

September 5, 2023

**C-19**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Authorize the City Manager, or designee, to execute all necessary documents and any subsequent amendments, including amending the terms or changing the amount of the award, with Public Health Foundation Enterprise, Inc., dba Heluna Health, to accept and expend grant funding in the amount of \$173,095 for the First 5 LA Little by Little early literacy program, for the period of July 1, 2023 through June 30, 2024, with the option to extend the agreement for an additional one-year period, at the discretion of the City Manager; and,

Increase appropriations in the Health Fund Group in the Health and Human Services Department by \$29,043 offset by grant revenue. (Citywide)

**DISCUSSION**

In March 2011, Public Health Foundation Enterprise (PHFE) published the study “*Literacy Promotion for Families Participating in the Women, Infants, and Children Program*,” in The American Academy of Pediatrics Journal “*Pediatrics Volume 127, Number 3*,” and concluded that early intervention significantly enhanced literacy resources and activities at home, which in turn led to greater school readiness.

The Little by Little (LBL) Program is an evidence-based early literacy program for young children (ages 0-5) from families receiving services from the Federal Supplemental Nutrition for Women, Infants, and Children (WIC) program. By providing free, high-quality books and parental support and instruction, the LBL program fosters early literacy skills, improves school readiness, and helps children prepare to succeed in school and in life. The program helps instill a love of reading and a “culture” of literacy in the homes of families who may not have access to books and early literacy resources. LBL is currently offered at ten WIC agencies in Los Angeles County, which includes the City of Long Beach (City) WIC Program.

The Health and Human Services Department (Health Department), Nutrition Services Division WIC Program successfully implemented the distribution of books and guidance to WIC families in 2014. The St. Mary’s WIC office was selected as the designated location based on the high enrollment of families for WIC services and the need for literacy resources. The benefits will continue to be made available to enrolled WIC families with the goal to reinforce the importance of reading to their children every day by providing developmental materials and children’s books to participants.

This matter was reviewed by Deputy City Attorney Anita Lakhani on August 15, 2023 and by Budget Analysis Officer Greg Sorensen on August 17, 2023.

TIMING CONSIDERATIONS

City Council action is requested on September 5, 2023, to continue to provide these services without interruption.

FISCAL IMPACT

The City will receive grant funding in the amount of \$173,095 for the period beginning July 1, 2023 through June 30, 2024. Currently, \$144,052 is budgeted in the Health Fund Group in the Health and Human Services Department. An appropriation increase in the amount of \$29,043 is requested in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. Any indirect costs that might not ultimately be eligible for grant funds will be funded by the Health Operating Fund, General Fund, or other eligible funds. There is no City match or in-kind service required. This recommendation has minimal staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



KELLY COLOPY  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER