



CITY OF LONG BEACH

C-6

DEPARTMENT OF HEALTH AND HUMAN SERVICES

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

August 14, 2012

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 \$85,000 for the period from July 1, 2012 through June 30, 2013 to expand chronic disease prevention and wellness activities. (Citywide)

DISCUSSION

The Earl B. and Loraine H. Miller Foundation (Miller Foundation) has awarded the City of Long Beach an \$85,000 grant to support the Department of Health and Human Services (DHHS) Childhood Obesity Prevention and Advocacy (COPA) Program to enhance its chronic disease prevention programming with an emphasis on health promotion and wellness.

Funding from the Miller Foundation will build upon a successful 2011-2012 program also supported by the Miller Foundation. Last year's funding allowed the Health Department to expand its chronic disease prevention programming, with a specific focus on a North Long Beach healthy corner store project to promote and enhance the availability of healthier food and beverage products in neighborhood stores. The program also maintained a parent group focused on healthy living, created a Youth Leader program, and continued to promote healthier environments for all families and community residents.

While these efforts have been successful and remain a priority for the department, the opportunity to expand on larger citywide health and wellness initiatives is key to promoting chronic disease prevention in Long Beach. The 2012-2013 Miller grant will allow the Health Department to promote health and wellness initiatives throughout the city and engage the community at citywide events, meetings and workshops to encourage healthier lifestyles, to lead the effort to unify current health and wellness initiatives and programs throughout the city, and to create a Wellness Toolkit that will be distributed throughout the community to promote healthy living.

Grant funding will support one part-time staff position, materials, and incentives to facilitate the chronic disease prevention and wellness programming.

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This matter was reviewed by Deputy City Attorney Linda Trang on August 3, 2012 and by Budget Management Officer Victoria Bell on August 6, 2012.

TIMING CONSIDERATIONS

City Council action on this item is requested on August 14, 2012, in order to continue this program without service interruption.

FISCAL IMPACT

The total amount of the agreement is \$85,000. 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