



MEMORANDUM

DATE: September 2, 2010

TO: Council President Richard Conlin
Councilmember Sally Bagshaw
Councilmember Tim Burgess
Councilmember Sally Clark
Councilmember Jean Godden
Councilmember Bruce Harrell
Councilmember Nick Licata
Councilmember Mike O'Brien
Councilmember Tom Rasmussen

FROM: Theresa Barreras, OED; Rosemary Cunningham, HSD; Jerry DeGriek, HSD;
Kathleen Groshong, HSD; Nora Liu, DPD; Andrea Petzel, DPD

RE: **Communities Putting Prevention to Work: Grant Awards for City Projects**

The purpose of this memorandum is to brief the City Council on three City projects recently funded by Public Health–Seattle & King County through the Communities Putting Prevention to Work (CPPW) Request for Proposals (RFP) competitive process. The Department of Planning and Development (DPD) and the Human Services Department (HSD) were awarded funding for three distinct projects that achieve objectives under the Healthy Eating/Active Living (HEAL) portion of CPPW.

In addition to the three HEAL project awards through the RFP process, the City was awarded \$1.4 million for *Healthy Foods Here*, a business support project led by the Office of Economic Development (OED). This was funded outside of the RFP process, but is a major CPPW strategy to provide incentives and loans to businesses.

Background

CPPW funding was available for projects that address the causes of chronic and preventable diseases, with a particular focus on decreasing obesity and tobacco use. Projects that were awarded funds are required to implement environmental, systems, and policy changes that create and support conditions for people to make healthier choices. CPPW activities target high-need communities that are most affected by obesity and tobacco-related disease; the intention is to address significant health inequities based on race, income, neighborhood and other factors. The CPPW focus in Seattle includes Central, Delridge and Southeast neighborhoods. CPPW also focuses on communities in South King County.



City of Seattle Projects

The City has used CPPW funding as a catalyst to help Seattle residents be physically active, eat healthier foods, and prevent obesity and disease. The City's CPPW projects will be implemented on an interdepartmental basis and in partnership with other organizations in the community. The following are brief descriptions of the four CPPW funded projects for the City of Seattle:

HSD – Farm to Table Partnership: \$200,483

HSD's Aging and Disability Services division will focus on making healthy foods affordable for senior congregate and home-delivered meal programs and child care centers by cooperatively purchasing fresh produce directly from local farmers. HSD will use the CPPW award to fund a .4 FTE project manager (existing staff) to lead the Farm to Table partnership and to monitor outcomes. HSD will also subcontract with two partners, Washington State Department of Agriculture Farm-To-School Program and the Puget Sound Food Network to connect local farmers with senior nutrition providers and child care centers. Finally, HSD will add funds to the existing senior nutrition provider contracts to develop systems to better incorporate local produce in approximately 132,000 meals over a 12 month period.

DPD – Integrated Food Systems Planning and Healthy Communities: \$108,000

DPD received funding for a project with three components that support efforts in improving access to locally grown food, in assessing healthy living of our neighborhoods, and in creating new opportunities for healthy food at transit stations. Specifically, DPD will work with other departments and agencies to:

- Develop a municipal agriculture program to help immigrant and low-income people grow food in their communities and sell it to local food retailers.
- Incorporate a healthy living assessment, including an emphasis on food access, into the neighborhood planning process.
- Partner with Sound Transit to develop a mobile food program, that will help create low cost opportunities for Rainier Valley entrepreneurs to start small businesses at the Mt. Baker Link light rail station.

HSD – Nutrition and Physical Activity Standards: \$73,000

The HSD Early Learning and Family Support Division's project will increase the availability of healthy food/drink choices and increase children's physical activity in early learning and afterschool child care programs. A half-time position will be funded to implement the following strategies, aimed at approximately 12,000 children in Seattle and South King County:

- Improving nutrition and physical activity standards in HSD's site assessments and monitoring of 130 Comprehensive Child Care Program subsidy sites.
- Increasing provider education on existing nutrition standards in 245 USDA-funded Child Care Nutrition Program sites, 12 ECEAP sites and 22 Seattle Parks before and after school programs.



- Collaborating with HSD's ADS division to develop a plan for child care programs to cooperatively purchase local produce.

OED – Healthy Foods Here: \$1.4 million

OED is leading the Healthy Foods Here project to increase the access of healthy food at retail locations in King County. The program will be countywide with particular emphasis on providing better access in CPPW focus communities in South King County, Seattle Central District, and Southeast and Southwest Seattle. \$1.2 million will be used to provide incentives for food businesses such as small convenience and corner stores or other businesses in the supply chain for food retail. In addition to increasing the availability of healthy foods in the target communities, other key outcomes of the project include:

- Increase in capacity of businesses to effectively participate in WIC/EBT
- Increase capacity of store owners to profitably sell healthy food
- Increase demand for healthy products in the participating businesses

Interested businesses will have access to a menu of incentives valued at up to \$50,000 per business, which includes:

- **Consulting services** on topics such as merchandising, inventory management, marketing, store layout and design improvement, EBT/WIC assistance, nutritional consultation and distribution/supply chain development
- **Marketing** to increase awareness of the business' healthy offerings and participate in a larger campaign
- **Financial incentives** such as low-cost loans to make store improvements, purchase equipment, or provide working capital.

This project is estimated to reach about 25-30 businesses.

CPPW Funding by Sector

Public Health's CPPW RFP process was conducted by sector and the total awards granted countywide include:

- **Schools** – Seven school districts, one college and four supporting organizations were awarded \$2.6 million for 11 HEAL projects and \$610,000 for three tobacco prevention projects.
- **Local Governments** – Five cities, King County and four supporting organizations were awarded \$2.3 million for 12 HEAL projects. In addition, King County Parks, in partnership with city parks jurisdictions, was awarded \$200,000 for tobacco-free parks.
- **Community Organizations** – Eighteen community-based organizations were awarded \$1.9 million for 14 HEAL projects and \$475,000 for four tobacco prevention projects.
- **Housing Groups** – Four housing groups including the Seattle and King County Housing Authorities were awarded \$430,000 for smoke-free housing projects.