



**BUSINESS OF THE CITY COUNCIL
CITY OF MERCER ISLAND**

**AB 6096
June 7, 2022
Regular Business**

AGENDA BILL INFORMATION

TITLE:	AB 6096: Healthy Youth Initiative Update	<input checked="" type="checkbox"/> Discussion Only <input type="checkbox"/> Action Needed: <input type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
RECOMMENDED ACTION:	Receive report. No action necessary.	

DEPARTMENT:	Youth and Family Services
STAFF:	Ali Spietz, Chief of Administration Tambi Cork, YFS Administrator
COUNCIL LIAISON:	n/a
EXHIBITS:	1. Limerent Key Findings Report
CITY COUNCIL PRIORITY:	n/a

AMOUNT OF EXPENDITURE	\$ n/a
AMOUNT BUDGETED	\$ n/a
APPROPRIATION REQUIRED	\$ n/a

EXECUTIVE SUMMARY

The purpose of this agenda bill is to update the City Council on the grant-funded Healthy Youth Initiative (HYI) program. Since the authorization of grant funds in November 2019 (see [AB 5615](#)) and the 2021 update (see [AB 5895](#)), the MIYFS Healthy Youth Initiative has continued to expand grant-funded services, adapting to new challenges and possibilities as the COVID-19 pandemic evolves.

- In addition to continuing institutionalized programming, ten programs were adapted or adopted since the last HYI update. All programs and initiatives focus on substance use prevention and mental health promotion activities for youth ages 9-24 as outlined by federal funding guidelines.
- Data-driven planning is a critical component of the Strategic Prevention Framework, the evidence-based approach utilized by HYI to address complex behavioral health challenges like youth substance use prevention and mental health promotion. HYI is currently working with a public health media company, Limerent, to update the assessment of local conditions, with an eye towards increased education and social marketing public health campaigns in 2022 and 2023. Staff will present an overview of key findings (Exhibit 1) and provide an update on next steps for this work.

BACKGROUND

The Healthy Youth Initiative (HYI) is the prevention component of the Youth and Family Service's Department (YFS) service portfolio, focused on data-driven substance use prevention and mental health promotion efforts by targeting community-level health risk factors. This work is the evolution of the YFS Communities that Care coalition that previously coordinated Drug Free Communities (DFC) grant funds from 2007-2017 and is currently funded by two federal grants from the Substance Abuse and Mental Health Services Administration (SAMHSA).

ISSUE/DISCUSSION

YFS staff continued to work with federal funders to modify the HYI strategic plan to adapt to pandemic realities, resulting in the following new or adapted partnerships from June 2021 to June 2022:

- Adaptation of "Check In With Yourself Mercer Island" with UW Center for Health & Risk Behaviors
- Parents of Adolescents & Teens in partnership with PEPS
- Mental Health First Aid with Jewish Family Services, Mercer Island School District and Overlake
- Incredible Years Attentive Parenting in Mandarin
- Montana State University Center for Health and Safety Culture Survey of Mercer Island Parents
- Most Steer Clear Radio Campaign with KMIH 89.9 The Bridge
- Guiding Good Choices
- Be Real for Youth Adults Mercer Island in partnership with UW Center for Child & Family Wellbeing
- Laced and Lethal campaign in partnership with King County
- Limerent Youth Prevention Framework Social Marketing Campaign

The Limerent project is in the initial phase at this point, beginning with an updated assessment of local data and local conditions that impact youth behavior and perceptions. The key findings (Exhibit 1) will be highlighted during the presentation on Tuesday night, along with the next steps for the HYI program.

The Healthy Youth Initiative would also like to take this opportunity to thank the Mercer Island High School student leaders who led many efforts at MIHS and were essential contributors to the Limerent assessment. These students have been advocates for health and well-being and youth engagement continues to be a cornerstone of effectively working towards increased health behaviors.

NEXT STEPS

Grant funding for the HYI program is winding down. The STOP grant (\$48,500 annually) will end September 30, 2023 and for the PFS19 grant (\$300,000 annually) on September 30, 2024. Staff are maximizing resources to effectively expend all grant dollars and looking forward to sustainability planning for the future of the HYI program this biennium.

RECOMMENDED ACTION

Receive report. No action necessary.