



**RCA
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 7
AGENDA DATE: Thu 03/10/2005
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SUBJECT: Approve the renewal of and Amendment no. 1 to the contract with AMERICAN CANCER SOCIETY, Austin, TX, in an amount not to exceed \$96,590, with three 12-month renewal options in an amount not-to-exceed \$110,000 per renewal option, for a total agreement amount not to exceed \$489,590 to continue and increase its work assisting school districts and area employer groups in building their capacity to promote health and wellness related to physical activity, healthy nutrition, and tobacco prevention and cessation; and to continue and expand implementation of targeted tobacco prevention campaigns in partnership with other community and faith-based outreach efforts.

AMOUNT & SOURCE OF FUNDING: Funding in the amount of \$96,590 is included in the Fiscal Year 2004-2005 Approved Operating Budget of the Health and Human Services Special Revenue Fund from the U.S. Department of Health and Human Services' Centers for Disease Control and Prevention (CDC) Steps to a Healthier U.S. grant program. The grant period is from September 22, 2004 through September 21, 2005. Renewal options are contingent upon available funding in future budgets

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Health and Human
DEPARTMENT: Services

**DIRECTOR'S
AUTHORIZATION:** David Lurie

FOR MORE INFORMATION CONTACT: Dr. Adolfo Valadez M.P.H., Medical Director, 972-5408; Patrick Cantrell, Grant Coordinator/Contract Monitor, 972-5131; Linda Terry, Agenda Coordinator, 972-5023

PRIOR COUNCIL ACTION: Approved contract with ACS for year one activities, December 11, 2003; amended FY05 budget accepting year two of CDC grant funds, September 30, 2004.

BOARD AND COMMISSION ACTION: N/A

PURCHASING: N/A

MBE / WBE: N/A

Background Information

This contract will provide for a second year of services from American Cancer Society (ACS) to promote health and wellness in targeted communities. ACS will expand its implementation of tobacco use prevention and cessation campaigns through area schools, faith-based communities, and workplaces, and in the general public residing in targeted zip codes. ACS will also increase its work with school districts (AISD and Del Valle) and area employer groups to create school and work environments that promote healthy nutrition, physical activity and tobacco-use prevention and cessation.

ACS will build on its year one work with four worksite health promotion managers and increase outreach to eight additional worksites. ACS will also coordinate major tobacco awareness campaigns for adults and youth in Travis County, using campaigns developed and tested with specific audiences, including:

- Duck Campaign for elementary school age children



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- Worth It Campaign for middle school age children
- Mi Familia No Fuma Campaign for Hispanic families
- Yes You Can Campaign for adults in Travis County

The ACS contract is part of a larger project of the Austin/Travis County Health and Human Services Department (HHSD) called the Steps to a Healthier Austin Initiative (SHA). SHA is a five-year multi-intervention project designed to reduce the burden of diabetes, asthma, and obesity through improved nutrition, increased physical activity, and decreased smoking of tobacco products. Funding for SHA comes from a federal grant and is part of the national Steps to a Healthier US Initiative. The HHSD proposal for the SHA funding includes the work of ACS as part of its scope of work.

Performance Measures

Related Departmental Goals

Prevent the spread of communicable disease and reduce the risk of health complications due to disease and unhealthy behaviors.

Results

ACS contract contributes directly to the following overall results of SHA Initiative:

- Reduce the number of asthma hospitalizations for persons aged 5-64 years by 8% and for persons aged < 5 years by 25%.
- Reduce adult cigarette smoking by 12 % and increasing smoking cessation attempts by 75%.
- Implement school based intervention strategies
- Increase smoke-free and tobacco-free environments in schools, including school facilities, property and school events to 100%

Outputs

- Promote systemic approach to promotion of health and wellness (Nutrition, Physical Activity and tobacco cessation) for employees through eight additional area employer groups by September 1, 2005.
- Implement Mi Familia No Fuma (My Family Does Not Smoke) and Yes You Can Campaigns in partnership with ACS Community and Faith Based Initiatives, reaching 1000 unduplicated families by September 1, 2005.
- Implement the Worth It Tobacco Use Prevention Campaign in two middle schools or high schools and Duck Tobacco Use Prevention Campaign in four elementary schools with six grades by September 1, 2005.

Requested Council Action

Council is requested to approve renewal and amendment no. 1 of the contract with AMERICAN CANCER SOCIETY (ACS), Austin, TX, in an amount not-to-exceed \$96,590 (representing an increase of \$33,590 over prior year's contract), with three 12-month renewal options in an amount not-to-exceed \$110,000 per renewal option, for a total agreement amount not to exceed \$489,590 to continue and increase its work assisting school districts and area employer groups in building their capacity to promote health and wellness related to physical activity, healthy nutrition, and tobacco prevention and cessation; and to continue and expand implementation of targeted tobacco prevention campaigns in partnership with



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other community and faith-based outreach efforts.