

First 5 Commission of San Diego

November 7, 2011

Contract Extension: HHS Public Health Services Childhood Obesity Initiative

Action Requested

The request before the Commission is to extend the contract with HHS Public Health Services for the Childhood Obesity Initiative (COI) for three years (through June 30, 2015) at a total cost of \$390,000, with the intent to provide support for systems change to improve children's health.

Background

A study by the Center for Disease Control and Prevention (CDC) concluded that poor diet and inactivity are close to overtaking cigarette smoking as the leading cause of preventable death. Statistics show that childhood obesity is a rapidly emerging health issue for children of all ages with concerning trends. Nearly 9 million American children were overweight in 2000. More alarming is the increase in the number of overweight 2- to 5- year-olds: from 7 percent 10 years ago to 10 percent today. In San Diego County alone, there are an estimated 125,000 overweight children. Health and social consequences associated with obesity are extensive. It is the leading cause of pediatric hypertension; is associated with type II diabetes; and increases the risk of coronary heart disease, high blood pressure, non-alcoholic fatty liver disease, stroke and some types of cancer. It can also lower self-esteem and affect peer relationships. An estimated 50 to 70 percent of overweight adolescents will become obese adults. Experts conclude that if obesity continues to be a problem, the current generation of children will not live as long as their parents.

Obesity Prevention Efforts in San Diego County

In October 2004, the San Diego County Board of Supervisors unanimously voted to support the creation, coordination and implementation of a Childhood Obesity Master Plan to end childhood obesity. A steering committee with expertise in health care, nutrition and physical activity gathered input from diverse disciplines, partners and community residents to develop "The Call to Action, San Diego County Childhood Obesity Action Plan" (COAP). As a result, the Childhood Obesity Initiative (COI) was launched in 2006 as a public-private partnership coordinated by HHS Public Health.

On December 6, 2008, the First 5 Commission directed staff to contract with HHS Public Health, Maternal Child Family Health Services (MCFHS) to provide \$130,000 per year for three years to support a portion of the costs of a full-time coordinator to implement the County's Childhood Obesity Initiative. The contract was extended for 3-months at the September 12, 2011 Commission meeting, and is scheduled to expire on June 30, 2012.

Since its formation, the COI has worked with local government; health; education; early care and education; and community-based; faith-based; youth, media and marketing; and business organizations to:

- Build awareness about the problem of childhood obesity.
- Guide agencies, institutions and neighborhoods interested in addressing childhood obesity.
- Build momentum for action.
- Catalyze partnerships and coordinate current efforts.
- Promote strategies and emphasize policy and environmental change.

Childhood Obesity Initiative Accomplishments for Children 0-5

These are the key accomplishments of the COI affecting children 0-5:

- Policy Development
 - Developed and promoted adoption model policies for preschool and childcare providers focusing on wellness, providing healthy nutrition and promoting physical activity.
 - Implemented healthy vending machine policies for County Parks and Recreation facilities and County worksites.
 - Helped develop a worksite lactation accommodation policy for HHS.
- Environmental Change
 - Partnered with the Children's Initiative to add obesity indicators and recommendations to the annual Children's Report Card.

- Assisted with training preschool and childcare providers on healthy food and physical activity environments.
- Collaborated with WIC agencies and other partners to assure successful implementation of the new WIC food packages.
- Surveyed 131 early care teachers on their nutrition and physical activity practices. The results will shape recommendations for future actions.
- Promoting Healthy Eating
 - Produced a revised healthy eating advertising plan that encourages healthy eating habits among children ages 0-5 and their parents;
 - Partnered on developing a media campaign supporting the Farm-to-Preschool program as well as local agriculture.
 - Collaborated with AAP, YMCA-CRS and others to create cross-disciplinary materials with consistent messages.
- Farm-to-Preschool
 - Designed and implemented this effort to promote healthy, fresh food access and improve preschoolers' eating habits.
 - Recruited additional farms and preschool sites to participate.
 - Supplied workshops for parents and early care teachers, and support for providers developing on-site preschool gardens.

MCFHS anticipates continuing support for the COI beyond the current contract. The funds requested in this item will support COI core program activities with an emphasis on environmental and policy changes that focus on the 0-5 population. These dollars will directly support updating the strategies and project components of the Childhood Obesity Action Plan (COAP), with a particular emphasis on the early childhood environmental domains specific to the business, childcare and healthcare domains. These funds will also be applied towards parent and childcare provider educational activities including updates to the COI website with specific materials targeting the 0-5 population. The Commission's investment of \$390,000 over 3 years would represent approximately 25% of COI funding.

Leveraged Funding

Commission and HHSA funding of COI has been a catalyst for leveraging over \$1.5 million from a variety of sources including: The California Endowment, the City of Chula Vista, UCSD, Kaiser Permanente, and the Robert Wood Johnson Foundation. Ongoing leveraging and sustainability efforts continue to be a priority for this project and would be incorporated as appropriate.

Commission History

- September 12, 2011 (Item 2): The Commission authorized \$35,500 for an additional 3 months of support for the Childhood Obesity Initiative through June 30, 2012.
- December 16, 2008 (Item 6): The Commission authorized \$130,000 annually over 3 years to support the Childhood Obesity Initiative through an MOU with Public Health.
- November 7, 2005 (Item 6): The Commission authorized up to \$50,000 annually over 3 years (total \$150,000) to support implementation of the County's child obesity action plan.
- October 17, 2005: The Technical Professional Advisory Committee (TPAC) discussed and provided recommendations on effective interventions to combat childhood obesity.
- September 12, 2005 (Item 15): The Commission directed staff to research and provide recommendations on how First 5 San Diego could contribute to local efforts on childhood obesity prevention focusing on the 0-5 population.

Link to the Strategic Plan

- This program promotes each child's healthy physical, social and emotional development.
 - Support strategy: Parent and caregiver education to promote positive practices.

Link to *Live Well, San Diego!*

- Addresses two of the three target behaviors identified in *Live Well, San Diego!: Building Better Health* – poor nutrition and lack of physical activity. The COI promotes encouraging healthy eating and promoting access to healthy foods as primary strategies to combat childhood obesity.

Staff Recommendations

- 1) Find that the allocation is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the county and provides a public benefit.
- 2) Designate \$130,000 per year for three fiscal years (FY 2012-13, FY 2013-14, and FY 2014-15) for a total of \$390,000 to fund the Childhood Obesity Contract.
- 3) Authorize \$390,000 for this project from the \$5,451,602 currently being held in the Sustainability Fund for Targeted At-Risk Home Visiting or other high-priority projects.
- 4) Authorize the Commission's Executive Director or her designee to negotiate and execute an amendment to the contract with HHSA Public Health Services to add a project length budget of \$390,000 (\$130,000 per year for three years) and extend the contract for one additional year (July 1, 2012 - June 30, 2013) with two additional option years (FY 2013-14 and FY 2014-15).

Fiscal Impact

The Operating Budgets for FY 2012-13, 2013-14, and 2014-15 will each include \$130,000 for the Childhood Obesity Initiative. The funding in the Sustainability Fund for Targeted At-Risk Home Visiting or other high-priority projects will be reduced by \$390,000 to \$5,061,602.