



## Legislation Text

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**File #:** 10-0053, **Version:** 1

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Recommendation to authorize City Manager, or designee, to execute an agreement and subsequent amendments between the City of Long Beach and Kaiser Foundation Hospital to implement the Childhood Obesity Prevention and Advocacy Program's local partnership project with Starr King Elementary School Healthy Eating, Active Living Parent Group in the amount of \$60,000 for the period from January 1, 2010 through January 1, 2012. (District 9)

Kaiser Foundation Hospital has awarded \$60,000 over a 24-month period to the City of Long Beach, through the Department of Health and Human Services (Health Department), to enhance the efforts of the Childhood Obesity Prevention and Advocacy (COPA) Program.

The COPA Program was established in 2007 through a grant from the Miller Foundation in order to address childhood obesity in Long Beach. Over the past year, this program has focused its efforts on North Long Beach by assessing the neighborhood food environment, establishing a Healthy Eating, Active Living (HEAL) Parent Group at Starr King Elementary School, conducting educational workshops at the school, and working with a local retailer to promote the healthier items stocked in his store as part of a Long Beach Neighborhood Store Partnership.

Funding from Kaiser Foundation Hospital will be used to support the on-going efforts of the Health Department and the Starr King HEAL Parent Group to work with local retailers to make positive, healthier changes in small neighborhood stores, to promote information dissemination in the local area about healthy eating choices, and to raise awareness about walkability issues in the area around the school and local neighborhood markets.

In particular, funding will be used to sustain the Long Beach Neighborhood Store Partnership at the current partnering store and to expand the program to one additional corner store; to increase the selection of healthy products at two local stores; to conduct an assessment on walkability near the school; and to develop additional promotional and educational materials. This grant will cover the cost of one part-time staff member, meeting supplies, incentives for store owners, and educational materials.

This matter was reviewed by Deputy City Attorney Linda Trang on January 4, 2010, and by Budget and Performance Management Bureau Manager David Wodynski on December 30, 2009.

City Council action on this item is not time critical.

The total amount of the agreement is \$60,000. Sufficient appropriation exists in the Health Fund (SR130) and the Department of Health and Human Services (HE) to support this activity. There is no impact to the General Fund.

Approve recommendation.



RONALD R. ARIAS  
DIRECTOR, HEALTH AND HUMAN SERVICES

NAME  
TITLE

APPROVED:

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PATRICK H. WEST  
CITY MANAGER