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October 28, 2010

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *J. Fielding*
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE DEPARTMENT OF PUBLIC HEALTH'S INTENT TO ENTER INTO A SOLE SOURCE AGREEMENT WITH THE ROGERS GROUP TO DEVELOP AN INTEGRATED MEDIA PLATFORM FOR THE COMMUNITIES PUTTING PREVENTION TO WORK PROJECTS, RENEW AND TRUST**

This is to advise you that the Department of Public Health intends to enter into a sole source agreement with The Rogers Group in the amount of \$275,000, effective upon the date of execution through March 18, 2012, to develop an integrated media platform for the Communities Putting Prevention to Work projects, Renew Environments for Nutrition, Exercise and Wellness (RENEW) and Tobacco Reduction Using Strategies and Teamwork (TRUST).

These two grant initiatives funded by the American Recovery and Reinvestment Act of 2009 administered by the Centers for Disease and Control and Prevention (CDC) provided Los Angeles County (County) with \$32.1 million over a two-year period to prevent obesity (\$15.9 million for project RENEW) and tobacco use (\$16.2 million for project TRUST). Both initiatives are directed toward the development and implementation of policy, systems, and environmental changes to help make healthy choices easy, safe, and affordable.

The CDC has strongly recommended that both RENEW and TRUST projects develop a joint media platform to promote nationally and locally tailored messages to increase understanding of and support for a broad mix of policy, systems, and environmental changes related to obesity and tobacco use. The CDC-approved work plan for RENEW requires the development of an integrated website with TRUST to promote science-based information and policies related to healthy environments. The website will disseminate messaging to promote healthier lifestyles and environments through social media channels to target high need areas throughout the County.

The Rogers Group is the contracted vendor to provide media services, including the development of a website and social media messaging, for project TRUST. Contracting with The Rogers Group through a sole source agreement will allow project RENEW to capitalize on this website and facilitate integration of the social media platform across the two projects. In addition, the use of The Rogers Group by project RENEW will increase efficiencies, reduce costs, and increase the likelihood of meeting reportable milestone activities in a timely manner.

Other vendors are not being considered because of the CDC's expectation that project RENEW will implement a joint website and integrated social media campaign with project TRUST. Contracting with another media firm would create significant logistical and management challenges that would result in cost increases and delays in meeting project milestones.

To allow time for your review and comments, we will not conduct negotiations until 10 business days from the date of this memoranda. Should you have any questions, please contact ,me.

JEF:ev
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c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors