



Land Use & Housing Committee

November 25, 2009

Sacramento County Grant Initiative – Communities Putting Prevention to Work (CPPW)

Issue: SACOG was asked by Sacramento County to participate in a grant proposal under the Center for Disease Control's *Communities Putting Prevention to Work* (CPPW) initiative, a grant program under the American Recovery and Reinvestment Act (ARRA) of 2009.

Recommendation: That the Land Use & Housing Committee recommend that the Board authorize staff involvement in Sacramento County's CPPW initiative.

Discussion: The Sacramento County Department of Health and Human Services is applying for \$18 million under the CPPW competitive grant program to impact policy, systems and initiate environmental change to reduce obesity, increase physical activity and encourage healthy nutrition. The County seeks SACOG's collaboration on two components of this grant initiative: 1) to develop a Health Assessment Model in I-PLACE3S that will evaluate the built environment factors (land use and transportation design) that influence health and 2) build on the work being done by SACOG's Rural-Urban Connections Strategy (RUCS) project in the area of local food distribution and access.

SACOG's involvement in these two efforts would build on our past and existing efforts. In the case of the Health Assessment Model, SACOG provided in-kind support on the development of a pilot model in I-PLACE3S for the Seattle area. We currently lack the local health data needed to apply the Health Assessment Model to the Sacramento region. Sacramento County proposes to collect enough data to support a model for the entire region. In the case of the Food Access effort, a part of SACOG's RUCS work is finding ways to enhance and implement local food system opportunities. SACOG would support the county in applying the findings from the RUCS research to increasing local food access in Sacramento County. We anticipate some continued consultant work on food systems data collection and analysis could be funded through this grant. Any model policies or programs that come out of the project could be applied to other areas of the region.

Through the potential grant award, SACOG could be compensated for staff time, estimated at up to 1 FTE over a two-year period and up to \$437,000. No matching funds are required. The grant proposal is due to the CDC on December 1, 2009, with funding announcements to be made in February 2010. The attached request for support letter from Sacramento County and corresponding letter of support from SACOG provide further summary of the grant initiative.

Approved by:

Mike McKeever
Executive Director

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Attachments

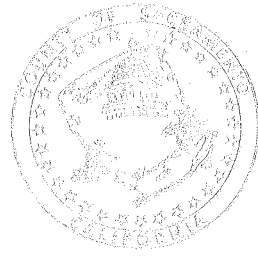
Key Staff: Rebecca Sloan, Director of External Affairs & Member Services, (916) 340-6224
Gordon Garry, Director of Research and Analysis, (916) 340-6230
David Shabazian, Senior Planner, (916) 340-6231
Kacey Lizon, Senior Planner, (916) 340-6265

NOV 12 2009

cc: KACEY

Attachment A

County Executive
Terry Schutten



Board of Supervisors
Roger Dickinson, District 1
Jimmie R. Yee, District 2
Susan Peters, District 3
Roberta MacGlashan, District 4
Don Nottoli, District 5

County of Sacramento

November 10, 2009

Mike McKeever
Executive Director
Sacramento Area Council of Governments (SACOG)
1415 L Street
Sacramento, CA 95814

**RE: Request for Letter of Support
Grant Initiative-Communities Putting Prevention to Work (CPPW)**

Dear Mike:

The Sacramento County Department of Health and Human Services (DHHS) is applying for federal competitive grant funding under the American Recovery and Reinvestment Act (ARRA) of 2009 *Communities Putting Prevention to Work (CPPW)* initiative. Sacramento County is eligible to apply for \$10-\$20 million to impact policy, systems and initiate environmental change to reduce obesity, increase physical activity and encourage healthy nutrition.

The CPPW initiative is a collaboration of the County, cities, schools, park and recreation agencies, health organizations, SACOG, business and countless community based organizations. This initiative includes a focus on communities that are burdened with disproportionate rates of chronic disease and obesity-related risk factors, and a county-wide effort to implement strategies to impact broad community-wide change.

This grant is made available by the Center for Disease Control (CDC) and is due December 1, 2009. We are requesting a letter in support of this application and if successful, your participation on the Leadership Team and/or other program components of this grant.

This is a two year grant with funding announcements to be made in February 2010. According to the California Center for Public Health Advocacy, "more than half of working age Californians are overweight or obese. The health care and lost productivity costs associated with this for Sacramento County reached \$1.6 billion in 2006. Overweight and obesity are serious health issues associated with increased risk of chronic diseases such as: diabetes, heart disease, cancer, arthritis, stroke and hypertension."

Additionally, the effort will include community and school-based components. Youth nutrition and physical activity will be cross-cutting themes integrated into many of

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the strategies. Examples of implementation strategies DHHS will present in the grant application to reduce obesity, promote physical activity and nutrition will include:

- Develop healthy community policies and implementing strategies that address health as part of the built environment.
- Work with SACOG to develop a Health Assessment Model to add to their very successful I-PLACE3S modeling program whereby development projects will also be able to be evaluated on “healthy design.”
- Develop policies with implementing strategies to bring local farmers into the urban marketplace and in developing local delivery streams to get fresh, locally grown fruit and produce to the school cafeterias and neighborhood farm stands. Collaborate and build on the work being done by SACOG RUCS program and Valley Vision.
- Support for schools in implementing wellness policies, physical education, and creating safe walking and biking environments.
- Expanding after-school physical activity and healthy nutrition programs for families and children.
- Promote physical activities through increasing walking and walking groups, use of neighborhood parks, special activities focusing on our youth, and improved access to walking and bicycling on our streets.

If funded, a Leadership Team consisting of eight to ten community leaders such as city and county officials, school superintendents, business associations and hospital/health systems directors will be formed to oversee the strategic direction of the CPPW project. Some of members of the Leadership Team will be asked to participate in a three-day Action Institute conference that will bring together all of the Leadership Teams from across the country to discuss policy, systems and environmental change strategies. Your participation on this Leadership Team is essential in order to address much needed policy change.

We are asking you to provide a letter indicating your support of our application and commitment to reducing obesity through policy, systems and environmental change. For your convenience, we have attached a sample template. If you are interested in being on the Leadership Team, the CDC is asking that your support letter also include your commitment to advance the broad-based policy changes outlined in the bulleted strategy items above.

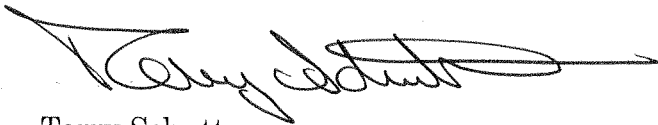
Your letter of support must be attached to our application. Due to the short timeframe, we are requesting that you return your letter to us by November 20th. Please e-mail your signed letter (pdf) to Kristina Clinton at ClintonK@saccounty.net, or call Kristina at 875-6067 to arrange pick-up of the hard copy.

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If you have questions or would like more information on the CPPW initiative, please contact our County-wide Agency Administrator, Jim Hunt at HuntJ@saccounty.net, phone: 874-5886 or Stimulus Coordinator, Judy Robinson at RobinsonJu@saccounty.net, phone 874-4551.

On behalf of Sacramento County, thank you for your support of this collaborative effort to make a healthier Sacramento.

Sincerely,



Terry Schutten
County Executive

Enclosure: Sample Template, Letter of Support

c: Jim Hunt-Acting Administrator, Countywide Services Agency
Ann Edwards-Buckley-Director, Department of Health and Human Services
Glennah Trochet, M.D.-County Health Officer

Glennah Trochet, M.D.

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Funding for this initiative is greatly needed in Sacramento County. Health care costs related to obesity and lost productivity in 2000 doubled in 2006, to \$1.6 billion for Sacramento County alone. SACOG recognizes the urgency of reversing the obesity epidemic and we are committed to supporting the CPPW initiative. Most importantly it will assist our residents in having improved health and quality of life.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike McKeever", with a stylized flourish at the end.

Mike McKeever
Executive Director

MM:ef