



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

C-5

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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 The Earl B. and Loraine H. Miller Foundation to accept funding in the amount of \$79,000 for the period from July 1, 2011 through June 30, 2012 to continue and expand childhood obesity prevention health education programming. (Districts 8, 9)

DISCUSSION

The Earl B. and Loraine H. Miller Foundation (Miller Foundation) has awarded the City of Long Beach a \$79,000 grant to support the Department of Health and Human Services (Health Department) Childhood Obesity Prevention and Advocacy (COPA) Program to further enhance its health education programming with an emphasis on activities surrounding childhood obesity prevention.

Funding from the Miller Foundation will build upon a successful 2010-2011 program that was also supported by the Miller Foundation. Last year's funding made it possible for the Health Department to expand its childhood obesity prevention programming, with a specific focus on the healthy corner store project in the North Long Beach area (the Long Beach Neighborhood Store Partnership) to promote and enhance the availability of healthier food products, including fruits and vegetables, in four small neighborhood stores. The program also included supporting and maintaining the Healthy Eating Active Living (HEAL) parent group at Starr King Elementary School to promote healthy lifestyles at the school, and working with the Junior class of the Jordan High School AIMS Program to provide nutrition education and outreach at the partnering neighborhood stores.

The 2011-2012 Miller Foundation grant will enable the Health Department to expand the healthy corner store project to 1-2 more neighborhood stores in the North Long Beach area. In addition, funding will provide incentives to five Jordan High School AIMS students to assist with project outreach as well as maintain the Starr King HEAL group. Nutrition education to Long Beach families will be provided via outreach at the stores, at the schools, and workshops in the area.

HONORABLE MAYOR AND CITY COUNCIL

October 11, 2011

Page 2

Grant funding will support one part-time staff position, materials, and incentives to facilitate the neighborhood store project.

This matter was reviewed by Deputy City Attorney Linda Trang on September 12, 2011 and by Budget Management Officer Victoria Bell on September 13, 2011.

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 \$79,000. 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