



BARBARA FERRER, Ph.D., M.P.H., M.Ed.
Director

MUNTU DAVIS, M.D., M.P.H.
County Health Officer

MEGAN McCLAIRE, M.S.P.H.
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 288-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

74 JUNE 6 2023

CELIA ZAVALA
EXECUTIVE OFFICER



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June 6, 2023

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:

**APPROVAL TO EXECUTE AMENDMENT TO THE MEMORANDUM OF UNDERSTANDING
WITH THE LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10
COMMISSION TO SUPPORT AFRICAN AMERICAN INFANT AND MATERNAL MORTALITY
PREVENTION INITIATIVE ACTIVITIES
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request approval to amend the Memorandum of Understanding between the Department of Public Health and the Los Angeles County Children and Families First – Proposition 10 Commission to support African American Infant and Maternal Mortality Prevention Initiative activities.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Director of the Department of Public Health (Public Health), or designee, to execute an amendment to the Memorandum of Understanding (MOU) PH- 004187, substantially similar to Exhibit I, with the Los Angeles County Children and Families First – Proposition 10 (First 5 LA) for the continued development and implementation of standardized communication efforts to support the African American Infant and Maternal Mortality Prevention Initiative (AAIMM Initiative) activities, effective upon date of execution for the term of July 1, 2023, through June 30, 2024, in the total amount of \$360,000, fully offset by California Department of Public Health (CDPH) California Perinatal Health Initiative (CPHI), California Home Visiting Program (CHVP) State General Fund Innovative home visiting project (Innovation), and the Pritzker Children's Initiative Community Innovation Grant (Pritzker).

2. Delegate authority to the Director of Public Health, or designee, to execute amendments to the MOU that extend the term through June 30, 2026, and/or provide an increase or decrease in funding at amounts to be determined by the funders; and reflect other necessary modifications, subject to review and approval by County Counsel.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will allow Public Health to execute an amendment to the MOU with First 5 LA to continue the utilization and expansion of current communication strategies for the AAIMM Initiative.

In partnership with First 5 LA, Public Health has implemented the AAIMM Initiative to reduce disparities in infant mortality in Los Angeles County (LAC). The AAIMM Initiative includes countywide and regional community engagement, provider training, research, public awareness, and multiple clinical and community interventions, including a direct service doula program. Public Health uses Perinatal Equity Initiative (PEI), CHVP and Pritzker grants to fund the AAIMM Initiative. Each of Public Health's grant applications were inclusive of First 5 LA's commitment, staff time, and in-kind resources.

First 5 LA currently utilizes and expands current communication strategies to develop and implement communication efforts to promote awareness of infant and maternal mortality disparities and their solutions, including the value of doulas, fathers, health system, and village support for both Black women and their babies. Communication activities include focus groups, advertising, creation, and distribution of digital and print collateral, social media engagement, and collaborative events. Content is developed in consultation with the LAC AAIMM Initiative Steering Committee, as well as Service Planning Area-level Community Action Teams, to develop and refine core messaging, calls to action, and an approach to ensure materials are culturally affirming. Under the recommended amendment, First 5 LA would continue to develop and update, as well as distribute AAIMM campaign messaging and engage diverse stakeholders.

Approval of Recommendation 2 will allow Public Health to execute amendments to this MOU that extend the term and/or increase or decrease funding and reflect other necessary modifications.

Implementation of Strategic Plan Goals

The recommended actions support Strategy I.1, Increase Our Focus on Prevention Initiatives and Strategy II.2, Support the Wellness of Our Communities, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total cost for this MOU for the term effective July 1, 2023, through June 30, 2024, is \$360,000, consisting of \$340,000 from CDPH's Grant Award Number 21-10059, \$10,000 from CHVP Innovation, and \$10,000 from Pritzker.

There is no net County cost associated with this action.

Funding has been included in Public Health's fiscal year (FY) 2023-24 Recommended Budget and will be included in future FYs as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On August 31, 2021, your Board authorized Public Health to accept CPHI Grant Agreement Number 21-10059 for the period of July 1, 2021, through June 30, 2023, from CDPH's CPHI to support the continuation of the PEI project. Funding was awarded in lump sum payments that allows for rollover into subsequent fiscal years.

On November 19, 2021, Public Health utilized delegated authority to accept Pritzker funding for the period of October 15, 2021, through October 14, 2024, to support the AAIMM Initiative and early childhood interventions in LAC.

On February 15, 2023, CDPH released the Notice of Preliminary Intent to award for CHVP State General Fund Innovation Project, Fiscal Years 2023-24 through 2025-26. The purpose of this funding is to provide continued support for doula home visiting services for African American families.

Exhibit I has been reviewed and approved by County Counsel as to form.

CONTRACTING PROCESS

On January 7, 2020, your Board authorized the execution of MOU PH-004187 between Public Health and First 5 LA, effective March 26, 2020, through June 30, 2021, with delegated authority to extend the term through June 30, 2023. Public Health has since exercised this delegated authority and extended the MOU through June 30, 2023.

IMPACT ON CURRENT SERVICES

Approval of the recommended actions will allow Public Health to further the partnership with First 5 LA on the AAIMM Initiative and develop and implement standardized communication efforts.

Respectfully submitted,



Megan McClaire, M.S.P.H.
Chief Deputy Director

MM:im
#06907

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

MOU NO. PH-004187



MEMORANDUM OF UNDERSTANDING

BETWEEN

COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH

AND

**LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10
COMMISSION**

TO SUPPORT

**WHOLE PERSON CARE, CALIFORNIA
PERINATAL EQUITY INITIATIVE, AND AFRICAN
AMERICAN INFANT AND MATERNAL MORTALITY
PREVENTION INITIATIVE ACTIVITIES**

MEMORANDUM OF UNDERSTANDING
BETWEEN
COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH
AND
LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10
COMMISSION
TO SUPPORT
WHOLE PERSON CARE, CALIFORNIA
PERINATAL EQUITY INITIATIVE, AND AFRICAN
AMERICAN INFANT AND MATERNAL MORTALITY
PREVENTION INITIATIVE ACTIVITIES
AMENDMENT NUMBER FIVE

THIS AMENDMENT is made and entered into on _____.

Reference is made to Memorandum of Understanding (“MOU”) Number PH-004187 by and between County of Los Angeles Department of Public Health (“Public Health”) and Los Angeles County Children and Families First – Proposition 10 Commission (“First 5 LA”), dated March 26, 2020, any subsequent Amendments thereto, hereinafter all referred to as “MOU.”

WHEREAS, on January 7, 2020, the County Board of Supervisors (“County Board”) authorized the Director of Public Health, or designee, to execute MOUs that allow for collaboration on public health activities; and

WHEREAS, on June XX, 2023, County Board authorized the Director of Public Health, or designee, to execute amendments to this MOU.

WHEREAS, it is the intent of the parties to amend the MOU to continue the activities to support African American Infant and Maternal Mortality Prevention Initiative (AAIMM) services; and

WHEREAS, the MOU provides that changes may be made in the form of a written Amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment is hereby incorporated into the original MOU, and all of its terms

and conditions, including capitalized terms defined therein, shall be given full force and effect as fully set forth herein.

2. This Amendment shall be effective upon date of execution for the period July 1, 2023, through June 30, 2024.
3. Exhibit A-3, Scope of Work, attached hereto and incorporated herein by reference is added to the MOU.
4. Exhibit B-3, Budget, attached hereto and incorporated herein by reference is added to the MOU.
5. Section II, **TERM OF MOU**, is deleted in its entirety and replaced to read as:

“This MOU is effective March 26, 2020, and will continue through June 30, 2024, unless terminated by either party, in accordance with Section III. TERMINATION OF MOU.”

6. Section VI, **FIRST 5 LA RESPONSIBILITIES**, is deleted in its entirety and replaced to read as:

“First 5 LA will, in the performance of this MOU:

- A. Provide services in the manner described in Exhibits A.1, A-1, A-2 and A-3 – Scopes of Work, attached hereto and incorporated herein by reference; and
- B. Designate a representative for the term of this MOU to serve as the contact for information related to program services. First 5 LA’s representative is: Tara Ficek at: tficek@first5la.org.”

7. Section VII, **PUBLIC HEALTH RESPONSIBILITIES**, is deleted in its entirety and replaced to read as:

“VII. PUBLIC HEALTH RESPONSIBILITIES

Public Health will, in the performance of this MOU:

- A. Review all messaging and collateral to ensure alignment with AAIMM initiative activities and coordinate media approvals with Public Health Communications;
- B. Acknowledge First 5 LA’s participation in the projects described in this MOU in any published material arising out of the projects and shall provide First 5 LA with a copy of the published material(s). Neither party shall use the other party’s name, trademark(s), or service mark(s) without the other

party's prior written consent, which consent shall not be unreasonably withheld; and

C. Coordinate monthly meetings of the AAIMM Management Team.

D. Designate a representative for the term of this MOU to serve as the contact for information related to program services. Public Health's representative is: Helen O'Connor at: hoconnor@ph.lacounty.gov."

8. Section VII, **FUNDING**, is deleted in its entirety and replaced to read as:

"VII. FUNDING

A.1 For the period March 26, 2020, through October 21, 2021, the maximum funding authorized by Public Health for services rendered by First 5 LA pursuant to this MOU to support Whole Person Care (WPC), and California Perinatal Equity Initiative (CPEI) activities shall not exceed three hundred fifty thousand dollars (\$350,000) as indicated in Exhibit B.1, Budget, attached hereto and incorporated herein by reference.

Funding is comprised of two hundred fifty thousand dollars (\$250,000) from WPC, and one hundred thousand dollars (\$100,000) from CPEI. Funding provided by California Department of Public Health (CDPH), and federal funds, Assistance Listing Number 93.778, passed through California Department of Health Care Service.

A.2 For the period November 1, 2021, through June 30, 2023, the maximum funding authorized by Public Health for services rendered by First 5 LA pursuant to this MOU to support California Home Visiting Program (CHVP), and CPEI activities shall not exceed six hundred twenty-three thousand, two hundred fifty dollars as (\$623,250) as indicated in Exhibit B-2, Budget, attached hereto and incorporated herein by reference.

Funding is comprised of five hundred thirteen thousand, two hundred fifty dollars (\$513,250) from CPEI, twenty thousand dollars (\$20,000) from CHVP, and ninety thousand dollars (\$90,000) from Pritzker Innovation.

A.3 For the period July 1, 2023, through June 30, 2024, maximum funding authorized by Public Health for services rendered by First 5 LA pursuant to this MOU to support AAIMM Initiative activities shall not exceed three hundred sixty thousand dollars (\$360,000) as indicated in Exhibit B-3, Budget, attached hereto and incorporated herein by reference.

Funding is comprised of three hundred forty thousand dollars (\$340,000) from the CDPH CPEI, ten thousand dollars (\$10,000) from the CHVP State General Fund Innovative home visiting project, and ten

thousand dollars (\$10,000) from the Pritzker Children's Initiative Community Innovation Grant."

- B. First 5 LA must submit invoices that comply with Public Health guidelines. Public Health shall pay First 5 LA all undisputed invoice amounts within thirty (30) calendar days of Public Health's receipt of a submitted invoice.
- C. Invoices with supporting documentation must be submitted to:

Helen O'Connor, Health Program Analyst
County of Los Angeles Department of Public Health
Division of Maternal, Child and Adolescent Health
600 South Commonwealth Avenue, Suite 800
Los Angeles, CA 90005
hoconnor@ph.lacounty.gov

9. All other terms and conditions remain in full force and effect.

[illegible]

IN WITNESS HEREOF, the parties hereto have executed this MOU on the day, month, and year indicated on page 1 of this MOU.

**COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC HEALTH**

Megan McClaire
Chief Deputy Director

**LOS ANGELES COUNTY CHILDREN AND FAMILIES
FIRST – PROPOSITION 10 COMMISSION**

Karla Pleitéz Howell
Executive Director

BL#06907:at

EXHIBIT A-3 – SCOPE OF WORK

MEMORANDUM OF UNDERSTANDING
 BETWEEN LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
 AND LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10 COMMISSION
 AFRICAN AMERICAN INFANT AND MATERNAL MORTALITY (AAIMM) PREVENTION INITIATIVE

TERM: July 1, 2023 – June 30, 2024

Project Description: Strategic communications efforts to foster awareness about the disparity in African American infant and maternal mortality (AAIMM), and the interventions being improved, expanded, or created to address them within Los Angeles County.

Activities	Subtasks/Deliverables	Timeline
1. Develop digital and print collateral, as well as outdoor advertising (e.g., flyers, postcards, web banner ads, social media ads, outdoor ads, social media video posts, banner ads, blogs, etc.). This will include broad awareness messaging, (i.e., "Grow the Village" campaign), as well as materials specific to father engagement, breastfeeding, preconception health, doulas, community action, and others, as determined by AAIMM Management Team.	A. Develop digital media advertising schedule and plan B. Develop digital media creative elements (visuals and copy) C. Develop print collateral schedule and plan D. Update existing collateral and develop new collateral E. Distribute collateral	A. July – August 2023 B. Sept. 2023 – June 2024 C. July – August 2023 D. August 2023 – March 2024 E. Sept. 2023 – June 2024
2. Engage key stakeholders to promote "Grow the Village" campaign and Perinatal Equity Initiative (PEI)-funded and doula programs.	A. Develop outreach strategies to engage diverse stakeholders, with feedback from AAIMM Management Team B. Implement outreach strategies	A. July – Nov. 2023 B. Oct. 2023 – June 2024
3. Compile quarterly reports of communications activities, reach and impact.	A. Compile report of communications activities within grant period B. Present report at PEI statewide public awareness campaign meetings	A. July 2023-June 2024 B. Quarterly beginning Oct. 2023
4. Lead the Community Advisory Board Annual Planning.	A. Engage consultant to conduct ongoing strategic and structural planning meetings with AAIMM Community Action Teams and Steering Committee B. Implement structural and strategic plans, with ongoing assessment to identify areas of weakness or challenge	A. July – Sept. 2023 B. Sept. 2023 – June 2024

EXHIBIT A-3 – SCOPE OF WORK

MOU NUMBER: PH-004187

Activities	Subtasks/Deliverables	Timeline
5. Participate in monthly meetings with AAIMM Management Team.	A. Meeting agendas and notes created and submitted monthly	A. July 2023 – June 2024
6. Participate in regular meetings with AAIMM Evaluation Team.	A. Participate in the evaluation of the AAIMM Communications strategies and provide evaluator with qualitative and quantitative data, as necessary.	A. July 2023 – June 2024

MEMORANDUM OF UNDERSTANDING
BETWEEN
LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
AND
LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10 COMMISSION
TO SUPPORT
AFRICAN AMERICAN INFANT AND MATERNAL MORTALITY (AAIMM) PREVENTION INITIATIVE

BUDGET

TERM: July 1, 2023 - June 30, 2024

BUDGET SUMMARY	
CATEGORY	AMOUNT
Personnel	\$ -
Contracted Services (Excluding Evaluation)	\$ 340,000
Equipment	\$ -
Travel and Training	\$ -
Supplies	\$ -
Other Expenses	\$ -
Indirect Costs - Administration	\$ 20,000
TOTAL COST	\$ 360,000