

Agenda Report

TO: CITY COUNCIL

DATE: February 5, 2001

FROM: CYNTHIA J. KURTZ, CITY MANAGER

SUBJECT: APPROVAL OF NUTRITION AND PHYSICAL ACTIVITY GRANT IN THE AMOUNT OF \$25,000 FOR THE PERIOD FEBRUARY 1, 2001 TO JANUARY 31, 2002 FROM CALIFORNIA HEALTHY CITIES AND COMMUNITES

RECOMMENDATION:

It is recommended that the City Council:

1. Approve the acceptance of \$25,000 from California Healthy Cities and Communities to implement a nutrition and physical activity promotion program during the period February 1, 2001 through January 31, 2002; and
2. Adopt a resolution supporting continued participation in the California Healthy Cities and Communities' Nutrition and Physical Activity Promotion Program.

BACKGROUND:

While California is the most productive agricultural area in the U.S., adequate and proper nutrition is a growing concern to greater and greater numbers of people living in the state. California Healthy Cities and Communities, with funding from the California Department of Health Services, has awarded the City of Pasadena Public Health Department \$25,000 to help address this population health concern. The funding is intended to: 1) promote systems and environmental changes related to nutrition and physical activity; 2) increase access to healthy foods and opportunities for physical activity; 3) expand or establish a food and nutrition policy council; and 4) increase community awareness about the health benefits associated with healthy diet and physical activity.

This is the second year of funding for this program based upon Pasadena's successful completion of a work plan during the first program year. As the lead agency, the

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Pasadena Public Health Department has been working with the Pasadena Food Policy Council (PFPC), a community-based coalition, to conduct a community assessment and develop a plan to address the need for access to affordable, fresh food among the low-income residents of Northwest Pasadena and Southwest Altadena, and to identify needs and recommendations for increasing opportunities for physical activity. The Food Policy Council grew out of the Pasadena Health Promotion Coalition, formerly the Northwest Health Coalition, which revised its mission in 1998 as follows: To promote and reduce the incidence of chronic disease among the vulnerable, under-served populations in the Greater Pasadena area through strategies which address nutrition, physical activity, and access to health education and preventive care. Current PFPC members include representatives from the Pasadena Senior Center, Black Infant Health Project, Women, Infants and Children (WIC), Mothers Club, Head Start, Young and Healthy, Pasadena Unified School District, Community Health Alliance of Pasadena (CHAP), Pasadena Human Services, the Body and Soul Coalition, and the Pasadena/Altadena Health Partnership.

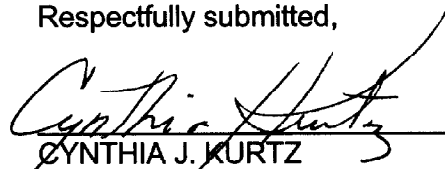
Under this grant, staff will continue to work with the PFPC to assess long-term food and nutrition concerns, and to address those concerns through policy development and implementation of activities. The proposed work plan includes: 1) activities to increase local residents' knowledge of nutrition and its impact on personal physical health; 2) feasibility study and potential establishment of a Farmer's Market; 3) promotion, marketing and outreach to increase the number of residents exercising; 4) collaborating with the Human Services, Recreation and Neighborhoods Department to further develop and promote a policy addressing hunger in Pasadena.

The proposed contract fully complies with the Affirmative Action in Contracting Ordinance, PMC section 4.09 and is exempt from Competitive Bidding pursuant to City Charter Section 1002(H), contracts with other governmental entities or their contractors for labor, materials, supplies or services.

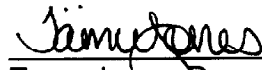
FISCAL IMPACT:

The revenues and expenses related to FY 2001 (\$10,000) have been included in the Public Health Department's FY 2001 operating budget in the Health Promotion and Policy Development Division Program Account #565000. The \$15,000 balance of the grant award will be included in the FY 2002 proposed budget.


Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

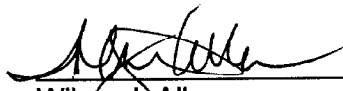
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