

SOCIAL SERVICES AGENCY
County of Santa Clara

Inter-Office Correspondence

TO: Sunshine Borelli
FROM: Will Lightbourne *WLL*
DATE: 12 May 2006
SUBJECT: Inventory item for SSB

(I am responding to your email yesterday. My email is down, so we are resorting to older technologies.)

The FIRST 5 request we made was consistent with the purposes described in the budget request transmittal from Blanca and Jim – outreach to teens, advertising in selected ethnic media, and presentations on safe surrender. The Commission's direction to staff was to negotiate a work plan for the \$50,000 with SSA, so although I assume it will remain consistent, that is subject to one more step.

If the FIRST 5 funds were programmed as I envision, would that in tandem with the existing \$20,000 grant from Packard eliminate all need for additional funding? It entirely depends upon scale. The amount of advertising that \$20,000 will buy, even with government discounts, is probably less than a month of coverage, so additional funds could allow extended or repeat buys, and it certainly would not be "money wasted." On the other hand, I have to be mindful of the executive's budget message and the warning that we are now down to the Sophie's choices.

My recommendation at this point is to see what we can accomplish with the Packard and FIRST 5 resources, plus in-kind staff time from SSA and Public Health, and look at the situation again in the next budget cycle to see if a further push is needed.