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Action

**Contract Extension: HHSA Public Health Services
Childhood Obesity Initiative**

Supporting Document

Overview:

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

The contract was extended for 3-months at the September 12, 2011 Commission meeting and is scheduled to expire on June 30, 2012. Public Health Services 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.

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.

This project 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

**Executive
Director
Jiménez**

	<p>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.</p>	
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