

**SANTA BARBARA COUNTY
BOARD AGENDA LETTER**



Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Agenda Number:
Prepared on: 6/13/03
Department Name: Public Health Department
Department No.: 041
Agenda Date: 07/08/2003
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors

FROM: Roger E. Heroux, Director
Public Health Department

STAFF Anne Patterson, RD, MPH, ext. 5279
CONTACT: Sandy Roberts, ext. 5278

SUBJECT: 5 a Day Power Play! Campaign Agreement

Recommendation(s):

That the Board of Supervisors:

Authorize the Public Health Director to execute the Agreement with the University of California Cooperative Extension Ventura County for the period of January 1, 2003 through December 31, 2003 in the amount of \$10,000 to implement the 5 a Day Power Play! Campaign.

Alignment with Board Strategic Plan:

The recommendation is primarily aligned with:

Goal No. 2: A Safe and Healthy Community in Which to Live, Work, and Visit

Goal No. 3: A High Quality of Life for All Residents

Goal No. 7: A Community that Fosters the Safety and Well-Being of Families and Children

Executive Summary and Discussion:

On January 1, 2003, the Santa Barbara County Public Health Department (PHD) Children's Dental Disease Prevention Program, implemented the 5 a Day Power Play! Campaign in Santa Barbara County by recruiting and training teachers to reach 3,500 fourth and fifth grade students from schools participating in the 50% free and reduced meal program. Proceeding with this contract has been delayed because of delays with the primary funding to the University of California Cooperative Extension Ventura County.

The crisis of overweight children is national. The dramatic growth in children's weight has prompted top health officials to label it an epidemic. The Santa Barbara County Public Health Department is working to impact the nutrition and physical activity of children during their growing years.

Funding for this program will allow the Dental Health Coordinator and Dental Health Educators to:

- promote activities within the schools,
- recruit and train teachers,
- participate in the campaign's local, regional, and statewide functions,
- maintain outreach data,
- distribute educational materials, and
- travel to quarterly coalition meetings.

This will enhance the Children's Dental Disease Prevention Program's ability to increase awareness of the importance of eating a diet that is low in fat, sugar and sodium, and of eating a variety of fruits, vegetable and whole grains. Improving the general health of the children in our community will strengthen their ability to successfully perform in school.

Mandates and Service Levels:

This is an optional program. Receipt of these funds obligates the PHD to complete the required tasks as outlined in the Agreement.

Fiscal and Facilities Impacts:

Approval of this Agreement will not increase the department's request for General Fund Contribution of use of A87 Plan Overhead.

The appropriation for the expenditures funded by this Agreement has been adopted as part of the Public Health Department's FY 03-04 budget and can be found in the County's FY 03-04 Operating Plan on page D-188 in the Health Promotion cost center.

Execution of this Agreement will not result in any additional staff or need for facilities.

Special Instructions:

Please call Anne Patterson at extension 5279 to pick up board letter with original signatures and Certified Minute Order.

Concurrence:

None required