

AGENDA



Thursday, July 29, 2010

**Health and Human Services
RECOMMENDATION FOR COUNCIL ACTION****Item No. 37**

Subject: Authorize negotiation and execution of an agreement with ACTIVE LIFE, INC., Austin, TX, to assist the Health and Human Services Department in fulfilling its Communities Putting Prevention to Work federal grant initiative to reduce tobacco use prevalence and exposure to secondhand tobacco smoke for a one-year term beginning August 1, 2010, in an amount not to exceed \$134,444, with an option to renew for one seven-month renewal term, in an amount not to exceed \$76,377 for a total contract amount not to exceed \$210,821.

Amount and Source of Funding: Funding in the amount of \$134,444 is available in the Fiscal Year 2009-2010 Operating Budget Special Revenue Fund for the Health and Human Services Department. The grant period is March 19, 2010 through March 18, 2012. Funding for the renewal option is available in the grant.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Philip Huang, M.D., M.P.H., Medical Director 972-5408; Wilma Perez, Program Manager, 972-6216; Laura Polio, Interim Agenda Coordinator, 972-5010.

Boards and Commission Action: Recommended by the Public Health and Human Services Committee.

Prior Council Action: April 22, 2010 - Council approved Ordinance No. 20100422-017 accepting \$7,473,150 in grant funds.

The U.S. Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC) awarded 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" (CPPW). 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.

HHSD will utilize the funds to implement the grantor's population-based strategies in five areas described as MAPPS: Media, Access, and Point of purchase/promotion, Pricing, and Social support services. As directed by the grantor, strategies are to 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.

This agreement applies to required MAPPS strategies regarding Price and Access. The agreement provides funding to Active Life to implement program objectives to (1) Identify venues/sites that offer free samples of tobacco products in Travis County; (2) Identify and document tobacco advertising at retailers located near institutions of higher learning, entertainment venues and other areas of Travis County where young adults congregate (3) Recruit and train young adults 18-24 to collect data related to free samples of tobacco products in Austin/Travis County; and (4) Develop and implement strategies with key partners to promote adoption of tobacco-free worksite policies as a part of earning CEO Cancer Gold Standard Certification at five small, three mid-sized and three large employers in Austin/Travis County.

Statement Required by Corporate Budget Office: All department grant application requests are reviewed by the Budget Office prior to submission to insure that the grant minimizes the financial impact to the City.

PERFORMANCE

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.

Because agreement negotiations are not completed, the performance goals described are estimates and may be adjusted as appropriate.

Deliverables:

Recruit and train 50 young adults (18-24 years) to conduct retail and entertainment venue surveys to measure free samples of tobacco products provided to the general public at venues and locations where young adults congregate in Austin/Travis County.

By July 31, 2011, conduct baseline surveys utilizing methods such as “photo voice” (a public health survey) to identify and document venues that provide free samples of tobacco products at 100 identified sites and provide results to key stakeholders and surveyed sites. Photo voice is a method to document the community environment through photography.

By July 31, 2011, conduct baseline surveys utilizing methods such as “photo voice” to identify and document tobacco advertising at a minimum of 100 tobacco retail outlets located near institutions of higher learning, entertainment venues and other areas of Travis County where young adults congregate and provide results to key stakeholders and surveyed sites.

By January 21, 2012, conduct follow-up surveys at 100 sites and provide a final report to stakeholders and surveyed sites by February 28, 2012.

For each quarter beginning July 1, 2010, host two meetings with key partners in order to identify strategies that target employers for promotion of comprehensive worksite tobacco-free policies.

Conduct quarterly outreach to employers promoting comprehensive tobacco-free policies and achieving CEO Cancer Gold Standard Certification, reaching at least 130 employers with outreach and follow-up.