



**COUNTY OF ORANGE
HEALTH CARE AGENCY**

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June 24, 2011

TO: Supervisor, Bill Campbell, Third District, Chair
Supervisor John M. W. Moorlach, Second District, Vice-Chair
Supervisor Janet Nguyen, First District
Supervisor Shawn Nelson, Fourth District
Supervisor Patricia C. Bates, Fifth District

**SUBJECT: Community Transformation Grant Information, Board of Supervisors
Agenda Item #58, June 28, 2011**

On June 21, 2011, under item #50, your Honorable Board discussed the Health Care Agency's request to apply to the Centers for Disease Control and Prevention (CDC) for a Community Transformation Grant. This item was continued to June 28, 2011, to allow time for additional information to be provided. The Health Care Agency respectfully provides the additional attached information for your consideration.

Please contact David Souleles, Deputy Agency Director, Public Health Services at 834-3882 if you have any questions or would like additional information.

David L. Riley, Director

11-052

Attachment

cc: Thomas G. Mauk, County Executive Officer
Darlene J. Bloom, Clerk of the Board of Supervisor

**Health Care Agency
Community Transformation Grant Summary
June 23, 2011**

Funding Opportunity

On May 13th the Department of Health and Human Services announced the availability of \$102,000,000 in funding for Community Transformation Grants to support implementation, evaluation, and dissemination of evidence-based community preventive health activities to reduce chronic disease rates and develop a stronger evidence base for effective prevention programming.

The Community Transformation Grants are administered by the Centers for Disease Control and Prevention (CDC), as authorized under the Prevention and Public Health Fund, part of the Patient Protection and Affordable Care Act of 2010.

This fund does not provide for expansion of health insurance or health care coverage. The purpose of the fund is to expand and sustain the necessary capacity to prevent disease, detect it early, manage conditions before they become severe, and provide states and communities the resources they need to promote healthy living.

Needs in Orange County

- Sixty percent of deaths in Orange County are a result of heart disease, cancer and stroke much of which is the result of preventable chronic disease.
- Nearly 60% of Orange County residents are overweight or obese.
- One in three people born in 2000 in the United States is expected to develop diabetes in their lifetime. For Latinos and African Americans, that rate is one in two.
- With a nationally estimated annual cost of \$1,429 in avoidable health care costs per obese individual, obesity in Orange County results in over \$800 million in avoidable healthcare costs annually.
- The adult smoking rate has dropped to 9% in Orange County, but the youth rate has started to increase again and is at 14.6%. In some school districts it is much higher, most notably Capistrano Unified at 22% and Laguna Beach 17%.

Prevention Strategies Fundable Under Community Transformation Grants

Community Transformation Grants are intended to reduce the incidents of chronic disease and as a result improve health and reduce healthcare costs. Projects are required to specifically address active living and healthy eating and implementation of clinical and preventative services such as those targeting the prevention and control of high blood pressure and high cholesterol and tobacco free living. In addition, applicants may also propose to address social and emotional well-being and support for healthy and safe physical environments.

The CDC attributes four modifiable health risk behaviors—lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption—as responsible for much of the illness, suffering, and early death related to chronic diseases.

The grant allows for local selection of evidence-based strategies to achieve program goals. The following are just a few examples provided by the CDC of strategies that could be implemented:

- Implement evidence-based strategies to prevent and reduce tobacco use among youth and adults.
- Improve jurisdiction-wide nutrition, physical activity, and screen time policies and practices in early child care settings.
- Improve the quality and amount of physical education and physical activity in schools.

The intent of the CDC is for local health jurisdictions, local government, schools, community-based organizations, and local stakeholders to work together to identify and prioritize needs and implement strategies to address them in their community.

Health Care Agency Application

If approved to apply, the Health Care Agency will propose strategies consistent with the Agency's Business Plan and Balanced Score Card measures to improve health behaviors and reduce chronic disease in Orange County:

1. Establish a Chronic Disease Prevention forum that includes business, schools and non-profit organizations that will identify county-wide priorities and strategies to address needs across the county. The establishment of this forum will assist with overall coordination of county wide efforts.
2. Create a county-wide media campaign encouraging healthy weight, nutrition and physical activity.
3. Target 4-6 cities with two-year projects designed to improve physical activity and/or nutrition opportunities and reduce exposure to second hand smoke. Cities will be selected based upon need and readiness to implement strategies; and funds will be re-granted to the cities, school districts and community based organizations to implement strategies identified by the community in conjunction with the Health Care Agency.

For example, if a city were selected as a target city due to increasing obesity rates among children, funding might go to:

- the city to develop a master pedestrian and bike plan;
- the school district to implement increased physical activity programs and for joint-use agreements that open up fields for community use after school;
- a local youth serving organization to work with parents on nutrition and physical activity through the PTA;
- support local businesses to establish work-place wellness programs and policies that improve health and reduce healthcare costs;

In addition, funding will support maximizing existing resources such as Women Infants and Children Supplemental Nutrition Program (WIC), Public Health Nursing's chronic disease self management program, and/or city/community sponsored activities.