



# COUNTY OF SAN DIEGO

## AGENDA ITEM

### BOARD OF SUPERVISORS

GREG COX  
First District

DIANNE JACOB  
Second District

DAVE ROBERTS  
Third District

RON ROBERTS  
Fourth District

BILL HORN  
Fifth District

**DATE:** October 22, 2013

**XX**

**TO:** Board of Supervisors

**SUBJECT:** ADDRESSING THE “3-4-50” CONCEPT WITH THE COMPREHENSIVE TOBACCO CONTROL PLAN/ TOBACCO TAX HEALTH EDUCATION REVENUE AGREEMENT AND THE NEW SNAP-ED GRANT (DISTRICTS: ALL)

### Overview

Chronic diseases are now the major cause of death and disability worldwide. This is reflective of a significant change in dietary habits, physical activity levels, and tobacco use. The “3-4-50” concept illustrates that three behaviors—poor nutrition, lack of physical activity and tobacco use—contribute to four diseases: cancer, heart disease and stroke, type 2 diabetes and respiratory conditions such as asthma. These diseases are responsible for over 50 percent of deaths among San Diegans. Despite a decrease since 2000 in deaths from chronic diseases, these diseases still accounted for 56 percent of all deaths in San Diego County in 2010.

Two major Health and Human Services Agency (HHS) programs are among the strategies the County has implemented to combat chronic diseases: the Comprehensive Tobacco Control Plan and the Supplemental Nutrition Assistance Program – Education (SNAP-Ed).

Board action is requested to authorize submission of the Comprehensive Tobacco Control Plan to the State and to approve execution of the forthcoming Tobacco Tax Health Education Revenue Agreement. Authorization is further requested to apply for any additional funding that might be used to address tobacco education and prevention activities in San Diego County.

Board action is also requested to accept and to establish appropriations for new SNAP-Ed grant funds from the State of California Department of Public Health, and to authorize the Director, HHS, to execute the new SNAP-Ed grant agreement.

Today’s action supports the County’s *Live Well San Diego* initiative by supporting tobacco prevention, healthy food choices and physical activity among low-income populations, and by continuing programs and strategies to address the “3-4-50” concept.

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**Recommendation(s)**

**CHIEF ADMINISTRATIVE OFFICER**

1. Approve submission to the State of the Comprehensive Tobacco Control Plan for Fiscal Years 2014-15, 2015-16 and 2016-17.
2. Ratify and authorize the Clerk of the Board to execute, upon receipt, the Tobacco Tax Health Education Revenue Agreement with the California Department of Public Health in the amounts of \$343,581 for the period July 1, 2013 through June 30, 2014, \$308,699 for the period July 1, 2014 through June 30, 2015, \$270,712 for the period July 1, 2015 through June 30, 2016 and \$230,253 for the period July 1, 2016 through June 30, 2017, for a total of \$1,153,245, to provide tobacco education and prevention services. Additionally, authorize the Clerk of the Board, to execute, upon receipt, any amendments and extensions to this agreement that do not materially alter the program.
3. Authorize the acceptance of new SNAP-Ed grant funds from the State of California Department of Public Health in the amounts of \$4,288,692 for the period October 1, 2013 through September 30, 2014, \$3,801,189 for the period October 1, 2014 through September 30, 2015, and \$3,564,269 for the period October 1, 2015 through September 30, 2016 for a total of \$11,654,150. Additionally, ratify and authorize the Director, Health and Human Services Agency, to execute, upon receipt, the new SNAP-Ed grant agreement and related documents with the State of California Department of Public Health, and any amendments and extensions that do not materially alter the program.
4. Authorize the Health and Human Services Agency to apply for any additional funding opportunities, if available, to address tobacco education and prevention, nutrition, and physical activity interventions in San Diego County.

**Fiscal Impact**

Comprehensive Tobacco Control Plan/Tobacco Tax Health Education Revenue Agreement

Funds for this request are included in the FY 2013-15 Operational Plan for the Health and Human Services Agency. If approved, this request will result in costs and revenue of \$343,581 in FY 2013-14 and costs and revenue of \$308,699 in Fiscal Year 2014-15. The funding source is the California Department of Public Health. There will be no change in net General Fund cost and no additional staff years.

Supplemental Nutrition Assistance Program – Education Grant

Funds for this request are included in the FY 2013-15 Operational Plan for the Health and Human Services Agency. If approved, this request will result in annual costs and revenue of \$3,216,519 in FY 2013-14 and costs and revenue of \$3,923,065 in Fiscal Year 2014-15. The funding source is SNAP-Ed grant funds from the State of California Department of Public Health. There will be no change in net General Fund cost and no additional staff years.

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### **Business Impact Statement**

#### Comprehensive Tobacco Control Plan/Tobacco Tax Health Education Revenue Agreement

State Labor Code 6404.5, which was expanded to include bars, taverns and gaming clubs effective January 1, 1988, requires most places of business to be smoke-free. The Health and Human Services Agency provides information pertaining to the requirements of this law and makes referrals to appropriate agencies.

#### Supplemental Nutrition Assistance Program – Education Grant

There is no business impact for the SNAP-Ed grant.

### **Advisory Board Statement**

The Health Services Advisory Board reviewed this proposal at its meeting on October 17, 2013.

### **Background**

#### Comprehensive Tobacco Control Plan/Tobacco Tax Health Education Revenue Agreement

The County has received funding from the State since 1989 for local tobacco education and prevention activities as a direct result of the 1988 California voter-approved Proposition 99, the Tobacco Tax Initiative. This initiative added a 25-cent tax to each pack of cigarettes sold in California. Every three or four years, the California Department of Public Health (CDPH), Tobacco Control Program requires the County to submit a Comprehensive Tobacco Control Plan detailing the scope of work and budget according to State-mandated priority areas.

The CDPH, California Tobacco Control Program contracts with the County to carry out the mandate of the Tobacco Tax Initiative. The goal of the initiative is to reduce the rate of smoking. The State designated county and city health departments as Local Lead Agencies (LLA) for Proposition 99-related tobacco control activities in their jurisdictions and funds them through the LLA Allocation agreement contracts. In accordance with an approved Comprehensive Tobacco Control Plan, LLAs are responsible for providing State-mandated tobacco education and prevention activities within their respective health jurisdictions. The County of San Diego contracts with community-based organizations to provide some of these services. Tobacco education and prevention services address the tobacco use behavior in the “3-4-50” concept.

The previous Comprehensive Tobacco Control Plan was for the period of Fiscal Year (FY) 2010-11 through FY 2012-13 and was extended through the end of FY 2013-14. (The extension period is referred to as the “Bridge Year.”) The Bridge Year includes \$343,581 in Proposition 99 funding. The new Comprehensive Tobacco Control Plan covers the period of FY 2014-15 through FY 2016-17, and will be funded through an agreement with the State in the projected amount of \$809,664 in Proposition 99 funding. The total funding amount for the Bridge Year and FY 2014-15 through FY 2016-17 is \$1,153,245. The Comprehensive Tobacco Control Plan is administered by HHS.

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The three State-mandated priority areas for the Comprehensive Tobacco Control Plan include: (a) reduce youth access to tobacco, (b) limit tobacco promoting influences, and (c) reduce exposure to secondhand smoke. Notable accomplishments of this plan include the following:

- Adoption of a smoke-free multi-unit housing policy by the City of San Diego for affordable housing units managed by the San Diego Housing Commission.
- Opening of the Viejas Casino Resort/Hotel as a smoke-free venue.
- Adoption of smoke-free outdoor dining patios policy in the City of Carlsbad.

The new Comprehensive Tobacco Control Plan covers FY 2014-15 through FY 2016-17 and is due to the State on December 9, 2013. The plan delineates the community assessment analysis, interventions, behavior change theory and evaluation summary for achieving the objectives within each of the State’s mandated priority areas.

It is requested that the Board approve the submission to the State of the Comprehensive Tobacco Control Plan for FY 2014-15 through FY 2016-17, and authorize the Clerk of the Board to execute, upon receipt, the Tobacco Tax Health Education Revenue Agreement with the State in the projected amount of \$1,153,245 for FY2013-14 through FY 2016-17. Approval of this request will help the County to achieve the goal of lowering the rate of smoking among youth and adults and ensure that the County meets the Proposition 99 mandates of providing comprehensive tobacco education and prevention activities to its citizens.

Additionally, Board authorization is requested for HHSA to apply for any additional funding that might be used to address tobacco education and prevention activities in San Diego County.

Supplemental Nutrition Assistance Program – Education Grant

The SNAP-Ed program provides nutrition education and physical activity promotion to eligible low-income populations. The main goal of the program is to improve the likelihood that participants will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and U.S. Department of Agriculture (USDA) food guidance.

Pursuant to the guidelines of the Healthy, Hunger-Free Kids Act of 2010, the SNAP-Ed program now focuses on obesity prevention in addition to nutrition education. This new emphasis on obesity prevention addresses two of the three behaviors in the “3-4-50” concept (poor nutrition and inadequate physical activity) and will thereby make the SNAP-Ed program more effective in ameliorating the problem of obesity in San Diego County, particularly among low-income children and adults. The SNAP-Ed program implements behaviorally focused, evidence-based nutrition education and obesity prevention interventions, projects and social marketing campaigns that are consistent with the mission of the USDA’s Food and Nutrition Service.

On October 9, 2012 (9), the Board authorized the acceptance of SNAP-Ed grant funds from CDPH for the period of Federal Fiscal Years (FFY) 2012-16 (October 1, 2012 – September 30,

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2016). CDPH intends to award the County additional SNAP-Ed grant funds. However, on August 13, 2013, CDPH informed the County that the State cannot add funds to the current grant agreement under state law. Therefore, the County will receive a new SNAP-Ed grant from CDPH that will include one-time enhancement funding for FFY 2014.

Board action is requested to accept and appropriate the new SNAP-Ed grant funds from CDPH, and to authorize the Director of HHSa to execute the new SNAP-Ed grant agreement and any required grant documents during this period. The total grant amount for the three-year period of October 1, 2013 through September 30, 2016 is \$11,654,150.

**Linkage to the County of San Diego Strategic Plan**

Today’s proposed recommendations support the Healthy Families Initiative of the County of San Diego’s 2013-18 Strategic Plan, as well as the *Live Well San Diego* initiative, by supporting tobacco prevention and by improving the health and wellbeing of children and adults through the promotion of healthy food choices and physical activity among low-income populations throughout San Diego County. The recommendations address all three behaviors in the “3-4-50” concept: poor nutrition, inadequate physical activity and tobacco use.

Respectfully submitted,

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HELEN N. ROBBINS-MEYER  
Chief Administrative Officer

ATTACHMENT(S)  
N/A

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**AGENDA ITEM INFORMATION SHEET**

**REQUIRES FOUR VOTES:**          Yes        No

**WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED**  
    Yes        No

**PREVIOUS RELEVANT BOARD ACTIONS:**

Comprehensive Tobacco Control Plan/Tobacco Tax Health Education Revenue Agreement

December 8, 2009 (14) - authorized submission of the Comprehensive Tobacco Control Plan to the State and approved execution of the Tobacco Tax Health Education Revenue Agreement for Fiscal Years 2010-11 through 2012-13; April 20, 2004 (8) - authorized submission of the Comprehensive Tobacco Control Plan to the State and approve execution of the Tobacco Tax Health Education Revenue Agreement for Fiscal Years 2004-05 through 2006-07 and authorized a Competitive Solicitation for tobacco education and prevention program; December 12, 2000 (6) authorized the Deputy Director, Purchasing and Contracting, to issue a competitive Request for Grant Applications for anti-tobacco programs; November 12, 2002 (2) authorized a competitive procurement for a public information campaign for tobacco education and prevention and/or cessation.

Supplemental Nutrition Assistance Program – Education Grant

October 9, 2012 (9) - authorized the acceptance of SNAP-Ed grant funds, authorized the addition of four positions to HHSA to support SNAP-Ed grant activities and authorized the Director, Purchasing and Contracting, to negotiate a contract with the University of California San Diego to conduct SNAP-Ed services; October 25, 2011 (8) - authorized the acceptance of USDA funds for the CalFresh Community Nutrition Project, also known as SNAP-Ed, and SNAP Participation Grant.

**BOARD POLICIES APPLICABLE:**

N/A

**BOARD POLICY STATEMENTS:**

N/A

**MANDATORY COMPLIANCE:**

N/A

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

Comprehensive Tobacco Control Plan and Tobacco Tax Health Education Revenue Agreement  
Oracle Award Number 104624.

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Supplemental Nutrition Assistance Program – Education Grant Oracle Award Number 506366.

**ORIGINATING DEPARTMENT:** Health and Human Services Agency

**OTHER CONCURRENCES(S):** N/A

**CONTACT PERSON(S):**

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