

# Agenda Report

**TO: CITY COUNCIL**

**DATE: JANUARY 12, 1998**

**FROM: PHILIP A. HAWKEY, CITY MANAGER**

**SUBJECT: APPROVAL OF FY 1997-1998 AMENDMENT TO TOBACCO CONTROL PROGRAM CONTRACT # 89-97950-07 IN THE AMOUNT OF \$82,155 BETWEEN THE CITY OF PASADENA PUBLIC HEALTH DEPARTMENT AND THE TOBACCO CONTROL SECTION OF THE CALIFORNIA DEPARTMENT OF HEALTH SERVICES**

## **RECOMMENDATION**

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

- 1) Approve a resolution authorizing the City Manager to execute an amendment to the FY 1990-1998 Contract between the California Department of Health Services Tobacco Control Section and the City of Pasadena, increasing the total allocation by \$ 82,155 from \$1,206,561 to \$1,288,716; and
- 2) Approve a journal voucher increasing the estimated revenues in account # 6455 by \$40,633 from \$151,522 to \$192,155 and increasing the revenues and appropriations in the Health Promotion and Policy Development Division Budget account # 565100 by \$40,633 from \$858,653 to \$899,286.

## **BACKGROUND:**

Based upon approval of the 1996 - 1998 Comprehensive Tobacco Control Plan submitted by the City of Pasadena Public Health Department to the California Department of Health Services (CDHS), a contract amendment for FY 1997 and FY 1998 has been issued by CDHS. The amendment increases the maximum amount payable for the nine-year contract period by \$82,155 from \$1,206,561 to a total of \$1,288,716, of which the total allocation for FY 1998 is \$192,155. According to the terms of this contract, unspent funds from FY 1997 can be carried over for expenditure until July 1, 1998 and unspent FY 1998 funds can be carried over for expenditure until July 1, 1999. Based on the year-end reconciliation of the Tobacco Trust

Fund (the deferred revenue account where Tobacco Control Grant moneys are deposited), there is \$49,634 unspent in FY 1997 fiscal year. Therefore, the maximum available for expenditure in FY 1998 is \$241,789. This funding is allocated to the Pasadena Public Health Department as the Local Lead Agency (LLA) for the provision of tobacco control activities in accordance with its local plan.

Under the 1996-98 Comprehensive Tobacco Control Plan, the Pasadena LLA will focus on three state-defined priority areas: (1) Reducing youth access to tobacco; (2) Reducing public exposure to secondhand smoke; and (3) Countering pro-tobacco influences in the community. The Tobacco Control Program will continue to staff and maintain a youth coalition committed to reducing youth access to tobacco and a proactive adult Tobacco Prevention Coalition; provide community tobacco education and cessation services; engage in policy development activities focused on reducing youth access to tobacco and reducing secondhand smoke; and collaborate and coordinate activities with the Regional Community Linkage Project, a consortium of LLAs.

In coordination with the statewide effort to reduce youth access to tobacco, our local program has focused on decreasing the number of Pasadena merchants that illegally sell tobacco to minors. In 1994, 48% of Pasadena merchants illegally sold tobacco to minors. In 1996, the rate was reduced to 23%. Our goal is an illegal sales rate of zero. To achieve this goal, recent efforts include: (1) Establishing a collaborative partnership with the Pasadena Police Department to conduct quarterly compliance checks with state youth access laws; (2) Continually working with the Pasadena Unified School District to conduct tobacco prevention activities at elementary schools; and, (3) Enhancing recruitment efforts to increase youth participation in prevention activities undertaken by the Pasadena Cigarette Stompers youth coalition.

The increased available resources will be used to cover an expanded scope of work in the Tobacco Control Program, including: (1) Training and technical assistance for the Women, Infants and Children (WIC) program to enhance cessation education services; (2) Local monitoring of the implementation of the statewide smoking ban in restaurants and bars; (3) Drafting a Zoning Code amendment to restrict tobacco and alcohol billboards within 1,000 feet and/or line of sight of Pasadena residences, schools, public playgrounds, city-owned parks, boys and girls clubs, and places of worship, and; (4) Developing a local media campaign to counter pro-tobacco influences by placing educational anti-smoking posters on buses, bus benches, and bus shelters.

**AFFIRMATIVE ACTION:**

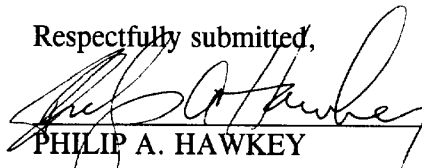
This contract is exempt from the Affirmative Action in Contracting Ordinance pursuant to Section 4.09.060 (A) which exempts contracts with other governmental entities for labor, material, supplies or services. An exemption is on file with the Department of

Affirmative Action.

**FISCAL IMPACT:**

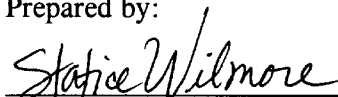
This action by the City Council will increase FY 1998 estimated revenues and appropriations to the Public Health Department's Health Promotion and Policy Development Division budget account # 565100 by \$40,633.

Respectfully submitted,



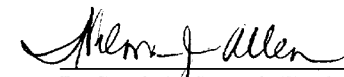
PHILIP A. HAWKEY  
City Manager

Prepared by:



Statice Wilmore, Program Coordinator I  
Tobacco Control Program, HPPD

Approved by:



for R. Dwight Lee, MD, M.P.H.  
Health Officer/Director of Public Health