



Office of the City Manager

CONSENT CALENDAR
January 15, 2008

To: Honorable Mayor and Members of the City Council

From: Phil Kamlarz, City Manager

Submitted by: Fred Medrano, Director, Health & Human Services

Subject: Kaiser Permanente Grant: Healthy Eating Environments

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to submit a grant application to Kaiser Permanente for funds in the amount of \$270,000 to implement activities that increase healthy eating among Berkeley residents by increasing access to healthier food choices in local corner markets and restaurants; to accept the grant and execute any resultant revenue agreements and amendments; and authorizing the implementation of the projects and appropriation of funding for related expenses, subject to securing the grant.

FISCAL IMPACTS OF RECOMMENDATION

This grant fits into the City's priorities to reduce health disparities and decrease chronic illnesses through increases in healthy eating behaviors. The City will receive funds in the amount of \$270,000, with \$60,000 mandated specifically for evaluation activities, to increase healthy eating among Berkeley residents. The grant is for a thirty-nine month period, and does not require a City match. The grant is not included in the current budget, but will be included in a future amendment to the Annual Appropriations Ordinance. The funds received will be deposited into the Health (Private Grants) Fund, revenue code 164-4523-330. The revenue agreement has been entered into the City contract database and assigned Contract Management System No. AA5GX.

The grant will support 0.10 FTE to maintain the current 1.0 FTE Senior Health Management Analyst (*Chronic Disease Prevention Program*), and 0.4 FTE to support the current .90 FTE Community Health Worker Specialist (*Chronic Disease Prevention Program-remainder funded through other grants*). It will also support an additional 0.15 FTE part time, hourly Community Health Worker and all operating expenses. When this grant expires, the 0.10 FTE of the Senior Health Management Analyst will be covered by other funding available at that time, either a new grant, realignment, or match dollars from the State nutrition grant or Federal Maternal, Child and Adolescent Health funds. The Community Health Worker Specialist is a temporary position that will end when this

grant expires unless additional grant dollars are available prior to that time due to attrition in other projects or new grant funding is awarded. There are available workspaces for the staff at 1947 Center Street, and no requirements for special equipment. Lastly, \$50,000 of the grant funds will be sub-contracted to an external entity to conduct evaluation activities as mandated by Kaiser. The Chronic Disease Prevention Program Senior Health Management Analyst (.10 FTE on this grant) will monitor the contract.

CURRENT SITUATION AND ITS EFFECTS

As part of the commitment to address disparities in health outcomes of South and West Berkeley residents and reduce morbidity and mortality from chronic illness among all city residents, the Chronic Disease Prevention Program in the Department of Health and Human Services has developed a number of strategies to increase access to fresh, affordable produce in low-income neighborhoods. This grant will provide an opportunity to transform the food environment of Berkeley residents by working with corner market stores and restaurants to make healthy food more convenient and affordable.

BACKGROUND

As is the case nationally, Berkeley has significant health and income inequities along racial lines. Inequities exist in rates of cardiovascular disease, diabetes and obesity between African-American and white residents. For example, in Berkeley's latest Health Status Report 2007¹, it was reported that while about 34% of surveyed adults in Berkeley are overweight or obese, 53% of African Americans are in those categories. In a 2001 survey 17% of Berkeley adults surveyed reported they were told by a physician that they had high blood pressure while over 40% of African Americans reported they had high blood pressure. African Americans have 10 times the hospitalization rate for diabetes than whites, and African Americans have higher rates of hospitalizations due to coronary heart disease than any other race/ethnic group. It is well documented that chronic disease processes are heavily influenced by diet and poor nutrition. Obesity and overweight are also known to be strongly associated with increased risk for diabetes, hypertension, stroke, heart disease and some forms of cancers. In April 2000 the Department of Health and Human Services, Division of Public Health conducted a community survey of over 400 adult Berkeley residents to determine current nutrition and physical activity behaviors and barriers.² South and West Berkeley neighborhoods were over sampled. Ethnic disparities in nutrition and healthy eating emerged, as 65% of Whites, 78% of Latinos, and more than 80% of African Americans reported eating less than 3 servings of fruits and vegetables per day.

A Berkeley Food Security Asset Map created in 2002 showed that supermarkets and grocery stores were more likely to carry a wide variety of healthy foods than other stores, and that large-chain grocery stores were concentrated in higher income areas of Berkeley, while small convenience and corner markets were more concentrated in

¹ Breckwich Vásquez V, Maizlish N, Ducos J, and Rudolph L. City of Berkeley Health Status Report, 2007. Berkeley, CA: Community Health Action & Assessment Section, City of Berkeley Health & Human Services Department, 2007

² City of Berkeley Chronic Disease Prevention Program, Public Health Division of the Health and Human Services Department. Berkeley Nutrition and Physical Activity Report. March, 2001.

South and West Berkeley.³ An environmental evaluation, Communities of Excellence project, in collaboration with the state Department of Health Services Nutrition Network was conducted in the summer of 2006. This project included a survey of approximately 15 corner market stores and grocery outlets, examining the availability of healthy foods (produce and basic staples), marketing of unhealthy foods, and overall cleanliness and marketing. It was found that smaller corner markets tended to have more marketing of unhealthy food and beverages, less produce options, and higher costs related to produce and healthy foods as compared to large-chain grocery stores. To eliminate racial and ethnic health disparities in chronic disease and reduce rates of obesity, it is imperative that we increase access to healthier foods and work towards creating healthier environments in Berkeley's low-income neighborhoods.

RATIONALE FOR RECOMMENDATION

This project responds to continuing gaps in environmental supports for healthy eating in Berkeley by providing resources to work with restaurants and corner markets, particularly those utilized by South and West Berkeley residents to increase access to healthy foods. Staff will work with restaurants to provide healthier menu options and with corner markets to stock healthier food, as well as to promote the healthier options and make unhealthy options less visible and convenient for consumers. The program includes recognition and advertising of participating stores to residents through newspaper ads, website listings, media and on-site promotions such as window decals.

The primary focus of the project activities will be in corner markets frequented by middle school and Berkeley Technology Academy youth, and restaurants and markets frequented by low-income African American and Latino residents in neighborhoods that are saturated with fast food chain restaurants and corner market liquor stores. This grant also implements recommendations from the South and West Berkeley Health Forum and Mayor's Task Force on Health reports to reduce chronic illness.

ALTERNATIVE ACTIONS CONSIDERED

No current programs or staff have the resources to conduct activities that create these environmental and social supports to healthier eating among Berkeley residents. Thus no alternative actions are available.

CONTACT PERSON

Kate Clayton, MPH, Health Services Supervisor, 981-5314

Attachment

1. Resolution

³ Berkeley Food Security Asset Map Project. T. Gardner, 2002.

RESOLUTION NO. -N.S.

SUBMITTING A GRANT APPLICATION TO KAISER PERMANENTE FOR FUNDS IN THE AMOUNT OF \$270,000 TO IMPLEMENT ACTIVITIES THAT INCREASE HEALTHY EATING HABITS

WHEREAS, one out of every four deaths in Berkeley can be linked to diet and inactivity; and

WHEREAS, chronic disease processes are heavily influenced by diet and poor nutrition; and

WHEREAS, obesity and overweight are also known to be strongly associated with increased risk for diabetes, hypertension, stroke, heart disease and some forms of cancers; and

WHEREAS, 65% of Whites, 78% of Latinos, and more than 80% of African Americans in Berkeley reported eating less than 3 servings of fruits and vegetables per day; and

WHEREAS, 34% of surveyed adults in Berkeley are overweight or obese with 53% of African Americans are in those categories; and

WHEREAS, it is necessary to support healthy eating by transforming the food environment to make healthy food more convenient in corner market stores and restaurants in Berkeley; and

WHEREAS, the results of this effort will be increased and affordable access to healthy foods in markets and restaurants with the resulting decrease in incidence and severity of chronic diseases; and

WHEREAS, the City should seek outside funding wherever possible to eliminate health disparities through reducing chronic disease.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to submit a grant application to Kaiser Permanente for funds in the amount of \$270,000 to implement activities that increase healthy eating among Berkeley residents by increasing access to healthier food choices in local corner markets and restaurants.

BE IT FURTHER RESOLVED, that the City Manager is authorized to accept the grant and execute any resultant revenue agreements and amendments, and to appropriate funding for related expenditures, subject to securing the grant. A record signature copy of said agreements and any amendments to be on file in the Office of the City Clerk.