

January 3, 2017

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**SUBJECT: 2017 Innovation Recognition Awards – The “Inny” Awards**

Dear Board Members,

**RECOMMENDATION:**

Award Recommended Winner, Runner-up and Honorable Mention Categories

**SUMMARY:**

Encouraging innovation remains a critical strategy of your Board as the County tries to keep pace with a rapidly changing environment and community. Today we are recommending to your Board the winners of the County’s 2017 Innovation Recognition Awards (the “Innys”). Winners will be presented with crystal trophies to memorialize their achievements.

Seven applications were received this fall from four departments, including Health & Human Services, Parks, Cultural Services and Community Development. Each department should be commended for their innovative efforts, which made for another spirited discussion and evaluation among the judges.

Judges looked for projects that were inventive, replicable, and represented new and effective ways of providing services to our residents or across our County departments. Demonstrating that innovation does not always need to be about technology or the best new “app,” this year’s winners included initiatives that focused on collaboration and engaged our residents and clients in new ways to deliver improved services. Full submissions are available as an exhibit to this staff report.

**Winner**

It is recommended that the Community Development Agency receive the 2017 Marin County Inny Award for its **Game of Floods** initiative, a public outreach activity developed to educate and engage citizens in planning for sea level rise. Recognizing that an educated citizenry is critical to successful planning and implementation, the Game of Floods was launched in May 2015 as a jargon-free public outreach activity to initiate constructive conversation between communities, county staff, project partners, and elected officials on a complex and difficult challenge.

The game board, pieces, and instructions were designed in-house by CDA staff, at an estimated cost of \$5,000. In the game, small groups of 4-8 act as planning commissioners tasked with developing a vision for ‘Marin Island 2050,’ a hypothetical landscape that highlights imminent conditions associated with SLR and increased storm impacts. Challenges include loss or deterioration of homes, civic facilities,

roads, utilities, historic sites, farmlands, beaches and wetlands, as well as the need to make equitable solutions among communities of varying socioeconomic circumstances. Teams collaboratively work their way around the board discussing adaptation strategies most applicable considering effectiveness, impacts, and relative costs. The Game creates a lively interaction, heightening awareness of adaptation challenges. Once the group reaches some level of consensus, they firmly stick measures on the board, finalize recommendations, and tally costs.

The Game of Floods has been adapted for several other locations including Florida and Michigan public workshops, professional conferences in Rhode Island, Long Beach, and San Francisco, and with variety of agencies including FEMA, the Bay Conservation and Development Commission, the EPA, and the North Bay Watershed Association.

Having just recently won a California State Association of Counties (CSAC) Merit Award, we are proud to recommend the Community Development Agency's Game of Floods initiative as the Winner of Marin County's 2017 Inny Award.

### **Runner-Up**

It is recommended that the Runner-Up Award go to the Department of Health and Human Services for its **RxSafe Marin: Prescription Drug Misuse/Abuse Initiative**. Launched in 2014, RxSafe Marin is a coalition of community and public health experts collaboratively addressing the local epidemic of prescription drug misuse and abuse. Between 2006 and 2013, Marin experienced a more than two-fold increase in opioid prescriptions, drug overdose deaths, and emergency room visits related to opioid use. One in five Marin County high school juniors reports using prescription pain medications recreationally.

RxSafe Marin is structured around Action Teams in five areas of concentration: Community-Based Prevention; Prescribers and Pharmacists; Data Collection and Monitoring; Treatment and Recovery; and Law Enforcement. The structure and operations of RxSafe Marin are innovations in cross-sector collaboration, and more specific innovations arise from the action teams themselves. The Data Action Team, as one example, developed a countywide "report card" to describe the scope of the problem and track progress towards established goals – with an interactive and publicly accessible dashboard ([www.RxSafeMarin.org](http://www.RxSafeMarin.org)) including ten key indicators.

RxSafe Marin has been highlighted as being among the first such models to demonstrate success, and is being replicated in other communities across the state – with its Data Team sharing their process for developing the community dashboard at national and state conferences. Marin County was among the first to adopt county-wide opioid prescribing standards for both Emergency Departments and primary care settings. And the Law Enforcement team pioneered a letter for prescribers from the District Attorney, alerting them when one of their patients is found using prescribed medications illegally, which is being adopted statewide.

A cost-effective collaborative, RxSafe Marin has already shown results – with Marin’s Medi-Cal population showing a 58% reduction in the average opioid dose prescribed between 2014 and 2016. In addition, there have been half as many overdose deaths in Marin in 2014 and 2015 compared to 2012 and 2013, and current overdose deaths are lower than any point since 2008 – counter to state and national trends of increasing deaths.

Congratulations to the Department of Health and Human Services for receiving the Runner-up Award for its RxSafe Marin Prescription Drug Misuse/Abuse Initiative.

**Honorable Mention**

We are also recommending Honorable Mention to the Parks Department and Health and Human Services for their **Marin City Parks Prescriptions Program**.

Marin Community Foundation’s Portrait of Marin recognized Marin City residents to have some of the shortest lifespans in the County. Since 2013, Parks and HHS have collaborated to share initiatives promoting health through outdoor activity. Park Prescriptions (Park Rx) brings together public land agencies, healthcare providers, and community partners to encourage people to utilize parks, trails, and open space for the purpose of improving individual and community health.

When George “Rocky” Graham Park was completed in 2015 in Marin City, it sat proudly in the middle of a community that had gone without a public park for 13 years. After one year of planning, the Park Rx program was born, the first in Marin and a future model for the Bay Area. With the collaboration of County Parks and HHS, patients are seeing actual results in the form of improved blood pressure and blood glucose levels, as well as decreased weight and improved depression levels.

The Marin City model has been recognized at the national and local level as a model Park Rx effort. The Marin City model has also inspired a similar program at Marin Community Clinics serving Canal Neighborhood and Novato residents.

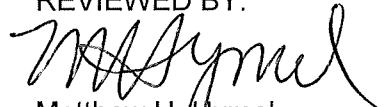
Congratulations to Marin County Parks and HHS on their nomination for Honorable Mention to for their Marin City Parks Prescriptions Program.

SUBMITTED BY:



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REVIEWED BY:



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County Administrator

Cc: Brian Crawford, Director, Community Development Agency  
Dr. Grant Colfax, Director, Health & Human Services  
Max Korten, Director, Marin County Parks

Innovation Team/Judges: Mark Brown, County Fire; Daniel Eilerman, CAO;  
Jerod Kansanback, Sheriff; William Kelley, CDA; and Marina Raskin, IST