



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

PAM SLATER-PRICE
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: October 9, 2012

##

TO: Board of Supervisors

SUBJECT: REQUEST TO CONTINUE CONTRACTING FOR THE CHILDHOOD OBESITY INITIATIVE (DISTRICT: All)

SUMMARY:

Overview

The Board of Supervisors has demonstrated a long-term commitment to the health and wellbeing of San Diego County's children by supporting programs that encourage healthy eating habits, active living and the prevention and treatment of childhood obesity.

Under the leadership of Supervisors Slater-Price and Roberts, a Childhood Obesity Initiative (COI) was implemented on December 13, 2005 (7). Today's action furthers the County's commitment to fight the childhood obesity epidemic by authorizing the extension of the current COI contract with Community Health Improvement Partners.

The COI aligns directly with the County's *Live Well, San Diego!* 10-year initiative to improve the lives of San Diegans through healthy, safe, and thriving communities.

Recommendation(s)

CHIEF ADMINISTRATIVE OFFICER

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, extend contract #512009 through June 30, 2013, with up to three option years through June 30, 2016, and up to an additional six months if necessary, and to amend the contracts 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. |

SUBJECT: REQUEST TO CONTINUE CONTRACTING FOR THE CHILDHOOD OBESITY INITIATIVE (DISTRICT: All) |

Fiscal Impact

Funds for this request are included in the Fiscal Year 2012-14 Operational Plan for the Health and Human Services Agency. If approved, this action will result in costs and revenue of \$135,000 in Fiscal Year 2012-13. The funding sources are the First 5 Commission of San Diego and Health and Human Services Agency Fund Balance. There will be no change to net General Fund costs and no additional staff years.

Business Impact Statement

N/A

Advisory Board Statement

The Health Services Advisory Board reviewed this item at its September 20, 2012 meeting.

BACKGROUND:

Childhood obesity has become a serious public health problem. The percentage of overweight children in the United States is growing at an alarming rate; one out of three children is now considered overweight or obese. Overweight and obese children are at risk for developing medical problems that affect their present and future health and quality of life, including:

- high blood pressure, high cholesterol and abnormal blood lipid levels, insulin resistance, and type 2 diabetes;
- bone and joint problems;
- shortness of breath that makes exercise, sports, or any physical activity more difficult and may aggravate symptoms or increase chances of developing asthma;
- restless or disordered sleep patterns, such as obstructive sleep apnea;
- liver and gall bladder disease; and
- depression.

According to the Institute of Medicine, even the youngest children in the United States are at risk of becoming obese. Today, almost 10 percent of infants and toddlers carry excess weight for their length, and slightly more than 20 percent of children between the ages of two and five are already overweight or obese. Because early obesity can track into adulthood, efforts to prevent obesity should begin long before a child enters school.

With the number of overweight children rising to epidemic levels, effective prevention and early intervention strategies are needed to reduce the prevalence of childhood obesity.

The Board of Supervisors has been proactive in combating the childhood obesity epidemic in the San Diego region. Under the leadership of Supervisors Pam Slater-Price and Ron Roberts, a Childhood Obesity Initiative (COI) was implemented on December 13, 2005 (7), through a

SUBJECT: REQUEST TO CONTINUE CONTRACTING FOR THE CHILDHOOD OBESITY INITIATIVE (DISTRICT: All) |

contract with Community Health Improvement Partners (CHIP). CHIP was the only responder and the successful bidder on the Request for Proposals (RFP) for the COI contract.

The COI is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change. To fulfill its mission, the COI creates, supports, and mobilizes partners from multiple domains; provides leadership and vision; and coordinates county-wide efforts in the prevention and reduction of childhood obesity.

Today's action furthers the Board's commitment to fight the childhood obesity epidemic by approving an extension to the current COI contract with CHIP (contract No. 512009) to avoid a break in service. This action supports the *Live Well, San Diego!* initiative by promoting healthy eating, access to healthy food, and physical activity to address obesity among children.

Justification for extending current COI contract

This procurement falls under Board of Supervisors Policy A-87, Competitive Procurement, Section 3A, Exceptions to Competitive Procurement Policy: Sole Source: Only one person, firm or manufacturer exists that can provide the needed item or services, and no equivalent person, firm or manufacturer is available that would meet the County's minimum needs.

Community Health Improvement Partners is uniquely positioned to continue these services. In the two previous procurements for the COI, CHIP was the only bidder. CHIP has been a successful contractor for the COI since its inception, and achieved all targeted contract goals. Additionally, CHIP has mobilized a group of over 250 organizations and individuals to actively participate in accomplishing the COI goals and objectives, and has also generated additional funding to support the COI. Finally, CHIP established seven work domains for the COI, in alignment with the Childhood Obesity Action Plan; identified leaders and advocates within each domain; and developed the infrastructure to support the work of the COI, and all of its domains. These seven work domains are as follows:

- Government Domain
- Healthcare Domain
- Schools and After-School Domain
- Early Childhood Domain
- Community Domain
- Media Domain
- Businesses Domain

Linkage to the County of San Diego Strategic Plan

This action will support the Healthy Families initiative of the County of San Diego's Fiscal Year 2012-17 Strategic Plan, as well as the *Live Well, San Diego!* initiative, by improving the health

SUBJECT: REQUEST TO CONTINUE CONTRACTING FOR THE CHILDHOOD
OBESITY INITIATIVE (DISTRICT: All) |

and well being of children via comprehensive obesity prevention strategies throughout San Diego County.

Respectfully submitted,

WALTER F. EKARD
Chief Administrative Officer

ATTACHMENT(S)
N/A

SUBJECT: REQUEST TO CONTINUE CONTRACTING FOR THE CHILDHOOD OBESITY INITIATIVE (DISTRICT: All)

AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED

 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

On 3/24/09 (4), the Board authorized the extension of the Childhood Obesity Initiative contract (contract No. 512009) with Community Health Improvement Partners. On 6/12/07 (17), the Board authorized the Director of the County’s Health and Human Services Agency to pursue grant opportunities and pilot programs consistent with Board recommendations pertaining to promoting healthy eating habits, including combining nutrition education with efforts related to local food assistance programs, especially those that target families with obese children or children who are at risk of becoming obese. On 12/13/05 (7), the Board approved an award of \$150,000 in Proposition 10 funds from the First Five Commission of San Diego County to support the activities of a Project Coordinator in implementing the Childhood Obesity Action Plan and authorized the Director, Department of Purchasing and Contracting, to competitively procure the services of a Project Coordinator for the Plan. On 10/19/04 (6), the Board approved the creation, coordination and announcement of a Childhood Obesity Action Plan through the hiring of a consultant to lead the process for completion of this Plan.

BOARD POLICIES APPLICABLE:

Board Policy A-87: Competitive Procurement

BOARD POLICY STATEMENTS:

Board Policy A-87: Competitive Procurement. Section 7 of Board Policy A-87, Advertising Noncompetitive Procurements, stipulates that for Board-approved, noncompetitive procurements, the procuring department shall advertise the proposed procurement in an appropriate business newspaper, or post the proposed procurement as provided for by the Department of Purchasing and Contracting. The Health and Human Services Agency requests that the advertising requirement of Board Policy A-87 be waived.

This procurement falls under Section 3A of Board of Supervisors Policy A-87, Exceptions to Competitive Procurement Policy: Sole Source: Only one person, firm or manufacturer exists that can provide the needed item or services, and no equivalent person, firm or manufacturer is available that would meet the County’s minimum needs. CHIP has been the only bidder for the Childhood Obesity Initiative contract and has met the goals of the contract. Because there have been no other bidders for these services and because CHIP has been a successful contractor for COI since its inception, the Health and Human Services Agency has concluded that only Community Health Improvement Partners can provide the needed services and that no other organization would meet the County’s needs.

MANDATORY COMPLIANCE:

N/A

SUBJECT: REQUEST TO CONTINUE CONTRACTING FOR THE CHILDHOOD OBESITY INITIATIVE (DISTRICT: All) |

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

512009 – Childhood Obesity Initiative contract

ORIGINATING DEPARTMENT: Health and Human Services Agency

OTHER CONCURRENCE(S): Department of Purchasing and Contracting

CONTACT PERSON(S):

Wilma Wooten, M.D., M.P.H.

Name

(619) 542-4177

Phone

(619) 542-4186

Fax

P578

Mail Station

Wilma.Wooten@sdcounty.ca.gov

E-mail

Amethyst Cureg, M.D., M.P.H.

Name

(619) 692-8819

Phone

(619) 692-8827

Fax

P511H

Mail Station

Amethyst.Cureg@sdcounty.ca.gov

E-mail