

MEMORANDUM
PLACER COUNTY HEALTH AND HUMAN SERVICES
Community Health & Clinics

TO: Honorable Board of Supervisors

FROM: Richard J. Burton, M.D., M.P.H.
Placer County Health Officer and Director of Health and Human Services
Mark Starr, D.V.M., M.P.V.M., Director of Community Health, Clinics, and Animal Services

DATE: November 15, 2011

SUBJECT: Community Nutrition Local Health Department Expansion Project

ACTION REQUESTED:

Approve a new revenue contract with the California Department of Public Health for implementation and operation of the Community Nutrition Local Health Department Expansion Project from November 1, 2011 through September 30, 2012 in an amount of \$150,000 and authorize the Director of Health and Human Services to sign the contract and subsequent amendments.

BACKGROUND:

Over the past three decades, childhood obesity rates in America have tripled, and today nearly one in three children in America are overweight or obese. Obese youth are more likely to have risk factors for cardiovascular disease, pre-diabetes, and greater risk for social and psychological problems such as stigmatization and poor self-esteem. To address this chronic condition the Federal government is providing funding through the State of California for selected counties to support local health departments in the planning and development of nutrition education efforts in partnership with community non-profit leaders and local human services agencies.

Placer County Health & Human Services (HHS) was selected as one of 20 counties for the FFY 2012 program including both Placer County's Community Health program and Human Services Division with each division qualifying for \$150,000. (Note: Human Services funding is added to its annual allocation, approved by the Board in the budget process, so a revenue contract is needed only for the Community Health portion.) The allocation is based on the number of CalFresh (formerly known as the Food Stamp Program) eligible residents. Since 2007, the number of CalFresh recipients in Placer County has tripled to over 6,000 families. Funding is for FFY 2012, but it is anticipated that funding will continue for FFY 2013 and beyond.

For the first time, this funding is being provided to local health departments specifically to enhance collaboration with local human services departments as a way to facilitate community adoption of lifestyles incorporating healthy living by using evidence-based interventions that promote the 2010 Dietary Guidelines, increased fruit and vegetable consumption, and physical activity.

HHS will build off the decades of effective partnerships with family resource centers, low-income health clinics, Cal-Fresh eligibility staff, Farmers Markets, UC Davis Extension, Placer County Agricultural Commissioner, schools and other community-based partners to achieve the desired outcomes.

Enhanced nutrition education and eligibility enrollment resources will be directed at seniors, veterans, lower income working families, and the newly unemployed throughout the community at farmers' markets, community gardens, local businesses, etc. In addition to improving the health and well being of Placer County residents, any resulting increased enrollment in CalFresh leverages additional Federal resources for maximum economic benefit in the County.

Participants will be provided tools to assist them in learning about budgeting, meal planning, the importance of fresh fruits and vegetables, local opportunities to purchase food from local farmers, creative ways to increase children's physical activity, unique recreational experiences available in our County, and the crucial roles that parents play in helping their youth adopt healthy nutrition and physical activity lifestyles.

FISCAL IMPACT:

The total award amount of \$150,000 includes 100 percent Federal funds; therefore no County General Fund match is required. If determined necessary and appropriate in consultation with CEO, these funds will be incorporated into the Department's FY 2011-12 Budget during the HHS mid-year budget revision process.