



# CITY OF LONG BEACH

# C-9

DEPARTMENT OF HEALTH AND HUMAN SERVICES

2525 GRAND AVENUE • LONG BEACH, CALIFORNIA 90815 • (562) 570-4000 • FAX: (562) 570-4049

September 6, 2011

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager or designee to execute an agreement with the California Department of Public Health for the continuation of the Healthy Active Long Beach Project in the amount of \$728,014 for a period of one year, and execute any other necessary documents or subsequent amendments to extend the contract or increase the reimbursement amount. (Citywide)

## DISCUSSION

Since October 2003, the City Council has authorized funding for the City's Department of Health and Human Services (Health Department) from the California Department of Public Health Network for a Healthy California (State) to operate the Healthy Active Long Beach (HALB) Project. The State has now awarded the Health Department continued funding in the amount of \$728,014 for an additional period of one year. This funding will continue the HALB Project, which promotes fruit and vegetable consumption, decreases obesity and chronic disease risk, encourages daily physical activity, and increases participation in federally funded nutrition assistance programs to provide healthy foods for low-income families. The term of the contract is October 1, 2011 through September 30, 2012.

The Network for a Healthy California's (Network) mission is to create innovative partnerships that enable low-income, CalFresh (SNAPed) eligible Californians to adopt healthy eating and physical activity behaviors as part of a healthy lifestyle. The Network aims to 1) increase the consumption of a variety of colorful fruits and vegetables to decrease obesity and chronic disease risk; 2) increase physical activity to at least 30 minutes a day for adults and 60 minutes a day for children; and 3) increase participation in federal nutrition assistance programs for those who are eligible.

The Network's Local Incentive Award (LIA) Program targets the community level by providing funds for public organizations to enhance or expand the qualifying interventions they provide for low-income consumers. The USDA Supplemental Nutrition Education Program (SNAPed) is the funding source for the Network LIA Program. The primary target audience consists of persons currently participating in or eligible for the USDA's CalFresh/SNAPed program.

The HALB Project provides services to low-income, food stamp eligible individuals throughout Long Beach. HALB activities include free nutrition education workshops for families and individuals of all ages; implementation of a city-wide education campaign on "Re-Think Your Drink"; outreach and education conducted at community events, at park sites, and at other sites throughout the community; dissemination of data collected as part of the Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) project; the Long Beach Jr. Beach Runners nutrition education program; presentations for providers who serve low-income individuals and co-sponsorship of Kids in the Kitchen health fair and community resource event. Services are focused on areas that the Network has determined to meet the criteria for SNAPed eligible populations. In addition, HALB serves as a nutrition education resource for both the Health Department and local area community based initiatives. Staff also provided input to the Statewide Collaborative and Operations Subcommittee for this funding source.

This matter was reviewed by Deputy City Attorney Linda Trang on August 1, 2011 and by Budget Management Officer Victoria Bell on August 2, 2011.

TIMING CONSIDERATIONS

City Council action on this matter is time-critical due to the pending budget year/contract timeline for the California Department of Public Health.

FISCAL IMPACT

The City will receive grant revenues of \$728,014 over the next year, to offset expenditures of the same amount. Appropriations for this grant have been included in the FY 12 proposed budget in the Health Fund (SR130) and the Department of Health and Human Services (HE). There is no City match of funds required, no impact to the General Fund and no net impact to jobs associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



RONALD R. ARIAS  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER