



City of San Antonio

Agenda Memorandum

File Number: 17-4329

Agenda Item Number: 14.

Agenda Date: 8/17/2017

In Control: City Council A Session

DEPARTMENT: Health

DEPARTMENT HEAD: Colleen M. Bridger MPH, PhD

COUNCIL DISTRICTS IMPACTED: City Wide

SUBJECT:

An ordinance authorizing the submission of a grant application to the United States Conference of Mayors, in partnership with the American Beverage Foundation for a Healthy America, and acceptance of funds, if awarded, for the 2018 Childhood Obesity Prevention Grants Program in an amount not to exceed \$150,000.00 to be submitted August 18, 2017.

SUMMARY:

This ordinance authorizes the submission of a grant application to the United States Conference of Mayors, in partnership with the American Beverage Foundation for a Healthy America's 2018 Childhood Obesity Prevention Grants Program for funds in the amount of \$150,000.00 for a 12 month period beginning January 1, 2018 and ending December 31, 2018.

The above referenced request for funding includes a program description, community description, and organization description.

Furthermore, this ordinance authorizes the Director of Metro Health to initiate, negotiate, and execute any and all necessary documents and a grant contract to effectuate the acceptance of the referenced grant, and to execute contract amendments pertaining to this contract, to include a) carry-over funds, when ascertained and approved by the funding agency through a revised notice of award; b) line item budget revisions authorized by the funding agency; c) modifications to the performance measures authorized by the funding agency and listed in the contract so long as the terms of the amendment stay within the general parameters of the intent of the grant; d) no cost extensions; e) amendments which will provide supplemental grant funds to the grant by the funding agency in an amount up to 20% of the total amount awarded to the grant; f) reimbursement increases of

administrative funds for each participant served; g) amendments funding one time equipment purchases or defined program services; and h) changes in regulations mandated by the funding agency.

BACKGROUND INFORMATION:

Childhood obesity is a complex health issue affecting San Antonio/Bexar County across socioeconomic and demographic boundaries. The causes are similar to those of adult obesity, including dietary patterns, physical inactivity, health disparities, educational attainment, food marketing and promotion, and intergenerational poverty. Higher rates of childhood obesity in our central urban core are interconnected to the socioeconomic status and environmental conditions of these neighborhoods.

ISSUE:

The City of San Antonio Metropolitan Health District (Metro Health) proposes to expand the implementation of the Viva Health Nutrition Education Campaign (Viva Health) to children and families in targeted neighborhoods within San Antonio. Viva Health was developed in 2017 by Metro Health to create a culturally appropriate version of *MyPlate* (<https://www.choosemyplate.gov/>) as well as simple and straightforward bilingual nutrition education messages tailored to a variety of audiences. Utilizing the funding from the Childhood Obesity Prevention Grant, Metro Health intends to expand implementation of a three pronged strategy including education, mass marketing, and policy change focused in targeted neighborhoods within San Antonio. The targeted neighborhoods were selected based on low socioeconomic status, demographics, and prevalence of health disparities.

ALTERNATIVES:

Without these funds the Viva Health Nutrition Education Campaign will not reach as many children and families, particularly in the targeted neighborhoods.

FISCAL IMPACT:

The United States Conference of Mayors, in partnership with the American Beverage Foundation for a Healthy America's 2018 Childhood Obesity Prevention Grants Program awards an amount up to \$150,000.00 for a 12 month period beginning January 1, 2018 and ending December 31, 2018. There is no impact to the General Fund.

RECOMMENDATION:

Staff recommends authorization of the grant application to the United States Conference of Mayors, in partnership with the American Beverage Foundation for a Healthy America's 2018 Childhood Obesity Prevention Grants Program and if awarded, the execution of the grant documents, and acceptance of the funds.

