



Health and Community Services

Cynthia Foley

Council Initiated:

☐ Yes

☒ No

ECAF: 2024-0444

Motion: 24-152

Type:

- ☒ Contract
☐ Board Appt.
☐ Code Amendment
☐ Budget Action
☐ Other

Requested Handling:

- ☒ Normal
☐ Expedite
☐ Urgent

Fund Source:

- ☐ General Fund
☒ Other
☐ N/A

Executive Rec:

- ☒ Approve
☐ Do Not Approve
☐ N/A

Approved as to

Form:

- ☒ Yes
☐ No
☐ N/A

Subject: Contract with Colehour + Cohen, Inc., for Health Literacy Communications

Scope: The Health Department is contracting with Colehour + Cohen, Inc. to develop health literacy communications materials. The Contractor will create a COVID-19 communications campaign to provide culturally and linguistically appropriate materials to communities most impacted by COVID-19. Communication materials will address social distancing, transmission prevention, preventive behaviors, testing, vaccination, and other topics.

The contractor will develop a workplan and timeline that includes the number of communication materials and the type of media used.

The contract not-to-exceed amount is \$199,978. It is funded by an Advancing Health Literacy grant. Pursuant to SCC 3.04.140(2)¹, contracts for services greater than \$50,000 are approved by the County Council.

Duration: Execution through June 30, 2024. Agreement may be extended for up to three additional one-year terms.

Fiscal Impact: ☒ Current Year ☐ Future-Year ☐ N/A

Expenditures	Current Year	2024	2025	2026	2027	Total
Fund 125 – Health Dep Fund	\$199,978					\$199,978
						0
Totals	\$199,978	0	0	0	0	\$199,978

Revenue	Current Year	2024	2025	2026	2027	Total
						0
						0
Totals	0	0	0	0	0	0

Authority Granted: Motion 24-152 authorizes the County Executive to sign an agreement with Colehour + Cohen Inc., dba C+C Inc., for health literacy communications.

Background: The 2024 Health Department Grant Work Plan² includes \$2,625,393.25 in U.S. Department of Health and Human Services Health Literacy grant funding to increase the availability, acceptability, and use of COVID-19 public health information and services by populations at the highest risk for health disparities and low health

¹ [ch. 3.04 Purchases and Contracts | Snohomish County Code](#)

² [2023-1080 - Grant Work Plan \(legistar.com\)](#)

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literacy, and populations not currently reached through existing public health campaigns.

Requested Action: Move to the GLS agenda on April 17, 2024, for Council consideration.