

Staff Report
Board Meeting Date: February 27, 2025

DATE: February 21, 2025
TO: District Board of Health
FROM: Irene Dominguez, Fiscal Compliance Office
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Lisa Lottritz, Division Director, Community and Clinical Health Services
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SUBJECT: Retroactively approve FY25 purchases in an amount not to exceed \$115,000 from IC Media for social media campaigns targeting vaccination information and promotion of events in support of the clinic operations on behalf of the Community and Clinical Health Services Division in Washoe County.

SUMMARY

The Northern Nevada District Board of Health must approve and execute Interlocal Agreements and amendments to the adopted budget. The District Health Officer is authorized to execute agreements on the Board of Health's behalf up to \$100,000.00 per contractor; over \$100,000.00 would require the approval of the Board.

District Health Strategic Priority supported by this item:

- 1. Healthy Lives:** Improve the health of our community by empowering individuals to live healthier lives.

PREVIOUS ACTION

No previous action this fiscal year.

BACKGROUND

This is a three-month contract for creating a culturally sensitive and impactful promotional campaign that forges authentic and deep connections with multicultural communities. IC Media has tight-knit relationships cultivated with community members/partners to create campaigns that build trust, meet people where they are and inspire action. This campaign will emphasize the importance of vaccination services and to encourage families to visit NNPH's vaccine outreach events.

FISCAL IMPACT

Should the Board approve the purchase order, there will be no additional impact to the adopted FY25 budget, as the amounts were anticipated and budgeted in the following Internal Orders:

- 12237-COVID IZ Rd 4
- 12235-COVID IZ Rd 3
- 12496-COVID IZ Rd 4 Carryover
- 12495-COVID IZ Rd 3 Carryover

RECOMMENDATION

It is recommended that the District Board of Health retroactively approve FY25 purchases in an amount not to exceed \$115,000 from IC Media for social media campaigns targeting vaccination information and promotion of events in support of the clinic operations on behalf of the Community and Clinical Health Services Division in Washoe County.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: "to retroactively approve FY25 purchases in an amount not to exceed \$115,000 from IC Media for social media campaigns targeting vaccination information and promotion of events in support of the clinic operations on behalf of the Community and Clinical Health Services Division in Washoe County."