

SANTA BARBARA COUNTY BOARD AGENDA LETTER



Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:
410427_1.doc
Prepared on: 3/26/99
Department Name: Public Health Department
Department No.: 041
Agenda Date: 4/27/99
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:
Document File Name:

TO: Board of Supervisors
FROM: Roger E. Heroux, Director
Public Health Department
STAFF CONTACT: Anne Patterson, R.D., M.P.H.
ext. 5279
SUBJECT: California Nutrition Network Contract

Recommendation(s):

That the Board of Supervisors:

Execute an Agreement with the California Department of Health Services Disease Prevention and Health Promotion Branch for the period of October 1, 1998 through September 30, 1999, in the amount of \$46,453.00.

Alignment with Board Strategic Plan:

The recommendation(s) are primarily aligned with:

Goal II: A Safe and Healthy Community in Which to Live, Work, and Visit.
Goal V: A High Quality of Life for All Residents.
Goal VII: A Community that Fosters the Safety and Well-Being of Families and Children.

Executive Summary and Discussion:

The California Nutrition Network (Network) was created with a two-year planning grant from the U.S. Department of Agriculture to develop a social marketing campaign for the State's families with incomes of \$20,000.00 or less. The Network's mission is to create innovative partnerships that help low income consumers adopt healthy eating and physical activity patterns as part of a healthy lifestyle.

The Network uses social marketing approaches to reach consumers where they live, work, and play. This means applying commercial marketing techniques to "sell" the social projects of healthy eating and physical activity. It reaches consumers through existing channels and social systems, not by creating new ones. Television and radio public service announcements in English and Spanish are scheduled for the spring and fall each year. These announcements are specific health behavior messages such as, the importance of eating five (5) fruits and vegetables each day. Companion brochures, posters, billboard, and transit materials will repeat the Network message in community settings during the

seasonal promotions. The program staff trains local media and provides human interest stories and information during the State campaigns.

The first bilingual interactive display has been created at the Children's Museum in Santa Maria. This exhibit's focus is to encourage drinking 1% fat content milk. A pre and post test of the participants is given to determine if behaviors have changed in regard to milk consumption. Additionally, community nurses receive education at the County-wide Nurses Day Conference on the 1% milk project. This train-the-trainer format allows the message to reach a wider audience.

Three (3) representatives from the program spoke at the National Farmers Market Programs Conference regarding the use of fruits and vegetables and the latest consumption rates. Local Farmers Markets in the South County are increasing the acceptance of payment by food stamps. Evaluation is made by contact with the farmers who monitor the number of food stamps obtained prior to and after the campaign.

After smoking, poor nutrition and lack of sufficient physical activity are the leading causes of chronic disease in the United States. This public health program is a primary prevention campaign to reduce incidence of disease and save health care dollars.

The Goals of the program are:

1. Build a strong, action oriented public/private infrastructure and maximize results by capitalizing on California's successful programs. Mobilize a diverse array of resources to conduct a large-scale, coordinated, social marketing campaign. The objectives are to: Utilize technology to strengthen the existing infrastructure, which facilitates the dissemination of Network programs throughout California and to expand partners supporting targeted local messages. The target population for this goal is white and African-American single mothers and Latina married mothers with annual household incomes of \$20,000.00 or less.
2. Maintain ongoing research and evaluation to design the campaign, shape interventions, monitor results, and increase effectiveness. An evaluation component of Project LEAN's Network activities will be designed and implemented.
3. Conduct a coordinated media and retail campaign that will reach lower income consumers through the media they use and in the places they shop or eat away from home. This goal will be accomplished by building long-term relationships with appropriate local media; provide local input into the production and placement of public service announcements to enhance relevancy and effectiveness with the target population; provide local input into the production and placement of printed media materials, and; provide local input into the expansion of the retail campaign to enhance relevance and effectiveness with the target populations.
4. Develop a Network component of community-based organizations to promote healthy eating and physical activity by increasing their access to tested social marketing interventions and by fostering partnerships, stimulating community development initiatives, and encouraging match generation and incentive awards.

The program is using Geographic Information System (GIS) to target schools, grocers, and other potential channels that service the target population within Project LEAN. Through GIS, additional partnerships with untapped expertise are identified, increasing in-kind contributions and health education.

During the federal fiscal year 1997/98, this program was under the umbrella of Project LEAN (Low Fat Eating in America Now), adopted by your Board September 23, 1997. Project LEAN increases public awareness of low-fat eating by providing information using local, regional, and state-wide media. Project LEAN is the lead agency for local

Network activities. Participating as partners are: Santa Maria Parks and Recreation; American Diabetes Association; Job Training Network; Food Banks; Healthy Start; and the Community Action Commission. For the federal fiscal year of 1998/99, the Network is a stand-alone program, no longer combined with Project LEAN.

Semi-annual progress reports will be made to the State describing the progress made in completing contract deliverables, problems encountered, and solutions proposed. The report is due on April 20, 1999 and October 29, 1999.

Funding will be used for personnel costs (0.6 FTE Health Education Associate, Sr.), fringe benefits, operating and equipment expense, travel, and subcontracts. Media expenses are incurred by the State.

Mandates and Service Levels:

This is not a mandated program. Receipt of these funds obligates the County to comply with statutes: Federal Title VII, Agriculture USDA Chapter II, Part 246, Public Law 94-105; Federal Block Grant Provisions, Chapter 13434, Statutes of 19821; Public Law 98-502; and OMB Circular A-128.

Fiscal and Facilities Impacts:

Approval of this grant contract will not increase the general fund contribution to the Public Health Department (PHD). This FY 1998-99 revenue contract for Nutrition Networking is for \$46,453.00, including \$2,557 (10% of salaries) for indirect costs. The Nutrition Networking program has estimated indirect costs of \$8,589.00; \$5,588.00 for departmental indirect costs and an estimated \$3,001.00 for Countywide A87 plan. The amount of indirect costs not recovered by the grant, and therefore supported by existing general fund contribution, is \$6,032. Acceptance of the grant award should not increase indirect costs incurred by either PHD special revenue fund or the general fund.

The revenue estimate and the corresponding expenditure appropriation will be included in the PHD 1998-99 budget in: Fund: 0042 Department: 041 Program: 1256 Revenue Account: 3974 Expenditure Account: various.

This action will not result in a need for any additional facilities.

Special Instructions:

Please call Anne Patterson, PD, MPH, at extension 5279 to pick up the six (6) contracts with original signatures and three (3) Certified Minute Orders.

Concurrence:

Auditor Controller
County Counsel
Risk Management