



Legislation Details (With Text)

**File #:** 20-1004      **Version:** 1      **Name:** DHHS - Black Infant Health Public Awareness Campaign

**Type:** Agenda Item      **Status:** Approved

**File created:** 9/23/2020      **In control:** City Council

**On agenda:** 10/13/2020      **Final action:** 10/13/2020

**Title:** Recommendation to authorize City Manager, or designee, to execute all necessary documents and any subsequent amendments, including amendments to award amount, with the California Department of Public Health, to accept and expend grant funding in the amount of \$1,000,000 over the course of 22 months, for the Black Infant Health Public Awareness Campaign, for the period of September 1, 2020 through June 30, 2022, with the option to extend the agreement for one additional two-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 \$1,000,000, offset by grant revenue. (Citywide)

**Sponsors:** Health and Human Services

**Indexes:**

**Code sections:**

**Attachments:** 1. 101320-C-7sr.pdf

Date	Ver.	Action By	Action	Result
10/13/2020	1	City Council	approve recommendation	Pass

Recommendation to authorize City Manager, or designee, to execute all necessary documents and any subsequent amendments, including amendments to award amount, with the California Department of Public Health, to accept and expend grant funding in the amount of \$1,000,000 over the course of 22 months, for the Black Infant Health Public Awareness Campaign, for the period of September 1, 2020 through June 30, 2022, with the option to extend the agreement for one additional two-year period, at the discretion of the City Manager; and

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The City of Long Beach (City) Black Infant Health (BIH) Program was established in 1989 with the goal of reducing maternal and infant health disparities affecting African-American women and babies by ensuring access to quality health care services for pregnant women and children, providing linkages to preventive and primary care services for children and youth, and delivering family-centered, community-based comprehensive health education to address community concerns. Successful implementation of the program over the past 31 years has been contingent on effective communication between BIH staff, African American women, and community stakeholders in Southern California’s local health jurisdictions (LHJ). The Long Beach BIH Program is one of 17 BIH programs across the state.

On June 1, 2020, the California Department of Public Health (CDPH) issued a Request for Supplemental Information and invited LHJs with BIH programs to apply for media funding for the BIH Public Awareness Campaign. The LHJs will work with the CDPH to develop a campaign promoting public awareness about maternal and infant birth inequities in California. On August 14, 2020, the Health Department was awarded a two-year grant for the coordination, development and implementation of a public awareness campaign centered on the BIH program.

The Long Beach BIH Program will collaborate with the Northern California grantee, Alameda County Public Health Department. The campaign will include an app that will provide pregnancy education, gestational calendars, meditation and stress reduction strategies, as well as breastfeeding information specifically tailored to Black women. The campaign will span across all 17 BIH programs, including five Southern California counties: Kern, Los Angeles, Riverside, San Bernardino, and San Diego.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on September 18, 2020 and by Revenue Management Officer Geraldine Alejo on September 29, 2020.

City Council action is requested on October 13, 2020, to accept and expend the grant funding in a timely manner.

The City will receive funding in the amount of \$1,000,000 for a 22-month period beginning September 1, 2020. An appropriation increase in the amount of \$1,000,000 is requested in the Health Fund Group in the Health and Human Services Department, offset by grant revenue from the CDPH. No match or in-kind service mandate is required, and there is no local job impact associated with this recommendation. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

Approve recommendation.

[Enter Body Here]

KELLY COLOPY  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:

THOMAS B. MODICA  
CITY MANAGER