



# ACCEPTANCE OF SNAP-ED/NEOP FUNDS AND SINGLE SOURCE PROCUREMENT OF UCSD-CCH FOR THE NEOP PROGRAM AND THE PREVENTION GRANT

---

*Tina Zenzola, M.P.H.*

*Chesley Blevins, M.P.H.*

*Health Services Advisory Board Meeting*

*September 15, 2016*





- Request support of HSAB to accept funds from the California Department of Public Health to implement the County's Nutrition Education and Obesity Prevention (NEOP) program in FFY 2017-2019.
- Request support of HSAB to approve single source contracts with the University of California, San Diego - Center for Community Health (UCSD-CCH) to implement complementary components of the NEOP program and the Healthy Works: Prevention Initiative.



- **Funding:** United States Department of Agriculture (USDA) by way of the California Department of Public Health.
- **Goal:** Improve the likelihood that individuals eligible for SNAP will make healthy food choices within a limited budget, and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans.
- **Target Audience:** Low-income individuals qualifying for or receiving SNAP benefits (or other means-tested federal assistance programs) and individuals residing in a census tract where more than 50% of the households earn below 185% of the Federal Poverty Level.

# San Diego County NEOP Program

Using policy, systems  
and environmental  
change to make the  
healthy choice the  
easy choice where  
people...

LIVE

LEARN

WORK

SHOP

## LIVE

Partnering with residents, cities, and community and faith-based organizations to create policies and environments that **foster health** in neighborhood settings.

## LEARN

Promoting the Wellness Champion Program that helps child care providers **improve the nutrition** and physical activity environments in child care settings. Providing resources and support to teachers to **increase nutrition and physical education opportunities**; support school cafeterias to increase sales and consumption of healthy food; and support safe routes to school projects.

## WORK

Helping employers establish wellness policies and programs that support healthy behaviors among their employees and **create healthy workplace environments**.

## SHOP

Building relationships between neighborhood retailers and produce growers, distributors, and farmers markets to develop business models that **increase access to and affordability of healthy food** and beverages, and reduce food waste.



# NEOP'S IMPACT IN SAN DIEGO COUNTY



In 2015 alone, NEOP efforts resulted in....

## LIVE

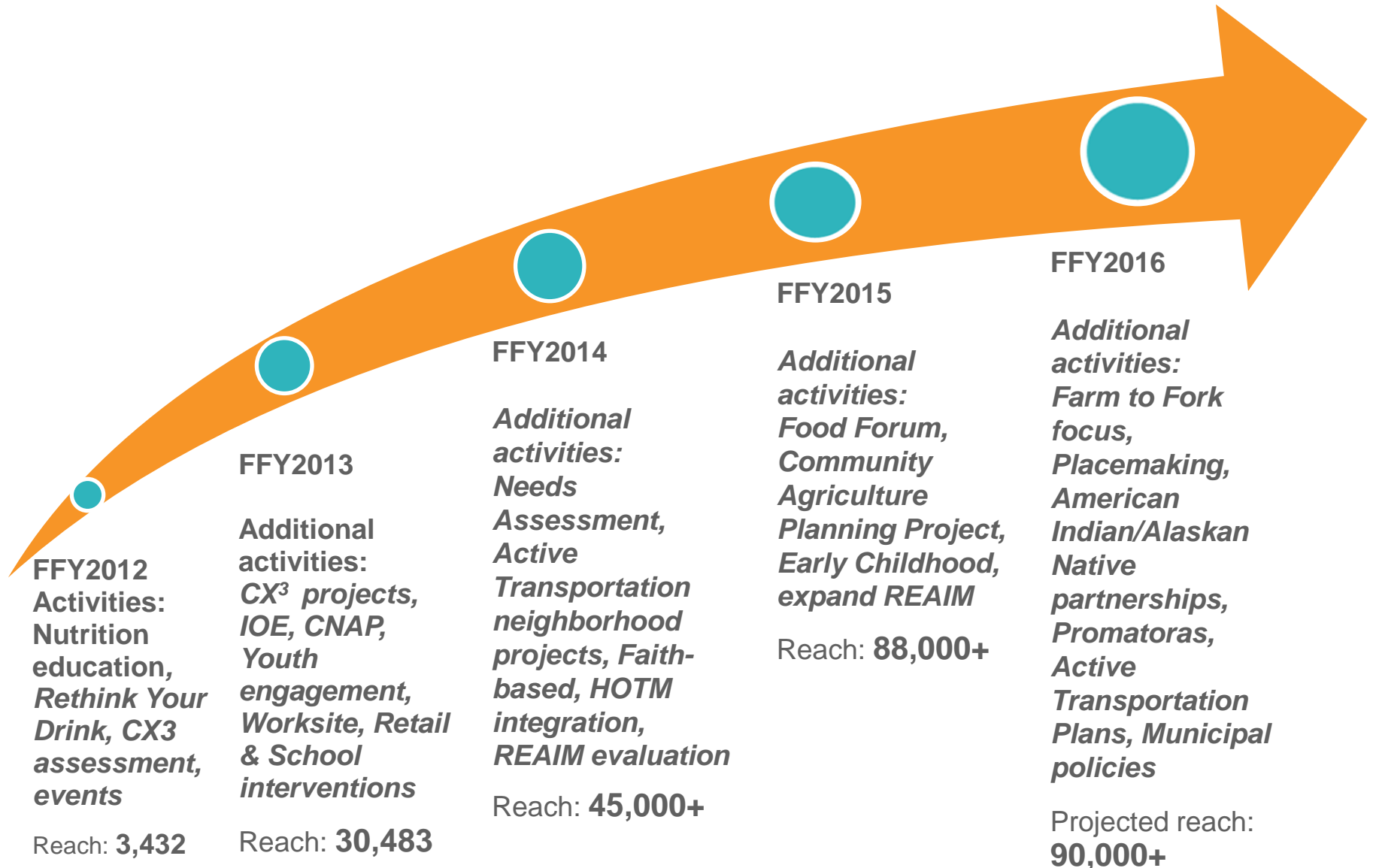
6 active transportation policies or improvements

Impacting.....

## LIVE

More than 8,300 residents in San Diego County had more access to healthy foods and safe active living opportunities in their neighborhoods.

# NEOP TRAJECTORY OF GROWTH





## Three More Years of SNAP-Ed NEOP Funding for October 1, 2016 – September 30, 2019

### ■ **Funding Level**

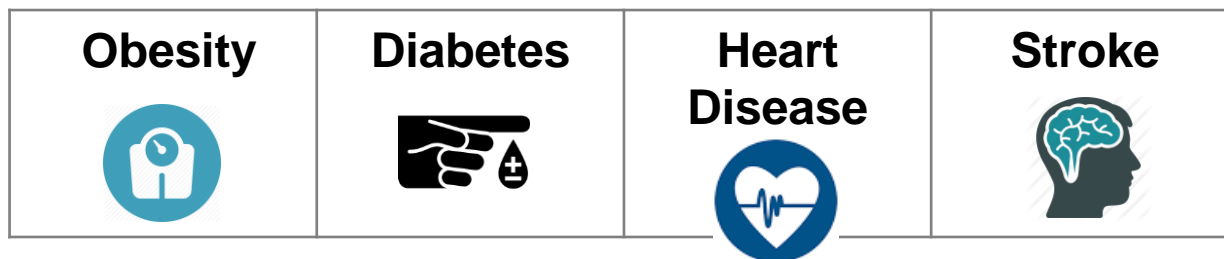
- Total: \$11,630,671
- Annually:
  - FFY 2017: \$3,870,545
  - FFY 2018: \$3,880,063
  - FFY 2019: \$3,880,063

NEOP has become a core and sustained source of funding for addressing obesity and chronic disease prevention in San Diego County.

# BACKGROUND: PREVENTION INITIATIVE



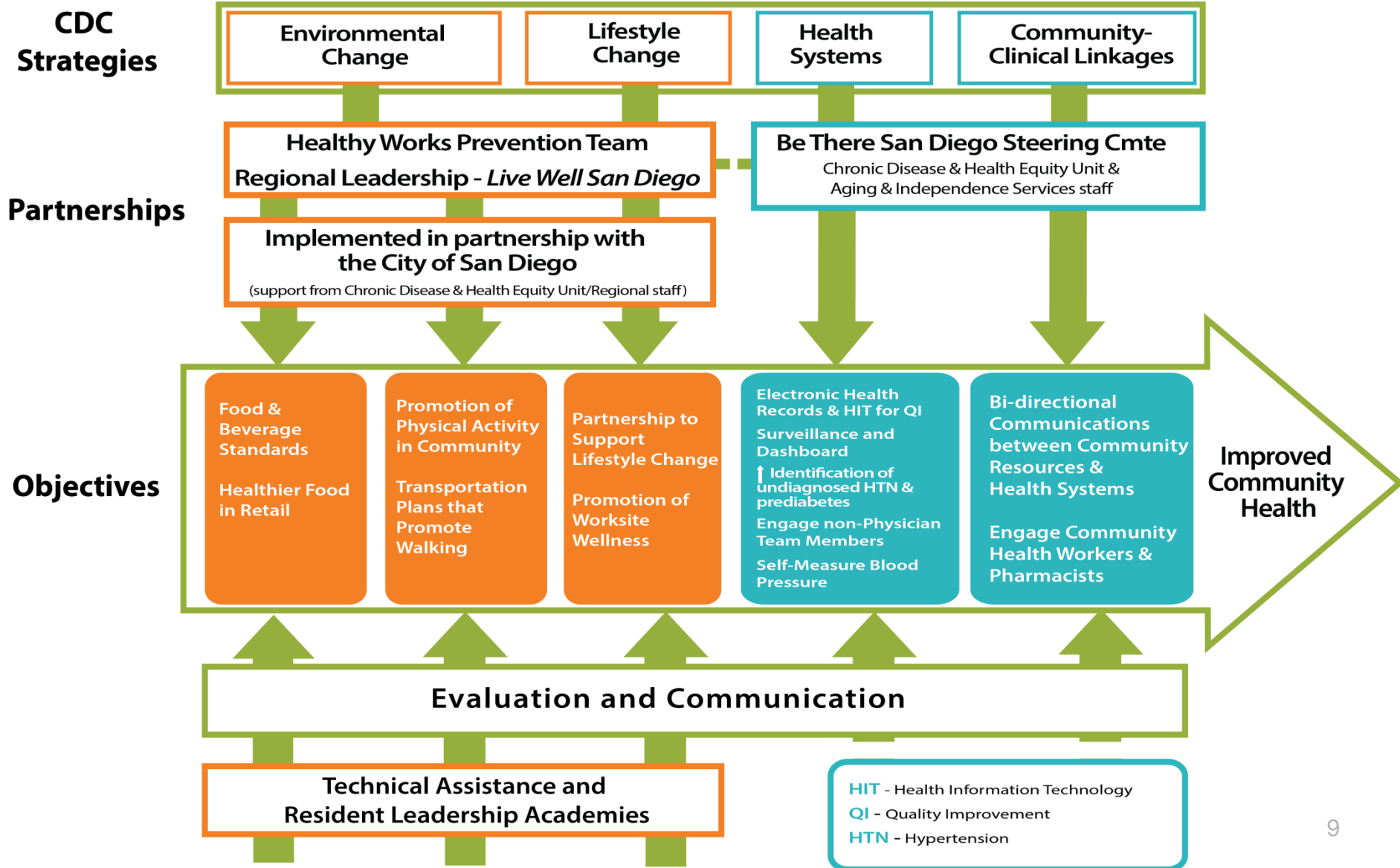
- **Funding:** Centers for Disease Control and Prevention (CDC)
- **Funding Level:** \$14+ million over 4 years
- **Funding Term**
  - Sept. 30, 2014 – Sept. 29, 2018 (We are midway through the grant period)
- **Goals**
  - Reduce risk factors responsible for the leading causes of death and disability



- Reduce adult health disparities
- **Target Audience:** Adults (18+ years old) in **City of San Diego**



# BACKGROUND: PREVENTION INITIATIVE





## FIFTEEN KEY STRATEGIES / OUTCOMES

### Food Systems

- Implement nutrition and beverage standards in public institutions, worksites and other key locations such as hospitals.
- Strengthen healthier food access and sales in retail and community venues.

### Environmental Change

- Strengthen community promotion of physical activity.
- Develop and implement transportation and community plans that promote walking.

### Lifestyle Change

- Execute data-driven actions to build support for lifestyle change.
- Implement engagement strategies to build support for lifestyle change.
- Increase payment coverage for evidence-based supports for lifestyle change.



## FIFTEEN KEY STRATEGIES / OUTCOMES

### Health Systems Strategies

- Utilize health information technology to improve performance.
- Increase automated reporting of quality measures.
- Increase engagement of non-physician team members.
- Increase self-measured blood pressure monitoring tied with clinical support.
- Identification of patients with undiagnosed hypertension and people with prediabetes.

### Community-Clinical Strategies

- Engage Community Health Workers to promote linkages between health systems and community resources.
- Engage community pharmacists in medication-/self-management for high blood pressure.
- Implement bi-directional referral between health systems and community resources.



By advancing policy, systems, and environmental changes that impact:





- History of excellent performance:
  - UCSD-CCH has been the contractor for NEOP Live, Learn, Shop, and Work interventions since 2012.
  - UCSD-CCH has been the contractor for the Prevention Initiative healthy retail and worksite wellness efforts since 2014.
- Enhances efficiency by tapping into existing expertise, materials, and training programs.

# RATIONALE FOR SINGLE SOURCE CONTRACT FOR NEOP



Evidence that UCSD-CCH has the unique expertise and ability to do this combined educational and policy level work in the retail, worksite, faith-based, and school settings.

Was contracted by the State to implement SNAP-Ed/NEOP prior to the County being designated as the local implementing agency.

# RATIONALE FOR SINGLE SOURCE CONTRACT FOR PREVENTION INITIATIVE



Evidence that UCSD-CCH has the unique expertise and ability to do this policy level work in the retail and worksite settings.

Would ensure service delivery is not interrupted midway through the grant and that grant deliverables are met.

Would ensure other components and deliverables of the Prevention Initiative (e.g., evaluation, City of San Diego's deliverables) are not negatively impacted.



- To accept the new SNAP-Ed/NEOP grant funds from the California Department of Public Health.
- To award two separate single source contracts to the University of California, San Diego – Center for Community Health (UCSD-CCH) to implement elements of both grants.





# Thank You