

County of Santa Clara

Santa Clara Valley Health & Hospital System

Public Health



HHS02 012709


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DATE: January 27, 2009

TO: Board of Supervisors

FROM: 
Kim Roberts
SCVHHS - Chief Executive Officer

SUBJECT: Various Actions Related to Agreement with FIRST 5 Santa Clara County for Lactation Promotion Collaboration Project

RECOMMENDED ACTION

Consider recommendations relating to Agreement with FIRST 5 Santa Clara County for the Lactation Promotion Collaboration Project.

Possible action:

- a. Accept letter of award from FIRST 5 Santa Clara County in the amount of \$98,218 for the provision of the Lactation Promotion Collaboration Project for the period January 1, 2009 through June 30, 2009.
- b. Approve delegation of authority to Public Health Administrator, or designee, to execute agreement and amendments relating to providing the Lactation Promotion Collaboration

Project in an amount not to exceed \$479,090 for period January 1, 2009 through June 30, 2011, 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 June 30, 2011.

- c. Introduction and preliminary adoption of Salary Ordinance No. NS-5.09.69 amending Santa Clara County Salary Ordinance No. NS-5.09 relating to the compensation of employees adding one half-time Public Health Nutrition Associate in the Public Health Department. (Roll Call Vote to waive reading, Roll Call Vote to adopt)
- d. Approve Request for Appropriation Modification No. 125 - \$98,218 increasing revenue and expenditures in the Public Health Department budget. (4/5 Roll Call Vote)

FISCAL IMPLICATIONS

There is no impact on the General Fund as a result of this action. This new award from FIRST 5 Santa Clara County in the amount of \$98,218 for the period of January 1, 2009 through June 30, 2009 is anticipated to continue at an annualized level of \$190,436 for Fiscal Years 2010 and 2011.

This new revenue will be used to fund a half-time Public Health Nutrition Associate position at a cost of \$16,135 for FY 09 and an annualized cost of \$39,708. Additional funding will be used to offset costs of staff whose job duties will be partially redirected to this project and for operational expenses approved by FIRST 5.

CONTRACT HISTORY

In 2001, FIRST 5 Santa Clara County began contracting with the County for home visitation services through the Intensive Home-based Visitation Initiative for the Healthy Ventures and the Healthy Pregnancy Early Parenting Programs, and the Early Learning Initiative for the Franklin McKinley, San Jose Unified, and Gilroy Unified School District home visitation programs. The Early Learning Initiative Gilroy Unified School District program also included a nutrition services component, which was initially included in the home visitation agreement, but was eventually separated, to address the very different and specific deliverables. Key outcomes of the FIRST 5 nutrition grant include the South County Collaborative, Nutrition and Health Committee and an annual conferences in South County focused on chronic disease prevention, nutrition, health disparities and diabetes. Funding associated with these initiatives ended on June 30, 2006.

In July 2006, FIRST 5 Santa Clara County entered into an agreement with the County for the "Let's Go! Let's Grow!" program via the Prenatal to Three Initiative. PHD's current agreement for the "Let's Go! Let's Grow!" program represents the third year of a three-year funding cycle.

REASONS FOR RECOMMENDATION

In an effort to create a system of care for women and infants that will lead to increased breastfeeding rates in Santa Clara County and secondarily, a decrease in childhood obesity, the Public Health Department (PHD), in response to FIRST 5's Early Childhood Obesity Prevention Strategic Plan, will develop the Lactation Promotion Collaboration Project.

The Collaboration involves four components: 1) Expansion of the WIC Breastfeeding Peer Counselor Program; 2) Expansion and promotion of the Santa Clara County Breastfeeding Support Line; 3) Increased utilization of existing breastfeeding resources through healthcare provider promotion and community collaborative efforts; and 4) Increased training and support for worksite wellness and breastfeeding promotion by businesses.

The Peer Counseling program will be expanded to the two new Valley Health Center sites in Gilroy and Sunnyvale. Furthermore, a pilot project will be implemented to have the Peer Counselors provide services almost immediately after birth; Peer Counselors will visit clients during their stay at Santa Clara Valley Medical Center (SCVMC). This extra service complements the work of SCVMC, allows for continuity of peer counseling services, and assures that clients are served in their primary language. The Breastfeeding Support Line's days and hours will be extended and further promoted to SCVMC clinics and to two additional WIC Programs in the county, Gardner Health Center and Indian Health Center.

The addition of the 0.5 Public Health Nutrition Associate position will primarily: 1) provide breastfeeding education and support to WIC participants and other clients in the North County and South County areas through individual and group health/nutrition education; and 2) provide culturally competent education and support to the Breastfeeding Peer Counselors at the Sunnyvale and Gilroy sites.

PHD received the letter of award from FIRST 5 on December 1, 2008, thus precluding submission to the Board before the January 1, 2009 start date.

BACKGROUND

Numerous studies, reports and moms proclaim the health benefits of breastfeeding. Breastfeeding, in fact, is now cited as a proven disease prevention strategy—especially in the prevention of childhood overweight and obesity, as overweight prevention begins long before children even enter preschool, making breastfeeding the first step in obesity prevention. A recent analysis, which included 61 studies and nearly 300,000 participants, showed that breastfeeding consistently reduced the risks for overweight and obesity. This link is now recognized by key government agencies and professional groups, from the Centers for Disease Control and Prevention (CDC) to the American Academy of Pediatrics (AAP). Experts at the CDC estimate that 15%-20% of obesity could be prevented through breastfeeding.

In December 2007, 21.9% of children between 2-5 years of age in the Santa Clara County WIC program were overweight or at risk of becoming overweight. According to the American Academy of Pediatrics, strategies that increase initiation, duration and exclusivity of breastfeeding may have the earliest impact on a child's later weight.

The Santa Clara County Public Health Department has been a leader in breastfeeding promotion for over ten years. PHD's breastfeeding outreach and education efforts have successfully accomplished a breadth of activities through the building of partnerships throughout the community. The Department has led the Santa Clara County Breastfeeding Task Force, provided multiple trainings for health care providers, worked to expand the number of Certified Lactation Educators in the community, provided awards for businesses that promote the Lactation Accommodation Law, participated in media campaigns, supported the Mothers' Milk Bank and has provided one-on-one education and counseling through the WIC Program. In the last couple of years, the WIC program has expanded breastfeeding support services through the USDA-funded Breastfeeding Peer Support Pilot Project. This pilot project has seen improvement in both duration and initiation of breastfeeding. Prior to the initiation of the Santa Clara County WIC Peer Counseling Project the rates of exclusive breastfeeding were 7%; currently rates have increased to 14.2%, over twice the rate prior to initiating the Breastfeeding Support Pilot Project.

Although PHD has made great headway, the additional resources being provided by FIRST 5 are needed to expand the services as well as to support organizational and system changes that will promote sustainable change.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve the recommended action may impact the ability of the Public Health Department to implement the FIRST 5 funded Lactation Promotion Collaboration Project.

ATTACHMENTS

- FIRST 5 - Letter of Intent
- FIRST 5 Lactation Project F85
- NS-5.09.69