CITY OF OAKLAND

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November 17, 2009

City Council
Oakland, California

President Brunner and Members of the City Council:

RE: A Supplemental Report and Recommendation on the City's Participation in the Alameda County Public Health Department's Application to the Communities Putting Prevention to Work Initiative from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention under the American Recovery and Reinvestment Act of 2009 ("Federal Stimulus Package") for Obesity and Tobacco Prevention Programs

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SUMMARY

This supplemental report provides additional information about the primary strategies the Alameda County Public Health Department (ACPHD), the lead agency for the Communities Putting Prevention to Work (CPPW) Initiative from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC) under the American Recovery and Reinvestment Act of 2009 (ARRA), will be employing for purposes of the grant application. In addition, this report provides information on ACPHD's process for determining which projects and programs would be submitted as part of the grant applications.

FISCAL IMPACT

It is likely that the Alameda County Public Health Department (ACPHD) will submit applications requesting $20 million each for obesity and tobacco prevention. No matching funds are required.

KEY ISSUES AND IMPACTS

ACPHD PRIMARY STRATEGIES ON OBESITY AND TOBACCO PREVENTION:

The ACPHD as the public agency responsible for promoting the health of Oakland and other residents in Alameda County, has led efforts over many years to prevent obesity, tobacco use, and other health-related issues. These efforts have been in partnership with the City of Oakland, other cities in the County, other public agencies, and community-based organizations. The following preliminary priorities for purposes of the CPPW grant application are based upon the overall priorities identified by county-wide prevention planning and implementation efforts that fit with the CPPW grant guidelines. The focus of the grant will be to serve populations that have disproportionate burdens of chronic diseases, and to engage in community-wide policies, systems, and environmental changes that promote health and prevent chronic diseases.

These are preliminary strategies since, at the time of this report, the ACPHD is still engaging in their information gathering process from stakeholder groups around the county.

The grant applications are due to the CDC on December 1, 2009.

ACPHD PRELIMINARY OBESITY PREVENTION PRIORITY STRATEGIES FOR THE CPPW INITIATIVE:

1. **The transformation of food systems including changing consumption, production, and access to healthy foods.**

   Preliminary priority activities that have been identified by the ACPHD and their partners working on these efforts include the following:

   - A coordinated county-wide healthy and local foods eating campaign, including the development of a County-wide Healthy Neighborhood Store Alliance to brand and certify businesses providing healthy and/or local food options; healthy eating campaigns at social service centers; the expansion of the Oakland Food Trail to promote local stores, restaurants, and other food businesses; and the creation of an advertising council to promote the production, distribution, and consumption of healthy, local food.

   - A retail attraction and development initiative that may include the development of a county-wide revolving grant or loan fund to support new grocery stores, healthy food in corner stores, farmers markets, and other vehicles for the delivery of fresh, healthy food in neighborhoods that currently lack access to such venues.

   - The development of a sustainable funding source for school food service to supplement the federal reimbursement rate for school lunches.

- Creating an "urban agriculture plan" for the County that would identify urban agricultural resources, protect these resources through local zoning adjustments, and encourage urban agricultural activities, such as community gardens in public spaces. This may also include the conversion and reuse of public and/or private land that is underutilized, vacant and/or blighted to urban agriculture use.

- Providing Electronic Benefits Transfer bonuses, the "debit accounts" for food stamps, on the purchases of fresh fruit and vegetables at retail stores and farmers markets.

- Create an integrated food system at Santa Rita, utilizing food grown on campus in food service.

- Initiate a public procurement coordinating committee to coordinate buying by the public sector to connect public purchasers of food, such as senior and head start centers, with supply side wholesalers and farmers. This committee would also develop food procurement standards and goals to increase the purchase of local and regional healthy foods.

2. **Promoting Physical Activity through Changes in the Built Environment.**

Preliminary priority activities that have been identified by the ACPHD and their partners working on these efforts include the following:

- Promoting Transit Oriented Development policies.

- Promoting biking and walking to school and work policies and programs.

- Supporting the provision of safe passages to schools through safety audits, conceptual plans, and/or funding infrastructure improvements.

- Linking healthy eating and active lifestyle programs together such as schools to local parks and potential employment opportunities.

- Developing or expanding joint use agreements between cities, school districts, and parks and recreation centers. Also support for existing joint use facilities to develop sustainability policies or practices.

- The integration of health objectives, smart growth, recreation, open space, transportation and sustainability into County and cities land use plans and implementation plans.

ACPHD PRELIMINARY TOBACCO PREVENTION PRIORITY STRATEGIES FOR THE CPPW INITIATIVE: At the time of this report, ACPHD has not yet identified their tobacco prevention priority strategies for purposes of the CPPW grant applications.

THE ACPHD PROCESS FOR THE CPPW APPLICATIONS:

Given the highly competitive nature of the CPPW Initiative, the ACPHD needs flexibility to draft applications that it believes would be the most competitive. The grant applications will include strategies and types of activities to occur in "health hotspots" around the County, rather than specifying specific projects and associated dollar amounts. "Health hotspots" are defined as neighborhoods with the poorest health outcomes in the County. The grant applications will not include specific commitments of funding for specific jurisdictions or projects.

ACPHD is utilizing the following selection criteria for determining which types of strategies and activities to include in their grant applications:

- Alignment with ACPHD priorities and CPPW guidelines
- Level of need
- Current investments
- Readiness of implementation agencies
- Leveraging potential
- Scalability and sustainability beyond grant funding years
- Implementation ability within two years
- Capacity for broad outreach and population impact
- Synergy with other proposed interventions
- Cultural and linguistic diversity incorporated into intervention strategies
- Extent to which proposed interventions address the needs of specific populations disproportionally impacted by chronic disease

Once the applications are submitted, in preparation for possible funding award, ACPHD will convene grant partners to determine specific projects and funding amounts to be considered for the applications. This will ensure that the grant partners are ready to implement the programs should ACPHD receive the grant awards. City participation would likely be from the following City departments: Department of Human Services, Community Economic Development Agency, Parks and Recreation, and the Police Department. ACPHD anticipates including strategies and activities that address county-wide priorities for obesity and tobacco prevention and a funding distribution among partners based upon demographic need in "health hotpots."

To help inform their grant development needs, ACPHD requested draft thoughts on projects and programs that fit within the CPPW guidelines from partner agencies, including from the City. The ACPHD is utilizing the information collected to help them determine what projects and programs are in place in different areas of the county. This information will aid in the development of county-wide themes and strategies for the grant applications.

POTENTIAL CITY ROLE IN GRANT APPLICATIONS:

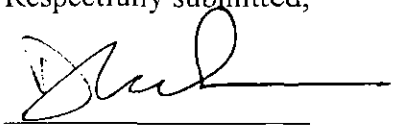
While the ACPHD has not yet determined what activities they will include for the grant applications, the City has many projects and programs that align with the ACPHD's preliminary priorities for purposes of the CPPW Initiative. These include the following:

- Providing capital improvement for safe routes to schools projects.
- Operation of joint use facilities in parks and recreation centers in "health hotspot" neighborhoods with existing gardens and/or physical activity programs.
- Operation of public centers that serve food to grant targeted populations, such as head start and senior centers.
- The development of land use plans where health-related principles can be inter-connected, prioritized, and implemented.
- The development and marketing of the Oakland Food Trail, as well as outreach and recruitment of new businesses.
- Enforcement of operations to prevent tobacco use by minors such as minor decoy operations and checks of businesses for smoking violations.
- Ownership of vacant or blighted properties that can be converted to urban agriculture use.
- Potential development of zoning policies to support urban agriculture development needs, such as greenway/open space overlays.
- Potential incorporation of new priority strategies into the City's bike/pedestrian master plans.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the Council approve the City's participation in the ACPHD's applications for the Communities Putting Prevention to Work Initiative.

Respectfully submitted,



Dan Lindheim
City Administrator