



**Agenda Item 9
March 4, 2015**

DATE: February 20, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Childhood Obesity Prevention Program Update

ACTION: Receive Childhood Obesity Prevention update and adopt resolution authorizing an amendment to the agreement with the Discovery Science Center of Orange County.

SUMMARY:

In March 2012, the Children and Families Commission approved a second round of catalytic funding for priority program areas. These catalytic projects were prioritized for specific program areas, but warranted additional planning prior to full implementation. A total of \$500,000 was set-aside for obesity prevention, nutrition, and fitness. To date, \$175,000 has been awarded against this funding leaving a balance of \$325,000 available for programming.

Additionally, the Commission authorized \$250,000 of catalytic capacity building funds to support development of an early childhood exhibit at the Discovery Science Center. At the February meeting, the Commission approved dedicating this exhibit space to obesity prevention and promotion of healthy active lifestyles in young children. This agenda item provides an update of project activities to date, and requests authorization to allocate additional funds for the Discovery Science Center “The Discovery Cube” project.

DISCUSSION:

Commission actions to date to address obesity prevention include:

Project	Scope of Expended Funding	Total Allocation	Funding Awarded	Funding Available
Catalytic-Nutrition and Fitness/Breastfeeding	Develop breastfeeding plan and funded Community Perinatal Network to improve breastfeeding rates	\$150,000	\$150,000	\$0
Catalytic-Nutrition and Fitness/Obesity Prevention	Continue work of Commission’s fitness and nutrition consultant	\$350,000	\$ 25,000	\$325,000
Subtotal	Obesity Catalytic Funding	\$500,000	\$175,000	\$325,000*
Capacity Building–Discovery Science Center	Exhibit focused on promotion of active lifestyles and obesity prevention		\$250,000	

As indicated in the table, \$325,000 of funds is available for Commission consideration. Staff recommends that \$200,000 of these funds be authorized as an additional match amount for the Discovery Science Center project. The balance of \$125,000 would remain available for future Commission action with a focus on pregnant mothers and promoting healthy, active lives from birth, which builds on the recommendations presented by Dr. Candice Taylor Lucas at the December Commission meeting. (see discussion below).

Discovery Science Center – Obesity Prevention

In November 2012, the Commission approved a \$250,000 Capacity Building grant to Discovery Science Center to build out 2,500 square feet of space dedicated for children 0-5 and their caregivers. In December 2014, the Commission received a presentation by Joe Adams, President of the Discovery Science Center detailing their proposal to repurpose project design to health, nutrition, and sleep for young children. The Commission approved this new planned exhibit space as it is bettered aligned with planned uses for surrounding exhibits, creating a series of integrated exhibits focused on obesity prevention and promoting healthy lifestyles.

Following the December Commission meeting, staff has worked with Discovery Science Center to refine the space design, budget for development, and discuss options for additional leveraging opportunities. The full exhibit, as conceptualized currently, is budgeted at \$1 million which exceeds the Commission grant amount of \$250,000. The Discovery Science Center staff is working to identify and secure additional funding. The Discovery executive team has been in discussion with a family foundation that is exploring the opportunity to structure their funding as a match grant. Staff is recommending that an additional \$200,000 be made available to Discovery Science Center contingent on securing a match grant. In addition, the increased funding would be structured as a service pay back agreement requiring on site services targeting families with young children focused on promoting healthy eating, increased physical activity and sleep. Programs would be targeted to both prenatal women and families with young children and would be developed in coordination with Dr. Patricia Riba and Dr. Lucas.

The additional funding is available in the Round 2 Catalytic funding for community based obesity prevention programs. Attachment 1 includes a budget for the expanded project along with an updated implementation plan for the exhibit and other match funding commitments. The Discovery Science Center anticipates opening the first phase of the exhibit space in July 2015.

Nutrition and Fitness

Breastfeeding Promotion – In December 2014, the Commission authorized an allocation of \$150,000 to promote breastfeeding to be implemented by the Community Perinatal Network. The Community Perinatal Network is a 501(C)(3) non-profit organization focused on promoting optimal perinatal care for patients and families and is currently designated as California's Regional Perinatal Program provider in Orange County. The Network is now actively implementing the contract scope of work including:

- Facilitating hospital efforts to adopt the “Ten Steps to Successful Breastfeeding” as adopted by the Baby-Friendly USA, per the Baby-Friendly Hospital Initiative.
- Collaborating with obstetricians, pediatricians, family practice physicians, hospitals, businesses (workplaces) and child care providers to integrate promising promotion and education practices/policies, leverage existing resources and efforts.

- Leveraging their relationship with the WIC (Women, Infants and Children) programs to provide education on Ten Steps to encourage patients to plan on breastfeeding in the hospital and to expect support from hospital staff overcomes the barrier of cultural norms for formula feeding.
- Developing short messages geared towards breastfeeding promotion prior to and after delivery will be used to encourage mothers interested in weight loss after birth and ongoing health of the newborn/child, to use in conjunction with social marketing and other venues.

Staff will monitor the progress and success of the project measured by changes in the county-wide breastfeeding rates over time.

Childhood Obesity Prevention – In December 2014, the Commission also received a presentation by Dr. Candice Taylor Lucas, University of California, Irvine pediatrician focused on training healthcare professionals. Dr. Lucas's position is supported through funding from the Commission's Pediatric Health Services Program. Dr. Lucas, and staff from the UCI Center for Clinical and Translational Science, has started to convene key community stakeholders in a collaborative and iterative process to identify local practice barriers and challenges to early childhood obesity prevention and healthy weight management, particularly in relation to a child's medical home.

The community is also working with Dr. Lucas's office to identify and pursue interdisciplinary research focused on maternal nutrition and obesity during pregnancy. Maternal health significantly impacts not only the mother but also the intrauterine environment, and subsequently fetal development and the health of the newborn. A growing body of evidence illustrates that *infants born to obese women are more likely to be born prematurely, experience birth defects, have low birth weight, higher mortality rates, and long-term risks for obesity later in life.* Staff recommends that the remaining Round 2 Catalytic Funds (\$125,000) be allocated for childhood obesity prevention; and be held to focus on prenatal risk factors and implementation of effective identified strategies to start childhood obesity prevention earlier, starting with pregnancy.

STRATEGIC PLAN & FISCAL SUMMARY:

The reports and recommended actions presented in this staff report have been reviewed in relation to the Commission's Strategic Plan and are consistent with all applicable goals. Funding is included in the Commission's FY 2014/15 budget in the Catalytic Funding budget category.

PRIOR COMMISSION ACTIONS:

- December 2014 – Received childhood obesity prevention update, approved amendments to the Discovery Science Center Capacity Building Grant scope of work, and approved contract with the Community Perinatal Network for breastfeeding support services
- October 2014 – Received Catalytic status report
- November 2012- Approved Capacity Building grant awards
- March 2012 – Approved implementing actions for Round 2 Catalytic investments
- February 2012 – Approved work plan for Round 2 Catalytic investments

RECOMMENDED ACTIONS:

1. Receive Childhood Obesity Prevention Update and approve amendment to the Discovery Science Center's Capacity Building Grant scope of work.
2. Adopt resolution (Attachment 2) authorizing the Executive Director, or designee, and Commission Counsel to prepare and negotiate amendment to Agreement F02-CB-12 with the Discovery Science Center of Orange County, in an amount not to exceed \$200,000, as specified in Attachment 1.

ATTACHMENTS:

1. Discovery Science Center - Expanded Scope of Services
2. Resolution authorizing amendment to Agreement F02-CB-12
3. Discovery Science Center Conceptual Design

Contacts: Alyce Mastrianni
Kim Goll

Discovery Science Center
Expanded Scope of Services
Amend Agreement FCI-CB-12

Background	<p>In November 2012, the Commission approved a \$250,000 Capacity Building grant to Discovery Science Center to build out 2,500 square feet of space dedicated for children 0-5 and their caregivers. The plan approved at that time would have created an exhibit called, <i>ABC; Learning Through Adventure, Books, and Curiosity</i>. The hands on learning exhibit was planned to include a reading room, lending library, and traveling exhibits. This dedicated 0-5 programming space was part of Discovery's overall facility expansion plan to add 40,000 square feet, doubling the current exhibit space. Construction for the expansion is underway and will provide even more hands-on educational programming in support of their core initiatives: Science, Technology, Engineering, Math Proficiency, Environmental Stewardship, Early Learning, and Healthy Living.</p> <p>The Commission approved the Discovery Science Center's request to revise the Commission's original Capacity Building grant, to be refocused on health, nutrition, and sleep for young children in December 2014. The revised scope changed the theme to healthy lifestyles integrating the concepts of healthy eating, physical activity and sleep. The conceptual design for the exhibit includes ways children and parents can actively engage in learning about how the food eaten, rest received and physical activity lead to a healthy body and lifestyle. The Discovery Science Center anticipates opening the first phase of the exhibit space in July 2015.</p>
Revised Term	<p>October 1, 2013- September 30, 2020 The extended term would is estimated to allow for service pay back</p>
Expanded Scope of Services	<p>The Discovery Science Center will provide 2500 square feet of exhibit space that will be dedicated to promoting health living. Exhibit space and associated programming will be focused on children ages 0-5 and their families. The intent of the exhibit space will be to integrate the key messaging about the importance of good nutrition and sleep with active living. For example, children will have the ability to use healthy food and sleep to activate exhibit manipulative attachment 3 provides the conceptual drawings for the exhibit space.</p> <p>The additional \$200,000 for the Discovery Science Center would be contingent on securing a match and provision of program services. The Discovery Science Center would be required to provide community and educational programs to pregnant women, parents and caregivers of children ages 0-5. The community programs would have the opportunity to leverage other museum space such as a teaching kitchen. The develop of these programs would be structured around the technical expertise of Dr. Candice Taylor Lucas for programming targeted at pregnant women and families with infants and Dr. Patricia Riba for programs targeted a toddlers or preschoolers and their families.</p>
Commission Funding	<p>\$450,000 Round 2 catalytic funding (Capacity Building Grants for \$250,000 allocated November 2012 and purposed additional \$200,000 from Obesity Prevention)</p>
Total Program Costs	<p>Estimated at \$1,000,000</p>

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-15-C&FC

March 4, 2015

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE A SECOND AMENDMENT TO AGREEMENT F02-CB-12 WITH DISCOVERY SCIENCE CENTER TO ADD CATALYTIC MATCHING FUNDING AND AUTHORIZING APPROVAL AND EXECUTION OF SUCH AGREEMENT ON BEHALF OF THE COMMISSION

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the “Act”) implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County (“Commission”); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County’s children prenatal to five years of age as codified in the Act; and

WHEREAS, On November 7, 2012, Commission authorized the Executive Director or designee to prepare and negotiate Agreement F02-CB-12 with the Discovery Science Center, hereinafter referred to as the “Contractor”, in an amount \$250,000 to expand its capacity to meet the needs of more children ages 0-5 and their families for early learning for the term October 1 2013 through March 31, 2015; and

WHEREAS, On December 3, 2014, Commission approved Contractor's request to refocus project design and scope of Agreement F02-CB-12 to emphasize health, nutrition and sleep for young children; and

WHEREAS, the Commission desires to prepare and negotiate a Second Amendment to Agreement F02-CB-12, as specified in the staff report for the March 4, 2015 Commission meeting, to make an additional \$200,000 available to Contractor for the revised term of October 1, 2012 through September 30, 2020, contingent upon securing a match grant, a service pay back agreement and the terms specified in Attachment 1 therein; and

WHEREAS, Contractor desires to enter into the Second Amendment to Agreement F02-CB-12 in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable Agreement; and

WHEREAS, Commission has reviewed the staff report for the March 4, 2015 Commission meeting relating to the scopes of services to be provided and hereby finds and determines that the proposed Second Amendment to Agreement F02-CB-12 is in furtherance of and consistent with the Commission’s Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair and Commission Clerk to execute the amendment to the Agreement in the amount of \$200,000 and for the terms specified in Attachment 1 to the March 4, 2015 staff report for this Agenda Item.

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director, or designee, and Commission Counsel to prepare and negotiate the Second Amendment to Agreement F02-CB-12 as described in Attachment 1 to the March 4, 2015 staff report for this Agenda Item to make an additional \$200,000 available for the revised term of October 1, 2012 through September 30, 2020 to Contractor contingent upon securing a match grant, a service pay back agreement and the terms specified in Attachment 1 therein; and

Section 3 The Second Amendment to Agreement F02-CB-12 to add make an additional \$200,000 available for the revised term of October 1, 2012 through September 30, 2020 and for the terms specified in Attachment 1 to the March 4, 2015 staff report for this Agenda Item may be subject to minor, non-substantive revisions as reviewed and approved by the Executive Director or designee and Commission Counsel. The approval by the Executive Director or designee of the Second Amendment to the Agreement F02-CB-12 shall be conclusively evidenced by the execution of the Second Amendment to Agreement F02-CB-12 by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the Second Amendment to Agreement F02-CB-12 with Contractor as described in Attachment 1 to the March 4, 2015 staff report for this Agenda Item to make an additional \$200,000 available for the revised term of October 1, 2012 through September 30, 2020 for the terms specified in Attachment 1 to the March 4, 2015 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the amendment to the Agreement on behalf of the Commission.

Section 6 A copy of the Second Amendment to Agreement F02-CB-12 when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Second Amendment to the Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director, or designee, is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Second Amendment to the Agreement F02-CB-12 , (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement(s), and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement(s) in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on March 4, 2015 to wit:

AYES Commissioners: _____

NOES Commissioner(s): _____

EXCUSED Commissioner(s): _____

ABSTAINED Commissioner(s): _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, SUSAN NOVAK, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

SUSAN NOVAK
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-15-C&FC

Agenda Date: March 4, 2015

Item No. __



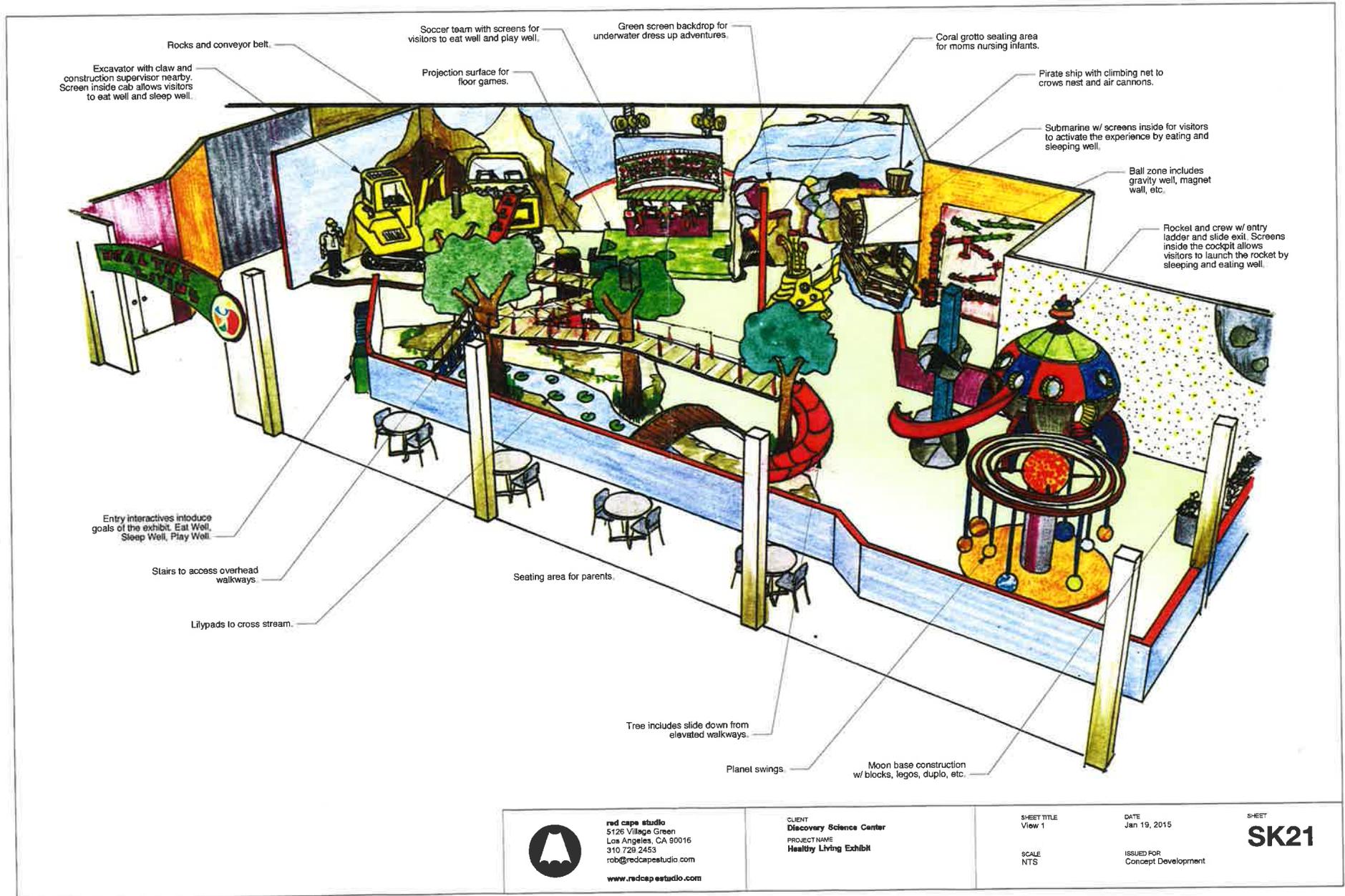
I certify that the foregoing is a true and correct copy of the Resolution adopted by the

SUSAN NOVAK, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy(ies) of final executed Agreements)



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CLIENT
 Discovery Science Center
 PROJECT NAME
 Healthy Living Exhibit

SHEET TITLE
 View 1

SCALE
 NTS

DATE
 Jan 19, 2015

ISSUED FOR
 Concept Development

SHEET

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