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CITY OF OAKLAND



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Office of the City Administrator
Dan Lindheim
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November 10, 2009

Life Enrichment Committee
Oakland, California

Chairperson Brooks and Members of the Committee

RE: Report and Recommendation on the City's Participation in the Alameda County Public Health Department's Application to the Communities Putting Prevention to Work Initiative from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention Under the American Recovery and Reinvestment Act of 2009 (ARRA, the Federal Government's "Stimulus Package") for Obesity and Tobacco Prevention Programs

SUMMARY

This report recommends City Council approval to participate in the grant application, led by the Alameda County Public Health Department (ACPHD), for the Communities Putting Prevention to Work (CPPW) Initiative, issued by the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) under the American Recovery and Reinvestment Act of 2009 (ARRA). The grant seeks to reduce risk factors, prevent and/or delay chronic disease, and promote wellness by addressing obesity, physical inactivity, poor nutrition, and tobacco use/exposure. ACPHD will be submitting two applications, one focused on obesity prevention and another on tobacco prevention programs.

FISCAL IMPACT

Applicants can submit requests for up to \$20 million per grant category. The requested amount for City programming and/or staff support, as part of the overall grant application, has not been determined at the time of this report. No matching funds are required.

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KEY ISSUES AND IMPACTS

GRANT GUIDELINES - OVERVIEW

The Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Division of Adult and Community Health (DACH), have developed the CPPW Initiative to reduce risk factors, prevent and/or delay chronic disease, and promote wellness addressing obesity, physical inactivity, poor nutrition and tobacco use/exposure. The CPPW Initiative activities will be awarded in two categories:

Category A: Applicants addressing obesity, physical activity, and nutrition.

Category B: Applicants addressing tobacco prevention and control.

Applicants can propose activities in Category A, Category B, or both. If applying for both categories, a separate application must be submitted for each category.

Eligibility: For large cities¹ or urban areas² the official local health department or its equivalent as designated by the mayor, county executive, or other equivalent government official will serve as the lead/fiduciary agent for an application.

Award Information:

Approximately 30-40 awardees will be made at the estimated ranges:

Category A: Obesity Prevention

- Large city applicants: \$10-\$20 million
- Urban area applicants: \$4-10 million

Category B: Tobacco Prevention

- Large city applicants: \$10-20 million
- Urban area applicants: \$4-10 million

Due Dates:

- Letter of intent deadline: October 30, 2009
- Application deadline: December 1, 2009

¹ Large cities are defined as a local health department that serves a jurisdiction with a population of more than 1 million people.

² Urban areas are defined as a local health department that serves a jurisdiction with a population more than 500,000 and up to 1 million people.

Long term goals of the grant application:

OBESITY, PHYSICAL ACTIVITY, AND NUTRITION

Measures for communities addressing physical activity and nutrition:

Adults

- Stabilize or begin to decrease (up to 2%) adult overweight/obesity prevalence, thus reversing long term trends.
- 20% increase in the percentage of adults getting adequate physical activity, meaning 20% more adults meeting physical activity guidelines.
- 5% decrease in consumption of sugar-sweetened beverages, for adults, a decrease of about 5 gallons per person per year.
- A 20% increase in average daily fruit and vegetable consumption, an increase of approximately 1 serving.
- 15% increase in the percentage of adults with a heart-healthy diet based USDA's Healthy Eating Index (HEI), meaning 15% more adults with diet including adequate fruits and vegetables and reduced intake of fats.
- 6% decrease in the percentage of adults getting excess calories based on USDA's Healthy Eating Index (HEI).

Youth

- Stabilize or begin to decrease (up to 2%) youth overweight/obesity prevalence (up to age 2-18), thus reversing long term trends.
- 35% increase in the percentage of high school students getting adequate physical activity (duration, frequency, intensity) meaning 35% more high school students meeting Physical Activity Guidelines.
- 5% decrease in consumption of sugar-sweetened beverages in high school students, a decrease of approximately 4 gallons per person per year.
- A 30% increase in average daily fruit and vegetable consumption among high school students, an increase of approximately 1 serving.
- 15% increase in the percentage of youth (ages 2-18) with a heart-healthy diet based on the USDA's Healthy Eating Index (HEI), meaning 15% more youth with diets including adequate fruits and vegetables and reduced intake of fats.
- 6% decrease in the percentage of youth (ages 2-18) getting excess calories based on USDA's Healthy Eating Index (HEI).

TOBACCO

Measures for communities addressing tobacco:

Adults

- 10% decrease in adult smoking prevalence, preventing tobacco-related death in 1/3 of these adults.
- 40% decrease in the percentage of non-smokers exposed regularly to secondhand smoke.

Youth

- 25% decrease in youth smoking prevalence (up to age 18), preventing tobacco-related death in 1/3 of these youth.
- 30% decrease in the percentage of youth (ages 2-18) exposed regularly to secondhand smoke.

POSSIBLE CITY PARTICIPATION

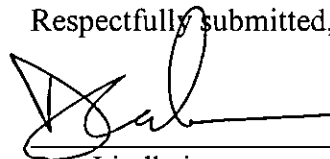
The Alameda County Public Health Department (ACPHD) is submitting countywide applications for both Category A and Category B with first priority to serve residents in those areas with the poorest health outcomes. For Oakland, those areas are West Oakland and portions of East Oakland.

ACPHD has recently begun holding planning meetings with key stakeholders including the Oakland Food Policy Council, Oakland Unified School District, and the City. There's interest in establishing an Urban Agriculture Program, which would include community gardens, small farms, and farm to institution activities. ACPHD staff met with City staff on October 28th and asked for the submission of program ideas. City staff through the interdepartmental planning committee on the stimulus will be generating program ideas on both Category A and B applications. Staff will provide a supplemental report for the November 17th Council meeting regarding proposed City programs for the applications.

RECOMMENDATION

Staff recommends that the Council approve the City's participation in the ACPHD's applications for the Communities Putting Prevention to Work Initiative.

Respectfully submitted,



Dan Lindheim
City Administrator

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