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November 18, 2014

The Honorable Board of Supervisors County of Los Angeles 383 Kenneth Hahn Hall of Administration 500 West Temple Street Los Angeles, California 90012

Dear Supervisors:

BOARD OF SUPERVISORS Gioria Molina First District Mark Ridiky-Thomas Second District Zev Yaroslavsky. Third District Don Knabe Fourth District Michael D. Antonovich First District

ADOPTED BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

37 of November 18, 2014

SACHI A HAMAI EXECUTIVE OFFICER

APPROVAL TO EXECUTE A MASTER AGREEMENT WORK ORDER WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC. FOR THE PROVISION OF TEMPORARY PERSONNEL SERVICES TO SUPPORT THE EARLY CHILDHOOD OBESITY PREVENTION INITIATIVE EFFECTIVE JANUARY 1, 2015 THROUGH JUNE 30, 2016

SUBJECT

Request approval to execute a Master Agreement Work Order with Public Health Foundation Enterprises, Inc. for the provision of temporary personnel services to support the Department of Public Health Division of Chronic Disease and Injury Prevention's Early Childhood Obesity Prevention Initiative.

IT IS RECOMMENDED THAT THE BOARD:

Authorize and instruct the Interim Director of the Department of Public Health (DPH), or her designee, to execute a Master Agreement Work Order (MAWO), substantially similar to Exhibit I, with Public Health Foundation Enterprises, Inc. for the provision of temporary personnel services for DPH's Division of Chronic Disease and Injury Prevention (DCDIP) to support the Early Childhood Obesity Prevention Initiative (ECOPI), effective January 1, 2015 through June 30, 2016, at a total maximum obligation of \$3,449,351, 100 percent offset by funding from the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA).

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of the recommendation will permit DPH to execute a MAWO to support 25 contract personnel who will support the ECOPI project. ECOPI is a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the

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nearly one million Los Angeles County children ages 0-5 and their families. ECOPI is overseen through a collaborative effort between DCDIP and DPH's Maternal Child and Adolescent Health (MCAH) Program, and consists of three major interventions implemented Countywide. The interventions, which consist of a partnership between a broad range of county and community-based partners, are: 1) Choose Health LA Kids – an intensive, community-based public education and skills-building campaign by DCDIP to increase communities' capacities to

promote healthy eating and active living practices; 2) Choose Health LA Moms - MCAH's provision of nutrition, physical activity, and stress management resources offered through individual and organizational channels to support women's postpartum health; and 3) Reducing Obesity in Child Care Settings – aimed at improving nutrition and physical activity policies and practices in child care providers throughout Los Angeles County.

On December 14, 2012, your Board was notified that DPH was exercising delegated authority to execute a MAWO to support 22 contract personnel for DPH's Reducing Early Childhood Obesity in Los Angeles County project. A recent staffing assessment identified a gap in staff dedicated to certain areas of intervention evaluation and the restaurant program. For this reason, DPH DCDIP is requesting an additional three temporary contract personnel to address this gap. DPH requires these 25 temporary contract personnel to meet each of First 5 LA's grant timelines and deliverables so that future grant funds are not jeopardized. These personnel provide coordination, nutrition, physical activity, and other specialized programmatic services that are of a professional, technical, and/or temporary nature that will contribute to DPH's efforts to prevent childhood obesity among children under five years of age.

The positions provided under the MAWO are: one Initiative Director, one Project Director, one Assistant Project Director, four Program Analysts, one Food Industry Liaison, one Restaurant Program Coordinator, one HealthCare Liaison, one Legal Policy Analyst, three Health Educators, one Office Manager, one Finance Supervisor, two Fiscal Analysts, one Implementation Scientist, one Research Analyst, two part-time Project Assistants, one Communications Coordinator, one Communications Assistant, and one Graphic Artist.

In 2012, DPH anticipated that First 5 LA funds would continue beyond the term of the current four year award and recommended that your Board approve 30 new County positions in excess of that which is provided for in the DPH staffing ordinance pursuant to Section 6.06.020 of the County Code, subject to allocation by the CEO. However, DPH recently learned that First 5 LA is unlikely to enter into a new agreement with the County to continue these services. DPH will no longer pursue the 30 County positions and therefore is recommending that a new temporary personnel MAWO be executed for the remaining 18 months of this grant term, now scheduled to end June 30, 2016.

Implementation of Strategic Plan Goals

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total maximum obligation for this MAWO is \$3,449,351; 100 percent offset by First 5 LA grant funds.

There is no net County cost associated with this action. Funding is included in DPH's fiscal year (FY)

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2014-15 Final Adopted Budget and will be included in future FYs, as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On October 19, 2010, your Board approved execution of Master Agreements with seven agencies for the provision of temporary personnel services and delegated authority to the Director of DPH, or his designee, to execute work orders under the Master Agreements with the following criteria for each work order: a) \$399,999 or less annually, DPH will notify your Board of the work order once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to your Board and, unless otherwise instructed, will execute the work order; and c) \$700,000 or more annually, DPH will return to your Board for approval.

On July 31, 2012, your Board delegated authority to the Director of DPH to execute a MAWO for the provision of temporary personnel services for the Reducing Childhood Obesity in Los Angeles Project, effective date of execution through January 31, 2014 at a total maximum obligation not to exceed \$4,260,000, contingent upon the availability of First 5 LA grant funds. On December 14, 2012, the Director of DPH notified your Board that he was exercising this delegated authority to execute a MAWO with Public Health Foundation Enterprises, Inc. (PHFE) in the amount of \$2,513,480, for the term of December 26, 2012 through January 31, 2014.

On November 5, 2013, your Board authorized the Director of DPH to amend the MAWO with PHFE to extend the term for an additional 11 month period effective February 1, 2014 through December 31, 2014, at a revised total maximum obligation of \$4,259,982, 100 percent offset by funding from First 5 LA.

Exhibit I is the MAWO approved by County Counsel.

CONTRACTING PROCESS

On September 29, 2014, DPH issued a work order solicitation to the seven Master Agreement contractors for temporary personnel services (25 positions) to support the ECOPI project. Work order bids were due October 27, 2014 and one (1) was received. The successful Bidder, Public Health Foundation Enterprises, Inc. met all the requirements and submitted the lowest cost bid.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended action will allow DPH to continue its efforts to prevent childhood obesity among Los Angeles County children under five years of age and their families.

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Respectfully submitted,

Cynthia A. Hardig

Cynthia A. Harding, M.P.H. Interim Director

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Enclosures

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

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH

MASTER AGREEMENT WORK ORDER FOR TEMPORARY PERSONNEL SERVICES

PUBLIC HEALTH FOUNDATION ENTERPRISES, INC.

This Master Agreement Work Order and Attachments made and entered into this <u>lst</u> day of <u>January</u>, 2015 by and between the County of Los Angeles, Department of Public Health (DPH), hereinafter referred to as County and Public Health Foundation Enterprises, Inc., hereinafter referred to as Contractor. Contractor is located at 12801 Crossroads Parkway South, Suite 200, City of Industry, California 91746-3505.

RECITALS

WHEREAS, on November 1, 2010 the County of Los Angeles and Contractor, entered into Master Agreement Number PH-001416 to provide temporary personnel services for DPH; and

WHEREAS, on December 1, 2011, County and Contractor entered into Amendment Number 1 to update Master Agreement Number PH-001416 with certain terms and conditions; and

WHEREAS, on September 23, 2013, County and Contractor entered into Amendment Number 2 to Master Agreement Number PH-001416 to revise the Business Associate Agreement under the Health Insurance Portability and Accountability Act of 1996 according to U.S. Department of Health and Human Services regulations; and

WHEREAS, Contractor submitted a response to Work Order Solicitation No. DCDIP007 released by the County for temporary personnel services; and

WHEREAS, Contractor is willing and able to provide the services described herein, in consideration of the payments under this Master Agreement Work Order (MAWO) and under the terms and conditions herein set forth; and

WHEREAS, all terms of the Master Agreement PH-001416 shall remain in full force and effect; and

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NOW THEREFORE, in consideration of the mutual covenants contained herein, and for good and valuable consideration, the parties agree to the following:

1.0 APPLICABLE DOCUMENTS

Attachments A, B, C-I, C-II, D, and E are attached to and form a part of this MAWO. In the event of any conflict or inconsistency in the definition or interpretation of any work, responsibility, schedule, or the contents or description of any task; deliverable, goods, service, or other work, or otherwise between the base Contract and the Attachments, or between Attachments, such conflict or inconsistency shall be resolved by giving precedence first to the Master Agreement, including any Amendments thereto, MAWO, and then to the Attachments according to the following priority.

Standard Attachments:

- 1.1 Attachment A Statement of Work
- 1.2 Attachment B Statement of Work Goals and Objectives
- 1.3 Attachments C-1 and C-II Line Item Budgets
- 1.4 Attachment D Certification of No Conflict of Interest
- 1.5 Attachment E Certification of Employee Status

2.0 WORK

Pursuant to the provisions of this work order, the Contractor shall fully perform, complete and deliver on time, all tasks, deliverables, services and other work as set forth in Attachment A, Statement of Work, and Attachment B, Statement of Work - Goals and Objectives, and shall constitute the complete and exclusive statement of understanding between the parties, which supersedes all previous agreements, written or oral, and all communications between the parties relating to the subject matter of this work order.

3.0 TERM OF MASTER AGREEMENT WORK ORDER

3.1 The term of this MAWO shall commence on January 1, 2015 and continue in full force and effect through June 30, 2016, unless sooner terminated or extended, in whole or in part, as provided in this MAWO.

4.0 CONTRACT RATES - PERSONNEL

Contractor shall provide the personnel in the specified job classifications at the specified rates in Attachments C-1 and C-II, Line Item Budgets. Contractor shall

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not add or replace specified personnel without the prior written permission of the County Project Director or his designee.

5.0 CONTRACTOR BUDGET AND EXPENDITURES REDUCTION FLEXIBILITY

In order for County to maintain flexibility with regards to budget and expenditure reductions, Contractor agrees that Director may cancel this MAWO, without cause, upon the giving of ten (10) calendar day's written notice to Contractor. In the alternative to cancellation, Director may, consistent with federal, State, and/or County budget reductions, renegotiate the scope/description of work, maximum obligation, and budget of this MAWO via written Amendment. To implement such, an Amendment to the MAWO shall be prepared by Director and executed by the Contractor and by the Director pursuant to Master Agreement, Paragraph 8.0, Standard Terms and Conditions, sub-paragraph 8.1.5.

6.0 FUNDING SOURCE

Provision of services under this MAWO for Early Childhood Obesity Prevention Initiative (ECOPI) is 100 percent offset by the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA).

7.0 MAXIMUM TOTAL COST AND PAYMENT

- 7.1 The Maximum Total Cost that County will pay Contractor for all Services to be provided under this MAWO for ECOPI shall not exceed the amount of Three Million Four Hundred Forty-Nine Thousand Three Hundred Fifty-One Dollars (\$3,449,351) for the period of performance commencing January 1, 2015 through June 30, 2016 unless otherwise revised or amended under the terms of this MAWO.
- 7.2 County agrees to compensate Contractor in accordance with the payment structure as set forth in Attachments C-1 and C-II, Line Item Budgets attached hereto and incorporated herein by reference.
- 7.3 Contractor shall satisfactorily perform and complete all required Services in accordance with Attachment A, Statement of Work, notwithstanding the fact that total payment from County shall not exceed the Total Maximum Amount. Performance of services as used in this Paragraph includes time spent performing any of the service activities designated in the Attachment(s) including, but not limited to, any time spent on the preparation for such activities.

- 7.4 All invoices submitted by Contractor for payment must be submitted monthly for approval to the County Project Manager, or her designee; no later than thirty (30) calendar days after month end.
- 7.5 Upon expiration or prior termination of this MAWO, Contractor shall submit to County Project Manager, within thirty (30) calendar days, any outstanding and/or final invoice(s) for processing and payment. Contractor's failure to submit any outstanding and/or final invoices to the County Project Manager within the specified period described above shall constitute Contractor's waiver to receive payment for any outstanding and/or final invoices.
- 7.6 Contractor may request Director to modify the project budget. These requests will be reviewed and considered for approval if the Director determines that the requests are programmatically sound and fiscally appropriate. Additional budget modification instructions may be provided by County. The budget may only be modified after Contractor obtains the prior written approval of the Director. Retroactive budget modifications are not permitted. No modification shall increase the maximum total cost that County pays to Contractor as provided in Paragraph 7.1. Contractor may submit budget modification requests that seek to move funds within and between any budget categories. All budget modifications shall be incorporated into this MAWO by a written Change Notice executed by Contractor and the Director or designee.

8.0 CONFLICT OF INTEREST

Contractor shall comply with all conflict of interest laws, ordinances, and regulations now in effect or hereafter to be enacted during the term of this MAWO, further described in Master Agreement, Paragraph 8.9 Conflict of Interest. Each of Contractor's Temporary Personnel staff assigned to this Work Order shall sign Attachment D, Certification of No Conflict of Interest form.

9.0 MANDATORY COMPLETION DATE

Contractor shall provide all deliverables no later than the Completion Date identified in the Statement of Work-Goals and Objectives, Attachment B. The Contractor shall ensure all Services have been performed by such date.

10.0 SERVICES

In accordance with Master Agreement Subparagraph 3.3, Contractor may not be paid for any task, deliverable, service, or other work that is not specified in this MAWO, and/or that utilizes personnel not specified in this MAWO, and/or that

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exceeds the Total Maximum Amount of this MAWO, and/or that goes beyond the expiration date of this MAWO.

ALL TERMS OF THE MASTER AGREEMENT SHALL REMAIN IN FULL FORCE AND EFFECT. THE TERMS OF THE MASTER AGREEMENT SHALL GOVERN AND TAKE PRECEDENCE OVER ANY CONFLICTING TERMS AND/OR CONDITIONS IN THIS MAWO. NEITHER THE RATES NOR ANY OTHER SPECIFICATIONS IN THIS WORK ORDER ARE VALID OR BINDING IF THEY DO NOT COMPLY WITH THE TERMS AND CONDITIONS OF THE MASTER AGREEMENT. REGARDLESS OF ANY ORAL PROMISE MADE TO CONTRACTOR BY ANY COUNTY PERSONNEL WHATSOEVER.

COUNTY OF LOS ANGELES

By: _

Cynthia A. Harding, M.P.H. Interim Director

Date:

Public Health Foundation Enterprises, Inc. CONTRACTOR

Signed by :_____

Printed: _____

Title:

APPROVED AS TO FORM: BY THE OFFICE OF THE COUNTY COUNSEL

APPROVED AS TO CONTRACT ADMINISTRATION:

Department of Public Health

Bγ

Patricia Gibson, Chief Contracts and Grants Division

Rev 11.5.14.er

MAWO No. PH-001416 W18

1.0 DESCRIPTION OF SERVICES

- 1.1 Contractor and Contractor's personnel providing services under this Master Agreement Work Order (MAWO), acknowledge they are to be used on a temporary or time-limited basis. Contractor's assigned personnel are subject to the benefits, discipline, termination, salaries, and all other personnel provisions, as applicable, of the Contracting agency. Additionally, the Department of Public Health (DPH) may terminate the use of any of Contractor's assigned temporary personnel immediately, when it is determined by the Director of DPH, or his designee, that it would be in the best interest of DPH and/or the County to do so.
- 1.2 The purpose of this project is to hire twenty-five (25) temporary staff positions for the Early Childhood Obesity Prevention Initiative (ECOPI) project to fulfill the grant requirements associated with a community-based public education, skills-building, and environmental change project promoting physical activity and healthy eating among the nearly one million Los Angeles County children ages 0-5 and their families.

2.0 PROJECT TERM

The term of the ECOPI MAWO shall commence January 1, 2015 through June 30, 2016, unless sooner terminated or extended, in whole or in part, as provided in the MAWO.

3.0 COMPENSATION

- 3.1 County agrees to compensate Contractor on a cost reimbursement basis as described in the Master Agreement, Paragraph 5.6, COST REIMBURSEMENT.
- 3.2 Contractor shall provide the personnel in the specified job classifications at the specified rates submitted in response to the WOS, Attachment C-I and C-II, Line Item Budgets. Contractor shall not add or replace specified personnel without the prior written permission of the County Project Director or his designee.

4.0 QUALITY ASSURANCE PLAN

4.1 The County will evaluate the Contractor's performance under this MAWO using the quality assurance procedures as defined in the Master Agreement, Paragraph 8.15, COUNTY'S QUALITY ASSURANCE PLAN.

4.2 The County will evaluate Contractor's personnel performance under the resultant MAWO using the measures defined in Attachment B, Statement of Work – Goals and Objectives.

5.0 **RESPONSIBILITIES**

5.1 COUNTY

The County will administer the Contract according to Paragraph 6.0, ADMINISTRATION OF MASTER AGREEMENT - COUNTY.

5.2 CONTRACTOR

- 5.2.1 The Contractor will administer the Contract according to Master Agreement, Paragraph 7.0, ADMINISTRATION OF MASTER AGREEMENT CONTRACTOR.
- 5.2.2 Pursuant to Master Agreement, Paragraph 7.5, BACKGROUND AND SECURITY INVESTIGATIONS, Contractor shall ensure that staff performing services under this MAWO shall undergo and pass a background and security investigation to the satisfaction of the County prior to hire and as a condition of continuing to perform services under this work order.

6.0 SPECIFIC DESCRIPTION OF SERVICES - TEMPORARY PERSONNEL

In order for DPH's Division of Chronic Disease and Injury Prevention (DCDIP) to meet project goals and objectives, Contractor's assigned temporary personnel must meet all the minimum qualifications as a condition of beginning and continuing work throughout the Project term.

In addition to the terms and conditions specified in Master Agreement, Paragraph 7.3, APPROVAL OF CONTRACTOR'S STAFF, Contractor must provide County with appropriate documentation (e.g., copies of all required certificates, insurance, background/medical clearances, etc.) for the assigned temporary personnel which clearly demonstrates that the minimum requirements specified in the MAWO have been satisfied prior to beginning and continuing services under the resultant MAWO. Such documentation shall include, if applicable, any of the specified desirable qualifications.

6.1. Initiative Director (1.0 FTE)

The Initiative Director will be responsible for ensuring all activities related to ECOPI are implemented to achieve the overarching objectives. This position provides

programmatic, fiscal, and contractual oversight of the \$41 million dollar First 5 LA grant, including providing vision, technical assistance, and service standards to complete the scope of work for all project arms.

- 6.1.1 The duties of the Initiative Director include, but are not limited to:
 - Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
 - b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices;
 - Direct the maintenance of a Steering Committee of key leaders to advise the Initiative;
 - d. Supervise communications with the media and other organizations;
 - e. Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care,
 - f. Function as the primary contact to First 5 LA program officers and related staff;
 - g. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;
 - h. Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and
 - i. Other duties as assigned by the Chief of Programs and Policy.
- 6.1.2 Minimum Qualifications:
 - A minimum of four (4) years of senior management leadership in public health or in a related field;
 - One year of highly responsible and complex administrative staff experience; and
 - Valid California driver's license, proof of vehicle insurance, and/or ability to secure timely transportation for off-site travel to a variety of community sites throughout the region.

6.1.3 Desirable Qualifications:

- · Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Experience in program planning, evaluation, and grant management;
- Ability to make effective presentations to both professional groups and the public;
- Excellent oral and written communication skills;
- Computer literate and skilled in use of Microsoft (MS) Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through; and
- Ability to train, motivate, and guide staff.

6.2 Project Director (1.0 FTE)

The Project Director will be responsible for ensuring all activities related to the Choose Health LA Kids arm of the Project are implemented to achieve the overarching objectives to complete the scope of work. This position provides programmatic, fiscal, and contractual oversight of the Choose Health LA Kids arm of the Project.

6.2.1 The duties of the Project Director include, but are not limited to:

- Supervise Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
- b. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners;
- Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices;
- d. Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts;
- e. Plan and convene key workshops, coalitions, and partnerships;
- f. Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project;
- g. Supervise communications with the media and other organizations;

- h. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;
- i. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and
- j. Other duties as assigned by Initiative Director.

6.2.2 Minimum Qualifications

- A minimum of four (4) years of senior management leadership in public health or in a related field;
- One year of highly responsible and complex administrative staff experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.2.3 Desirable Qualifications:

- Experience in program planning, evaluation, and grant management;
- Excellent networking and communication skills;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Ability to make effective presentations to both professional groups and the public;
- Knowledge of the health care system environment and restaurant industry;
- Understanding of marketing principles and traditional and social marketing practices;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- Strong organizational skills, initiative and follow-through;
- Ability to train, motivate, and guide staff;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

6.3 Assistant Project Director (1.0 FTE)

Under the direction of the Project Director, the Assistant Project Director will be responsible for assisting the Project Director by providing oversight and direction related to special projects under the community settings initiative.

- 6.3.1 The duties of the Assistant Project Director include, but are not limited to:
 - Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management;
 - Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;
 - c. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals;
 - d. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate;
 - e. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs;
 - f. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director;
 - g. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS);
 - Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc.;
 - i. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations.; and
 - j. Other duties as assigned by Project Director.

6.3.2 Minimum Qualifications

- Four (4) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, program, procedure, budget, or personnel; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.3.3 Desirable Qualifications:

- · Experience working in a government agency;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Excellent written and oral communication skills;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint);
- · Strong organizational skills, initiative and follow-through;
- Ability to train, motivate, and guide staff;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

6.4 Program Analyst (4.0 FTE)

The Project Director, the Program Analyst will manage the subcontractors funded under the Project. The Program Analyst will be responsible for assisting in the management of various Project community settings initiative activities including completing monthly reports. These positions will serve as technical experts, management consultants, and liaisons to subcontractors working towards accomplishing Project programmatic goals. These positions will coordinate collaborative efforts with funded partners, including convening and facilitating meetings, developing and implementing action plans, ensuring that project milestones are met, and working with key programs within DCDIP and other units in DPH.

- 6.4.1 The duties of the Program Analyst include, but are not limited to:
 - a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners;

- b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);
- c. Coordinate and facilitate collaborative efforts among public, private, and nonprofit groups and organizations to meet the needs of the Project;
- d. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee;
- e. Assess data needs and provide local health data to First 5 LA funded partners;
- f. Develop resources and provide technical assistance to enhance collaboration with partners;
- g. Work with partners to identify technical assistance needs and ensure that needs are met; and
- h. Conduct other duties as assigned by Initiative Director and Project Director.

6.4.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.4.3 Desirable Qualifications:

- Ability to make effective presentations to both professional groups and the public;
- Ability to work independently and within a team environment to manage multiple work tasks in a timely manner;
- Excellent oral and written communication skills;
- Content expertise in nutrition and physical activity promotion;
- Content expertise in early-childhood development, programs, resources and relationships with key, local stakeholders;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint)

- Experience with contract management a plus; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

6.5 Food Industry Liaison (1.0 FTE)

The Assistant Project Director, the Food Industry Liaison will work with staff to manage the healthy eating campaign among restaurants and affiliated associations to reduce exposure to negative food marketing and increase access to healthy foods.

- 6.5.1 The duties of the Food Industry Liaison include, but are not limited to:
 - a. Develop and manage a voluntary County-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children;
 - b. Develop relationships with restaurants and affiliated associations to encourage participation in the program;
 - c. Provide technical assistance and training to restaurants and affiliated associations;
 - d. Conduct meetings with high-level departmental, public, private and non-profit representatives to develop high-visibility partnerships;
 - e. Prepare reports on program updates and progress towards objectives;
 - f. Supervise the work of the Restaurant Program Coordinator; and
 - g. Other duties as assigned by the Assistant Project Director.

6.5.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.5.3 Desirable Qualifications

- Experience in program planning, evaluation, and grant management;
- Ability to make effective presentations to both professional groups and the public;
- Excellent oral and written communication skills;
- Ability to work independently and within a team environment and manage multiple work tasks in a timely manner;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint;
- Content expertise in food industry leaders(restaurants, food manufacturers), marketing and practices;
- Experience in policy development, adoption and/or implementation;
- Ability to act with judgment, confidence, and personal initiative, and work in a fast-paced and highly visible work environment; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

6.6 Restaurant Program Coordinator (1.0 FTE)

The Food Industry Liaison, the Restaurant Program Coordinator will be responsible for assisting the Food Industry Liaison to manage the healthy eating campaign among restaurants and affiliated associations to increase access to healthy foods for children ages 0 to 5.

- 6.6.1 The duties of the Restaurant Program Coordinator include, but are not limited to:
 - a. Maintain updated knowledge and serve as a technical expert on program goals, objectives, and participation guidelines;
 - b. Work with community, city, and business partners to encourage participation in the program;
 - c. Conduct outreach activities among priority communities;
 - d. Provide direct technical assistance to targeted groups including assisting restaurant operators with participation in the program;
 - e. Maintain prospective and applicant data and track outreach activities to ensure timeliness of contact and follow-up with interested restaurant operators;
 - f. Prepare reports on program updates and progress towards objectives;

- g. Assist staff in convening workshops, coalitions, and partnership meetings;
- h. Assist in the development and delivery of presentations; and
- i. Conduct other duties as assigned by Assistant Project Director and Food Industry Liaison.

6.6.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH or equivalent experience may be substituted for a degree;
- · Two years of experience in community outreach or education; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.6.3 Desirable Qualifications

- Knowledge of principles and techniques of individual and community-level communication, education, and outreach;
- Proven ability to communicate effectively with a wide variety of audiences and to tailor messages to those audiences;
- Demonstrated strong organizational and time management skills and the ability to initiate and problem solve;
- Bilingual English/Spanish;
- Preferred experience in food industry, service, sales, retail, or related field;
- Computer literate and skilled in use of use of MS Windows-based programs, including Microsoft (MS) Office (Word, Excel, PowerPoint) and Access; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

6.7 Health Care Liaison (1.0 FTE)

The Health Care Liaison will be responsible for assisting in the development and implementation of healthcare provider childhood obesity case management (HPCOCM) under the community settings initiative.

- 6.7.1 The duties of the Health Care Liaison include, but are not limited to:
 - a. Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as clinic policies, goals, and objectives;

- b. Assist with the coordination, planning, development and monitoring of budgets for the program;
- Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts;
- d. Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by DCDIP or its partners;
- Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five;
- Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits;
- Represent DCDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies;
- h. Assist DCDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed;
- i. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed; and
- j. Other duties as assigned by the DCDIP Deputy Director.

6.7.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.7.3 Desirable Qualifications

- Excellent communication skills;
- Experience with developing and managing outreach for healthcare programs;

- Health promotion and prevention track record;
- · Experience working with healthcare professionals; and
- Team player with strong interpersonal skills and a commitment to internal and external relationship building.

6.8 Legal Policy Analyst (1.0 FTE)

The Legal Policy Analyst will be responsible for providing guidance and implementation of efforts to decrease the promotion and marketing of unhealthy foods and beverages to children ages 0 to 5.

- 6.8.1 The duties of the Legal Policy Analyst include, but are not limited to:
 - a. Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages;
 - Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations;
 - c. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options;
 - d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items; and
 - e. Other duties as assigned by Assistant Project Director.

6.8.2 <u>Minimum Qualifications</u>

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Four (4) years of experience in the analysis of mental health or public health programs; A Master's Degree from an accredited college or university in a discipline related to the core business function of DPH may be substituted for one year of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.8.3 Desirable Qualifications

 Content expertise in public health practice and California local government;

- Experience in program planning, evaluation, and grant management;
- Content expertise in food systems and built environment improvement strategies;
- Ability to make effective presentations to both professional groups and the public;
- Ability to work independently and within a team environment and manage multiple work tasks in a timely manner;
- Excellent oral and written communication skills; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

6.9 Health Educator (3.0 FTE)

The Health Educator will be responsible for outreach, implementation, and support of the program to reduce obesity among postpartum women. They will recruit and train community partners to promote and implement the program in their communities. Health Educators will work with staff to pilot the program with postpartum women and develop recommendations for improvement. They will develop resources for program participants, monitor and develop social media content, and coordinate activities with the other components of ECOPI/CHLA Moms.

- 6.9.1 The duties of the Health Educator include, but are not limited to:
 - Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the CHLA Moms program;
 - Implement the CHLA Moms program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues;
 - Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the CHLA Moms program and distributing educational and recruitment materials to CPSP staff for their clientele;
 - Provide phone and email support to CHLA Moms participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions;
 - e. Support a six month pilot of the CHLA Moms curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and

questionnaires; develop summary reports and communicate findings for program improvement to lead staff;

- f. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis;
- g. Conduct professional literature reviews and prepare summaries;
- h. Update resource links on CHLA Moms web portal;
- i. Monitor and develop content for Facebook and Twitter accounts;
- j. Develop text messages that reinforce program messaging; and
- k. Other duties as assigned by the MCAH Choose Health CHLA Moms Project Manager.
- 6.9.2 <u>Minimum Qualifications</u>
 - A Master's degree from a program of study accredited by the Council on Education for Public Health with specialization in Public Health Education, Community Health Education, or equivalent; and
 - Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.9.3 Desirable Qualifications

- Ability to speak and read Spanish or other foreign language fluently;
- A minimum of two (2) years' experience planning, implementing, coordinating, and evaluating community health education programs;
- Knowledge of the combined impact of nutrition, physical activity, and stress on weight management;
- Excellent oral and written communication skills;
- Excellent interpersonal skills and the ability to work as part of an integral, dynamic team;
- Ability to work independently, think critically, possess excellent time management skills, and multitask;
- Comfortable speaking before groups and working with the public in a variety
 of settings including but not limited to meetings, professional conferences,
 and clinical settings such as hospitals and community clinics; and
- Proficient in MO (Word, Excel or Access, PowerPoint, and Publisher), texting, use of the Internet and social media including Facebook and Twitter.

6.10 Office Manager (1.0 FTE)

The Office Manager will be responsible for providing secretarial support to the Initiative Director and supporting the administrative needs of the Project's community settings initiative, as well as other project components, as needed. This position is responsible for the day-to-day administrative operation of the project.

- 6.10.1 The duties of the Office Manager include, but are not limited to:
 - a. Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests;
 - b. Assist with data collection and management and entry of surveys;
 - c. Assist with preparation of materials, reports, and/or presentations;
 - Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings;
 - e. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills;
 - f. Streamline procedures and create effective administrative systems;
 - g. Manage multiple project demands and deadlines; and
 - h. Other duties as assigned by Initiative Director.

6.10.2 Minimum Qualifications

- One year of highly responsible secretarial experience providing assistance to executive level staff and managing special projects or assignments; OR three (3) years of experience providing secretarial support to supervisors overseeing a unit or program; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.10.3 Desirable Qualifications

- Ability to work collaboratively with multidisciplinary professional, and partners both internally and externally;
- Ability to work in a professional manner and to maintain confidentiality and

security of documents and information; and

 Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

6.11 Finance Supervisor (1.0 FTE)

The Finance Supervisor will be responsible for planning, coordinating, and implementing the Project's community settings initiative financial and fiscal requirements to ensure compliance with applicable rules and regulations in accordance with DCDIP and County protocols, and all appropriate regulatory agencies.

- 6.11.1 The duties of the Finance Supervisor include, but are not limited to:
 - a. Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight;
 - Oversee and participate in the negotiation of provider contracts including scopes of work and budgets;
 - c. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the Division Finance Manager, DCDIP Management, and funder as necessary;
 - d. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative;
 - e. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation;
 - Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations;
 - g. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date; and
 - h. Other duties as assigned by DPH DCDIP Finance Manager.

6.11.2 Minimum Qualifications

- A Bachelor's Degree from a graduate school with specialization in Accounting, Business Management or Administration, or closely related field;
- Four (4) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, program, procedure, budget or personnel; and

 Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.11.3 Desirable Qualifications

- · Master's degree in public administration, finance, or a related field;
- Experience in accounting and budget management;
- Experience in providing fiscal and administrative oversight to complex organizational structures;
- Experience with analyzing, monitoring, and modifying budgets and/or fiscal required supporting documents;
- Ability to pay close attention to detail; and
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint).

6.12 Fiscal Analyst (2.0 FTE)

The Fiscal Analysts will provide a full range of administrative and fiscal support and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and procedures, and budget. These positions analyze and make recommendations to troubleshoot a variety of operational and administrative problems related to contractor invoicing and purchasing processes, especially protocols with significant consequences in terms of cost and efficiency.

- 6.12.1 The duties of the Fiscal Analyst include, but are not limited to:
 - Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative;
 - Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals;
 - Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place;
 - d. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and maintain communication with DCDIP and DPH Finance Units;
 - Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date;

and

f. Other duties as assigned by DPH DCDIP Finance Manager.

6.12.2 Minimum Qualifications

- A Bachelor's degree from an accredited college or university;
- Three (3) years of experience in a staff capacity analyzing and making recommendations for the solution of problems of organization, systems and procedures, program, budget, or personnel, - one (1) year of which must have been analyzing, evaluating, preparing, and making recommendations for the solution of budgetary problems of a grant or a major segment of the budget of a large-sized project;
- Two (2) years of experience in managing assigned contracts including monitoring expenditures to ensure budgetary compliance, reviewing budget modifications, ensuring both accuracy and compliance with reporting data requirements, and approving invoices; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.12.3 Desirable Qualifications

- Ability to type, proof, and prepare correspondence with minimal supervision;
- Experience managing multiple project demands and deadlines;
- Computer literate and skilled in use of MS Windows-based programs including MS Office (Word, Excel, PowerPoint);
- Ability to work in a professional manner, with courtesy and tact, and maintain confidentiality and security of documents and information; and
- Ability to work collaboratively with multidisciplinary professionals and partners both internally and externally.

6.13 Implementation Scientist (1.0 FTE)

The Implementation Scientist will be responsible for planning, designing, conducting, and leading original research and evaluation related to the Project's community setting initiative including prevention effectiveness analysis and modeling, health forecasting, and program evaluation. This position will supervise junior staff member(s) in the DCDIP evaluation unit, as needed, including activities related to team performance and quality assurance/quality improvement.

6.13.1 The duties of the Implementation Scientist include, but are not limited to:

- a. Train and supervise technical (e.g., master- and/or doctoral-level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project;
- b. Function as a science officer for CDIP programs related to research and evaluation of child obesity prevention programs;
- c. Supervise evaluation designs and data analyses to test research and/or evaluation hypotheses and the effects of the Project on population health;
- d. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified random sampling methods, various types of multivariable regression modeling for the purposes of health forecasting and impact assessments;
- e. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation; and
- f. Other duties as assigned by DCDIP Deputy Director.

6.13.2 Minimum Qualifications

- A Master's Degree from an accredited college or university -and five (5) years of experience as a program manager or supervisor of a community or clinical program;
- A Ph.D. or other doctoral degree from an accredited college or university with specialization in a field of behavioral science, health policy, public policy, experimental science, implementation science, social science, health services research or an equivalent discipline;
- Two (2) years of post-doctoral research experience or equivalent including experience related to the design, evaluation, and implementation of research projects in the above-mentioned or equivalent science field may be substituted for two (2) years of the required experience; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.13.3 Desirable Qualifications

- Excellent communication and writing skills (writing samples may be requested);
- · Peer-reviewed publication and grant writing track record;

- Experience in SAS, Stata, and/or other implementation science analysis statistical software programming;
- Experience supervising comparative study designs and data analysis; and
- Experience leading comparison studies, including cost-benefit analysis, costeffectiveness analysis, and implementation science or comparative effectiveness modeling techniques.

6.14 Research Analyst (1.0 FTE)

The Research Analyst will be responsible for supporting the program evaluation activities under the Project's community setting initiative including the development of qualitative and quantitative instruments; conducting data collection, analysis, and logic modeling activities; and selecting achievable process and outcome measures.

6.14.1 The duties of the Research Analyst include, but are not limited to:

- Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project;
- b. Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis;
- c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;
- d. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS);
- e. Help maintain inventory of computer equipment and software licenses;
- Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings;
- g. Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis;
- Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters;

- i. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability; and
- j. Other duties as assigned by the Implementation Scientist.

6.14.2 Minimum Qualifications

- A Master's degree in a field of behavioral, public policy, health policy, public health, social sciences or equivalent, and one (1) year post master's research experience - OR - a Bachelor's degree in a field of the behavioral, public policy, health policy, public health, social sciences, or equivalent, and any combination of relevant education and/or experience totaling three (3) years;
- Excellent communication and writing skills (writing samples may be requested);
- Experience in Statistical Analysis System (SAS), Stata, and other statistical software programming;
- Experience in ArcView Geographic Information System (GIS)/mapping; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.14.3 Desirable Qualifications

- Experience in mixed methods (qualitative as well as quantitative designs);
- Experience in data entry, cleaning, and management of complex data; and
- Experience in data analysis.

6.15 Project Assistant (2 PTE)

The Project Assistant will be responsible for supporting the program evaluation activities under the Project's community setting initiative including helping the Implementation Scientist and Research Analyst in developing qualitative and quantitative instruments and completing data collection.

- 6.15.1 The duties of the Project Assistant include, but are not limited to:
 - a. Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project;
 - b. Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management;

- c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;
- d. Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings; and
- e. Other duties as assigned by the Implementation Scientist.

6.15.2 Minimum Qualifications

- A Bachelor's degree in a field of the behavioral, public policy, health policy, public health, social sciences or equivalent, and one (1) year's post Bachelor's research/evaluation experience (enrollment in or experience as part of a Master's degree program in public health, public affairs or social science [e.g., M.P.H., M.P.P.] will count towards this minimum qualification);
- Excellent communication and writing skills;
- Experience in Excel, Access, Statistical Analysis System (SAS), Stata, and/or other statistical software programming; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.15.3 Desirable Qualifications

- Experience in data entry, cleaning, and management; and
- Experience in data analysis.

6.16 Communications Coordinator (1.0 FTE)

The Communications Coordinator will be responsible for overseeing the Project's media/communications scope of work that includes the day-to-day management of a media firm's scope of work and the monitoring of the grant communications deliverables for the Project.

- 6.16.1 The duties of the Communications Coordinator include, but are not limited to:
 - a. Develop a strategic communications plan for grant deliverables, including a project management timeline;
 - Manage the day-to-day work product timelines and deliverables with the media firm;

- c. Collaborate with First 5 LA, Los Angeles County, a media firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media;
- d. Work closely with Division and Project management to respond to requests for information from the media regarding the Project;
- e. Review and approve grant materials pertaining to branding;
- f. Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets;
- g. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences;
- h. Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners;
- i. Evaluate the overall effectiveness of the grant's media program efforts; and
- j. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.16.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Five (5) to seven (7) years of experience in communications program planning, health communications program planning, public relations, media relations, media advocacy, or other marketing or advertising background; and
- Valid California driver's license, proof of vehicle insurance and reliable transportation or ability to secure timely transportation for off-site travel to a variety of community sites throughout the region.

6.16.3 Desirable Qualifications

- Experience managing large-scale media projects;
- Experience working in public health, government agency, or non-profit organization;
- Experience working on grant-funded projects;
- Ability to act with judgment, confidence and personal initiative and to work in a fast-paced and highly visible work environment;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint, Access) and experience with

Adobe Design Suite (InDesign, Illustrator, Photoshop) experience a plus; and

• Bilingual (English/Spanish).

6.17 Communications Assistant (1.0 FTE)

The Communications Assistant will be responsible for supporting the grant communications objectives and supporting the Division Chief of Communications in the day-to-day oversight of grant print and graphics projects. Additionally, the Communications Assistant will manage social media and website updates in a timely manner to increase awareness of DPH's obesity prevention efforts.

- 6.17.1 The duties of the Communications Assistant include, but are not limited to:
 - a. Support the development and implementation of a Countywide culturallyappropriate public education media campaign;
 - b. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population;
 - Develop a social media calendar and website content to disseminate key project messages;
 - d. Assemble and coordinate production of publications/marketing materials for internal and external audiences;
 - e. Assist in the development of monthly e-newsletters content;
 - f. Provide technical assistance on media and communications efforts to Project staff;
 - g. Assist in preparing reports for First 5 LA, DPH, and other partners;
 - h. Prepare and communicate updates and project findings to key stakeholders;
 - i. Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant; and
 - j. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.17.2 Minimum Qualifications

- A Bachelor's Degree from an accredited college or university in a discipline related to the core business function of DPH;
- Two years of experience in the field of health communications, communications program planning, public relations, media relations, or media advocacy either in a staff or volunteer/intern position; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.17.3 Desirable Qualifications

- Excellent writing, editing, proofing and overall communication skills;
- Knowledge of media production, communication and dissemination tactics and methods;
- Strong interpersonal skills and a commitment to relationship-building, both internally and externally;
- Ability to act with judgment, confidence and personal initiative; and be able to work in a fast-paced and highly visible work environment;
- Experience working in public health, government agency, non-profit organization;
- Computer literate and skilled in use of MS Windows-based programs, including MS Office (Word, Excel, PowerPoint, Access) and experience with Adobe Design Suite (InDesign, Illustrator, Photoshop); and
- Bilingual (English/Spanish).

6.18 Graphic Artist (1.0 FTE)

The Graphic Artist will be responsible for the creation of the community settings initiative printed and online visual design including advertising, marketing, and communications. The Graphic Artist will have knowledge of video editing tools and will be well-versed in creating graphic design elements for grant-funded programs.

- 6.18.1 The duties of the Graphic Artist include, but are not limited to:
 - a. Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH;
 - b. Manage print projects from creative phase to development including coordination with print vendors through production;
 - c. Create visual content for website and social media outreach;

- d. Provide graphic support for the Project including e-newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project; and
- e. Other duties as assigned by the DPH DCDIP Chief of Communications.

6.18.2 Minimum Qualifications

- A minimum of two (2) years graphic design, web design and marketing in the preparation and production of manual and graphic art presentations: experience should be in graphic art procedures, layout and lettering, artwork preparation, graphic design, illustration, spot illustration, advertising design, and typography; and
- Valid California driver's license, proof of vehicle insurance, and reliable transportation or ability to secure timely transportation for travel to a variety of sites throughout Los Angeles County.

6.18.3 Desirable Qualifications

- Ability to create high-quality original designs for print, web, and digital media;
- Fluent in current graphic design practices and software, such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe After Effects;
- Experience working in a public health, government agency or non-profit organization;
- Strong technical knowledge of how web-based technologies apply to web design such as HyperText Markup Language (HTML), Flash and Cascading Style Sheets (CSS) and WordPress;
- Team player with strong interpersonal skills and a commitment to relationship-building, both internally and externally;
- · Superior communication, organization, and presentation skills;
- · Ability to prioritize, organize, and coordinate work;
- · Excellent oral and written communication skills; and
- Bilingual (English/Spanish).

7.0 HOURS/DAYS OF WORK

- 7.1 Work shift for all temporary personnel
 - 7.1.1 All full time temporary personnel assigned to provide services shall be required to work 40 hours per week, and part-time temporary personnel assigned to provide services shall be required to work 20 hours per week, unless a flexible work schedule (e.g. 9/80) is approved by the County Program Director.

LOS ANGELES COUNTY – DEPARTMENT OF PUBLIC HEALTH STATEMENT OF WORK EARLY CHILDHOOD OBESITY PREVENTION INITIATIVE

7.1.2 All schedules require the prior written authorization of the County Work Order Director/Program Office, or his/her designee.

8.0 WORK LOCATION

Services described herein shall be provided at 3530 Wilshire Bivd. Suite 800, Los Angeles, CA 90010; 695 Vermont Ave., Los Angeles, CA 90005; and 600 S. Commonwealth Ave., Los Angeles, CA 90005 and/or according to a written authorization to telecommute or remote working arrangement as needed.

Rev:10.29.14 er

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

WORK ORDER NUMBER: W18 MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER SOLICITATION NUMBER: DCDIP007

	Documentation/ Evaluation	a. Letter(s) of DPH approval and related material will be kept on file.	 b. Completed materials will be kept on file and results documented in monthly reports to DPH. 	 Personnel files and timecard reports will be kept on file. 	d. Employee time records, new hire records and staff training records to be maintained on file with employer for review by DPH during audit and technical reviews.	
an resource functions.	Timeline (Activity Completed By)	Within five (5) days of notification of award notice and ongoing	Within one month of execution of this agreement	Upon hire through June 30, 2016	Upon hire through June 30, 2016	
ecruit, and hire temporary personnel and perform ongoing human resource functions.	Activities	 Submit a hiring plan for DPH staff. Submit to DCDIP for approval. 	 Prepare job descriptions with DPH input and recruit qualified candidates via websites, postings, email, DPH referrals etc. (DPH to participate in interviews and provide final approval of candidates) DPH to complete background checks. 	c. Hire staff, prepare and maintain personnei files.	d. Staff will report to contractor, DCDIP and MCAH for new hire procedures and initial work orientation. Contractor ensures that new hire procedures are in accordance with County requirements and ensures that staff attends mandated County trainings.	
CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary	Objectives	1 Contractor will recruit and hire 25 qualified a temporary personnel staff (staff) to perform activities associated with the ECOPI provides a		0	J	

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

WORK ORDER NUMBER: W18 MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER SOLICITATION NUMBER: DCDIP007

CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary	recruit, and hire temporary personnel and perform ongoing human resource functions.	an resource functions.	
Objectives		Timeline (Activity Completed By)	Documentation/ Evaluation
1A Contractor will manage administrative functions and personnel procedures for	 Contractor will submit their personnel policies and procedures to DPH. 	Within five (5) days of notification of award notice	a. Letter(s) of DPH approval and related material will be kept on file.
start associated with this work order.	b. Contractor will provide training regarding supervisory procedures, timekeeping, evaluation, disciplinary action, and other key components of supervising staff.	Upon hire through June 30, 2016	b. Contractor will maintain training records.
	 Contractor will maintain and update employee files with all employment records and evaluations. 	Upon hire through June 30, 2016	 Contractor will maintain all employee files.
	 Contractor will ensure annual evaluations for all staff are conducted by appropriate supervisor. 	12 months after date of hire for all staff and annually thereafter	 Contractor will maintain all annual evaluations in employee files.
	 Contractor will pay staff a minimum of twice a month and will provide a package of employee benefits including at a minimum, health and dental insurance coverage. 	Orgoing through June 30, 2016	 A monthly report of payments will be submitted with detailed invoice on a monthly basis 30 days in arrears.
	f. Contractor will ensure out-of-town travel is pre-approved by both staff's supervisor and temporary personnel agency prior to submitting to DPH for reimbursement.	Ongoing through June 30, 2016	 Contractor will submit out-of town travel requests to applicable supervisor and maintain documentation in employee
	 Contractor will ensure mileage and parking reimbursement claim forms are reviewed and approved by applicable supervisor 	Ongoing through June 30, 2016	g. Contractor will submit mileage and parking reimbursement claim forms to
	h. Contractor will provide vacation/holiday/sick time balances for each employee	Monthly	 UPTI ON a mokiny pasts. h. Contractor will submit vacation/holiday/sick time balances to DPH on a monthly basis.
	 Contractor will invoice DPH 30 days in arrears for costs incurred related to the Work Order. 	Monthly	 Contractor invoices will be kept on file. Contractor will send hard copy and electronic PDF copy.

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Documentation/ Evaluation	 Contractor responses will be maintained in e-records in PDF format by DPH, 	will maintain record of invoicing.	a. Completed materials will be kept on file and results documented in reports to DPH.
an resource functions. Timeline (Activity Completed By)	Annually	30 days after end of the budget period	Orgoing through June 30, 2016
CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions. Objectives (Activity Complete	j. Contractor will comply with the annual requirements of the DPH administrative review.	 K. Contractor will submit a final invoice no later than 30 days after the end of the budget period. 	 Assist DPH staff in collecting data needed for the project, including quarterly fiscal and administrative data, expenditures, hiring, number of FTEs, hours worked, and recruitment progress.
CONTRACTOR'S RESPONSIBILITY: Identify, n Objectives			1B Assist with monitoring and compliance with ECOPI Project grant reporting requirements.

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Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
 Initiative Director, (1.0 FTE) The Initiative Director will be responsible for ensuring all activities related to ECOPI are implemented to remain the test. 	 Supervise Initiative staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and contributions. 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
overarching objectives. This position provides programmatic, fiscal, and contractual oversight of the First 5 LA grant, including providing vision, technical	 b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices; 		
assistance, and service standards to complete the scope of work for all project arms.	 Direct the maintenance of a Steering Committee of key leaders to advise the Initiative; 		
	 Gupervise communications with the media and other organizations; 		
	 Provide vision and oversight of project arms, including Choose Health LA Kids, Choose Health LA Moms, and Choose Health LA Child Care, 		
	$f_{\rm c}$. Function as the primary contact to First 5 LA program officers, and related staff,		
	 Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted; 		
	 Represent the Initiative at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and 		
	i. Other duties as assigned by the Chief of Programs and Policy.		

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Temporary Positions	sitions			
	Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
3 Project Di	Project Director, (1.0 FTE)	 Supervise Project staff including orientation, training, development evaluation reviewing work for thomahness 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities interim cronness randres and
The Projec	The Project Director will be responsible for	and soundness of recommendations, and maintaining		performance evaluations.
ensuring a Choose H are impien	ensuring all activities related to the Choose Health LA Kids arm of the Project are implemented to achieve the	compliance with applicable standards, policies, procedures, and regulations;		
overarchir scope of w orooramm	overarching objectives to complete the scope of work. This position provides proorammatic, fiscal, and contractual	b. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners;		
oversight of the Cr arm of the Project	oversight of the Choose Health LA Kids arm of the Project.	c. Oversee and monitor all subcontracts and consultant activities, including the implementation of partners' scopes of work, and progress toward project goals, and reviewing and approving activity reports and invoices;		
		 Work with key programs within the division of DCDIP and other units in DPH to leverage and build upon existing efforts; 		
		 Plan and convene key workshops, coalitions, and partnerships; 		
		 Direct the establishment and maintenance of an Advisory Committee of key leaders to advise the Project; 		
		 Supervise communications with the media and other organizations; 		

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	h. Direct the preparation and submission of Project reports for First 5 LA and ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted;		
	Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes; and		
	 Other duties as assigned by Initiative Director. 		
 Assistant Project Director, (1.0 FTE) The Assistant Project Director will be responsible for assisting the Project Director by providing oversight and direction related 	 Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management; 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
to special projects under the community settings initiative.	b. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;		
	 Interact with community agencies, County, and SPA staff in the representation and development of strategic goals; 		
	 Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate; 		
	 Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs; 		
	f. Attend high-level agency meetings, and attend and preside		

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Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	over other meetings as assigned by the Project Director,		
	 Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS); 		
	h. Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc.;		
	 Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations.; and 		
	 Other duties as assigned by Project Director. 		
Program Analyst, (4.0 FTE) The Program Analyst will manage the	 a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners; 		
subcontractors tunded under the Project. The Program Analyst will be responsible for assisting in the management of various Project community settings initiative activities including completing monthly	b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);		
reports. These positions will serve as technical experts, management consultants, and liaisons to subcontractors working towards accomplishing Project	 Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project; 		
programmatic goals. I nese positions will coordinate collaborative efforts with funded partners, including convening and facilitation treations developing and	 Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee; 		
incrimentation of the second	e. Assess data needs and provide local health data to First 5 LA		

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Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
project milestones are met, and working with key programs within DCDIP and other	funded partners;		
units in DPH.	 Develop resources and provide technical assistance to enhance collaboration with partners; 		
	g. Work with partners to identify technical assistance needs and ensure that needs are met; and		
	 Conduct other duties as assigned by Initiative Director and Project Director. 		
5. Food Industry Liaison, {1.0 FTE) The Food Industry Liaison will work with staff to manage the healthy ealing	 a. Develop and manage a voluntary County-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children; 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
campagn arriong restaurants and annared associations to reduce exposure to negative food marketing and increase access to	b. Develop relationships with restaurants and affiliated associations to encourage participation in the program;		
healthy loods.	 Provide technical assistance and training to restaurants and affiliated associations; 		
	 Conduct meetings with high-level departmental, public, private and non-profit representatives to develop high-visibility partnerships; 		
	 Prepare reports on program updates and progress towards objectives; 		
	 Supervise the work of the Restaurant Program Coordinator; and 		
	g. Other duties as assigned by the Assistant Project Director.		

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
6. Restaurant Program Coordinator, (1.0 FTE)	 Maintain updated knowledge and serve as a technical expert on program goals, objectives, and participation guidelines; 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and
The Restaurant Program Coordinator will be responsible for assisting the Food Industry	b. Work with community, city, and business partners to encourage participation in the program;		periornance evaluations.
Liaison to manage the nealuny eaung campaign among restaurants and affiliated	c. Conduct outreach activities among priority communities;		
associations to increase access to realiny foods for children ages 0 to 5.	 Provide direct technical assistance to targeted groups including assisting restaurant operators with participation in the program; 		
	 Maintain prospective and applicant data and track outreach activities to ensure timeliness of contact and follow-up with interested restaurant operators; 		
	 Prepare reports on program updates and progress towards objectives; 		
	 Assist staff in convening workshops, coalitions, and partnership meetings; 		
	h. Assist in the development and delivery of presentations; and		
	i. Conduct other duties as assigned by Assistant Project Director and Food Industry Liaison.		
7 Health Care Liaison, (1.0 FTE)	 Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and
The Health Care Liaison will be responsible for assisting in the development and	clinic policies, goals, and objectives;		performance evaluations.
Implementation of healthcare provider childhood obesity case management (HPCOCM) under the community settings	 b. Assist with the coordination, planning, development and monitoring of budgets for the program; 		

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
intiative.	 Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts; 		
	 Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by DCDIP or its partners; 		
	e. Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five;		
	 Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits; 		
	 Represent DCDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies; 		
	 Assist DCDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed; 		
	i. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed; and		
- - - - - - - - - - - - - - - - - - -	j. Other duties as assigned by the DCDIP Deputy Director,		
8 Legal Policy Analyst, (1.0 FTE)	identify legal and policy strategies to realthy foods and beverages;	Upon hire through June 30, 2016	Documented on monthly ECOP! statement of activities, interim progress reports, and
The Legal Policy Analyst will be responsible for providing guidance and implementation	b. Direct the development of a commissioned report on these		performance evaluations.
of efforts to decrease the promotion and	strategies and outreach		

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Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
marketing of unhealthy foods and heveraces to children area 0 to 5	officials, and community organizations;		
	 Cversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options; 		
	d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items; and.	and	
	e. Other duties as assigned by Assistant Project Director.		
9 Health Educator, (3.0 FTE)	a. Meet and contact public and private agencies, community proministrations building and private agencies.	hty Upon hire through June 30,	Documented on monthly ECOPI statement of
The Health Educator will be responsible for	hospitals, health plans, and professional medical groups that		acuvites, interint progress reports, and performance evaluations.
 outreach, implementation, and support of the program to reduce obesity among 	support postparturn women and their families to gain their commitment and support in promoting the CHLA MOMs	leir S	
postpartum women. They will recruit and	program;		
implement the program in their	b. Implement the CHLA Moms program in the community by	by	
communities. Health Educators will work	conducting presentations and trainings; disseminating		
postpartum women and develop	exaction and recomment morenals, and organizing and assisting with implementing outreach events at health fairs,	alio alis,	
recommendations for improvement. They will develop resources for program	community centers, and other venues;		
participants, monitor and develop social	c. Provide expertise in health education methods at		
with the other components of ECOPI/CHLA	Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the CHLA Moms		
Moms.	program and distributing educational and recruitment materials to CPSP staff for their clientele;		
	d. Provide phone and email support to CHLA Moms		
	participants to provide encouragement, technical support,	ort,	

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Objection			Timeline	Documentation/
Sandaro	ACILVITIES		(Activity Completed By)	Evaluation
	solicit feedback for program improvement, and answer questions;	vement, and answer		
	 Support a six month pilot of the CHLA Moms curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. 	ot of the CHLA Moms curriculum by I technical support to participants; participants' knowledge, attitudes, ppropriate data collection methods pre- and post-tests, and p summary reports and communicate provement to lead staff,		
	f. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis;	ite existing resource guide er resources that support dentify new resources Planning Areas (SPAs)		
	g. Conduct professional literature reviews and prepare summaries;	iews and prepare		
	h. Update resource links on CHLA MOMs web portal:	OMs web portal;		
	i. Monitor and develop content for Facebook and Twitter accounts;	acebook and Twitter		
	j. Develop text messages that reinforce program messaging; and	rce program messaging;		
	 k. Other duties as assigned by MCAH Choose Health LA Moms Project Manager. 	H Choose Health LA		
10 Office Manager, (1.0 FTE)	 Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage 	histrative duties such as scheduling and preparing travel and mileage	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and
The Office Manager will be responsible for providing secretarial of support to the	claims and purchasing requests;	5		performance evaluations.

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Ohiectives		Activities	Timeline	Documentation/
			(Activity Completed By)	Evaluation
Initiative Director and supporting the administrative needs of the Project's		Assist with data collection and management and entry of surveys;		
other project components, as well as This position is responsible for the day-to- day administrative contribute of the project	ບ່	Assist with preparation of materials, reports, and/or presentations;		
	ש	Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in- person meetings;		
	ຍ່	Maintain important records and demonstrate interpersonal communication, planning, and organizational skills;		
	÷	Streamline procedures and create effective administrative systems;		
	Ċ,	Manage multiple project demands and deadlines; and		
	ć	Other duties as assigned by Initiative Director.		
Finance Supervisor (1.0 FTE) The Finance Supervisor will be reconnicible for claming coordinating and	ต์	Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight;	Upon hire through June 30, 2016	Documented on monthiy ECOPI statement of activities, interim progress reports, and performance evaluations.
implementing the Project's community settings initiative financial and fiscal requirements to ensure compliance with	ġ	Oversee and participate in the negotiation of provider contracts including scopes of work and budgets;		
applicable rules and regulations in accordance with DCDIP and County protocols, and all appropriate regulatory agencies.	വ്	Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the Division Finance Manager, DCDIP Management, and funder as necessary:		

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temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	 Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative; 		
	 Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation; 		
	 Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations; 		
	 Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date; and 		
	h. Other duties as assigned by DPH DCDIP Finance Manager.		
12 Fiscal Analyst, (2.0 FTE) The Fiscal Analysts, will provide a full range of administrative and fiscal support	 Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative; 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and	b. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals;		
procedures, and budget. Trese positions analyse and make recommendations to troubleshoot a variety of operational and	 Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place; 		
contractor invoicing and purchasing processes, especially protocols with significant consequences in terms of cost and efficiency.	d. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and maintain communication with DCDiP and DPH Finance Units:		

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ne 30, fed By)					
 e. Help to prepares monthly and quarterly reports to functing agency (programmatic and fiscal); collect contractor data aging herepare data spreadsheets; and summarize progress to date: and f. Other duties as assigned by DPH DCDIP Finance Manager. a. Train and supervise technical (e.g., master- and/or doctoral- uppon hire through June 30, level staft) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project; nrch b. Function as a science officer for CDIP programs related to research and evaluation of child obesity prevention, programs related to research and evaluation of child obesity prevention. c. Supervise evaluation hypotheses and the effects of the Project on population health; and d. Apply advanced analysis techniques that may include those fraitified random sampling methods, various lypes of multivariable regression modeling for the purposes of health for casting and impact assessments; e. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based regression for the purposes of health for casting and impact assessments; f. Other duties as assigned by DCDIP Deputy Director. 		Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
f. Other duties as assigned by DPH DCDIP Finance Manager. f. Other duties as assigned by DPH DCDIP Finance Manager. a. Train and supervise technical (e.g., master- and/or doctoral- level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project; b. Function as a science officer for CDIP programs related to reach and impact of the Project; c. Supervise evaluation of child obesity prevention programs; c. Supervise evaluation hypotheses and the effects of the Project on population health; and d. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified andom sampling methods, various types of multivariable regression modeling for the purposes of health forceasting and impact assessments; e. Plan, oversee, and evaluation is of the purposes of health forceasting and impact assessments; f. Other duties as assigned by DCDIP Deputy Director.					
 a. Train and supervise technical (e.g., master- and/or doctoral- level staft) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project; b. Function as a science officer for CDIP programs related to reaserch and evaluation of child obesity prevention programs; c. Supervise evaluation of child obesity prevention programs; d. Apply advanced analysis techniques that may include those for explicit on population methods, various types of and d. Apply advanced analysis techniques that may include those for assessing differences between comparison groups, stratified random sampling methods, various types of multivariable regression modeling for the purposes of health forecasting and impact assessments; e. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation; and f. Other duties as assigned by DCDIP Deputy Director. 			f. Other duties as assigned by DPH DCDIP Finance Manager.		
<u>ن</u> ن ن ن ن ن ن ن ن ن ن ن ن ن ن ن ن ن ن	13	Implementation Scientist, (1.0 FTE) The Implementation Scientist will be responsible for planning, designing,		Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
ಲ ಶ ಶ ್		conducting, and reading original escarcin and evaluation related to the Project's community setting initiative including prevention effectiveness analysis and	Function as a science research and evaluatic programs;		
ي نە تە		evaluation. This position will supervise evaluation. This position will supervise junior staff member(s) in the DCDIP evaluation unit, as needed, including			
		duality assurance/quality improvement.	-		

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Temporary Positions				
Objectives		Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
14. Research Analysts, (1.0 FTE) The Research Analyst will be responsible	a. Assist t implem support	Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project,	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
or supporting the program evaluation activities under the Project's community setting initiative including the development	b. Perform limited	Perform research and evaluation duties, including but not limited to data entry, cleaning, management, and analysis;		
or quarrative and quarrutative instruments; conducting data collection, analysis, and logic modeling activities; and selecting	c. Provide nutritio	Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5;		
achevable process and outcome measures.	d. Perforn from M System (GIS);	Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS);		
	e. Help mai licenses;	Help maintain inventory of computer equipment and software. licenses;		
	f. Provide confere	Provide support to the preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original program evaluation findings;		
	g. Contrib of litera editing.	Contribute to grant development and project design in terms of literature search, data collection, power calculations, editing, tabulation, and data analysis;		
	h. Represe commur professi research matters;	Represent the CDiP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters;		
	i. Suppor	Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability; and		

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TERM: January 1, 2015 - June 30, 2016

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	j. Other duties as assigned by the Implementation Scientist.		
15. Project Assistant, (2.0 PTE) The Project Assistant will be responsible	 Assist the evaluation team on the development and implementation of relevant study plans for data collection for the Project; 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and performance evaluations.
In supporting the project's community activities under the Project's community setting initiative including helping the Implementation Scientist and Research	 Support the evaluation team with day-to-day evaluation duties, including but not limited to data entry, cleaning, and management; 		
Analyst in developing quantarive and quantitative instruments and completing data collection.	 Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to children ages 0-5; 		
	 Provide support to the preparation of reports and conference abstracts documenting original program evaluation findings; and 		
	e. Other duties as assigned by the Implementation Scientist.		
16. Communications Coordinator, (1.0 FTE)	 a. Develop a strategic communications plan for grant deliverables, including a project management timeline; 	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and
responsible for overseeing the Project's mediacommunications scope of work that	 Manage the day-to-day work product timelines and deliverables with the media firm; 		perrormance evaluations.
includes the day-to-day management of a media firm's scope of work and the	c. Collaborate with First 5 LA, Los Angeles County, a media		

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lemporary rostuous			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
monitoring of the grant communications deliverables for the Project.	firm, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate Countywide public education media;		
	d. Work closely with Division and Project management to respond to requests for information from the media regarding the Project;		
	e. Review and approve grant materials pertaining to branding;		
	 Direct the dissemination of messages through traditional and non-traditional media channels, and contribute content to the Choose Health LA website and coordinating social media outlets; 		
	g. Assemble, coordinate, and produce monthly e-newsletter for internal and external audiences;		
	 Prepare regular reports on the progress of the grant communications deliverables for First 5 LA, DPH, and other partners; 		
	i. Evaluate the overall effectiveness of the grant's media program efforts; and		
	j. Other duties as assigned by the DPH DCDIP Chief of Communications.		
17 Communications Assistant, (1.0 FTE)	a. Support the development and implementation of a Countywide culturally-appropriate public education media	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and
The Communications Assistant will be responsible for supporting the grant	campaign;		performance evaluations.
communications objectives and supporting the Division Chief of Communications in	 Confer with Program Analysts to identify trends and key aroun interests and converts affecting the 0.5 target 		

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Objectives		Activities	I Imeline (Activity Completed By)	Documentation/ Evaluation
the day-to-day oversight of grant print and	 	population;		
Graphics projectos cuontostanty, tra- Communications Assistant will manage social media and website updates in a	ರ	Develop a social media calendar and website content to disseminate key project messages;		
urrery manuer to increase awareness of DPH's obesity prevention efforts.		Assemble and coordinate production of publications/marketing materials for internal and external audiences;		
	e 	Assist in the development of monthly e-newsletters content;		
	÷	Provide technical assistance on media and communications efforts to Project staff,		
	ö	Assist in preparing reports for First 5 LA, DPH, and other partners;		
	Ė.	Prepare and communicate updates and project findings to key stakeholders;		
	· 	Monitor media efforts (earned and paid media) and evaluate the effectiveness of social media tools utilized throughout the grant, and		
	·	Other duties as assigned by the DPH DCDIP Chief of Communications.		
18. Graphic Artist, (1.0 FTE)	ຜ່	Provide creative support in integrating brand and style guidelines in the obesity prevention efforts of DPH;	Upon hire through June 30, 2016	Documented on monthly ECOPI statement of activities, interim progress reports, and
The Graphic Artist will be responsible for the creation of the community settings	م			performance evaluations.
initiative printed and online visual design		including coordination with print vendors through production;		
communications. The Graphic Artist will bave knowledge of video edition tools and	Ċ	Create visual content for website and social media outreach;		

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc.

WORK ORDER NUMBER: W18 MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER SOLICITATION NUMBER: DCDIP007

Temporary Positions				
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation	
will be well-versed in creating graphic design elements for grant-funded programs.	 d. Provide graphic support for the Project including e- newsletters, brochures, research briefs and reports, promotional incentives, visual presentations and multimedia project; and 			
	e. Other duties as assigned by the DPH DCD(P Chief of Communications.			

LINE ITEM BUDGET SUMMARY

ATTACHMENT C-I

Contractor Name:Public Health Foundation Enterprises.Project Title:Early Childhood Obesity Prevention InitiativePeriod of Performance:January 1, 2015 - June 30, 2015County Requesting Department:DCDIPCounty Project Director:Judith RobbCounty Work Order Director:Genaro Sandoval

BUDGET SUMMARY (Schedule of Projected Costs)	• •	
COST CATEGORY		AMOUNT
Salaries	\$	834,006
Employee Benefits	\$	205,277
Travel - (mileage, parking, and out-of-town)	\$	15,350
Supplies	\$	
Consultant/Contractual	\$	
Other	\$	*
Indirect Costs*	\$	105,463
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK * Indirect Cost must not exceed 10% of total direct costs	\$	1,160,096

* Indirect Cost must not exceed 10% of total direct costs

CERTIFICATION

I certify that the following required costs (check boxes, as applicable) are included in this budget:

> 100% Basic Health and Dental Benefits

Eleven (11) County-observed Holidays, at least ten (10) vacation days (accrued monthly), and twelve (12) sick days (accrued monthly) per year for full-time positions.

**Contractor's Authorized Official Signature

Someticion o ritacionzea Official Orginal

NOTE: No E-signatures will be accepted

** Pursuant to Master Agreement, Paragraph 7.2 Contractor's Authorized Official(s). The authorized official must be the same person identified in Master Agreement, Exhibit B.

LINE ITEM BUDGET

Contractor Name: Project Title: Period of Performance:

ATTACHMENT C-I Public Health Foundation Enterprises Early Childhood Obesity Prevention Initiative January 1, 2015 - June 30, 2015

PERSONNEL SERVICES FORM (FULL TIME)

Title/Name (if position is vacant, indicate TBH and approx, date of hire)	м	onthly Salary	FTE	# of Months	Pre	pposed Cost		
Initiative Director	\$	8,429	1.000	6	\$	50,574		
Position description: Supervise Initiative staff including orientation, train and soundness of recommendations, and maintail and regulations. Oversee and monitor all subcontre activity reports and invoices. Direct the maintenan Initiative. Supervise communications with the med project arms, including Choose Health LA Kids, Ci Function as the primary contact to First 5 LA progr reporting documentation required by the County and at local, state, and national meetings to share best	ning o racts ice of lia an hoose ram o nd Fil t prace	compliance with and consultant a Steering Con d other organiz Health LA Mo fficers and rela st 5 LA is com tices and offer	h applicabl activities, mmittee of cations, Pro ms, and C ited staff. E pleted and	e standard including r key leader ovide vision hoose Hea Ensure all p submitted	s, policie eviewing s to adv and ov alth LA C program	es, procedures, and approving ise the ersight of shild Care. matic and fiscal ent the loitation		
Project Director \$ 7,800 1.000 6 \$ 46,800								
Position description: Supervise Project staff including orientation, training and soundness of recommendations, and maintain and regulations. Guide the nutrition and physical ac Project funded partners. Oversee and monitor all s implementation of partners' scopes of work, and pr activity reports and invoices. Work with key prograd leverage and build upon existing efforts. Plan and o establishment and maintenance of an Advisory Con communications with the media and other organization for First 5 LA and ensure all programmatic and fisc LA is completed and submitted. Represent the Proj and offer local insight to improve initiative outcome Assistant Project Director	ing c clivity ubco ogree ms w conve mmitt conve mmitt al rep iect a s and	ompliance with community edu ntracts and cor as toward proje ithin the divisio ene key worksh ee of key leade . Direct the pre- porting docume t local, state, and l other duties as	applicable ucation and usultant act ct goals, at n of DCDII ops, coalit ers to advis paration ar ntation req nd national s assigned	e standards d outreach tivilies, inc nd reviewin P and othe ions, and g ae the Proj nd submiss uired by th meetings by Initiativ	s, policie activities luding th ng and a r units in partnersh ect. Sup- sion of P e Count to share re Direct	s, procedures, s among the e pproving DPH to hips. Direct the ervise roject reports y and First 5 best practices or.		
Assistant Project Director	\$	6,707	1.000	6	\$	40,242		
Position description:		······	I					

Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS). Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations and other duties as assigned by Project Director.

Program Analyst	\$ 6,523	1.000		39,138

Position description:

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director.

Program Analyst	\$ 6,523	1.000	\$	39,138

Position description:

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by initiative Director.

Program Analyst	\$ 6,523	1.000	6	\$ 39,138

Position description:

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director and Project Director.

Program Analyst	\$	6,523	1.000	6	1 -	39,138
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LINE ITEM BUDGET

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Position description:						
Help to guide the nutrition and physical activity of partners. Work with partners to develop and imp (including dissemination of toolkits, conducting p Coordinate and facilitate collaborative efforts and meet the needs of the Project. Assist staff in cor Steering Committee. Assess data needs and pro- resources and provide technical assistance to en- technical assistance needs and ensure that need Director and Project Director.	alemer barent nong p nvenin bvide l nhanc	nt scopes of wo trainings, enro public, private, a g key workshoj ocal health dat e collaboration	rk, and en: Ilment of g and non-pri os, coalition a to First 5 with partne	sure progra rocery stor offt groups ns and par LA funded ers. Work (ess towa es and r and org thership d partner with part	and project goals estaurants, etc.). anizations to s including the 's. Develop ners to identify
Food Industry Liaison	\$	6,523	1.000	6	\$	39,138
Position description:	_		<u> </u> ,	ļ	<u> </u>	
Develop and manage a voluntary County-wide pr community settings objectives dealing with restart restaurants and affiliated associations to encoura training to restaurants and affiliated associations and non- profit representatives to develop high-v progress towards objectives. Supervise the work assigned by the Assistant Project Director.	urants age pa . Conc isibilit	and marketing articipation in th duct meetings v artnerships.	to childrer e program vith high-le Prenare re	 Develop Provide to vel departo ports on p 	relation: echnical mental, p	ships with assistance and public, private
Restaurant Program Coordinator	\$	4,313	1.000	6	\$	25 970
-	Ť.	.,0.0				25,878
Position description:	<u> </u>					
guidelines. Work with community, city, and busine outreach activities among priority communities. P assisting restaurant operators with participation in outreach activities to ensure timeliness of contact reports on program updates and progress towards partnership meetings. Assist in the development a assigned by Assistant Project Director and Food I	rovide the p and f s obje and de	direct technica rogram. Mainta oliow-up with in ctives. Assist s livery of prese	al assistance in prospect terested re taff in conv	tive to targe tive and a estaurant o	ted grou pplicant perators	ps including data and track p. Prepare
Health CareLiaison	\$	6,523	1.000	6	\$	39,138
		· · · · · · ·				
Position description: Assist with the development, implementation, and such as clinic policies, goals, and objectives. Assi of budgets for the program. Monitor and evaluate day-to-day operation of the HPCOCM efforts. Assi and manage clinic initiatives sponsored by DCDIP and/or implement standard protocols for assessing through age five. Provide resources, training, and promote physical activity, and reduce screen time meetings and educate community stakeholders, or strategies. Assist DCDIP staff in collecting data ne administrative, and evaluation data, as needed. Re scopes of work for the Projects and for the position Director.	st with progra ist in f or its and tools f at rou pliabou eded	the coordinate ammatic activiti ormulating and partners. Work tracking body n to help health c tine office visits rators, and hea for DPH and Fi d accordingly a	on, plannin es such as presenting with healt nass index are profess Represe th professi rst 5 LA, in nd timely fi	g, develop program s recomme h care pro (BMI) in c (BMI) in c sionals to i nt DCDIP ionals abo cluding qu c any peric	iment an service d indations viders to hildren fi mprove at comm at comm ut the Hil rarterly fi vide char	d monitoring lelivery and s to implement develop rom birth nutrition, nunity PCOCM iscal, 1995 to the
egal Policy Analyst	\$	6,523	1.000	6	\$	39,138
Position description:		·			·····	

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Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items and other duties as assigned by Assistant Project Director.

Health Educator	\$	1.000	6	¢	27,936
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Position description:

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups. pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$ 4,656	1.000	6	\$ 27,936
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Position description:

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues, Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups. pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	6	\$ 27,936
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Position description:	···		· · · · · · · · · · · · · · · · · · ·		 ******

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Office Manager	\$ 4,292	1.000	_	 25,752

Position description:

Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests. Assist with data collection and management and entry of surveys. Assist with preparation of materials, reports, and/or presentations. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills. Streamline procedures and create effective administrative systems. Manage multiple project demands and deadlines and other duties as assigned by Initiative Director.

Finance Supervisor	\$ 5,833	1.000	6	 998

Position description:

Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and fiaise with the Division Finance Manager, DCDIP Management, and funder as necessary. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

Fiscal Analyst	\$	4,532	1.000	6	\$ 27,192
Position description:	<u>-</u> l <u>.</u>				

Position description:

Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative. Participate in ongoing contract monitoring of all contracts and ensure that contractors are in compliance with contractual goals. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place. Assist in reviewing budgets and budget modifications, ensure that expenditures are tracked and invoices are paid and maintain communication with DCDIP and DPH Finance Units. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collect contractor data and prepare data spreadsheets; and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

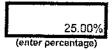
LINE ITEM BUDGET

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Position description:				<u> </u>	<u> </u>	
Assist in developing guidelines, standards and pro- contracts and for fiscal and administrative process contracts and ensure that contractors are in comp to ensure that contractors have required policies modifications, ensure that expenditures are track and DPH Finance Units. Help to prepares monthl fiscal); collect contractor data and prepare data s assigned by DPH DCDIP Finance Manager.	ises for ir pliance w and proc ed and in y and qu	nitiative. Pa ith contract edures in p voices are arterly repo	rticipate in tual goals. lace. Assis paid and a pris to fund	ongoing c Support ye st in review naintain co ing agency	ontract i early aud ing bud mmunic (progra	nonitoring of all liting of contrac gets and budge ation with DCD
Implementation Scientist	\$	8,000	1.000) (\$	48,00
Position description:	<u> </u>		<u>[</u>		Į	
advanced research and evaluation methods to ev officer for CDIP programs related to research and evaluation designs and data analyses to test rese on population health. Apply advanced analysis ted between comparison groups, stratified random sa modeling for the purposes of health forecasting ar wide preparation of scientific manuscripts, confere research and evaluation and other duties as assig	l evaluation arch and chniques mpling m nd impact ance abstract	on of child /or evaluati that may ir ethods, vai t assessme iracts, and	obesity pre on hypoth include thos rious types ints. Plan, web-based	evention pr eses and ti se for asse s of multiva oversee, a d reports di	ograms. ne effect ssing dit riable re nd evalu	Supervise is of the Project ferences gression uate the program
Research Analyst	\$	5,000	1.000	6	\$	30,000
Position description:						
Assist the evaluation team on the development an support data collection efforts or activities for the F imited to data entry, cleaning, management, and a disease, nutrition, and health conditions related to arge datasets from MS Access databases for use information System (GIS). Help maintain inventory o the preparation of scientific manuscripts, confer- program evaluation findings. Contribute to grant de collection, power calculations, editing, tabulation, a educate community stakeholders, collaborators, ar esearch/evaluation resources related to First 5 LA idditional funding, replicate successful models, an mplementation Scientist.	Project. P analysis, children in Statist of comp ence abs evelopme ind data ind health subject	erform reso Provide su ages 0-5. F lical Analys uter equipr tracts, and ent and proj analysis. R profession matters. Su	earch and poort to ev reform the is System nent and s web-base ect design epresent ti als about (poort effo	evaluation st aluation st managen (SAS) and oftware lic oftware lic d reports d in terms of he CDIP at epidemiolo rts to gain	duties, udies of nent and ArcVie enses, F ocumen f literatu clinical gic trend visibility	including but no chronic I tabulation of w Geographic Provide support ting original ire search, data meetings and Is and leverage
communications Coordinator	\$	5,915	1.000	6	\$	35,490
osition description:						
Develop a strategic communications plan for grant the day-to-day work product timelines and deliveral ingeles County, a media firm, and subcontracted a ppropriate Countywide public education media. W equests for information from the media regarding t randing. Direct the dissemination of messages the contribute content to the Choose Health LA website and produce monthly e-newsletter for internal and a ne grant communications deliverables for First 5 L	bles with agencies fork close he Projec ough trac and coc external a	the media to develop, by with Divi ct. Review a ditional and indinating si- udiences, i	firm. Colla i implement sion and F and appro- non- tradi ocial medi Prepare re	borate with ht, and mai Project mar ve grant m tional med a outlets. A gular repo	First 5 ntain a c agemen aterials ia chanr ssemble ts on th	LA, Los culturally- bit to respond to pertaining to tells, and e, coordinate, e progress of

Communications Assistant	\$	4,761	1.000	6	\$	28,566
Position description:						
Support the development and implementatio campaign. Confer with Program Analysts to i target population. Develop a social media ca Assemble and coordinate production of publi in the development of monthly e-newsletters	identify trend lendar and w ications/mark content. Prov	s and key grou ebsite conten teting material vide technicat	up interests a t to dissemina is for internal assistance o	nd con ate key and ex n medi	cerns aff project r ternal au	ecting the 0-5 nessages. diences. Assist
communicate updates and project findings to evaluate the effectiveness of social media to) key stakeho	ders. Monitor	media effort:	s (earn	ad and n	aid modial and
communicate updates and project findings to evaluate the effectiveness of social media to DPH DCDIP Chief of Communications.) key stakeho	ders. Monitor	media effort:	s (earn	ad and n	aid media) and igned by the
efforts to Project staff. Assist in preparing rep communicate updates and project findings to evaluate the effectiveness of social media to DPH DCDIP Chief of Communications. Graphic Artist	key stakeho ols utilized th	Iders. Monitor roughout the p	media effort: grant and oth	s (earn er dutie	ed and p as as ass	aid modia) and

Salary Subtotal

Employee Benefits (enter percentage)



\$ 808,026
\$ 202,006
\$ 1,010,032

Total Personnel Costs - Full Time

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ject Title: Eau iod of Performance: Jar RSONNEL SERVICES	ly Childhood Obesity Prevention Initiative nuary 1, 2015 - June 30, 2015
DGET CATEGORY - EMPLOYEE BENEFITS	- FULL TIME
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Health and Dental Insurance	8.49%
Unemployment Insurance	0.68%
Disability Insurance	0.11%
Life Insurance	0.01%
Workers Compensation	3.00%
Pension/Retirement	5.00%
Other (itemize Employee Training Tax Employee Assistant Program	0.02% 0.04%
TOTAL*	25.00%

If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.

*Must be within the range of 23% - 25% of salary costs.

	ATTACHMENT C-I
Contractor Name:	0
Project Title:	Early Childhood Obesity Prevention Initiative
Period of Performance:	January 1, 2015 - June 30, 2015
	PERSONNEL SERVICES FORM (HOURLY)

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Title/Name position is vacant, indicate TBH and approx, date o	f hig Hourly	Rate	# of Hours	Pr	oposed Cost
Project Assistant	\$	24.98	520	\$	12,990
Position description:			·····		
Assist the evaluation team on the develop collection for the Project. Support the evalu- but not limited to data entry, cleaning, and chronic disease, nutrition, and health cond preparation of reports and conference absi- and other duties as assigned by the impler	uation tear managem itions relat tracts docu	n with day-to- ent. Provide s ed to children imenting origi	day evalua support to a Lages 0-5,	ition du evaluati Provide	ties, including on studies of support to the
Project Assistant	\$	24.98	520	\$	12,990
Position description:					
collection for the Project. Support the evalu- but not limited to data entry, cleaning, and chronic disease, nutrition, and health condi- preparation of reports and conference abst and other duties as assigned by the Implen	managemo tions relato racts docu	ent. Provide s ed to children menting origi	upport to e ages 0-5.	valuatio Provide	on studies of support to the
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Position description:			·····		
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Position description:					
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Position description:					
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Salary Subtotal	j		ſ	\$	25,980
Employee Benefits (enter percentage)	(enter p	12.59% ercentage)		δ	3,271
Total Personnel Costs - Hourly				₿	29,251

LINE ITEM BUDGET

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

Contractor Name: Project Title: Period of Performance: PERSONNEL SERVICES BUDGET CATEGORY - EMPLOYEE BENEFITS	ATTACHMENT C-I Public Health Foundation Enterpri Early Childhood Obesity Prevention Initiative January 1, 2015 - June 30, 2015 - PART TIME
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Unemployment Insurance	1.83%
Workers Compensation	3.00%
Employment Training Tax	0.06%
Employee Assistant Program	0.05%
TOTAL*	12.59%

If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.

*Must not exceed 12% of salary costs.

ATTACHMENT C-I

Contractor Name:Public Health Foundation Enterprises.Project Title:Early Childhood Obesity Prevention InitiativePeriod of Performance:January 1, 2015 - June 30, 2015

BUDGET CATEGORY- TRAVEL	(A) Proposed Cost
Item: Mileage and Parking Methodology Used: Mileage: Reimbursement cannot exceed County's reimbursement rate of \$0.525 per mile. Term C-I:January 1, 2015-June30, 2015 in an amount not to exceed \$6,000. Parking: Parking allowance should not seceed the following amounts. Term C-I:January 1, 2015-June30, 2015 in an amount not to exceed \$1,167.	\$ 7,167
Item: Out of Town Travel Methodology Used: The out-of-town funds are required for program staff to attend mandatory meetings, conferences, and trainings to support all program ovjectives for variance staff. The allowance shold not exceed the folloing amounts for the identified term. Term C-I:January 1, 2015-June30, 2015 in an amount not to exceed \$8,183.	\$ 8,183
Total Travel Requested	\$ 15,350

LINE ITEM BUDGET SUMMARY

ATTACHMENT C-II

Contractor Name:Public Health Foundation Enterprises.Project Title:Early Childhood Obesity Prevention InitiativePeriod of Performance:July 1, 2015 - June 30, 2016County Requesting Department:DCDIPCounty Project Director:Judith RobbCounty Work Order Director:Genaro Sandoval

BUDGET SUMMARY (Schedule of Projected Costs)	 ······································
COST CATEGORY	 AMOUNT
Salaries	\$ 1,668,010
Employee Benefits	\$ 382,431
Travel - (mileage, parking, and out-of-town)	\$ 30,700
Supplies	\$ <u> </u>
Consultant/Contractual	\$
Other	\$
Indirect Costs*	\$ 208,114
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK	\$ 2,289,255

Indirect Cost must not exceed 10% of total direct costs

CERTIFICATION

I certify that the following required costs (check boxes, as applicable) are included in this budget:

100% Basic Health and Dental Benefits

Eleven (11) County-observed Holidays, at least ten (10) vacation days (accrued_rmonthly), and twelve (12) sick days (accrued monthly) per year for

full-time positions.

127/14

**Contractor's Authorized Official Signature

NOTE: No E-signatures will be accepted

** Pursuant to Master Agreement, Paragraph 7.2 Contractor's Authorized Official(s). The authorized official must be the same person identified in Master Agreement. Exhibit B

ATTACHMENT C-II

Contractor Name: Project Title: Period of Performance:

Public Health Foundation Enterprises Early Childhood Obesity Prevention Initiative July 1, 2015 - June 30, 2016

PERSONNEL SERVICES FORM (FULL TIME)

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Mor	thly Salary	FTE	# of Months	Proposed Cos	t
Initiative Director	\$	8,429	1.000	12	\$ 101,	148
Position description: Supervise Initiative staff including orientation, trair and soundness of recommendations, and maintair and regulations. Oversee and monitor all subcontr activity reports and invoices. Direct the maintenan- Initiative. Supervise communications with the med project arms, including Choose Health LA Kids, CF Function as the primary contact to First 5 LA progr reporting documentation required by the County ar at local, state, and national meetings to share best and other duties as assigned by the Chief of Progr	ing co acts ar ce of a la and loose l am offi nd Firsi practic	mpliance with Steering Co other organiz Health LA Mo icers and rela t 5 LA is com ces and offer	h applicable activities, mmittee of rations. Pro oms, and C ated staff. E pleted and	e standard including r key leade ovide vision hoose Hea insure all submitted	Is, policies, procedur eviewing and approv rs to advise the n and oversight of alth LA Child Care. programmatic and fis Represent the Initia	res, /ing scal
Project Director	\$	7,800	1.000	12	\$ 93,6	300
Position description: Supervise Project staff including orientation, trainin and soundness of recommendations, and maintain and regulations. Guide the nutrition and physical ac Project funded partners. Oversee and monitor all si implementation of partners' scopes of work, and pri activity reports and invoices. Work with key progran leverage and build upon existing efforts. Plan and c establishment and maintenance of an Advisory Cor communications with the media and other organiza for First 5 LA and ensure all programmatic and fisca LA is completed and submitted. Represent the Proj and offer local insight to improve initiative outcomes Assistant Project Director	ing cor tivity c ubcont ogress ons with conven mmitter tions. I al repo ect at I	npliance with ommunity ed racts and cor toward proje nin the division e key worksh e of key lead Direct the pre- rting docume local, state, a	applicable ucation and sultant act oct goals, a on of DCDI ops, coalit ers to advis paration an intation req nd nationa	e standards d outreach tivities, inc nd reviewi P and othe ions, and p se the Proj to submiss uired by th I meetings	s, policies, procedure activities among the luding the ng and approving rr units in DPH to partnerships. Direct ect. Supervise sion of Project report the County and First & to share best praction we Director.	es, the ts ces
Position description:			··· ·			-

Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, partnership development, and grant management. Supervise a subset of Project staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations. Interact with community agencies, County, and SPA staff in the representation and development of strategic goals. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director. Collaborate, coordinate, and communicate with key programs within the DCDIP, other units in DPH, and other County departments (e.g. DCFS). Oversee special project on reducing marketing of unhealthy food and beverages to children, including development of commissioned reports, strategies for distribution, and efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options, etc. Assist in communicating findings from commissioned reports to policymakers, government officials, and community organizations and other duties as assigned by Project Director.

Program Analyst	\$	6,523	1.000	12	\$ 78,276

Position description:

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director.

Program Analyst	5	6,523	1.000	12	\$	78,276
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Position description:

Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.). Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee. Assess data needs and provide local health data to First 5 LA funded partners. Develop resources and provide technical assistance to enhance collaboration with partners. Work with partners to identify technical assistance needs and ensure that needs are met and conduct other duties as assigned by Initiative Director.

Program Analyst	\$	6,523	1.000	12	\$	78,276
Position description:					<u> </u>	
Help to guide the nutrition and physic partners. Work with partners to devel (including dissemination of toolkits, c Coordinate and facilitate collaborative meet the needs of the Project. Assist Steering Committee. Assess data ner resources and provide technical assist technical assistance needs and ensu Director and Project Director.	lop and implement so onducting parent train e efforts among public staff in convening ke eds and provide local stance to enhance co	copes of work nings, enrolin c, private, an- cy workshops I health data t blaboration w	t, and ensu nent of gro d non-profi , coalitions to First 5 L ith partners	re progres cery store it groups a and parts A funded s. Work w	ss toward is and res and organ nerships i partners. ith partne	l project goals staurants, etc.). nizations to including the Develop ers to identify
Program Analyst	\$	6,523	1.000	12	\$	78,276

		·····.	•••••	·		
Position description:		· · · · · ·			-)	
Help to guide the nutrition and physical activi partners. Work with partners to develop and i (including dissemination of toolkits, conductin Coordinate and facilitate collaborative efforts meet the needs of the Project. Assist staff in Steering Committee. Assess data needs and resources and provide technical assistance to technical assistance needs and ensure that n Director and Project Director.	mplement s og parent tra among pub convening k provide loc enhance c	scopes of wo ainings, enro ilic, private, a key workshoj al health dat collaboration	rk, and ens liment of gr and non-pro ps, coalition a to First 5 with partne	sure progr rocery stor offt groups ans and par LA funder ars. Work	ess toward res and res and organ therships d partners. with partne	I project goals staurants, etc.). nizations to including the Develop ers to identify
Food Industry Liaison	\$	6,523	1.000	12	2 \$	78,276
Position description: Develop and manage a voluntary County-wide			· · · · · ·	· · · · ·		
community settings objectives dealing with re- restaurants and affiliated associations to enco- training to restaurants and affiliated associatio and non- profit representatives to develop hig progress towards objectives. Supervise the we assigned by the Assistant Project Director.	ourage partions. Conduc h-visibility p	cipation in th at meetings v artnerships.	e program. vith high-le Prepare <i>r</i> e	Provide t vel depart	echnical a mental, pu irogram un	ssistance and blic, private
Restaurant Program Coordinator	s	4,313	1 000	4.0		
restationer rogram coordinator		4,313	1.000	12	\$	51,756
Position description:	<u>i</u>					
outreach activities among priority communities assisting restaurant operators with participatio outreach activities to ensure timeliness of cont reports on program updates and progress towa partnership meetings. Assist in the developme	n in the prog act and follo ards objecti ^s nt and deliv	gram. Mainta ow-up with ir ves. Assist s very of prese	ain prospec iterested re taff in conv	tive and a estaurant o ening wor	pplicant di perators, kshops, cr	ata and track Prepare
assigned by Assistant Project Director and For	od Industry					
Health CareLiaison	\$	6,523	1.000	12	\$	78,276
			ĺ			
Position description: Assist with the development, implementation, a such as clinic policies, goals, and objectives. A of budgets for the program. Monitor and evalua day-to-day operation of the HPCOCM efforts. A and manage clinic initiatives sponsored by DCI and/or implement standard protocols for assess hrough age five. Provide resources, training, a promote physical activity, and reduce screen tim neetings and educate community stakeholders strategies. Assist DCDIP staff in collecting data administrative, and evaluation data, as needed scopes of work for the Projects and for the posi Director.	ssist with the program Assist in form DIP or its particular sing and transition of tools tool me at routing collaborate needed form Respond a	ne coordinati matic activiti mulating and artners. Worl cking body r help health c e office visits ors, and hea r DPH and F accordingly a	on, plannin es such as presenting k with healt nass index are profess are profess s. Represe ith profess irst 5 LA, in and timely tr	g, develop program precomme h care pro (BMI) in c sionals to ent DCDIP ionals abo noluding qu o any peri	oment and service de endations i viders to o children fro improve n at commu- out the HP(parterly fis odic chang	monitoring livery and to implement fevelop im birth utrition, utrity COCM cal, tes to the
egal Policy Analyst						F
-3	\$	6,523	1.000	12	\$	78,276

Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items and other duties as assigned by Assistant Project Director.

Health Educator	\$ 4,656	1.000	12	\$ 55,872
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Position description:

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	12	\$ 55,872

Position description:

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Project Manager.

Health Educator	\$	4,656	1.000	12	\$ 55,872
	!		_		
Position description:					

Meet and contact public and private agencies, community organizations, businesses, women's support groups, hospitals, health plans, and professional medical groups that support postpartum women and their families to gain their commitment and support in promoting the LA MOMs program. Implement the LA MOMs program in the community by conducting presentations and trainings; disseminating educational and recruitment materials; and organizing and assisting with implementing outreach events at health fairs, community centers, and other venues. Provide expertise in health education methods at Comprehensive Perinatal Services Program (CPSP) trainings by presenting information on the LA MOMs program and distributing educational and recruitment materials to CPSP staff for their clientele. Provide phone and email support to LA MOMs participants to provide encouragement, technical support, solicit feedback for program improvement, and answer questions. Support a six month pilot of the LA MOMs curriculum by providing guidance and technical support to participants; evaluate the impact on participants' knowledge, attitudes, and behaviors using appropriate data collection methods such as focus groups, pre- and post-tests, and questionnaires; develop summary reports and communicate findings for program improvement to lead staff. Conduct Internet searches to update existing resource guide of community, web-based, and other resources that support postpartum weight management. Identify new resources within Los Angeles County Service Planning Areas (SPAs) on an on-going basis. Conduct professional literature reviews and prepare summaries. Update resource links on LA MOMs web portal. Monitor and develop content for Facebook and Twitter accounts. Develop text messages that reinforce program messaging and other duties as assigned by the MCAH Choose Health LA Moms Protect Manager.

Office Manager	\$ 4,292	1.000	12	\$ 51,504

Position description:

Perform general administrative duties such as scheduling and supporting events and preparing travel and mileage claims and purchasing requests. Assist with data collection and management and entry of surveys. Assist with preparation of materials, reports, and/or presentations. Develop communications and disseminate information to community partners through a variety of communication channels including developing web-based communications and email updates and assisting in teleconference and in-person meetings. Maintain important records and demonstrate interpersonal communication, planning, and organizational skills. Streamline procedures and create effective administrative systems. Manage multiple project demands and deadlines and other duties as assigned by Initiative Director.

Finance Supervisor	\$	5,833	1.000	12	\$ 69,996

Position description:

Support the Division Finance Manager in managing the daily operation and administration of the project, including fiscal and contractual oversight. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and fiaise with the Division Finance Manager, DCDIP Management, and funder as necessary. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative. Back up supervisor for Fiscal Analysts in their orientation, training, development, and evaluation. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations. Prepare monthly and quarterly reports to First 5 LA (fiscal), prepare data spreadsheets, and summarize progress to date and other duties as assigned by DPH DCDIP Finance Manager.

Fiscal Analyst	\$	4,532	1.000	12	\$	54,384
Position description: Assist in developing guidelines, standards contracts and for fiscal and administrative contracts and ensure that contractors are to ensure that contractors have required p modifications, ensure that expenditures an and DPH Finance Units. Help to prepares fiscal); collect contractor data and prepare assigned by DPH DCDIP Finance Manage	processes for ir in compliance w olicies and proc e tracked and in monthly and qu data spreadshe	nitiative. Partie with contractua edures in place volces are pa arterly reports	cipate in ong al goals. Sup ce. Assist in aid and main s to funding a	poing co port yea reviewi tain cor agency	ontract mor arly auditir ng budget nmunicatit (programr	nitoring of all ag of contracts s and budget on with DCDIP natic and
Fiscal Analyst	\$	4,532	1.000	12	\$	54,384

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Position description:					— <u>Linin, , , , , , , , , , , , , , , , , , </u>	
Assist in developing guidelines, standards and p contracts and for fiscal and administrative proces contracts and ensure that contractors are in com to ensure that contractors have required policies modifications, ensure that expenditures are track and DPH Finance Units. Help to prepares monthl fiscal); collect contractor data and prepare data s assigned by DPH DCDIP Finance Manager.	sses for i pliance v and proc ed and in ly and qu	nitiative. Pa with contrac cedures in p rvoices are larterly repo	articipate in tual goals. place. Assi paid and i paid and i	n ongoing o Support ye st in review maintain co ling agency	ontract early aud ing bud emmunic ((progra	monitoring of all diting of contract gets and budget pation with DCD ammatic and
Implementation Scientist	\$	8,000	1.00	0 12	2 \$	96,000
Position description:	<u></u>			<u> </u>	l.	·······
Train and supervise technical (e.g., master- and/o advanced research and evaluation methods to ev officer for CDIP programs related to research and evaluation designs and data analyses to test rese on population health. Apply advanced analysis ter between comparison groups, stratified random sa modeling for the purposes of health forecasting an wide preparation of scientific manuscripts, conferences research and evaluation and other duties as assig	valuate th I evaluati arch and chniques mpling n nd impace ance abs	le reach an ion of child l/or evaluat that may ir hethods, va tracts, and	d impact o obesity pro- ion hypoth nclude thou rious types ents. Plan, web-based	f the Project evention project eses and the se for asse of multivation oversee, and direports dire	ot. Functograms. The effect ssing dit triable re tod evalu	tion as a science Supervise ts of the Project fferences egression
Research Analyst	\$	5,000	1.000	12	\$	60,000
Position description:					ĺ	
Assist the evaluation team on the development an support data collection efforts or activities for the fi imited to data entry, cleaning, management, and a disease, nutrition, and health conditions related to arge datasets from MS Access databases for use information System (GIS). Help maintain inventory to the preparation of scientific manuscripts, confer- program evaluation findings. Contribute to grant de collection, power calculations, editing, tabulation, a educate community stakeholders, collaborators, an esearch/evaluation resources related to First 5 LA additional funding, replicate successful models, an mplementation Scientist.	Project, F analysis, children in Statis v of comp ence abs evelopme and data nd health subject	Perform res- Provide su ages 0-5. F tical Analys puter equipr stracts, and ent and proj analysis. R profession matters, Su	earch and pport to ev perform this sis System ment and s web-base ject design epresent t als about	evaluation valuation st e managen (SAS) and software lic d reports d h in terms o he CDIP at epidemiolo rts to gain	duties, udies of nent and ArcViev enses, F ocumen f literatu clinical gic trend visibility	including but not chronic tabulation of w Geographic Provide support ting original irre search, data meetings and ds and
communications Coordinator	\$	5,915	1.000	12	\$	70,980
· · ·						
osition description:	· •		I			· · · · · · · · · · · · · · · · · · ·
evelop a strategic communications plan for grant ne day-to-day work product timelines and deliveral ngeles County, a media firm, and subcontracted a ppropriate Countywide public education media. W equests for information from the media regarding t randing. Direct the dissemination of messages thr contribute content to the Choose Health LA website not produce monthly e-newsletter for internal and e le grant communications deliverables for First 5 L the grant's media program efforts and other dutie	bles with agencies ork close he Proje ough trae and core external a A, DPH,	the media to develop bly with Divi ct. Review ditional and ordinating s audiences.	firm. Colla , implemer ision and F and appro I non- tradi ocial medi Prepare re	borate with ht, and mai Project mar ve grant ma tional med a outlets. A coular report	First 5 ntain a c agemen aterials a chanr ssemble ts on th	LA, Los pulturally- nt to respond to pertaining to iels, and e, coordinate, e progress of

t

Communications Assistant	\$	4,761	1.000	12	s	57,132
Position description: Support the development and implementation is campaign. Confer with Program Analysts to ide arget population. Develop a social media cale Assemble and coordinate production of publica in the development of monthly e-newsletters co efforts to Project staff. Assist in preparing report communicate updates and project findings to k avaluate the effectiveness of social media tools OPH DCDIP Chief of Communications.	entify trends ndar and we itions/marke ontent. Provi rts for First 5 ey stakeholo	and key gro bsite conter ting materia de technica 5 LA, DPH, fers. Monito	oup interes out to disser als for inter al assistance and other p or media ef	its and cor minate key nat and ex ce on medi partners. forts (earr	ncerns a r project dernal a la and c Prepare led and	iffecting the 0-5 messages, oudiences, Assis ommunications and paid media) and
Graphic Artist	\$	4,928	1.000	12	\$	59,136
Position description: Provide creative support in integrating brand ar print projects from creative phase to developme Create visual content for website and social me newsletters, brochures, research briefs and rep project and other duties as assigned by the DP	ent including dia outreach orts, promot	coordinatio Provide g ional incent	in with prin raphic sup ives, visua	it vendors port for th al presenta	through e Proiec	production.
		lier of Gomi	nunication			
Salary Subtotal Employee Benefits (enter percentage)	[23,29%	nunication		\$ \$	1,616,052

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

iect Title: Early Childh iod of Performance: July 1, 2015 RSONNEL SERVICES	h Foundation Enterpri ood Obesity Prevention Initiative - June 30, 2016
DGET CATEGORY - EMPLOYEE BENEFITS - FULI	- TIME
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Health and Dental Insurance	7.14%
Unemployment Insurance	0.34%
Disability Insurance	0.10%
Life Insurance	0.01%
Workers Compensation	3.00%
Pension/Retirement	5.00%
Other (itemize Employee Training Tax Employee Assistant Program	0.01% 0.04%
TOTAL*	23.29%

If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.

*Must be within the range of 23% - 25% of salary costs.

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Contractor Name: Project Title: Period of Performance:

ATTACHMENT C-II

Early Childhood Obesity Prevention Initiative January 1, 2015 - June 30, 2015 PERSONNEL SERVICES FORM (HOURLY)

	1		1	1	(noone)
Title/Name position is vacant, indicate TBH and approx, date of	hir Hourly F	Rate	# of Hours	Prop	osed Cost
Project Assistant	\$	24,980	1040	\$	25,979
Position description:			ļ	Į	
Assist the evaluation team on the developm collection for the Project. Support the evalua- but not limited to data entry, cleaning, and n chronic disease, nutrition, and health condit preparation of reports and conference abstr and other duties as assigned by the Implem	ation team nanageme ions relate acts docur	with day-to- nt. Provide s d to children nenting origi	day evalua support to e ages 0-5.	ition dutie evaluation Provide s	s, including studies of support to the
Project Assistant	\$	24.980	1040	\$	25,979
Position description:					·····
but not limited to data entry, cleaning, and m chronic disease, nutrition, and health conditi preparation of reports and conference abstra and other duties as assigned by the implement	ons related acts docum	to children enting origi	ages 0-5.	Provide s	upport to the
	· ·····				
Position description:	<u></u>	<u></u>	<u>1</u>		
······································	1		<u> </u>		
Position description:					
₩₩₽₩₩ <u>₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩₩</u>					
osition description:				·····	
	<u></u>				
alary Subtotal				Þ	51,958
mployee Benefits (enter percentage)	(enter per	11.65% centage)	5	5	6,053
otal Personnel Costs - Hourly			49	5	58,011

LINE ITEM BUDGET

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

Period of Performance:	ATTACHMENT C-II Public Health Foundation Enterpri Early Childhood Obesity Prevention Initiative July 1, 2015 - June 30, 2016
PERSONNEL SERVICES BUDGET CATEGORY - EMPLOYEE BENEFITS	- PART TIME
COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Unemployment Insurance	0.92%
Workers Compensation	3.00%
Employment Training Tax	0.03%
Employee Assistant Program	0.05%
TOTAL*	11.65%

If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used.

*Must not exceed 12% of salary costs.

ATTACHMENT C-II

Contractor Name:Public Health Foundation Enterprises.Project Title:Early Childhood Obesity Prevention InitiativePeriod of Performance:July 1, 2015 - June 30, 2016

BUDGET CATEGORY- TRAVEL	Pro	(A) posed Cost
Item: Mileage and Parking Methodology Used; Mileage: Reimbursement cannot exceed County's reimbursement rate of \$0.525 per mile. Term C-II: July 1, 2015-June 30, 2016 in an amount not to exceed \$12,000. Parking: Parking allowance should not seceed the following amounts. Term C-II: July 1, 2015-June 30, 2016 in an amount not to exceed \$2,333.		
Item: Out of Town Travel	\$	14,333
Methodology Used: The out-of-town funds are required for program staff to attend mandatory meetings, conferences, and trainings to support all program ovjectives for variance staff. The allowance shold not exceed the folloing amounts for the dentified term.		
Ferm C-II: July 1, 2015-June 30, 2016 in an amount not to exceed \$16,367.		
	\$	16,367
Total Travel Requested	\$	30,700

TEMPORARY PERSONNEL SERVICES

MASTER AGREEMENT WORK ORDER

CERTIFICATION OF NO CONFLICT OF INTEREST

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

CONTRACTOR NAME Public Health Foundation Enterprises, Inc.

Work Order No. W18 County Master Agreement No. PH-001416

Los Angeles County Code Section 2.180.010.A provides as follows:

"Certain contracts prohibited.

- A. Notwithstanding any other section of this code, the county shall not contract with, and shall reject any bid or proposal submitted by, the persons or entities specified below, unless the board of supervisors finds that special circumstances exist which justify the approval of such contract:
 - Employees of the county or of public agencies for which the board of supervisors is the governing body;
 - 2. Profit-making firms or businesses in which employees described in subdivision 1 of subsection A serve as officers, principals, partners, or major shareholders;
 - 3. Persons who, within the immediately preceding 12 months, came within the provisions of subdivision 1 of subsection A, and who:
 - a. Were employed in positions of substantial responsibility in the area of service to be performed by the contract; or
 - b. Participated in any way in developing the contract or its service specifications; and
 - 4. Profit-making firms or businesses in which the former employees, described in subdivision 3 of subsection A, serve as officers, principals, partners, or major shareholders."

Contractor hereby declares and certifies that no Contractor Personnel, nor any other person acting on Contractor's behalf, who prepared and/or participated in the preparation of the bid or proposal submitted for the Work Order specified above, is within the purview of County Code Section 2.180.010.A, above.

I declare under penalty of perjury that the foregoing is true and correct.

Signature of Authorized Official

Printed Name of Authorized Official

Title of Authorized Official

Date

TEMPORARY PERSONNEL SERVICES

MASTER AGREEMENT WORK ORDER

CERTIFICATION OF EMPLOYEE STATUS

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

CONTRACTOR NAME Public Health Foundation Enterprises, Inc.

Work Order No. W18 County Master Agreement No. PH-001416

<u>I CERTIFY THAT</u>: (1) I am an Authorized Official of Contractor; (2) the individual(s) named below is(are) this organization's employee(s); (3) applicable state and federal income tax, FICA, unemployment insurance premiums, and workers' compensation insurance premiums, in the correct amounts required by state and federal law, will be withheld as appropriate, and paid by Contractor for the individual(s) named below for the entire time period covered by the attached Work Order.

EMPLOYEES

1. _____

3. _____

4.

I declare under penalty of perjury that the foregoing is true and correct.

Signature of Authorized Official

Printed Name of Authorized Official

Title of Authorized Official

Date