



**MEMORANDUM**  
**HEALTH AND HUMAN SERVICES**  
**PUBLIC HEALTH**  
County of Placer

TO: Board of Supervisors

DATE: November 8, 2016

FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services

SUBJECT: Nutrition Education and Obesity Prevention Program

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**ACTIONS REQUESTED**

1. Approve an agreement with Latino Leadership Council, Inc. to assist in the Nutrition Education and Obesity Prevention Program, from October 1, 2016 through September 30, 2017 not to exceed \$42,101; and authorize the Director of Health and Human Services to sign the agreement, and subsequent amendments not to exceed 10 percent of the total contract amount, consistent with the agreement's subject matter and scope of work, with Risk Management and County Counsel concurrence.
2. Approve an agreement with Tahoe Forest Hospital District (dba Tahoe Truckee Nutrition Coalition) to assist in the Nutrition Education and Obesity Prevention Program, from October 1, 2016 through September 30, 2017 not to exceed \$33,478; and authorize the Director of Health and Human Services to sign the agreement, and subsequent amendments not to exceed 10 percent of the total contract amount, consistent with the agreement's subject matter and scope of work, with Risk Management and County Counsel concurrence.

**BACKGROUND**

The Nutrition Education and Obesity Prevention Program (NEOP) is a collaborative effort of local, state and national partners working toward improving the health status of low-income Californians through increased fruit and vegetable consumption and daily physical activity. Access to services require that individual community members be eligible for the County's Supplemental Nutrition Assistance Program or reside in an income eligible census tracts (i.e., up to 185 percent Federal Poverty Level). The two local agencies that Placer County is partnering with are Latino Leadership Council, Inc. (LLC) and Tahoe Forest Hospital District (dba Tahoe Truckee Nutrition Coalition).

The LLC is a 501(c)3 organization dedicated to advancing the health and wellbeing of Latino populations in Northern California. They seek to assist struggling Latino families overcome challenges and help them on their path to becoming self-sufficient, productive community members. The LLC utilizes the "Promotora Model" to conduct health education services, where Promotoras serve as the cultural bridge between local organizations and their respective communities. The LLC takes a preventative approach to physical and mental health, and develops programs that not only educate Latinos about health topics, but also address other issues like self-determination, a sense of belonging, and capacity building to produce long-standing changes.

The Tahoe Truckee Nutrition Coalition (TTNC) is supported by Tahoe Forest Hospital District through the Community Health and Wellness program. TTNC's mission is to implement education-based programs which promote nutrition and physical activity for the children and parents of the greater Tahoe community. They utilize a collaborative approach and engage a variety of key partners and resources throughout the implementation of their services. Members of the Coalition include a diverse group of parents, teachers, school administrators, food service directors, doctors, dietitians, exercise physiologists, representatives from area social services, pre-school and child care providers, business owners and community members.

**FISCAL IMPACT**

These expenditures are included in the Department's FY 2016-17 Final Budget and are funded with State dollars. No matching County General Funds are required.

The agreements are on file with the Clerk of the Board for review.

