

Agenda Report

TO: CITY COUNCIL

DATE: JANUARY 24, 2000

FROM: CYNTHIA J. KURTZ, CITY MANAGER

SUBJECT: APPROVAL OF FEDERAL FISCAL YEAR (FFY) 2000 WOMEN, INFANTS, AND CHILDREN (WIC) SUPPLEMENTAL FOOD PROGRAM AGREEMENT WITH THE STATE DEPARTMENT OF HEALTH SERVICES

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Authorize the City Manager to execute an FFY 1999-2000 Women, Infants, and Children (WIC) Program Agreement with the State Department of Health Services (SDHS) in the amount of \$700,326 for the period of October 1, 1999 through September 30, 2000;
2. Authorize the City Manager to execute an amendment to the FFY 1999-2000 Women, Infants, and Children (WIC) Program Agreement with the State Department of Health Services (SDHS) in the amount of \$42,050 for the period of October 1, 1999 through September 30, 2000 for enhanced outreach activities; and
3. Approve a journal voucher increasing the estimated FY 2000 revenues and appropriations in the WIC operating budget account # 564200 by \$48,348 from \$702,691 to \$751,039 to recognize both the enhanced funds and $\frac{3}{4}$ of the FFY 2000 funds to be spent in FY 2000.

BACKGROUND:

The Women, Infants, and Children (WIC) Program is a federally funded, state-administered public health services program which provides nutritional counseling, education, referrals and supplemental food vouchers for pregnant women and lactating women, and infants and children up to five years old. The program is medically

supervised, and its services are provided within strict medical and nutritional guidelines. One of WIC's major goals is to ensure that program participants receive high quality counseling and information that may contribute to their maintaining good physical health and/or alter detrimental nutritional patterns.

WIC is the nation's premier public health nutrition program, serving roughly one out of every two infants born in this county and their mothers. In December 1999, Vice President Al Gore released a government-wide customer satisfaction survey that rated the WIC program second out of thirty high impact government programs. Participants rated the clarity of WIC's eligibility process at 87; timeliness and adequacy of food benefits at 85; and the usefulness of information at 83. Any score over 80 was considered high, and the national average for the programs that were rated was 73.

The WIC Program of the City of Pasadena Public Health Department serves WIC-eligible residents of Pasadena, Altadena, Sierra Madre and South Pasadena. WIC participants are properly oriented to WIC program services, referred to other health and social service providers, and encouraged to receive ongoing care. The WIC program also conducts retail grocery store site visits at the direction of the State Department of Health Services to verify the availability and price of WIC-authorized foods. The WIC Program provides retailer education as needed.

Over the past two years, Pasadena WIC program has experienced a drop in caseload which may be due to competition by other WIC agencies in the San Gabriel Valley area or women's reluctance to access these services due to fear of legal reprisals. Based on declining caseload, the initial FFY 2000 allocation to Pasadena WIC of \$700,326 was a decrease over the previous year's allocation of \$734,978. Since declining caseload was identified as a trend statewide, in November the SDHS allocated a total of \$3.5 million to local WIC agencies statewide in an effort to reverse the trend. The Pasadena WIC program was awarded an additional \$42,050 to support local outreach. Program staff are developing an outreach program that will employ creative and innovative methods to bring in clients who are unaware of the program or who have concerns about legal residence status.

Nationally, WIC is recognized as one of the most effective and successful preventive programs funded by the Federal government. Research has shown that every dollar spent on WIC saves three dollars in health care costs that may result from an inadequate diet. Continued funding for WIC is advocated due to its proven effectiveness.

Since the WIC Program is Federally funded, the term of this Agreement is consistent with the Federal Fiscal Year (FFY) calendar which runs from October 1, 1999 through September 30, 2000 (FFY 2000), overlapping two City fiscal calendars, FY 2000 and FY 2001. The estimated revenues and appropriations from WIC funding in the FY 2000

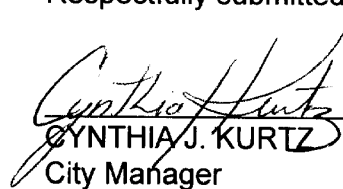
adopted budget were computed based on combined proportions from this current award and the WIC award for the prior FFY.

This contract fully complies with the Affirmative Action in Contracting Ordinance pursuant to Section 4.09.060 (A) exempting contracts with other governmental entities for labor, material, supplies or services.

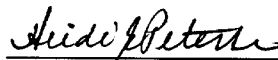
FISCAL IMPACT:

As a result of this action by City Council, the estimated appropriations and revenues in the Public Health Department FY 2000 WIC program adopted budget account # 564200 will increase by \$48,348 from \$702,691 to \$751,039.

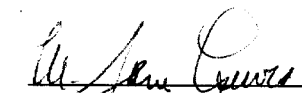
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

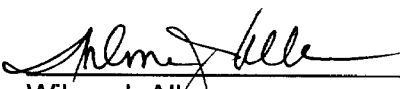
Prepared by:


Heidi E. Petersen, Management Analyst
Administration Division

Reviewed by:


Jane Lewis
WIC Program Manager

Approved by:


Wilma J. Allen
Acting Director of Public Health