

# County of Santa Clara

## Santa Clara Valley Health & Hospital System

### Public Health



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HHS06 011309


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DATE: January 13, 2009

TO: Board of Supervisors

FROM:   
Kim Roberts  
SCVHHS - Chief Executive Officer

SUBJECT: Santa Clara County Behavioral Risk Factor Survey

### **RECOMMENDED ACTION**

Approve delegation of authority to Public Health Administrator, or designee, to execute agreement and subsequent amendments with vendor to be determined relating to providing Behavioral Risk Factor Survey services in an amount not to exceed \$160,000, with the option to increase the maximum compensation by up to 25% if the Public Health Department determines oversampling of certain populations or geographical areas is required, for period January 26, 2009 through July 25, 2010, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on July 25, 2010.

### **FISCAL IMPLICATIONS**

There is no impact on the General Fund as a result of this action. Funding for the agreement will be fully covered by grant revenues from the Federal Centers for Disease Control and Prevention's Steps to a Healthier Santa Clara County grant, Ryan White CARE Act funding and revenue from the Vital Registration Trust Fund.

The maximum amount to be funded initially is \$160,000, with the opportunity for additional funding for extra deliverables if it is determined oversampling of certain populations or geographical areas is required.

## **CONTRACT HISTORY**

The Public Health Department (PHD) has contracted for Behavioral Risk Factor Survey (BRFS) services since 1997. Most recently, PHD contracted with ORC Macro for the 2005-2006 survey and Field Research Cooperation for the 2004 survey.

As has been the case historically, the selected contractor will be responsible for conducting and coordinating the survey and presenting the databases in SPSS (originally, Statistical Package for the Social Sciences) format along with a complete sample disposition to the Public Health Department. This involves planning the survey, translating the questionnaire into Spanish, sampling, data collection by computer-assisted telephone interviewing, direct data entry, coding, data cleaning, weighing, file construction, and data analysis. PHD will work with the vendor to finalize the survey instrument and the survey methodology.

## **REASONS FOR RECOMMENDATION**

The BRFS is a telephone survey of adults selected at random to collect information on a wide variety of health related behaviors. There is an emphasis on questions about smoking, alcohol consumption, health care coverage and access, intimate partner violence, diabetes, asthma, cardiovascular diseases, exercise and nutrition, and firearm ownership. This data is not otherwise available at the County level.

PHD began seeking proposals from organizations capable of coordinating and conducting the 2009 Santa Clara County Behavioral Risk Factor Survey on November 24, 2008. Due to time constraints imposed by certain funding streams, as well as the desire to provide county level health data to community partners and organizations needing it for program planning purposes, PHD is requesting approval of the recommended action in order to execute an agreement with the vendor selected through the formal bidding process in the most timely manner possible.

## **BACKGROUND**

Since 1984, the California Department of Public Health, in collaboration with the Centers for Disease Control and Prevention (CDC) and the California Public Health

Foundation, has conducted the BRFS to learn about various health-related behaviors of

California residents ages 18 years and older. The range of behaviors includes seat belt use, tobacco and alcohol consumption, utilization of cancer screening, and other preventive procedures.

The California BRFS databases are useful in assessing the prevalence of, and subsequent trends in, health-related behaviors of California residents. Results compiled from these databases, however, cannot be applied to Santa Clara County because population characteristics and other environmental factors, which affect behaviors, differ across counties. In addition, the sample size of subjects from any given county collected for the State level BRFS dataset is usually too small to be representative of that county, thus resulting in statistically insignificant and/or biased outcomes. Completion of a county specific BRFS will provide information which may then be used to design risk behavior interventions that meet the needs of residents from which the data was collected.

Primary requirements of the vendor selected include:

1. Computer Assisted Telephone Interview (CATI) and data entry capabilities.
2. Bilingual interviewing capabilities (English and Spanish).
3. Experience in conducting behavioral or health-related surveys.
4. Experience with data analysis utilizing SPSS software.

In 2004, as a response to high rates of chronic disease, childhood obesity and asthma in Santa Clara County, the Public Health Department (PHD) submitted a proposal to CDC and was awarded a five-year “Steps to a Healthier US” grant. PHD is one of two funded programs in the state of California and San Jose is one of 40 communities across the U.S. to receive this prestigious chronic disease prevention grant.

By addressing the key risk factors of physical inactivity, poor nutrition, and tobacco use, the Steps to a Healthier US grant funds are aimed at preventing three major chronic diseases - diabetes, obesity, and asthma. The Santa Clara County Steps program targets 360,000 residents of communities where the greatest health disparities exist focusing interventions in the downtown and eastern portions of San Jose. As a condition of funding, Santa Clara County agreed to administer the BRFS as a way of identifying and measuring program outcomes and assess progress toward program goals. Countywide data is collected as a comparison to data collected in the Steps area.

### **CONSEQUENCES OF NEGATIVE ACTION**

Failure to approve the recommended action may delay execution of an agreement for service with the selected vendor for the provision of the 2009 Santa Clara County Behavioral Risk Factor Survey.