



SINGLE SOURCE PROCUREMENT: CHILDHOOD OBESITY INITIATIVE CONTRACT

Health Services Advisory Board Meeting

March 17, 2016

Maternal, Child, and Family Health Services

*Chesley Blevins, Community Health Program
Specialist*





Goals: To reduce and prevent childhood obesity in San Diego County through policy, systems and environmental (PSE) change strategies aligned with Childhood Obesity Action Plan (COAP) and *Live Well San Diego*.

- Provide leadership and vision.
- Create, support, and mobilize partnerships.
- Provide advocacy and education.
- Coordinate and sustain county-wide efforts.

Target Population: Pregnant women, children aged 0 – 5, children, adolescents, families, and community stakeholders throughout San Diego County.

STRUCTURE AND PROCESSES



Domains & Workplans

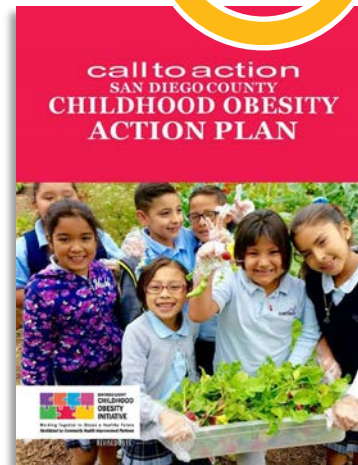
- Healthcare
- Government
- Schools
- Businesses
- Early Childhood
- Community
- Media



Tracking
Measuring
Reporting

Key Activities

- Coordination & Facilitation
- Engaging Champions
- Develop & Implement Workplans
- Maintaining Website
- Evaluation
- Media & Communications





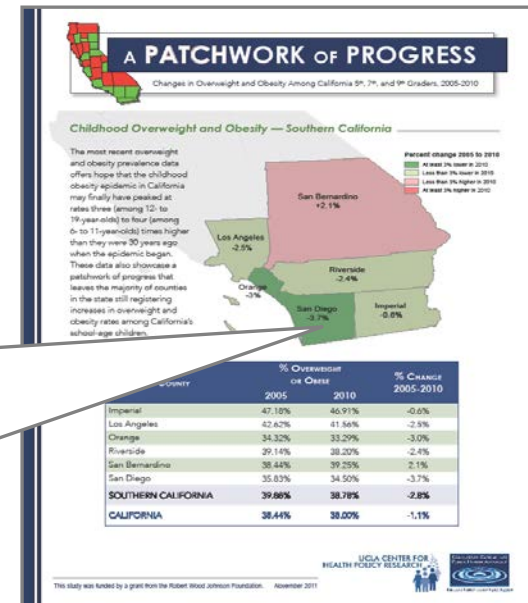
The Childhood Obesity Initiative (COI) was established on 12/13/05 through a contract with Community Health Improvement Partners (CHIP). CHIP has held the COI contract continuously.

- **Current Funding:** \$180,000 annually.
- **Funding Sources:** Realignment and First 5.
 - The First 5 funding will end effective June 30, 2016.
- **Funding Level:** No increases to-date despite increased scope over time.



- Place-based strategies are working.
- COI has helped secure substantial funding for San Diego County.
- COI has adopted a Collective Impact model, yet neither the contract scope of work nor the funding level are structured to fully support this approach with fidelity.
- Current funding levels are inadequate to fully implement and/or sustain key program elements, including evaluation/measurement of local impact.

Between 2005 and 2010, San Diego County saw a reduction in the prevalence of childhood overweight and obesity of 3.7 percent.



(Source: Robert Wood Johnson Foundation, 2011).



Collective Impact Model

- Backbone Support Organization -



New or Expanded Scope of Work Elements

- ✓ **Guide Vision and Strategy:** Conduct strategic planning at the Domain level.
- ✓ **Support Aligned Activities:** Facilitate integration of common goals among community stakeholders.
- ✓ **Established Shared Measures:** track progress on indicators and communicate indicator progress.
- ✓ **Build Public Will:** Host capacity building events/forums and expand media and communications.
- ✓ **Policy Advocacy:** Assist policy makers in policy development and adoption.
- ✓ **Mobilize Funding:** Provide grant writing technical assistance to partners.



- The COI contract with CHIP was extended by the Board of Supervisors on 3/4/09 and on 10/9/12. **The current COI contract expires on 6/30/16.**
- HHSa is seeking to award a new Single Source (formerly “Sole Source”) contract to CHIP for childhood obesity prevention and reduction services for **the initial term of 7/1/16 through 6/30/17, with up to two option years through 6/30/19.**
- CHIP has the required experience, capacity, and expertise to continue providing COI services. A Single Source contract with CHIP represents the best value for the County and is the most effective and efficient way for the County to ensure continuity of these critical services.
- This request requires Board of Supervisors approval. HHSa is seeking this approval via a **Board letter that will be heard on 4/26/16.**



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- **Current Funding Level:** \$180,000 annually.
- **Funding Sources:** Realignment and First 5. The First 5 funding will end effective June 30, 2016.
- **Proposed funding level:** \$285,000 annually for three years, for a total of \$855,000.



1. In accordance with **Board Policy A-87, Competitive Procurement**, approve and authorize the Director, Department of Purchasing and Contracting, to enter into negotiations with Community Health Improvement Partners and, subject to successful negotiations and determination of fair and reasonable pricing, award a Single Source contract to Community Health Improvement Partners for the initial term of July 1, 2016 through June 30, 2017, with up to two option years through June 30, 2019, and up to an additional six months if necessary, and to amend the contract as needed to reflect changes to services and funding, subject to the approval of the Director, Health and Human Services Agency. Waive the advertising requirement of Board Policy A-87.
2. Authorize the Director, Health and Human Services Agency, to pursue future funding opportunities related to the support of childhood obesity prevention and reduction efforts.



HOW THIS ITEM SUPPORTS *LIVE WELL SAN DIEGO*

The Childhood Obesity Initiative addresses:



The COI contractor implements the following in support of the County's prevention strategy:

- Comprehensive obesity prevention and reduction strategies that reduce childhood obesity and related chronic diseases.
- Environmental and policy changes specifically focused on reducing childhood obesity, making the healthy choice the easy choice!
- Managerial leadership and coordination among stakeholders in the implementation of the goals, objectives, and strategies established by the Childhood Obesity Action Plan.



QUESTIONS?

Contact information:

Chesley Blevins, Community Health Program Specialist

Maternal, Child, and Family Health Services

(619) 692-5506

chesley.blevins@sdcounty.ca.gov



County of San Diego HHSA

