



December 30, 2012 AGENCY ADMIN. & FINANCE
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San Leandro, CA 94577
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The Honorable Board of Supervisors
County Administration Building
1221 Oak Street
Oakland, CA 94612

Dear Board Members:

SUBJECT: Proposed Acceptance of Award Amendment from First 5 Alameda County and Approval of Gift Card and Bus Ticket Purchase for the Public Health Department, Family Health Services

RECOMMENDATION:

1. Accept and authorize the President of the Board to sign in original signature seven (7) copies of the Amendment to Contract #COC2011-13-019 from First 5 Alameda County for the Public Health Department, Family Health Services, Medical Home Project (MHP) in the amount of \$98,240, an increase of \$54,240 from \$44,000, for the period July 1, 2011 through June 30, 2013 to work with pediatric practices on implementing standardized developmental screening and referral pathways for children with specialized health and developmental needs;
2. Approve and authorize the Auditor-Controller to increase appropriation and revenue in the amount of \$54,240 as outlined in the attached Financial Recommendations; and
3. Approve a waiver of the policy that no more than \$500 of County fund be expended and authorize expenditures up to \$75,720 for gift card and bus ticket purchases as incentives for program activities.

SUMMARY/DISCUSSION/FINDINGS:

On January 10, 2012, your Board accepted the award from the First 5 Alameda County (First 5) to fund Public Health Department, Family Health Services, Child Health Disability and Prevention (CHDP) program in the amount of \$44,000 for the period July 1, 2011 through June 30, 2013 to promote medical homes and early developmental screening in the context of the County pediatric Help Me Grow system. The goal is to institutionalize universal developmental screening by CHDP primary care providers in Alameda County, using the MHP model of outreach, education, and technical assistance which has proven its value to child health care providers over the last several years. At this time, the CHDP program has been awarded additional funding of \$54,240 for FY2012-13 to provide Help Me Grow pediatric sites trainings on referral pathways for children with special health and developmental needs.

The department is also requesting your Board to authorize gift card and bus ticket purchases up to \$75,720 for various Family Health Services programs (Black Infant Health \$8,200, Teen Dating Violence Prevention \$39,520, Teen Pregnancy Prevention \$5,000 and Improving Pregnancy Outcomes Program \$23,000). Gift cards are an important incentive for successful program activities and are distributed to participants according to the Public Health Department's gift card distribution procedures and in compliance with County policies. As required by the Federal grants, these cards are prohibited from purchasing alcohol, tobacco or lottery tickets. The bus tickets will enable the Black Infant Health clients to attend their prenatal and postpartum group sessions on a weekly basis.

SELECTION CRITERIA/PROCESS:

Not applicable as fund is to be received by the County.

FINANCING:

Funding for this award amendment and purchase of gift cards/bus tickets is included in the FY2012-13 adopted budget. However, budget adjustments are needed to reflect the \$54,240 increase in the grant award received; therefore, changes in appropriation and revenue are necessary. There is no impact on net County cost.

Very truly yours,



Alex K. Briscoe, Director
Health Care Services Agency

AKB;bn

cc: Auditor-Controller
County Counsel



Contract Number: COC2011-13-019

AMENDMENT TO CONTRACT

Reference is made to that contract made and entered into on July 1st, 2011 by and between First 5 Alameda County, an independent public agency of the State of California, and Alameda County Public Health Department herein referred to as "CONTRACTOR".

Said contract is hereby amended:

1. By changing COMPENSATION from "Payment under the terms of this Agreement shall not exceed the total amount of \$44,000.00 (\$22,000.00 in FY 2011-12 and \$22,000.00 in FY 2012-13) to "Payment under the terms of this Agreement shall not exceed the total amount of \$98,240.00 (\$22,000.00 in FY 2011-12 and \$76,240.00 in FY 2012-13)."
2. By substituting the original Exhibit A: Program Description and Performance Requirements with the Attached Exhibit A1: Program Description and Performance Requirements.
3. By substituting Exhibit B: Terms and Conditions of Payment with the attached Exhibit B1: Terms and Conditions of Payment.
4. By substituting Attachment A: Budget with the attached Attachment A1: Budget.

Except as herein amended, said contract is continued in full force and effect.

This Amendment is effective on September 27th, 2012.

By: Helen Mendel
 Helen Mendel, CMD
 Vice Chair, First 5 Alameda County

By: _____
 President,
 Alameda Co. Board of Supervisors

Date: 9/29/12

Date: _____

Approved as to Form
 DONNA R. ZIEGLER, County Counsel

By: [Signature]

Print Name: F. Koon

EXHIBIT A1

PROGRAM DESCRIPTION AND PERFORMANCE REQUIREMENTS

1. Background and Program Description

The California Children and Families First Act of 1998 (Proposition 10) created a program in the state for the purposes of promoting, supporting, and improving the early development of children from the prenatal stage to five years of age. The intent of this act is to enable counties to create and implement an integrated, comprehensive and collaborative system of information and services to enhance optimal early childhood development.

First 5 Alameda County has approved a Strategic Plan for a comprehensive system of early intervention services for children 0 to 5 years of age and families in Alameda County. The Strategic Plan is called Every Child Counts (ECC). A key component of the First 5 Strategic Plan is coordinated screening, assessment, referral and treatment for families with children with developmental concerns (2009-2013 Strategic Plan, page 13). The services of the Contractor have been retained to work with pediatric practices on implementing standardized developmental screening and referral pathways for children with specialized health and developmental needs. In addition, Contractor will support First 5 programs that need additional trainings on referral pathways for children with special health and developmental needs.

2. Prohibition on Supplantation

By law, First 5 Alameda County funding may not be used to supplant other funds. First 5 funding may only be used to expand or enhance existing programs or to initiate new services or programs benefiting children prenatal to age five.

3. Performance Requirements

The Alameda County Public Health Department will support implementation of Help Me Grow's pediatric strategies either directly through department staffing and/or through sub-contracting with another agency.

Any subcontractors will collaborate with and draw on the resources of Alameda County Public Health Department's CHDP Provider Relations Unit, public health field nurses, and First 5 Help Me Grow staff. The program would further both state and county achievement of Title V goals and support implementation of the upcoming state CMS Medical Home Initiative, as well as promote the goals of the Help Me Grow Alameda County initiative.

Contractor and/or sub-contractor will:

- A. Participate in the monthly Help Me Grow (HMG) Pediatric Strategies workgroup, which includes:
 - a. Collaborate with First 5 Alameda County Help Me Grow staff to convene and facilitate the workgroup, and to prepare meeting agendas

- b. Ensure that appropriate contractor project staff participate in meetings
 - c. Ensure that meeting agendas and outcomes support the overall goals of HMG and HMG pediatric strategies
 - d. Develop protocols for the regular review of information and data that will support quality assurance and improvement.
 - e. Identify systems barriers to implementation, develop potential solutions, and work with Alameda County and HMG to address barriers
 - f. Review workgroup membership periodically and recruit participants as appropriate
- B. Oversee the implementation of components of HMG Pediatric Strategies in pediatric settings, which includes:
- a. Provide all Help Me Grow pediatric sites training, including: screening (focusing on the use of the Ages and Stages Questionnaire (ASQ), surveillance, and referral pathways (including the use of the HMG Linkage Line) trainings; site refresher trainings as necessary; and additional trainings on other tools, such as the Modified Checklist for Autism in Toddlers (MCHAT), as needed or requested. Ensure that trainings are evaluated for effectiveness and updated regularly.
 - b. Conduct outreach to all new sites, both clinics and private sites (potentially 2-4 new sites in FY 2012-2013).
 - c. Provide site visits, consultation and technical assistance to all current HMG sites using the Medical Home Project (MHP) model of direct contact with and provision of consultation to primary care providers whenever possible.
 - d. Create quality assurance processes for training, consultation and technical assistance that support Help Me Grow goals and outcomes, including, but not limited to, pediatric practices in becoming self-sufficient with screening, surveillance and referrals. Create processes for the regular use of data and other information for these purposes.
 - e. Update/revise and distribute Medical Home Materials for new sites and for current sites as needed to support HMG Pediatric Strategies goals.
 - f. Collaborate with First 5 Alameda County to explore opportunities for implementation of the HMG Maintenance of Board Certification (MOC) project in interested sites including marketing to appropriate sites, and linking sites to the Help Me Grow National site for implementation. Medical Home Project will review MOC related reports to support Help Me Grow goals at participating sites.
- C. Participate in quarterly meetings with sub-contractor staff, CHDP and First 5 HMG staff for ongoing program planning and quality assurance purposes; explore role of CHDP Provider Relation nurses for maintenance of HMG work.
- D. Meet regularly with the Help Me Grow Prevention Coordinator to support the implementation of the strategies and ensure effective communication between MHP and HMG.
- E. Contribute to the Help Me Grow newsletter to support Help Me Grow Goals.
- F. Participate in and contribute to evaluation activities and reports to the Public Health/CHDP, First 5 and Help Me Grow governance bodies as needed.
- G. Participate in the Help Me Grow Oversight & Governance structure as appropriate.

H. Collaborate with First 5 HMG staff in recruiting and working with 1-2 pediatric champions for Help Me Grow.

4. Training Requirements: N/A

5. Reporting Requirements

Contractor will submit a semi-annual report indicating progress to date towards achieving contract deliverables on the following schedule:

Reporting Requirements	Due Date
First report covering activities from July 1 – December 31, 2011	January 16, 2012
Second report covering activities from January 1 – June 30, 2012	July 16, 2012
Third report covering activities from July 1 – December 31, 2012	January 15, 2013
Final report covering activities from January 1 – June 30, 2013	July 15, 2013

6. Fiscal Requirements: N/A

7. ECChange and/or Database Requirements: N/A

8. Filing reports with Child Protective Services (CPS) / Child Care Licensing (CCL)

If a First 5 Contractor has knowledge of or observes a child who Contractor suspects has been the victim of child abuse or neglect within the course of First 5 funded work, it is expected that Contractor will file a report of the situation to CPS. In accordance with CPS guidelines, the report should be filed by phone within 24 hours of the incident, and in writing within 36 hours of the incident. If the abuse or neglect occurs in a licensed child care facility, it is expected that the Contractor will also file a report immediately to CCL.

Reporting suspected child abuse or neglect to First 5 or other persons is not a substitute for making a report to CPS or CCL. Reporting duties are individual and cannot be delegated to another person.

If First 5 staff become aware of suspected child abuse or neglect while providing consultation and/or contract support, and a report is not filed within the legal timeframe by the contractor, First 5 staff will file a report by phone and in writing within 24 hours.

Failing to report abuse or neglect to the appropriate agencies is not consistent with the mandates of First 5 Alameda County to improve health and development of children ages 0-5. Failure to report may result in termination of contract funding.

9. Cultural Access Services Requirements

- A. Contractor shall make a good faith effort to ensure that clients receive from all staff members effective, understandable, and respectful care that is provided in a manner compatible with their cultural health beliefs and practices, and preferred language.
- B. Contractor shall make a good faith effort to ensure that communication among staff and with the clients/population served promotes cultural responsiveness and respect of difference.

- C. Contractor shall make a good faith effort to implement strategies to recruit, retain, and promote at all levels of the organization a diverse, culturally responsive staff and leadership that are representative of the demographic characteristics of the service area.
- D. Contractor shall make a good faith effort to ensure that staff at ALL levels and across all disciplines receive ongoing education and training in culturally and linguistically appropriate service delivery.
- E. Contractor shall make a good faith effort to have a clearly articulated written policy on cultural responsiveness.
- F. Contractor shall make a good faith effort to allocate resources to ensure the delivery of culturally responsive services.

10. Tobacco Control and Education Requirements

The 1998 passage of Proposition 10 added a 50-cent-per-pack increase in the state surtax on cigarettes and tobacco products to fund anti-smoking and early childhood programs. In response, the Commission adopted a Comprehensive Tobacco Control Policy. Based on this policy, all contractors are expected to make a good faith effort to:

- A. Create and/or maintain a comprehensive smoke-free environment; including adherence to applicable secondhand smoke laws and ordinances
- B. Disclose and divest from tobacco related investments
- C. Educate clients and staff about the harmful effects of secondhand smoke on children as appropriate
- D. Provide smoking cessation resources to staff and clients as appropriate

11. Acknowledgement of Funds

The Contractor shall acknowledge the funds received in statements or printed materials as outlined in the guidelines listed below.

- A. The Contractor will announce funding awards *only after* 1) the contract has been signed and returned and 2) after any announcement strategies are discussed with First 5 staff.
- B. The Contractor agrees to use official attribution tools and logos provided by First 5 for promotional materials, public awareness campaigns or special events connected with funding.
- C. First 5 funding will be acknowledged in all materials produced for the purpose of public education and outreach regarding the Contractor's funded project. These materials would include, but are not limited to brochures, flyers, media ads or public service

announcements, presentations and handouts and outdoor ads. All printed materials and promotional products will include the following language:

Funded by First 5 Alameda County

- D. Materials produced with First 5 funding may be reproduced only if no changes are made to the content or design of the material, it contains the appropriate acknowledgement of funding from First 5, and the Contractor will not be additionally reimbursed for use or reproduction.

EXHIBIT B1

TERMS AND CONDITIONS OF PAYMENT

1. **Contractor Name:** Alameda County Public Health Department
2. **Term of Contract:** July 1, 2011 – June 30, 2013
3. **Terms and Conditions of Payment**
 - A. The total annual amount of reimbursement under the terms of this Agreement shall not exceed **\$98,240.00** over the contract term.
 - B. Contractor shall submit semi-annual invoices on agency letterhead, with the original signature of an approved agency officer.
 - C. First 5 shall process invoices submitted for reimbursement by Contractor after approval of acceptable invoice and expense report, provided that all reporting requirements have been met and progress reports have been approved.

4. Invoicing Procedures

Invoices should be submitted to Romi Pierce at First 5 Alameda County, 1100 San Leandro Boulevard, Suite 120, San Leandro, CA 94577.

Original invoices with original signature on contractor's agency letterhead (using the invoice template in Attachment B) and a statement of budget-to-actual expenditures are required.

No faxed or e-mailed invoices will be accepted.

ATTACHMENT A1

BUDGET

PERSONNEL EXPENSES (list positions separately, provide brief description of job responsibilities and FTE % on project and total salary)	Year One 7/1/2011-6/30/2012	Year Two 7/1/2012 - 6/30/2013	Contract Total
Personnel			
Personnel Benefits			
PERSONNEL SUBTOTAL			
GENERAL EXPENSES	Year One 7/1/2011-6/30/2012	Year Two 7/1/2012 - 6/30/2013	Contract Total
Training Please specify how the Training funds will be expended: N/A			
Program Materials Please specify how the Program Materials funds will be expended: N/A			
Printing			
Office Supplies			
Staff Travel			
Consulting Services Please specify how the Consulting Services funds will be expended: N/A			
Evaluation			
Miscellaneous Please specify how the miscellaneous funds will be expended: N/A			
GENERAL EXPENSES SUBTOTAL	\$0.00	\$0.00	\$0.00
EQUIPMENT (Itemize any equipment that costs more than \$2,000)	Year One 7/1/2011-6/30/2012	Year Two 7/1/2012 - 6/30/2013	Contract Total
EQUIPMENT SUBTOTAL			
SUBCONTRACTORS (list separately)			
Lucile Packard Children's Hospital	\$22,000.00	\$76,240.00	\$98,240.00
SUBCONTRACTORS SUBTOTAL	\$22,000.00	\$76,240.00	\$98,240.00
OTHER (Additional items that cost more than \$5,000)	Year One 7/1/2011-6/30/2012	Year Two 7/1/2012 - 6/30/2013	Contract Total
OTHER SUBTOTAL			
TOTALS	Year One 7/1/2011-6/30/2012	Year Two 7/1/2012 - 6/30/2013	Contract Total
SUBTOTAL OF DIRECT EXPENSES (Add subtotals for Personnel, General, Equipment, Subcontractors and Other)	\$0.00	\$0.00	\$0.00
ADMINISTRATIVE/INDIRECT COSTS (Maximum 15%)			\$0.00
TOTAL PROPOSED PROJECT EXPENSE	\$22,000.00	\$76,240.00	\$98,240.00

FINANCIAL RECOMMENDATION

AGENDA DATE: 11/20/2012

Subject of Board Letter:

Acceptance of Award Amendment from First 5 Alameda County for
Public Health Department, Family Health Services

BY: 2013

FUND: 10000

The use of Designations, as follows:

NAME OF DESIGNATION	ORG	AMOUNT

The increase (decrease) in anticipated revenue, as follows:

<i>Informational</i>				AMOUNT
ORG	ACCT	PROG	PROJ/GR	
350241	479990	00000		\$54,240

ORG TOTAL \$54,240

<i>Informational</i>				AMOUNT
ORG	ACCT	PROG	PROJ/GR	
				\$0

ORG TOTAL \$0

GRAND TOTAL ANTICIPATED REVENUE \$54,240

The increase (decrease) in appropriations, as follows:

<i>Informational</i>				AMOUNT
ORG	ACCT	PROG	PROJ/GR	
350200	610000	00000		\$54,240

ORG TOTAL \$54,240

<i>Informational</i>				AMOUNT
ORG	ACCT	PROG	PROJ/GR	

ORG TOTAL \$0

GRAND TOTAL APPROPRIATION \$54,240