL SUPERVISORIAL DISTRICTS)
(4 VOTES)**

REQUEST

1. Accept and approve the State of California, Department of Mental Health's (State) Contract No. 06-76191-000, with the County of Los Angeles - Department of Mental Health (DMH), to enable the State to use the services of Ms. Kirsten Deichert, the Legislative and Public Information Officer of DMH. The term of the Contract is October 20, 2006 through October 20, 2008. The cost of the contract is \$81,997 for Fiscal Year (FY) 2006-2007, \$111,998 for FY 2007-2008 and \$28,000 for FY 2008-2009 for a total cost of \$221,995 over the three-year term of the contract. The cost of the contract will be 100% reimbursed by the State.
2. Instruct the Director of Mental Health to sign two (2) copies of the State Contract and forward it to the State.
3. Authorize DMH to fill one (1) ordinance position, Legislation and Public Information Officer, in excess of what is provided for in DMH's staffing ordinance, pursuant to Section 6.06.020 of the County Code and subject to allocation by the Chief Administrative Office (CAO). Continued funding for this item through October 20, 2008 will be provided through reimbursement by the State for Ms. Deichert's services. It is expected that Ms. Deichert will become a State employee by October 20, 2008, and DMH will eliminate the additional ordinance position.
4. Approve a Request for Appropriation Adjustment for FY 2006-2007 in the amount of \$82,000. The Appropriation Adjustment, fully funded by the State, will provide funding for the reimbursement of services provided by Ms. Deichert and enable DMH to back fill the Legislation and Public Information Officer position.

PURPOSE/JUSTIFICATION

The approval of the recommended actions will help Ms. Deichert bring the unique perspective and experience of Los Angeles County to bear on the State's planning and implementation for the Mental Health Services Act (MHSA) and its related communication projects. Also, it will enable the Department to assist the State in

responding to its increasing need for external communications related to the MHSA (Proposition 63).

The State is required to make significant efforts to engage community members in its decision-making processes for the new MHSA funds. The MHSA requires the State to use various communication methods to work to diminish the stigma associated with mental illness in the minds of the general public and also increase access to mental health services among individuals with severe mental illness. Increasing the State's understanding of Los Angeles County's perspective on Early Intervention & Prevention activities may result in State requirements that better reflect this County's priorities (e.g., public education about mental illness that targets underserved populations, including Latinos and Asian/Pacific Islanders).

Due to the new MHSA requirements, the State requested the services of Ms. Deichert to design and implement a new and diverse set of public communication activities. As the largest and one of the most diverse counties in California, Los Angeles County's unique needs may be better understood and represented at the State level by providing the services of Ms. Deichert to the State Department of Mental Health.

Without approval of the recommended action, the State will be unable to improve its dissemination of information to the public about the MHSA and will be unable to improve the understanding and awareness of the public about mental health services that will newly be available.

BACKGROUND

The term of the Contract will be three fiscal years, i.e, FYs 2006-2007, 2007-2008, and 2008-2009. The Contract was prepared by the State to authorize the State to use the services of Ms. Deichert. As a contracted employee to the State, Ms. Deichert will play a major role in the dissemination of information about the policies and actions of the State to the public via the media, provide general support to the Assistant Director, External Affairs, and perform other communications related duties.

RK:FM:MI