

AGENDA



Thursday, April 22, 2010

**Health and Human Services
RECOMMENDATION FOR COUNCIL ACTION****Item No. 17**

Subject: Approve an ordinance accepting \$7,473,150 in grant funds from the U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, CENTERS FOR DISEASE CONTROL AND PREVENTION, Atlanta, GA, and amending the Fiscal Year 2009-2010 Health and Human Services Department Operating Budget Special Revenue Fund of Ordinance No. 20090914-002 to appropriate \$7,437,150 to implement a program for evidence-based tobacco prevention and control policies, systems and environmental changes, and adding nine full-time equivalent positions.

Amount and Source of Funding: Funding is available from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. The grant period is from March 1, 2010 through February 28, 2012. No City match is required.

Fiscal Note: A fiscal note is attached.

For More Information: Philip Huang M.D., M.P.H., Medical Director, 972-5408;
Wilmia Perez, Program Manager, 972-6216; Linda Terry, Agenda Coordinator, 972-5023.

The U.S. Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC) is allocating federal funds to the Austin-Travis County Health and Human Services Department (HHSD) for the American Recovery and Reinvestment Act initiative, "Communities Putting Prevention to Work." The funding will promote tobacco prevention and control in school, worksite, healthcare, community, faith-based, and retail settings in the City of Austin and Travis County. The City has been awarded \$7,473,150 in direct funds from DHHS for this program.

HHSD will utilize the funds to implement the grantor's population-based strategies in five areas described as MAPPS: Media, Access, Point of purchase/promotion, Pricing, and Social support services. These strategies will be implemented through restrictions on media and advertising consistent with federal law, reduction in access by means of smoke-free and tobacco free policies and sites, increased media and signage to discourage tobacco consumption, and increased cessation services throughout the community.

Funding will support nine full-time equivalent (FTE) positions:

A Program Supervisor is responsible for a full-range of staff supervisory activities and will oversee strategic development of program planning and supervise program implementation. The Supervisor will monitor the program budget and respond to internal administrative, accountability and planning issues.

An Epidemiologist will be responsible for supporting decisions that are data-driven, providing timely and relevant data to the Program Coordinators, Supervisors and Manager for the development of policy arguments, systems calculations, and environmental surveys or inventories.

A Planner II will coordinate all aspects of the project related to planning and evaluation and will plan and conduct training to the contractors and sub-recipient contractors about the data reporting that they are required to keep and the formats to report it in. The Planner II will oversee all data collection, and draft reports to the funder.

A Grants Coordinator will serve as the liaison between HHSD, the City and the grantor and will be responsible for assuring compliance with terms and conditions of the grant; preparing reports and maintaining all official document files. This position will also coordinate the subcontracting process and review Requests for Proposals/ Requests for Applications through negotiating work-statements and budgets, and monitoring the execution of the subcontract.

Two Worksite Wellness and Health Care Community Program Coordinators will be responsible for planning goals and objectives for assigned programs; developing policies and procedures for program implementation; and collecting data for evaluation reports. These coordinators are also responsible for developing and conducting any necessary training sessions, workshops, or community forums pertinent to implementing program strategies. In addition, they will monitor program activities and policy analysis, and foster linkages among community partners.

A Media Coordinator will be dedicated to coordinating the selection and development of existing and new media, including coordinating bidding and contracting processes, gaining input from local leaders and experts on social media in targeted issue areas, gaining input from community members and priority populations, budgeting for and leveraging existing media, working with media buyers and creative teams, and assuring accountability to key stakeholders and to financial managers at all points in time.

A Planner II will maintain regular communication with top-level leadership important to support key policy initiatives. This professional will utilize exceptional diplomatic skill and project a highly professional demeanor. The person hired for this position ideally will have experience working on policy change projects with high-level public servants, with coalitions of top-level leaders, and across multiple disciplines including public health, neighborhood planning, transportation, and healthcare

An Administrative Senior will provide administrative support to the program.

PERFORMANCE

HHSD Related Department Goal: Promote a healthy community by preventing chronic and communicable diseases and promoting improvements in social/economic/environmental factors that will result in an improved overall health status and a reduction of health disparities.

The grant program will accomplish the following:

Adult smoking rates as measured by the Behavioral Risk Factor surveillance System survey (BRFSS) for Austin/Travis County will decrease by 10 percent within the next two years.

Increase by 5 the number of employers that adopt tobacco free campus policies within the next two years.
Increase by 10 the number of clinical settings that implement system changes to assess tobacco use status for every patient.

Increase by 30 percent the number of callers from Austin/Travis County to the telephone quitline.