

County of Santa Clara

Santa Clara Valley Health & Hospital System

Public Health



HHS03 092909


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DATE: September 29, 2009

TO: Board of Supervisors

FROM: 
Kim Roberts
SCVHHS - Chief Executive Officer

SUBJECT: Various Actions Related to Public Health Department's Nutrition and Wellness Program

RECOMMENDED ACTION

Consider recommendations relating to Public Health Department's Nutrition and Wellness Program.

Possible action:

- a. Accept Letter of Award from Valley Medical Center Foundation relating to Childhood Feeding Collaborative in the amount of \$58,082 for period March 1, 2009 through February 28, 2010.
- b. Approve delegation of authority to Public Health Administrator, or designee, to negotiate, execute, amend, terminate, and take any and all necessary or advisable actions relating to Agreement with Valley Medical Center Foundation to provide Childhood Feeding Collaborative program services in an amount not to exceed \$58,082 for period

March 1, 2009 through February 28, 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 February 28, 2010.

- c. Approve Appropriation Modification No. 048 - \$14,714 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. The appropriation modification addresses two programs within the Public Health Department's Chronic Disease Prevention Unit -- Childhood Feeding Collaborative and the State-funded Project LEAN. The appropriation modification reflects an overall increase in revenues and expenditures of \$14,714, resulting from an increase of \$39,714 for the Childhood Feeding Collaborative and a decrease of \$25,000 due to elimination of Project LEAN funding.

Childhood Feeding Collaborative

Funding provided by VMC Foundation for the Childhood Feeding Collaborative in the amount of \$58,082 is being used to continue addressing the problem of early childhood obesity. The funding period for this project was determined by the Health Trust and began on March 1, 2009, with \$18,638 utilized in FY09 and \$39,714 to be utilized in FY10. These monies will fund a portion of a half-time Public Health Nutritionist at a cost of \$16,138 in FY10 and other Object 2 (services and supplies) expenses related to the project. There is no General Fund match requirement for this award.

Project LEAN (Leaders Encouraging Activity and Nutrition)

The appropriation modification addresses a \$25,000 reduction in funding for Project LEAN, as State funding for this program was eliminated from the FY10 State budget effective June 30, 2009. This decrease in funding will be addressed by a reduction in various Object 2 (services and supplies) line items including travel, food, advertising and mileage.

CONTRACT HISTORY

Childhood Feeding Collaborative

On October 16, 2007, the Board accepted a first Letter of Award from VMC Foundation relating to the Early Childhood Feeding Practices Project (now known as the Childhood Feeding Collaborative) in the amount of \$70,734 for period December 1, 2007 through November 30, 2008. The current award is for the second phase of this project.

Written in collaboration with the Public Health Department, the VMC Foundation submitted an application for funding to The Health Trust for Phase II of the Childhood Feeding Collaborative in January 2009. The Foundation was awarded funding and in turn is providing funds to PHD for continued coordination of the project with various community partners. As it was important to the stakeholders (The Health Trust, VMC Foundation, and Public Health) that the scope of work for this project be well clarified prior to the final transfer of funds, it took several months for the agencies involved to agree on a final scope of work and thus responsibility of deliverables.

As a result, the letter of award from VMC Foundation regarding this new funding cycle, was not received by the Public Health Department until July 28, 2009, and the action was listed as a Pending Board Item on the August 19, 2009 Health and Hospital Committee agenda.

Project LEAN (Leaders Encouraging Activity and Nutrition)

California Project LEAN was a joint program of the California Department of Public Health and the Public Health Institute focusing on youth empowerment, policy and environmental change strategies, and community-based solutions. The mission was to increase healthy eating and physical activity to reduce the prevalence of obesity and chronic diseases such as heart disease, cancer, stroke, osteoporosis, and diabetes.

Since 1995, the Public Health Department has contracted with the California Department of Public Health for Project LEAN. Funding for this program was eliminated on June 30, 2009. CDPH has indicated that the goals and objectives of the Project LEAN program are inclusive of the larger Network for a Healthy California program, a State grant to counties which supports nutrition education, marketing campaigns and a large regional collaboration targeted to assist families who receive food stamps and/or qualify as low-income residents based on poverty level.

REASONS FOR RECOMMENDATION

The Santa Clara Valley Health and Hospital System, Choices for Children, FIRST 5 Santa Clara County and Kaiser Permanente San Jose are among core partners for Childhood Feeding Collaborative. Together the partners work on effective strategies for systematic and coordinated education of healthcare providers and families on early childhood feeding practices to prevent obesity.

This second funding cycle will build upon the recently developed and robustly evaluated system of care, known as "Feeding Dynamics", and will expand the program to community-based organizations and clinics. Expansion components include:

- Best practices training to pediatricians and other pediatric providers;
- Promotion of referrals to Pediatric Healthy Lifestyle Clinic (Salud Para Juventud) for children ages 2 -5 who present at above the eighty-five percentile for body mass index (BMI);
- Integrated referral system for "5 Keys" parenting classes (currently offered by trained community partners); and
- Training for identified experts, primarily Registered Dietitians working in clinic settings, to ensure that Feeding Dynamics are consistently provided as part of the clinic's patient education efforts.

BACKGROUND

Childhood Feeding Collaborative

Despite almost a decade of greater awareness and growing interest on the part of professionals to the issue of childhood feeding practices, prior to the implementation of the Childhood Feeding Collaborative in December of 2007, a coordinated systems approach had not been taken in Santa Clara County.

This prevention-focused project addresses the problem of obesity among young children (ages 6 months to 5 years) by endeavoring to reach parents before the pattern of poor feeding and eating practices becomes entrenched and children become overweight. The project focuses on a systems approach with consistent messaging to change practices for early childhood feeding guidance.

A Public Health Nutritionist serves as the project coordinator. The coordinator provides direction and support to the collaborative, develops consistent messages to be used by healthcare and childcare providers, sets up the evaluation

framework to assess the efficacy of the model, and provides training and technical assistance to partner agencies.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve the recommended actions may impact the department's ability to continue coordination of services for children at risk for obesity and address budget modifications due to elimination of Project LEAN funding.

ATTACHMENTS

- VMC Foundation Letter of Award
- LEAN VMC Foundation Appropriation Modification