

**COUNTY OF SONOMA
AGENDA ITEM
SUMMARY REPORT**

Clerk of the Board Use Only

Meeting Date Held Until
 ___/___/___ ___/___/___

Agenda Item No: Agenda Item No:

Department: Health Services

() **4/5 Vote Required**

Contact:
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Board Date:
7/21/09

Deadline for Board Action:

AGENDA SHORT TITLE: Health Action – Consultant Contracts

REQUESTED BOARD ACTION:

Authorize the Director of Health Services to execute a contract with Volunteer Center of Sonoma County from July 1, 2009 through June 30, 2011, subject to County Counsel review, and any future amendments that do not significantly change the scope of work (\$170,000).

Authorize the Director of Health Services to execute a contract with Alma Consulting Group from July 1, 2009 through June 30, 2010, subject to County Counsel review, and any future amendments that do not significantly change the scope of work (\$60,000).

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES

ADD'L FUNDS REQUIRING BOARD APPROVAL

Estimated Cost	\$145,000	Contingencies (Fund Name:)	
Amount Budgeted	134,625	Unanticipated Revenue (Source:)	
Other Avail Approp (Explain below)	10,375	Other Transfer(s) (Source:)	
Additional Requested:	\$ 0	Add'l Funds Requested:	\$ 0

Explanation (if required): After the close of FY 08-09, \$10,375 in rollover funds will be requested through a budgetary adjustment board item.

Prior Board Action(s) 5/12/09 – Accepted Health Action Project Recommendations and iWALK resolution; 12/9/08 – Accepted Action Plan and hospital grant awards; 9/16/08 – Authorized The California Endowment grant agreement; 4/22/08 – Accepted Health Action report; 8/14/07 – Accepted preliminary plan to convene Health Action.

Alternatives – Results of Non-Approval: Lost opportunity to implement Health Action’s project recommendations.

BACKGROUND: (Note: Volunteer Center of Sonoma County and Alma Consulting Group contracts are on file with the Clerk of the Board.)

In August 2007, the Board of Supervisors authorized the Department of Health Services to convene a health planning council (subsequently named "Health Action") to work toward improving health and health care for all Sonoma County residents. In May 2009, the Board accepted Health Action's *Priorities for Action (2009-2012): Summary of Project Recommendations*, which included recommendations for seven specific projects to achieve Health Action's goals and objectives. In accordance with these project recommendations, Health Action is preparing to implement a series of community health improvement initiatives, beginning with iWALK, a countywide walking initiative launched on May 16, 2009 .

On April 13, 2009, the Department released two requests for proposals to assist with implementation of iWALK and support ongoing communications and community mobilization in Health Action's health improvement agenda during FY 09-10 through FY 11-12. The Department received a total of 5 proposals (2 for iWALK and 3 for communications and community mobilization). Funds have been identified to support the initial contracts with the Volunteer Center of Sonoma County for iWALK coordination for FY 09-10 and FY 10-11 (total of \$170,000) and for the Alma Consulting Group to conduct communications and community mobilization during FY 09-10 (\$60,000). It is expected that these contracts will be expanded in scope in FY 10-11 and FY 11-12 contingent on additional funding and satisfactory performance.

In developing the request for proposals for the iWALK coordinator, the Department sought to develop a relationship with an established organization with experience mobilizing and engaging large numbers of people for community health events and initiatives, particularly through outreach to schools and employers. The Volunteer Center of Sonoma County will work with Health Action staff and community partners to promote iWALK and to increase community participation at all levels. A focus during FY 09-10 will be to expand partnerships with schools, employers and other interested community organizations (e.g., senior centers, neighborhood associations). A key outcome of this effort will be a significant increase in the availability of walking groups in Sonoma County communities.

The Alma Consulting Group will develop and assist with implementation of an integrated communications/community engagement plan to promote the slate of Health Action initiatives and engage the broader community to become involved in specific and measurable ways. In addition, the Alma Consulting Group will provide professional graphic design and marketing services and will develop online organizing strategies that are integrated into a grassroots community engagement campaign. These services are outside the areas of expertise of existing DHS staff. Key outcomes of this effort will be enhanced collaboration and partnerships with community organizations, expanded community leadership in support of Health Action, and expanded support and involvement in Health Action's projects at the grassroots level.

Attachments: None.

On File With Clerk: Volunteer Center of Sonoma County and Alma Consulting Group contracts.

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:

BACKGROUND: (continued)

The Department requests authorization to execute a contract with the Volunteer Center of Sonoma County (FY 09-10 \$85,000, FY 10-11 \$85,000, total \$170,000) and Alma Consulting Group (FY 09-10 \$60,000).

FISCAL IMPACT:

These contracts are funded by grants from The California Endowment, and funds received from St. Joseph Health System Sonoma County and Kaiser Foundation Health Plan. The FY 09-10 Final Budget includes a total of \$134,625 for the two contracts. An additional \$10,375 in FY 08-09 rollover funds will be requested through a budgetary adjustment. There is no contribution from the General Fund or use of Realignment funds.

