



2007 APR 27 PM 12:43

CITY HALL - 1 FRANK H. OGAWA PLAZA - OAKLAND - CALIFORNIA 94612

**HENRY CHANG JR.**

*Vice Mayor*

(510) 238-7008

FAX (510) 238-6938

TDD (510) 839-6451

*cityochang@aol.com*

**CITY OF OAKLAND  
AGENDA REPORT**

TO: Fellow Members of the Life Enrichment Committee  
FROM: *Vice Mayor/Councilmember At-Large Chang, Jr.*  
DATE: April 24, 2007

RE: **Resolution Authorizing Waiver of the Request for Proposals/Qualifications Process for a Professional Services Agreement with Larry J. Platt, MD, MPH, for a Total Amount Not to Exceed Fifty-thousand Dollars (\$50,000) to Implement and Manage the Healthy Oaklanders Initiative – a 12-month Pilot Program Focused on Improving the Health and Wellness of Oakland Residents**

---

**SUMMARY**

The City Council At-Large Office requests adoption of a resolution authorizing waiver of the request for proposals/qualifications process for the City to enter into a one-year agreement with Larry J. Platt, MD, MPH, for a total amount not to exceed fifty-thousand dollars (\$50,000) to implement and manage the Healthy Oaklanders Initiative – a 12-month Pilot Program focused on improving the health and wellness of Oakland Residents.

The Healthy Oaklanders working group has been meeting since fall 2006 and Dr. Platt has been an active participant of this group from its onset. Dr. Platt, an Oakland resident, has been a long-time advocate for the health and well being of Oakland residents and has a real interest in this project. Larry Platt is eminently qualified and will greatly serve the City of Oakland in this capacity. As an added value, he has agreed to provide his expertise at a significantly reduced rate. Consultation of this type and level of expertise would typically cost much more - so this presents a valuable asset to the City.

Additionally, the Healthy Oaklanders Initiative group has outlined an ambitious agenda for the upcoming year and is ramping up to participate in various health fairs and community events throughout the City this spring and summer. To that end, it is necessary that an organizer be in place at this time. The time that it would take to conduct a Request for Proposal (RFP) process would impact the likelihood of Healthy Oaklanders Initiative participation in the upcoming community events. So it is with these time

constraints in mind that approval of a waiver of the RFP/RFQ process is being sought. But moreover, this is a real opportunity for the City to utilize Dr. Platt's talents and experience which include:

- Chief Resident in Social Pediatrics at Montefiore Hospital in New York City and Pediatrician at the Martin Luther King Health Center
- Research and Development at the National Institute of Mental Health conducting family health studies and children's mental health programs
- Maternal and Child Health Bureau Chief, Ohio Department of Health
- Clinical Professor of Public Health Practice, UC Berkeley Preventive Medicine Residency Program
- Associate Director for Public Health Services and Medical Director of the Arizona Department of Health Services
- Executive Director of the Dental Health Foundation
- Serving as a U.S. Public Health Service officer and Alameda County Public Health Commissioner
- Chair of the Measure A Oversight Committee
- Public Health consultant expert for the Federal Court in Nashville, Tennessee
- Project Director at UCSF for an evaluation of an insurance-based oral health demonstration project for zero to five year olds, and is also on a team working on the development and application of a conceptual model for Children's oral health

## **FISCAL IMPACT**

Funding in the amount of \$50,000 is available within the General Purpose Fund (1010), Citywide Activities Organization (90591), Professional Services Account (54930), and a project to be determined; and any peripheral costs incurred would be paid out of the budget of the Office of the City Council At-Large.

## **BACKGROUND**

The Healthy Oaklanders Initiative is both timely and vital. The 2004 Oakland Health Profile indicates that Oakland residents experience an array of health risks (many preventable) at a rate both alarming and disparate to the rest of Alameda County.

The Healthy Oaklanders Initiative will begin as a 12-month pilot program to promote healthy lifestyles for healthy residents with a multifaceted approach to challenging the community to participate in making healthier choices in their lives by raising awareness through education, activities, and resources.

Three meetings with stakeholders since September 2006 have demonstrated key participation with a wide variety of organizations, which will support this project and share resources. These include representatives from: Alameda County, Board of Supervisors, Alameda County Public Health, County and City Commission on Aging, Kaiser Permanente and a significant cross section of community health

organizations. Meeting attendees (see attachment) indicated their intention that this one-year project be successful and meaningful to Oakland residents. Clearly, the next step is to appoint an organizer to *implement the Healthy Oaklanders Initiative*.

Dr. Platt, as developer and coordinator would fulfill an array of obligations including but not limited to:

- Liaison to the City Council, Advisory Group and outside organizations
- *Work closely with other City departments*
- Develop partnerships/sponsorships for activities
- Develop, plan and implement themes, challenges, forums and events for each month at various locations throughout the City
- Create and maintain website
- Market and promote activities
- Research and develop grant opportunities

## KEY ISSUES AND IMPACTS

Oakland's residents, of all ages, are increasingly at risk for health problems including preventable chronic diseases, injuries, and communicable diseases. Many of these health problems are directly attributable to obesity. While some health indicators in Oakland have improved over the last few decades, our residents are still very vulnerable. The 2004 Oakland Health Profile<sup>1</sup> found that

- An alarming increase in diabetes mortality and the lack of progress in diabetes hospitalizations. *Oakland has a higher rate of hospitalization for diabetes-related illness and a higher rate of diabetes death than the county.*
- Significantly higher annual death rate in Oakland on average from all causes than the rest of Alameda County between 1999 and 2001.
- Major chronic diseases—heart disease, cancer, and stroke, were the three leading causes of death and accounted for 59% of all deaths; adding diabetes related deaths raises the rate to 63% of deaths in Oakland each year.
- *Lack of progress in reduction of stroke morbidity and mortality in the last decade suggests a need for greater prominence in local chronic disease prevention efforts.*
- Oakland has a greater burden of morbidity and mortality from all cancers combined compared to other jurisdictions in the Greater Bay Area Region.
- Asthma hospitalization for Oakland residents of all ages was substantially higher than the county rate.
- The rate of asthma hospitalization in Oakland was over twice the county rate among children.
- *Oakland bears a disproportionate burden of AIDS cases in Alameda County.*
- Oakland has a high rate of TB disease. The rate in Oakland is 1.5 times the county rate, and five times the national rate.

Last month, the Mayor held a "Health Summit" with legislative leaders to discuss ways to improve the health status of Oakland residents. The Healthy Oaklanders Initiative is consistent with the Mayor's forum and does not supplant but will enhance the Mayor's efforts. The City, with its infrastructure,

---

<sup>1</sup> Alameda County Public Health Department *Oakland Health Profile*, 2004.

resources and community involvement is well-suited to promote good health. The City can do so by coordinating health promotion activities with other organizations already serving our residents, such as Kaiser Permanente, the Alameda County Department of Public Health, the American Cancer Society, the American Lung Association, and community organizations such as Asian Health Services and Clinica de la Raza.

## **PROGRAM DESCRIPTION**

The Healthy Oaklanders Initiative will begin as a 12-month pilot program to promote healthy lifestyles for healthy residents with a focus on nutrition, exercise and making healthy choices, body, mind and spirit. Each month, emphasis will be placed on specific health and wellness topics with education, outreach and promotion of activities.

The initiative activities will be implemented by outside organizations, many of which have already expressed an interest in partnering with the City on a health promotion campaign. Some examples of activities are:

- Outline monthly focus such as “Bike Month” or “Spice up your life with salsa dancing”
- Hold one event and one lecture per month at various locations throughout the City
- City Council extending a monthly challenge to community
- Sponsored challenges/events, or incorporate into existing activity at recreation centers
- Highlight restaurants each month with a “Healthy Meal” focus
- Offer healthy tips on website and/or through fact sheets
- Provide learning tools to calculate calories or pedometers
- Offer a pledge or contract to commit to the challenge
- *Incentives*
- Incorporate new monthly activities by partnering where possible

Outreach will be achieved through a web site, brochures, KTOP, mailings to constituents, city facilities (libraries, recreation centers) and through Oakland Public Schools.

### **Working/Advisory Groups: Advisory, Event and Challenge, Marketing and Promotions**

Community members and community organizations working in the areas of Health and Human Services, Sports, Recreation, Youth and seniors Advocacy will be invited to be a part of all aspects of the Healthy Oaklanders Initiative.

## **SUSTAINABLE OPPORTUNITIES**

Economic: N/A

Environmental: This initiative will include an educational component that will address environmental issues.

Social Equity: This initiative has the capacity to benefit all Oakland’s residents.

**DISABILITY AND SENIOR CITIZEN ACCESS**

This initiative has the capacity to benefit all residents through improved health and quality of life.

**ACTION REQUESTED OF THE CITY COUNCIL**

The City Council is requested to adopt a resolution authorizing the waiver of the Request for Proposals/Qualifications process for the City to enter into a one year Professional Services Agreement with Larry J. Platt, MD, MPH, for a total amount not to exceed \$50,000 to implement and manage the Healthy Oaklanders Initiative – a 12-month Pilot Program focused on improving the health and wellness of Oakland Residents.

Respectfully submitted,

  
Vice Mayor

OFFICE OF THE CITY CLERK  
2007 APR 12 PM 12:43

Approved as to Form and Legality

  
City Attorney

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by: Councilmember Henry Chang, Jr.

---

**RESOLUTION AUTHORIZING WAIVER OF THE REQUEST FOR PROPOSALS/QUALIFICATIONS PROCESS FOR A PROFESSIONAL SERVICES AGREEMENT WITH LARRY J. PLATT, MD, MPH, FOR A TOTAL AMOUNT NOT TO EXCEED FIFTY-THOUSAND DOLLARS (\$50,000) TO IMPLEMENT AND MANAGE THE HEALTHY OAKLANDERS INITIATIVE – A 12-MONTH PILOT PROGRAM FOCUSED ON IMPROVING THE HEALTH AND WELLNESS OF OAKLAND RESIDENTS**

**WHEREAS**, the Healthy Oaklanders Initiative will begin as a 12-month pilot program to promote healthy lifestyles for healthy residents with a multifaceted approach to challenging the community to participate in making healthier choices in their lives by raising awareness through education, activities, and resources; and

**WHEREAS**, the Healthy Oaklanders Initiative is both timely and vital as the 2004 Oakland Health Profile indicates that Oakland residents experience an array of health risks (many preventable) at a rate both alarming and disparate to the rest of Alameda County; and

**WHEREAS**, the City, with its infrastructure, resources and community involvement is well-suited to promote good health; and

**WHEREAS**, the City Council At-Large Office wishes for the City to enter into a one-year agreement with Larry J. Platt, MD, MPH, for a total amount not to exceed fifty-thousand dollars (\$50,000) to implement and manage the Healthy Oaklanders Initiative; and

**WHEREAS**, Dr. Platt, an Oakland resident, is eminently qualified to implement and manage the Healthy Oaklanders Initiative and will greatly serve the City of Oakland in this capacity and as an added value, has agreed to provide his expertise at a significantly reduced rate; and

**WHEREAS**, funding in the amount of \$50,000 is available within the General Purpose Fund (1010), Citywide Activities Organization (90591), Professional Services Account (54930), and a project to be determined; and any peripheral costs incurred would be paid out of the budget of the Office of the City Council At-Large; now, therefore be it

**RESOLVED:** That the City Administrator is hereby authorized to waive the Request For Proposals/Qualifications process for a professional services agreement for one year with Larry J. Platt, MD, MPH, for a total amount not to exceed fifty-thousand dollars (\$50,000) to implement and manage the Healthy Oaklanders Initiative; and be it

**FURTHER RESOLVED:** That the City Council finds and determines that this agreement is temporary in nature and is of a professional, scientific or technical nature; and be it

**FURTHER RESOLVED:** That the City Administrator, or her authorized representative, is hereby authorized to execute any subsequent amendments to or extensions of said agreement with the exception of those related to an increase in the total dollar amount of the agreement, provided that such amendments or extensions shall be filed with the City Clerk's Office; and be it

**FURTHER RESOLVED:** That a copy of the agreement will be on file in the City Clerk's Office and will be approved for form and legality by the Office of the City Attorney.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

*LaTonda Simmons*  
City Clerk and Clerk of the Council  
of the City of Oakland, California