



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

C-4

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October 11, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement and any subsequent amendments between the City of Long Beach and Kaiser Permanente South Bay Medical Center to accept funding in the amount of \$20,000 for the period from July 1, 2011 through June 30, 2012 to expand childhood obesity prevention programming. (Districts 8 & 9)

DISCUSSION

Kaiser Permanente South Bay Medical Center (Kaiser) has awarded the City of Long Beach a \$20,000 grant to support the Department of Health and Human Services (Health Department) Childhood Obesity Prevention and Advocacy (COPA) Program to further enhance its childhood obesity prevention programming, specifically its healthy corner store project in the North Long Beach area.

Kaiser funding will help to expand the COPA program's current healthy corner store project, the Long Beach Neighborhood Store Partnership (LBNSP). The goal of the corner store project is to increase fruit and vegetable availability in stores, increase fruit and vegetable consumption by customers, increase healthier snack options for residents, and help storeowners create lasting healthier changes.

The 2011-2012 Kaiser grant will allow the Health Department to expand the project to two more stores in the North Long Beach area. The funding will also provide incentives to Jordan High School AIMS Program students and parents from the Starr King Elementary School Healthy Eating Active Living (HEAL) group to assist with nutrition education related activities at the store sites and project outreach in the community, and will provide storeowners with incentives to purchase new healthier food and beverage products, including fresh fruits and vegetables.

Grant funding will support a part-time staff position, materials, and incentives for storeowners and community members to be engaged in the project.

This matter was reviewed by Deputy City Attorney Linda Trang on September 21, 2011 and by John Gross, Director of Financial Management on September 23, 2011.

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TIMING CONSIDERATIONS

City Council action on this item is requested on October 11, in order to continue this program without service interruption.

FISCAL IMPACT

The total amount of the agreement is \$20,000. Sufficient funds are currently budgeted in the Health Fund (SR 130) in 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:


PATRICK H. WEST
CITY MANAGER