

MOTION BY SUPERVISOR ZEV YAROSLAVSKY

October 6, 2009

As part of the American Recovery and Reinvestment Act's \$650 million Community Prevention and Wellness Initiative, the Centers for Disease Control (CDC) and Prevention has established a \$373 million *Communities Putting Prevention to Work* funding initiative to achieve measurable health outcomes, specifically through the promotion of physical activity, healthy diet, and tobacco control. On September 17, 2009, Health and Human Services Secretary Kathleen Sebelius announced a federal funding opportunity for this \$373 million initiative. The funding opportunity asks local health jurisdictions and communities to propose and implement evidence-based public health strategies to reduce health risk factors, prevent and/or delay chronic disease rates and promote wellness.

Over the years, the Los Angeles County Department of Public Health has initiated innovative, community-based approaches to reducing high rates of chronic diseases, poor diet, physical inactivity, and tobacco use. In fact, under the Department's Policies for Livable, Active Communities and Environments (PLACE) Program, five agencies, including city governments and nonprofit agencies, have been funded to design communities and physical environments that will promote healthy lifestyles. Nonprofit organizations like Pacoima Beautiful and the Los Angeles County

Y K

MOTION SEP 29 2009

- MOLINA _____
- RIDLEY-THOMAS _____
- YAROSLAVSKY _____
- ANTONOVICH _____
- KNABE _____

Atkan

Bicycle Coalition and the cities of El Monte, Culver City and Long Beach are working to combat sedentary lifestyles leading to high rates of overweight and obesity. The Department has also implemented numerous tobacco control strategies to reduce tobacco-related illnesses and deaths in the County. One example is the Department's role in establishing the County's Tobacco Retail Licensing ordinance. The ordinance has become a key component to preventing youth access to tobacco products and underage smoking by requiring each merchant to obtain a license to sell tobacco products and enforce penalties for the illegal sale of tobacco products to minors. By preventing youth access to tobacco products, the Department aims to change social norms on tobacco use and preclude tobacco related illnesses and death.

The CDC's *Communities Putting Prevention to Work* Initiative provides an opportunity for the County to foster and potentially expand the aforementioned public health strategies and other similar programs. By leveraging this opportunity, the Department may advance its efforts in improving health status, creating healthier communities, and reducing health care costs.

I, THEREFORE, MOVE that the Board of Supervisors instruct the Director of Public Health to review the Health and Human Services funding opportunity announcement for the *Communities Putting Prevention to Work* Initiative; collaborate with community partners, in addition to those currently part of the PLACE program, in developing a countywide proposal in response to the CDC funding initiative; provide a report to the Board by October 16, 2009 that will outline the parameters of the Department's funding proposal to the CDC; and report to the Board by November 13, 2009 on a proposed funding application for submission to the CDC by December 1, 2009.