

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	18411	Agenda Number	30.
Meeting Date:	9/27/2012		Department:	Health and Human Services
Subject				
<p>Authorize negotiation and execution of an interlocal agreement with THE UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER AT HOUSTON, SCHOOL OF PUBLIC HEALTH AUSTIN REGIONAL CAMPUS, that will assist the City Health and Human Services Department in fulfilling the Community Transformation Grant federal initiative to implement evidence-based community, systems, environmental, programmatic and infrastructure changes to combat health disparities and chronic disease burden that disproportionately affects Latinos and African Americans in Austin/Travis for a one-year term beginning September 30, 2012 in an amount not to exceed \$100,000, with three annual renewal options, in an amount not to exceed \$100,000 per renewal option, for a total contract amount not to exceed \$400,000.</p>				
Amount and Source of Funding				
<p>Funding in the amount of \$100,000 is available in the Fiscal Year 2011-2012 Operating Budget Special Revenue Fund for the Health and Human Services Department. The second year CTG grant period is September 30, 2012 through September 29, 2013. Funding for the renewal options is dependent on future budgets.</p>				
Fiscal Note				
<p>There is no unanticipated fiscal impact. A fiscal note is not required.</p>				
Purchasing Language:				
Prior Council Action:	Council approved a 2011-2012 budget amendment in the amount of \$1,026,158 for the second year grant funds on August 16, 2012.			
For More Information:	Philip Huang, M.D., M.P.H, Medical Director, 972-5408; Robert Kingham, Program Supervisor, 972-6469; Chris Crookham, M.P.A, Agenda Coordinator, 972-5010.			
Boards and Commission Action:				
MBE / WBE:				
Related Items:				
Additional Backup Information				

The U.S. Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC) is allocating federal funds to the City of Austin HHSD from the Patient Protection and Affordable Care Act 2010, Public Prevention Health Fund: Community Transformation Grant (CTG). The City of Austin has been awarded \$1,026,158 for the second year budget of a 5-year grant program. Funding for Years 3-5 is dependent on the federal budget continuing the prevention-funding program of the Patient Protection and Affordable Care Act and the annual budget submitted by City of Austin HHSD.

City of Austin HHSD will utilize the funds to implement the grantor-required strategies to create healthier communities by supporting implementation of interventions in four strategic areas:

- Tobacco-free living
- Active living and healthy eating
- High impact evidence-based clinical and other preventive services
- Healthy and safe physical environment

The approved Community Transformation Implementation Plan (CTIP) addresses the needs of City of Austin/Travis County with special focus on the populations that experience health disparities. The plan is categorized across multiple sectors addressing where people work, play, learn, live and access social services. These categories are Community, School, Worksite, Healthcare, Media and Disparities.

PERFORMANCE

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

Goal statements and associated milestones are being negotiated; however, a sampling of activities to be included and measured follows.

Community Organization and Networking

Expand concentration of work started in zip codes 78721, 78723, and 78744 during year 1 utilizing Alliance for African American Health in Central Texas (AAAHCT) - East Side Health Network's "East Side Healthy Living" and Latino HealthCare Forum (LHCF) - Dove Springs Health Network's "Manantial de Salud Dove Springs"

Conduct four quarterly community outreach meetings with two networks and a total of eight community health workers, 20 health advocates and 120 volunteers in the zip codes 78721, 78723, and 78744 to activate distribution of media, and enrollment in activities consistent with CTG healthy living objectives.

Encourage participation in events and activities the two networks agree to adopt consistent with CTG healthy living objectives such as: mobile van and nurse outreach screening services, elicitation of support for community change initiatives, encourage physical activity opportunities, patronage of farmers markets and farm-to-market arrangements and retail vendors offering healthful products, as well as utilization of cessation resources for tobacco users and the promotion of tobacco-free environments.

Media Communication

Provide all technical assistance needed by AAAHCT and LHCF to develop and produce branded campaigns using leadership, organizers, advocates and volunteers as role models to be promoted through multiple media channels and feature: peer models for family health behavior changes corresponding with CTG objectives, displays of innovative community changes by community organizations with associated decision makers and gatekeepers involved.

Prepare at least 1,000 tabloid-style newsletter-flyers quarterly to be directly distributed in the zip codes 78721, 78723, and 78744.

Establish social and mobile media posting and messaging on a monthly basis for promulgation through the

educator/advocates and their networks.

Carry out four quarterly media/promotional activities related to CTG healthy living objectives.