



Thursday, September 28, 2006

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**Health and Human Services  
RECOMMENDATION FOR COUNCIL ACTION**

**ITEM No. 14**

**Subject:** Approve an ordinance authorizing acceptance of \$439,168 in additional grant funds from the TEXAS DEPARTMENT OF STATE HEALTH SERVICES (DSHS), TITLE V AND HEALTH RESOURCES DEVELOPMENT OFFICE, Austin, TX, and amending the Fiscal Year 2005-2006 Health and Human Services Operating Budget Special Revenue Fund of Ordinance No. 20050912-001, to appropriate \$439,168 to provide a population-based intervention program to improve maternal and child health status in the Austin/Travis County area.

**Amount and Source of Funding:** Funding in the amount of \$439,168 is available from the Texas Department of State Health Services, Title V and Health Resources Development Office for a 20-month grant amount equal to \$616,790. The current grant period is September 1, 2006 through August 31, 2007. No City match is required.

**Fiscal Note:** A fiscal note is attached.

**Additional Backup  
Material**

(click to open)

- ☐ MCH.FY07\_Grant Extension
- ☐ MCH.FY07\_Grant.Fiscal Note
- ☐ Ordinance

**For More Information:** Adolfo Valadez M.D., M.PH, Medical Director, 972-5408; Len Trevino, Program Manager, 972-5125; Linda Terry, Agenda Coordinator, 972-5023.

**Prior Council Action:** Approval of Fiscal-Year 2006 Operating Budget on September 12, 2005; Ordinance No. 20050912-001 and approval of Ordinance No. 20060126-010 on January 26, 2006 for the acceptance of additional grant funds.

## **MCH FY07 GRANT EXTENSION**

### **Background**

The City of Austin's Health and Human Services Department initiated a population-based intervention program in the Austin/Travis County area to address maternal and child health issues, including access to and adequacy of prenatal care and rates of sexually transmitted disease under the Health Promotion Disease Prevention Unit (HPDP), with an 8-month grant from the Texas Department of State Health Services, Title V and Health Resources and Development Office. The overall goal of the program is to improve healthy birth outcomes, to reduce health disparities in birth outcomes and infant mortality, and to reduce total infant mortality in order to optimize health and well-being. The work plan includes evidence-based practices such as the formation of strategic partnerships with community stakeholders, social marketing strategies, the creation of peer support networks, as well as traditional service delivery models, such as health education classes. Organizational and community level interventions have focused on developing and implementing solutions to the broad issue of access to and adequacy of prenatal care as well as diagnosis, treatment, and prevention of sexually transmitted diseases. The program is designed to improve birth outcomes and decrease infant mortality rates in the Austin/Travis County area (with emphasis in zip codes 78752, 78753, 78723, 78721, 78702, 78741) by

- decreasing the rates of sexually transmitted diseases in African American and Hispanic teens ages 13-17, and
- assuring access to and adequate prenatal care to an increased number of African American and Hispanic childbearing women.

The program was recently notified of the award of sufficient funds to extend the program for a full one-year period, September 1, 2006 through August 31, 2007 and approximately \$140,00 in additional funds was awarded for the development of a social marketing media campaign on maternal and child health to be contracted out to a qualified consulting agency. The media campaign will have two components:

- **Prenatal Care/Healthy Pregnancy Component**

This component will be created for low-income, predominantly African American and Hispanic women, aged 25 and under. This component will support use of prenatal care services (including importance of prenatal care, sources of prenatal care and/ or methods for paying for services) as well as other healthy pregnancy behaviors (i.e. breastfeeding and reduction of tobacco use).

- **STD Prevention Component**

This media component will address the determinants of condom use and/or delaying sexual activity among African-American and Hispanic teenagers, aged 13 to 17, in order to reduce sexually transmitted diseases (i.e., chlamydia and gonorrhea).

### **Performance**

#### **Related Department Goal**

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

#### **Outputs/Outcomes**

Changes in performance measures from year to year 2 reflect greater focus on system changes rather than direct service provision. To increase greater access to care, the existing health systems, community-based agencies, transportation systems, and other stakeholders must make changes in how they operate in order to reach more clients in an acceptable way. As a result, focus is shifted to the number of changes that are made in the community to positively impact women of childbearing age and teenagers.

- By August 2007, through collaboration with partners, the project will have implemented 30 community changes on various levels of the ecological framework to improve public health infrastructure to increase utilization of prenatal care by women and prevent gonorrhea and Chlamydia among teenagers in Travis County.

- By August 2007, either through direct health education or through collaboration with partners, the project will conduct an intervention to address the determinants of condom use and delaying sexual activity among 500 African American and Hispanic teenagers in Travis County.
- Create effective public health communication campaigns on accessing and the importance of prenatal care and reducing risk for STDs.

Additional deliverables will include

- Expansion of outreach and case finding by increasing the number of partners participating in outreach and distribution of materials;
- Coordinate maternal and child health coalition and maintain communication with partners and community members through website and newsletter;
- Improve acceptability of services to clients; and
- Expand access to comprehensive sexuality education;

# OPERATING BUDGET

## Fiscal Note

9/28/2006

Ordinance

DATE OF COUNCIL CONSIDERATION:

WHERE ON AGENDA:

Health and Human Services

DEPARTMENT:

Approve an ordinance authorizing acceptance of \$439,168 in additional grant funds from the TEXAS DEPARTMENT OF STATE HEALTH SERVICES (DSHS), TITLE V AND HEALTH RESOURCES DEVELOPMENT OFFICE, Austin, Texas, and amending the Fiscal Year 2005-2006 Health and Human Services Operating Budget Special Revenue Fund of Ordinance No. 20050912-001 by appropriating \$439,168 to deliver a population-based intervention program to improve maternal and child health status in the Austin/Travis County area. Funding in the amount of \$177,622 was previously approved by Council for grant period January 1, 2006 through August 31, 2006. These additional grant funds bring the total grant amount to \$616,790.

### FINANCIAL INFORMATION:

	Amended Budget	Impact of this Action	Amended Budget
Special Revenue Fund			
Title V - Population Based Svcs			
01/01/2006 - 08/31/2006	\$177,622	\$0	177,622
09/01/2006 - 08/31/2007	\$0	439,168	439,168
<b>TOTAL</b>	<b>\$177,622</b>	<b>\$439,168</b>	<b>\$616,790</b>
 FTES	 4.00	 0.00	 4.00

ORDINANCE NO.

AN ORDINANCE AUTHORIZING THE ACCEPTANCE OF GRANT FUNDS;  
AND AMENDING THE FISCAL YEAR 2005-2006 HEALTH AND HUMAN  
SERVICES OPERATING BUDGET SPECIAL REVENUE FUND OF  
ORDINANCE NO. 20050912-001 TO APPROPRIATE FUNDS.

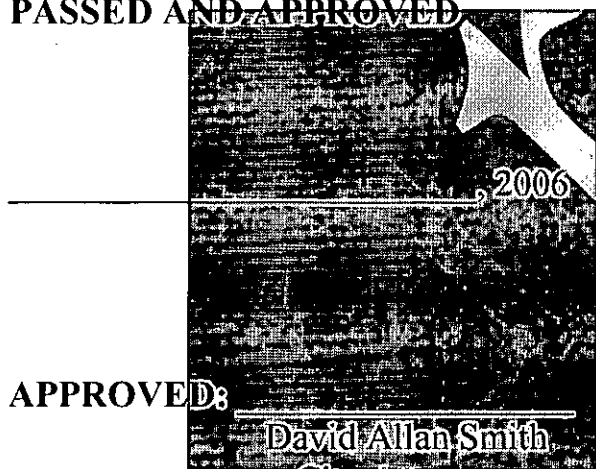
BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

**PART 1.** The Council authorizes the acceptance of grant funds in the amount of \$439,168 from the Texas Department of State Health Services, Title V and Health Resources Development Office.

**PART 2.** The Council amends the Fiscal Year 2005-2006 Health and Human Services Operating Budget Special Revenue Fund of Ordinance No. 20050912-001 to appropriate \$439,168 for the purpose of providing a population-based intervention program to improve maternal and child health status in the Austin/Travis County area.

**PART 3.** This ordinance takes effect on \_\_\_\_\_, 2006.

**PASSED AND APPROVED**



**APPROVED:**

David Allan Smith  
City Attorney

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§  
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Will Wynn  
Mayor

**ATTEST:**

Shirley A. Gentry  
City Clerk