

**Agenda Item No. 2
February 6, 2008 Meeting**

DATE: January 29, 2008
TO: Children and Families Commission of Orange County
FROM: Michael M. Ruane, Executive Director 
SUBJECT: 2008 Health Promotion and Immunization Campaign

SUMMARY:

The Children and Families Commission of Orange County has supported successful health events to promote the importance of good health and up-to-date immunizations. These events have proven to be an extremely effective strategy to outreach to the diverse communities within Orange County. Commission staff is proposing to again coordinate with school districts, Orange County Chapter of the American Academy of Pediatrics (AAP), The Visiting Nurses Association (VNA), community clinics and other community partners to plan a community health campaign to begin in spring 2008. The events will focus on ensuring that underserved children in Orange County are current with their immunizations and enrolled in healthcare coverage, and that families have access to and recognize the importance of a medical and dental home for preventative care.

Background

Previous Health Events have included the successful 2006 “Start Smart: Immunize” campaign, which educated families on the importance of child immunization and increased the number of Orange County families with children from birth through age five who are up to date on all immunizations and health requirements for school entry. This campaign attracted over 1,300 parents and 1,400 children and contributed to the significant number of children who were registered during these months for the first time in the local immunization registry. In 2007, over 150 children who had been under-immunized were brought up-to-date on their vaccinations, and more than 470 dental screenings and 500 Body Mass Index (BMI) screenings were provided. The 2007 campaign also included a special focus on children living in motels, with two events held at motel community sites. As with previous years, health providers not only identified several children with significant health care needs but were able to link families to essential medical services.

Plan for 2008

The 2008 health events will be consistent with the Commission’s comprehensive approach to health; the community campaign will again include resources and information on infectious disease prevention, early literacy, child safety, dental health, health insurance enrollment, family resources, and other topics. The AAP will seek the participation of local pediatricians to adopt local schools in support of the county-wide campaign. Events will be held spring through late summer to coincide with school districts’ kindergarten outreach activities. An update will be provided at your April meeting.

PRIOR COMMISSION ACTIONS:

March 7, 2007 – Authorized \$75,000 for expenses related to conducting Spring Health Events for a cost of \$5,000 per event site.

STRATEGIC PLAN & FISCAL SUMMARY:

The proposed project has been specifically reviewed in relation to the Strategic Plan, and is designed to further the Healthy Children goal, among others. This funding request is for the amount of up to \$75,000 for one time community health events commencing in March 2008. Funding for this item is included in the FY 2007/08 Budget within the Healthy Children budget category.

RECOMMENDED ACTION:

Authorize the Executive Director or designee to expend Commission funds for expenses related to conducting Community Health Events, including family and physician incentives, for a cost of up to \$5,000 per event site, with a maximum project allocation of \$75,000 to fund immunization promotion and facilitation for children ages 0-5 and their families during spring and summer 2008. Grant recipients will be school districts and other community partners with current contracts with the Commission.

Contact: Kelly Pijl