



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

R-26

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September 16, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager or designee to execute an agreement between the City of Long Beach Department of Health and Human Services and the California Department of Public Health for the continuation of the Network for a Healthy California Local Incentive Award Program in the amount of \$2,184,042 for a period of three years; and execute any other necessary documents or subsequent amendments to extend the contract or increase the reimbursement amount. (Citywide)

DISCUSSION

The California Department of Public Health (State) has awarded the City of Long Beach Department of Health and Human Services (Health Department) a contract in the amount of \$2,184,042 for an additional period of three years to continue the implementation of a program to promote fruit and vegetable consumption, daily physical activity, and participation in federally funded nutrition assistance programs. The term of the contract is October 1, 2008 through September 30, 2011.

The Network for a Healthy California's (Network) mission is to create innovative partnerships that enable low-income, food stamp 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; 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 matching funds for public organizations to enhance or expand by up to 50 percent the qualifying interventions they provide for low-income consumers. The USDA Food Stamp Nutrition Education Program 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 Food Stamp Program.

The Health Department's Network Program, Healthy Active Long Beach, provides services to low-income, food stamp eligible individuals throughout Long Beach. The program's activities include free nutrition education classes for families; outreach and education conducted at Farmers' Markets, at park sites, and at other sites throughout the community; the Long Beach Jr. Beach Runners nutrition education program; presentations for providers who serve low-income individuals and the annual Healthy Active Long Beach Week celebration. In addition, the program serves as a nutrition education resource for both the Health Department and local area community based and school district programs.

This matter was reviewed by Deputy City Attorney Linda Trang on August 25, 2008 and by Budget Management Officer Victoria Bell on August 27, 2008.

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 an increase in new grant revenues of \$2,184,042 over the next three years, to offset expenditures of the same amount. Sufficient funds are appropriated in the Health Fund (SR 130) and the Department of Health and Human Services (HE) for FY 09. The second and third year of the grant will be appropriated through the City's annual budget process. There is no City match, and no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



RONALD R. ARIAS
DIRECTOR
HEALTH AND HUMAN SERVICES

APPROVED:



PATRICK H. WEST
CITY MANAGER