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November 25, 2009

TO: Each Supervisor

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

SUBJECT: **COMMUNITIES PUTTING PREVENTION TO WORK**

This is in response to the September 29, 2009 Board motion directing the Department of Public Health (DPH) to review the Department of Health and Human Services funding opportunity announcement (FOA) for the Communities Putting Prevention to Work initiative; collaborate with community partners, in addition to those currently part of the Policies for Livable and Active Communities and Environments (PLACE) program, in developing a countywide proposal in response to the Centers for Disease Control and Prevention (CDC) funding initiative; and report to the Board by November 13, 2009 on a proposed funding application for submission to the CDC by December 1, 2009.

Background

As directed by the September 29, 2009 Board motion, DPH provided an interim report to the Board on October 16, 2009 outlining the parameters of DPH's funding proposal to the CDC. As noted in that report, DPH intends to submit two proposals, one for Category A (obesity prevention, physical activity, and nutrition) and one for Category B (tobacco control and prevention).

DPH has completed an intensive outreach effort to solicit input on potential strategies and interventions for each proposal, identify key partners, and develop the critical elements of each proposal. Throughout this process, DPH has been guided by the following overarching principles, all clearly stated as priorities in the FOA, in order to ensure that the two applications are competitive in what will be an extremely competitive selection process (i.e., over 400 applications are anticipated for only 30-40 awards). The following are guidelines as stated in the FOA:

- Proposals must include interventions that have countywide impact or, at the very least, impact large populations;
- Proposals must also include interventions that target high-risk populations;
- Interventions must focus on policy, systems, and environmental change strategies rather than direct services, with the one exception of tobacco cessation services;
- Proposals must include interventions in all five Media, Access, Point of purchase/promotion, Price, and Social (MAPPS) support services strategy areas specified in the FOA;

- Proposals must include interventions that are ready to be implemented and have a high probability of success within the two-year funding period--this FOA is not a funding opportunity to build new capacity but, rather, to improve existing capacity and capitalize on readiness;
- Proposals must include evidence of broad community partnerships;
- Proposals must specify key funded partners in the application, including large public policymaking entities (e.g., other County departments, the City of Los Angeles, and Los Angeles Unified School District) and outside organizations with specialized experience and expertise in the focus area of the proposal; and
- Applicants must demonstrate that they will be able to fully implement their proposals within 60-90 days of receiving funding.

Summaries of the two proposals are provided below. For each proposal, DPH is requesting up to \$20 million in funding over the two-year period. This total amount includes other project costs, indirect costs, staffing, and evaluation activities that are required by the proposed cooperative agreement with the CDC but not listed in the proposed investment estimates given below.

Category A: Obesity, Physical Activity, and Nutrition Proposal

This proposal includes an integrated community action plan to implement policy, systems, and environmental changes that will contribute to the long-range goals of improving nutrition, increasing physical activity, and decreasing obesity among children and adults across the entire jurisdiction of Los Angeles County. The proposal includes the following 10 complementary components:

1. Countywide social marketing and advocacy campaign to promote healthy food and beverage policies in cities

DPH will partner with the California Center for Public Health Advocacy (CCPHA) and a media firm (to be selected) to implement this campaign, which will include the use of social media (e.g., Twitter, Facebook, and MySpace.com) to raise awareness and build support within communities for local policies that increase access to healthy foods and beverages, and reduce access to less healthy foods and beverages. The campaign will also include outreach to local policymakers in cities throughout the county and will highlight the need for healthy food and beverage policies, such as vending machine policies, healthy food and beverage policies for programs serving youth, incentives for food retailers to offer healthy food items, and incentives for farmers markets and community gardens.

Proposed annual investment: \$530,000

2. School-based nutrition intervention

The Los Angeles Unified School District (LAUSD), the second largest local school district in the country with over 700,000 students, will establish more stringent nutrition policies for school meals, consistent with recommendations in an Institute of Medicine (IOM) report published in October 2009. These recommendations include new standards for fruit, vegetables, grains/breads, milk, calories, and sodium. The Healthy Food Coalition of Los Angeles and California Food Policy Advocates (CFPA) will promote the implementation of the IOM recommendations among the other 80 school districts in the county.

Proposed annual investment: \$710,000

3. Physical education and schools-based physical activity initiative

LAUSD and the Los Angeles County Office of Education (LACOE) will partner on this physical education (PE) and schools-based physical activity initiative in LAUSD and seven other school districts with the among the highest childhood obesity rates in the county. Participating school districts will be required to adopt new policies that commit them to providing: 1) quality physical education as defined by State law, and 2) increased opportunities for physical activity before, during, and after school. In return, selected teachers from the participating school districts will be eligible to participate in a PE-focused professional development and leadership program modeled after the SPARK program. Teachers who complete the program will serve as peer mentors. The SPARK program was piloted by LAUSD from 2004-2008 with positive outcomes (based on teacher self-reports and improved student performance on physical fitness testing) that are consistent with similar programs reported in published studies.

Proposed annual investment: \$ 1,000,000

4. Preschool nutrition and physical activity policies

Los Angeles Universal Preschool (LAUP) will adopt and implement nutrition and physical activity policies across its network of over 300 preschools. This initiative, which will include training to preschool staff and intensive outreach to parents and surrounding communities in multiple languages, will reach over 10,000 young children from disadvantaged communities across the county. It will serve as a model for other preschool and childcare providers in the county and will support advocacy efforts for State-level policy on nutrition and physical activity standards for child care providers. LAUP will collaborate with DPH, Healthy Eating Active Community (HEAC) coalitions, LAUSD, LACOE, the Women, Infants and Children (WIC) program, CFPA, and the Supplemental Nutrition Assistance Program (SNAP) on the project.

Proposed annual investment: \$350,000

5. Breastfeeding promotion

DPH will work with the County hospitals and the Board of Supervisors to implement a policy to ensure that at least two of the three County hospitals with obstetrical services achieve the Baby-Friendly status—a certification process that they have initiated but not completed--and that all three adopt the California Department of Public Health's Model Hospital Policy Recommendations for providing breastfeeding support. DPH will also partner with the Breastfeeding Task Force of Greater Los Angeles to establish a workplace breastfeeding policy for the County along with private lactation accommodation within County facilities. DPH and the Breastfeeding Task Force will also work to establish breastfeeding policies among cities and large private employers.

Proposed annual investment: \$215,000

6. City and County healthy food and beverage policies

The Pasadena and Long Beach health departments will work with their respective cities to limit unhealthy food options by implementing healthy food and beverage policies for all city programs serving youth. In Long Beach, the initiative will be supported by the Long Beach Diabetes Collaborative and the Long Beach Alliance for Food and Fitness. In Pasadena, the initiative will

also include a pricing and placement strategy--foods and beverages meeting the mandatory nutrition standards will where feasible be sold at prices equal to or lower than remaining choices, and food and beverages meeting the required standards will be placed within the top third of vending machines so they are more easily seen.

DPH will work with other county departments and the Board of Supervisors to establish a policy on nutrition standards for food and beverages purchased by the County, and for meals served in County cafeterias, in County-sponsored programs, and by contracted food vendors.

Proposed annual investment: \$385,000

7. Transit oriented districts

The City of Los Angeles will create 10 Transit Oriented District (TOD) plans at stations along the Metro Blue and Green lines in south Los Angeles, including strategies to increase walkability, pedestrian and bike access between stations and surrounding neighborhoods, and access to the transit stations and major neighborhood destinations. These TODs were selected based on the large size of the impacted population (over 550,000 nearby residents), the high child and adult obesity rates, and the readiness for action--all 10 TODs are located in two areas undergoing Community Plan updates, thereby ensuring that that the recommendations become formal policies with enforceable implementation measures. The plans will also be used as a prototype for a citywide TOD policy.

An additional seven transit stops along the Metro Blue and Green lines are located in unincorporated areas of the county. The County's Department of Regional Planning will encourage walking, bicycling, and increased transit use in these areas by establishing a TOD Program for these stations and will incorporate related TOD plans into the County's General Plan Update. Inclusion of these transit stations will lay the groundwork for a continuous corridor of TODs extending through a high-need (reflected by elevated rates of obesity) and heavily populated region of the county.

To expand the reach of these efforts beyond TODs, DPH will work with Regional Planning to promote healthy design elements in development projects across the county. This will be accomplished by identifying appropriate policies for inclusion in the County's General Plan Update that further promote walkability, bikeability and other healthy design concepts countywide, including the creation of a "healthy development checklist."

Proposed annual investment: \$1,350,000

8. Countywide bicycle promotion

The County's Department of Public Works is currently developing a new Bikeway Master Plan that will include a countywide network of both off- and on-road bikeways. However, the current planning effort will soon become stalled because of a lack of funding for the needed environmental impact assessment. The funding provided through this grant will accelerate the completion and adoption of the County's Bikeway Master Plan by supporting the environmental review and will ensure that the Plan is well coordinated with parallel efforts to promote pedestrian activity. The adoption of the plan will allow the County to apply for State and federal transportation funds for the implementation of the Master Plan.

The grant will also support the County Cycling Collaborative (CCC), a joint project of six bicycle organizations in the county administered by the Los Angeles County Bike Coalition (LACBC) to promote both increased bicycling and increased demand for the County's Bikeway Master Plan. The CCC will use innovative strategies to promote bicycling, such as reclaiming used bicycles and

distributing them free-of-charge to high-need communities. The CCC will also partner with other community-based organizations (CBOs) (including Pacoima Beautiful, Neighbors Acting Together Helping All, East LA Community Corporation, and others) to increase social support for bicycling by holding workshops and ride events in targeted high-obesity risk communities.

The City of Long Beach will also be supported to establish four Bike Friendly Business Districts, including two in low income communities (Cambodia Town and 4th Street). These bike-oriented business districts will be promoted as models for implementation in other cities in the county and across the State.

Proposed annual investment: \$460,000

9. Expanding reach: community, city, and school district request for proposals

To expand the reach of the initiative, DPH will release this month a request for proposals (RFP) for CBOs, cities, and school districts--the RFP will be posted at www.publichealth.lacounty.gov/chronic. Each proposal must address at least two MAPPS strategy areas and must include a partnership between a CBO or community coalition and one or more cities or school districts. Prioritization will be given to communities with demonstrated need (e.g., child obesity rate above the county average) and readiness to implement policy and related actions. Wide geographic distribution will be a high priority in selecting grantees to be funded. The RFP will be modeled after a similar successful grant program administered by the PLACE Program in DPH's Division of Chronic Disease and Injury Prevention. Five PLACE awards were made in 2008 and the work of the grantees has been showcased on the DPH website (www.publichealth.gov/place) and at the CDC's National Environmental Public Health Conference in October 2009.

Proposed annual investment: \$1,000,000

10. Multi-disciplinary technical assistance pool

To support those funded through the RFP and the work of other non-funded CBOs, cities, and school districts interested in implementing policy and environmental change interventions that target nutrition or physical activity, a multi-disciplinary technical assistance (TA) pool will be established. The pool will include experts on physical activity promotion through land use and transportation strategies, including safe routes to school programs (Ryan Snyder Associates, LLC, the TA provider for the PLACE grants), nutrition policy (CFPA, Healthy Food Coalition Advocates, and California Center for Public Health Advocacy); legal issues, including joint use agreements between cities and schools (Public Health Law and Policy); community organizing and policy development (Prevention Institute); and crime prevention through environmental design (Advancement Project). The TA pool will provide workshops and trainings on topics identified as priorities by community, city, and school district partners. In addition, TA providers will also be available to provide direct, hands-on support to partners needing assistance with specific policy and environmental change activities.

Proposed annual investment: \$500,000

Category B: Tobacco Prevention and Control Proposal

This proposal includes an integrated community action plan to implement policies, systems, and environmental changes that will contribute to the long-range goals of reducing tobacco-related risk factors in adults and youths, including smoking prevalence and indoor/outdoor exposure to secondhand smoke

(SHS) across the entire jurisdiction of Los Angeles County. The proposal includes the following six complementary components:

1. Countywide media and advocacy campaign to reduce tobacco use and prevent youth initiation

DPH will work with the CDC, State Tobacco Control Program, American Legacy Foundation, and the Rogers Group to implement an emotional, hard-hitting counter-marketing campaign using both traditional and social media to reduce tobacco use and prevent youth initiation. The campaign will target populations most impacted by tobacco use, including youth ages 12-17, African Americans, Latinos, Koreans, and the lesbian, gay, bisexual, and transgender populations. DPH will also coordinate with the cities of Long Beach and Pasadena to create synergy among local campaigns, expand campaign reach, frequency, and duration, and avoid duplication of efforts.

Proposed annual investment of \$2,140,000 (\$750,000 are from Master Settlement Agreement funds)

2. Reduce indoor/outdoor secondhand smoke exposure interventions

To expand the reach of existing efforts to reduce exposure to SHS, DPH will create six three-member community mobilization teams (CMT) to work with community coalitions, CBOs, and local officials to support the adoption of SHS policies in a minimum of 20 cities. The CMT will consist of a public health policy liaison, community organizer, and research analyst. Three CMTs will spearhead policy-based community mobilization campaigns to support comprehensive outdoor air policy campaigns (i.e., smoke-free hospital campuses, outdoor dining, and other public areas) and three CMTs will focus on reducing SHS exposure in multi-unit housing.

To support the CMT's efforts, several statewide tobacco control organizations, including the Center for Tobacco Organizing and Policy, Technical Assistance Legal Center, and Klepeis, Inc. will provide comprehensive training, research data to support policies, and ongoing expert technical assistance.

Proposed annual investment of \$2,060,000

3. Intervention to reduce youth consumption of tobacco products

DPH will create three CMTs to work with community coalitions, CBOs, and local officials to support efforts to reduce the impact of the tobacco retail environment on youth smoking in a minimum of 10 cities, including Long Beach and Pasadena. Several statewide tobacco control organizations, including the Center for Tobacco Organizing and Policy and the Technical Assistance Legal Center will provide comprehensive training on community mobilization strategies and ongoing expert technical assistance to each CMT.

Proposed annual investment of \$1,030,000

4. Evidence-based pricing strategies to discourage tobacco use

Because local jurisdictions do not have authority to increase cigarette taxes, it is necessary for DPH to develop alternative pricing strategies. DPH will create three CMTs to work with community coalitions, CBOs, and local officials in a minimum of 10 cities to support the adoption of an ordinance adding a fee to the sale of each pack of cigarettes. The generated revenue will be used to recover the cost of abating cigarette litter from city streets, sidewalks, and other public property.

To support the intervention strategies, Oxford Outcomes will develop a web-based modifiable interface to be used by DPH and local jurisdictions to estimate the cost of tobacco product litter and the appropriate abatement fee. The tool will build on their successful analytical strategies employed in a study commissioned by City and County of San Francisco and the State of California Tobacco Control Program.

Proposed annual investment of \$1,210,000

5. Youth smoking prevention and cessation initiative

LAUSD, LACOE, and Los Angeles City Tobacco Enforcement Program will work together to substantially strengthen current school and after-school evidence-based programs targeting high-risk youth populations attending traditional, continuation, and alternative schools. Specific program goals will include: reducing the number of daily smokers; changing attitudes and social norms concerning tobacco use; providing interventions designed to create student leadership skills; developing new policies or strengthening existing tobacco-use policies that prohibit the use and possession of tobacco products by students, staff, and visitors; and strengthening tobacco-use enforcement procedures.

Proposed annual investment of \$1,200,000

6. Reduce smoking prevalence among vulnerable adult populations

This grant will greatly expand current efforts to increase access to and utilization of smoking cessation services among underserved populations throughout the county. Approximately 200 community-organizations, including behavioral health organizations, homeless shelters, and other social service agencies will receive mini-grants to facilitate the adoption of a system-level tobacco cessation program that includes a tobacco-free environment policy and cessation services, including nicotine replacement therapy.

This project builds on innovative and highly successful work by both the California Smoking Cessation Leadership Center and the Los Angeles Coalition to End Hunger and Homelessness to reduce tobacco use among populations that have not traditionally been served by tobacco cessation efforts.

Proposed annual investment of \$1,920,000

Next Steps

The proposals will be submitted electronically on November 29, 2009, several days prior to the December 1 deadline, as recommended by CDC. DPH will provide copies of the completed applications to the Board at the time of submission.

DPH is in the process of collecting letters of support from a large number of community organizations and stakeholders that will be included in the applications. As directed by the FOA, DPH is also in the process of putting together an 8-10 member leadership team for each proposal, comprised of elected officials, other leading policymakers, a university representative, and a community representative. The applications would be greatly strengthened by a five-signature letter of support from the Board and the commitment of one of the Supervisors to participate on the leadership team.

In order to meet the strict requirements of the timeline set forth in the FOA, DPH must be prepared, if funded, to support a rapid implementation. To achieve this end, DPH will request an activation of standing agenda "A" item for expedited review of ARRA funds. In addition, DPH will request that,

contingent upon funding, the Director of DPH or his designee be granted delegated authority to accept the funding award scheduled to be announced on February 27, 2010, and be given the authority to implement the following administrative actions:

- Execute personnel services agreement with either Public Health Foundation Enterprises (PHFE) or Maxim. Both organizations have indicated an interest in providing these services and DPH is soliciting proposals from each agency and anticipates making a selection in the next two weeks. This agreement is needed to hire staff for the time-limited (two years) period of the grant.
- Develop sole source agreements with the funded partners specified in the proposals. DPH will provide the required justifications for the sole source agreements in a subsequent Board memo.
- For the obesity, physical activity, nutrition proposal, initiate contracts with the CBOs, cities, and/or school districts selected for funding through the RFP process. DPH will provide a memo to the Board identifying the awardees prior to the contract initiation. Each awardee will receive up to \$125,000 per year for two years, contingent upon DPH receiving the federal funding. The intention to release an RFP was announced at the October 20, 2009 stakeholders meeting, has been posted on the DPH website, and is being publicized widely. The estimated timeline for the RFP is as follows:

	Action	Date
1	RFP available on DPH website	November 19, 2009, 4 p.m.
2	RFP available for in-person pick-up	November 20, 2009, 10 a.m.
3	Bidders' Conference	November 23, 2009, 1:30 p.m.
4	Deadline for receipt of written inquiries	December 15, 2009, 5 p.m.
5	Deadline for receipt of full proposal	December 21, 2009, 5 p.m.
6	Mandatory oral interviews with top-scoring Applicants (required partners must attend)	January 18, 2010 – February 3, 2010
7	Applicants notified of funding decision	February 27, 2010
8	Anticipated effective date of new contracts	April 27, 2010

- For the tobacco prevention and control proposal, issue mini-grants for the smoking cessation programs. Mini-grants in the amount of \$5,000 will be provided via purchase orders to existing County contractors in good standing and meeting eligibility criteria to promote smoking cessation services in their facilities.

If you have any questions or need additional information, please let me know.

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PH:910:001

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