

DPH Response to CDC Funding Opportunity: *Communities Putting Prevention to Work*

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Overview

- Funding agency is Centers for Disease Control and Prevention
- Funds from American Reinvestment and Recovery Act (ARRA)
- \$373 million to 30-40 jurisdictions nationwide; highly competitive
- Two-years of funding provided
- Policy, systems & environmental change



Enormous Opportunity

- Tipping point for creating healthier environments in Los Angeles County
- Increasing cooperation and collaboration between major jurisdictions
- Changing way we do business long term
- Important opportunity to create jobs
- Will be very competitive



Focus Areas and Strategies

- Two focus areas
 - Tobacco control and prevention
 - Obesity prevention: physical activity and nutrition
- LAC applying for both
 - \$10 million/year for tobacco control and prevention
 - \$10 million/year for obesity prevention
- No construction; no research, no clinical services (except tobacco cessation)



Initiative Requirements

- Health department must be lead agency
- Partnerships with city, community, school district, county, other stakeholders required
- Cooperation between jurisdictions key: high level leadership team (8-10 leaders)
- Population-level interventions required
- Experience working with partners on policy and environmental change critical



Initiative Requirements

- Reach: must impact community, schools throughout all/most of jurisdiction
- Must address populations disproportionately burdened by chronic disease
- Must demonstrate capacity and readiness to implement selected strategies
- Rigorous monitoring and evaluation; awardees must comply with strict reporting



MAPPS Strategies

- Defined set of evidence-based strategies provided by CDC (see handout)
- Each proposal must have at least one strategy in each of 5 “MAPPS”
 - Media
 - Access
 - Point of Purchase/Promotion
 - Price
 - Social Support and Services



Examples of MAPPS

Media

- Hard hitting advertising countering tobacco
- Media campaign educating about menu labeling

Access

- Restricting tobacco sales to minors
- Closing gaps in countywide bike network
- Creating walkable, bikeable districts around transit

Point of Purchase/Promotion

- Restricting tobacco advertising at purchase locations
- Signage to destinations in walkable, bikeable areas



Examples (continued)

Price

- Ban free tobacco samples and price discounts
- Make healthy foods less expensive than unhealthy foods

Social Support and Services

- Quit-line and other cessation services
- Baby-friendly hospitals that promote breastfeeding
- Safe Routes to School



Criteria for selecting MAPPS

- Evidence-based
- High impact
- Reaches many people (jurisdiction-wide)
- Addresses health disparities/need
- Feasible
- Sustainable
- Builds on existing momentum and readiness



Community Action Plan (CAP)

- Proposal must include detailed CAP
- Must identify specific MAPPS strategies and justify why we chose them
- At least one intervention in each MAPPS category
- Strategies should be sustainable after 2 yrs
- CAP describes grant activities, milestones, timelines for achieving interventions



Fast Timeline

- Timeline very fast for all partners and interventions to be up and running
- Letter of Intent due 10/30/09
- Grant proposal due: 12/1/09
- Awards made: 2/26/10



Fast Timeline

- By 4/26/10:
 - Leadership Team of 8-10 high level leaders in place (mayor, city officials, school superintendent)
- By 5/26/10:
 - Community Coalition in place (community leaders, school districts, planning agencies; etc.)
 - Staff and contractors HIRED
 - Evaluation Plan with measurement strategies due
 - First Quarterly Progress Report due



Opportunities and Challenges

- LA County is largest and one of most diverse local jurisdictions in country
- Extremely complex policy-making environment (88 cities, 81 school districts, and 3 health departments)
- FOA requires new policies; LA County and California have already passed many



DPH Plan: Tobacco Control and Prevention Proposal

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Proposed MAPPS Strategies

MAPP Strategies	Tobacco Interventions	TCPP Proposed Interventions
Media	<ul style="list-style-type: none"> •Media and advertising restrictions consistent with federal law •Hard hitting counter-advertising •Ban brand-name sponsorships •Ban branded promotional items and prizes 	<ul style="list-style-type: none"> •Hard hitting counter-advertising
Access	<ul style="list-style-type: none"> •Usage bans (i.e., 100% smoke-free policies or 100% tobacco-free policies) •Usage bans (tobacco-free school campuses) •Zoning restrictions •Restrict sales (e.g., internet; sales to minors; store/events w/o tobacco) •Ban self-service displays & vending 	<ul style="list-style-type: none"> •Usage bans (smoke-free housing and tobacco-free campuses) •Zoning restrictions
Point of Purchase/ Promotion	<ul style="list-style-type: none"> •Restrict point of purchase advertising as allowable under federal law •Product placement 	<ul style="list-style-type: none"> •Product placement
Pricing	<ul style="list-style-type: none"> •Use of evidence-based pricing strategies to discourage tobacco use •Ban free samples and price discounts 	<ul style="list-style-type: none"> •Use of evidence-based pricing strategies to discourage tobacco use
Social Support & Services	<ul style="list-style-type: none"> •Quitline and other cessation services 	<ul style="list-style-type: none"> •Quitline and other cessation services



Tobacco's Proposed CAP

Objective	MAPPS Strategies
1. By 2012, a minimum 75% of each of 3 high-risk populations (e.g. 12-17 youths, LGBT, African Americans) will be reached by a six-month hard hitting counter-advertising comprehensive media campaign.	Media
2. By 2012, a minimum of X cities will adopt 100% smoke-free outdoor worksite ordinances (e.g. businesses, construction sites, hospitals, public health clinics, mental health facilities, and drug and alcohol treatment centers).	Access
3. By 2012, a minimum of X cities in Los Angeles County will adopt a zoning ordinance that prohibits the sale of tobacco products within 1,000 feet of schools.	Access
4. By 2012, a minimum of X cities in Los Angeles County will adopt a policy that Prohibit smoking in at least 75% of individual units, including their balconies and patios.	Access
5. By 2012, a minimum of X cities will adopt an ordinance that requires all tobacco retailers to place tobacco products out of view.	Point of Purchase/Promotion
6. By 2012, a minimum of X of cities will adopt an ordinance that requires consumers to pay a fee for the mitigation of litter.	Pricing
7. By 2012, a minimum of 175 social service agencies (e.g. hospitals, community clinics, drug treatment centers, homeless shelters, social service agencies will adopt a systems level tobacco cessation program that includes smoke-free environment policy and cessation services, including nicotine replacement therapy.	Social Support & Services
8. By 2012, X number of LA County school districts will implement evidence-based smoking cessation program.	Social Support & Services



Large Agency Partners

- TCPP has met with potential large agency partners to discuss potential funding opportunity and MAPP strategies
 - Los Angeles County Office of Education (LACOE)
 - LA City Tobacco Enforcement Program
 - Los Angeles Unified School Districts (LAUSD)
 - Long Beach and Pasadena Tobacco Control Program
 - Smoking Cessation Leadership Center
 - The Center for Tobacco Policy and Organizing
 - LACEHH
 - California Clean Air Project



Mini-Grant Process

- TCPP plans to award approximately 175 mini-grants to social service agencies to adopt a systems level tobacco cessation program that includes smoke-free environment policy and cessation services
 - Pre-qualification Application (11/23/09)
 - Technical Assistance/Training
 - NRT



Creating Jobs in LA County!

- Policy Liaison – 10
- Community Organizer – 10
- Legal Consultant – 1
- Evaluation Consultant – TBD



Community Involvement

- Provide ongoing input on Community Action Plan
- Letters of support
- Submit Mini-grant Prequalification Application
- Promote Policy Liaison and Community Organizer positions



DPH Plan: Obesity Prevention Proposal

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Develop CAP: Large Agency Partners

- DPH is meeting with potential large agency partners to discuss funding opportunity and possible MAPP strategies
 - City of LA
 - County of LA (unincorporated areas)
 - Los Angeles Unified School Districts (LAUSD)
 - Los Angeles County Office of Education (LACOE)
 - Long Beach and Pasadena Health Departments
 - Metropolitan Planning Agency (Metro)
 - First 5 LA



Develop CAP: Community Input

- DPH getting input into priority policy and environmental change strategies
- Met last week with small group of local stakeholders experienced in implementing nutrition/physical activity policy and environmental change
- Large stakeholders meeting today –input from any interested parties



Create CAP

- Must have comprehensive, integrated, countywide plan; not hodgepodge of piecemeal strategies
- Must address all 5 MAPPS strategies
- Must have large agency partners with defined interventions (these partners will be required to include community component)
- Must have partnerships beyond large agencies (RFP planned to reach them)



Community Partnerships Key

- Communities are critical to success of both the grant proposal AND MAPPS interventions
- CDC Proposal: Must demonstrate strong collaboration between local jurisdictions, school districts and community representatives
- MAPP Interventions: Community advocacy is key to policy and environmental change



How Can Community Participate?

1. Collaborate with Large Agency Partners
2. Request Funding via Community Request for Proposals (RFP)
3. Additional ways to support proposal



1. Collaborate with Large Agency Partners

- Each large agency partner will implement one or more specific MAPP strategy
- Their strategies will include community participation
- We will provide more info about large agency strategies on our website as info becomes available, so check back often:

www.publichealth.lacounty.gov/chronic



2. Request Funding via Community Request for Proposals (RFP)

- Given large size of county, we will put money out to competitive bid via RFP to select additional partners
- Because CDC timeline is so fast, we must release RFP very soon
- This will allow us to notify applicants of award on/about 2/26/10 when we are notified of award
- Funded orgs must hire staff by 5/26/10



Community RFP: Purpose

- Create policy, systems and environmental change
- Focus on specific MAPPS strategies that increase physical activity and healthy eating
- RFP will focus on strategies closely integrated with strategies proposed in CAP
- Modeled with modifications after current PLACE Program grantees:

www.publichealth.lacounty.gov/place



Community RFP: Specifics (Tentative)

- Will provide approximately \$100,000 per year for two years
- Will make up to eight awards
- Applicants must demonstrate experience creating policy and environmental change
- Applicants must include action plan with milestones for completing initiative in 2 years



Community RFP: Partnerships

- Eligible applicants: cities, community-based organizations, school districts
- Partnerships required; applicants must demonstrate support from key partners at time of application
 - Example: letters of support
- Readiness by all partners will be a key funding criterion



Community RFP: Technical Assistance

- Funded organizations/partners will receive expert technical assistance to complete initiative
- Examples:
 - Train traffic engineers to design for bike/peds
 - Train agencies on meeting facilitation and outreach
 - Help develop Safe Routes to Schools Proposal
 - Assist with market makeovers
 - Craft incentives to attract healthy food retailers



Community RFP: Timeline (Tentative)

- RFP released on/about: 11/19/09
- Bidders Conference on/about: 11/24/09
- Proposals due on/about: 12/23/09
- Site visits (top scorers): on/about 1/14/10
- Applicants notified: on/about 2/27/09



Community RFP: for more info

- Info about the Community RFP will be posted on our DPH Chronic Disease website
- <http://publichealth.lacounty.gov/chronic>



3. Additional ways to support proposal

- Participate in Community Coalition
- Provide letters of support
- Advocate for policy change within local jurisdictions/school districts



Questions for Audience

- What are the best pricing strategies to include in these proposals?
- What are the best ways to limit availability of unhealthy foods and beverages?
- What are the most realistic physical activity/nutrition policies schools can address?
- Thinking big, what systems could be improved as part of this initiative?

