

DEPARTMENT: Public Health BY: Charles B. Mosher, MD, Health Officer PHONE: 966-3689

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes ___ No x)

Recommend resolution authorizing Health Officer to apply for Health Education funds and Perinatal matching funds for Fiscal Years 1994-1995 and 1995-1996.

Details in attached memo.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

By Resolution 94-56, the Board approved application for Perinatal Program for Fiscal Year 1994-1995.

Since Fiscal Year 1989-1990, Mariposa County has had a Health Education Program using these funds. The Board has provided general and specific direction regarding program direction during that time.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

1. County would need to find an alternative source of matching funds for Perinatal Program.
2. One full time and one part time position in Health Education Program (entire staff) would be lost.

COSTS: (x) Not Applicable

A. Budgeted current FY \$ _____

B. Total anticipated costs \$ _____

C. Required additional funding \$ _____

D. Internal transfers \$ _____

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:

SOURCE: () 4/5ths Vote Required

A. Unanticipated revenues \$ _____

B. Reserve for contingencies \$ _____

C. Source description: _____

Balance in Reserve for Contingencies, if approved: \$ _____

CLERK'S USE ONLY:

Res. No.: 94-365 Ord. No. _____

Vote - Ayes: 4 Noes: Faber

Absent: _____ Abstained: _____

Approved _____ () Denied _____

() Minute Order Attached () No Action Necessary

ADMINISTRATIVE OFFICER'S RECOMMENDATION:

This item on agenda as:

Recommended

Not Recommended

For Policy Determination

Submitted with Comment

Returned for Further Action

The foregoing instrument is a correct copy of the original on file in this office.

Date: _____

ATTEST: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California

By: _____
Deputy

Comment: _____

A.O. Initials: W

To: Board of Supervisors

From: C. B. Mosher, MD Health Officer



Re: Health Education Program

- I. The State legislature recently passed AB 816, reauthorizing funding for Prop. 99 local Health Education and Perinatal programs. (See attached letter). Some Board members have previously expressed a desire to review this program before proceeding with activities.
- II. At Board direction, the Health Department previously modified the Health Education program as follows:
 1. emphasized voluntary, free tobacco cessation programs for County citizens. These have been very well received with over 350 citizens participating to date;
 2. emphasized children and youth to provide both education and some financial assistance to youth programs. Examples include participation in the Science Fair, Red Ribbon Week, the Fair, Kiwanis 4th of July, Coulterville Greeley School Flying Club, several sports teams, and school newspaper.
 3. diverted \$36,000 of the \$110,000 annual Health Education budget for use as County match for the Perinatal program the past 2 years.

III. Health Department Recommendations:

Recommend that Mariposa County continue to offer the Health education program via Prop 99 funds under the following conditions:

- that \$36,000 of the annual allotment continue to be used as the County's match for the Perinatal program;
- that we continue to provide the popular and beneficial Tobacco Cessation programs (the State has generally discouraged this, but the Health Department feels it is appropriate in our County);
- that we continue to emphasize helping youth

The Board should be aware that our recommended approach may conflict with the State's desired use of Health Education funds, but that several other smaller counties are also in disagreement with the State. Below is a summary of what the State program analysts tell us they want to see the County do, and the activities which the Health Departments recommends we pursue.

A. What the State wants:

1. Actively involve community youths - create youth coalitions.
2. Reduce exposure to environmental tobacco smoke through policy enactment (such as ordinances).
3. Reduce youth access to tobacco by educating merchants about the need not to sell tobacco to minors, and utilizing point of purchase surveys involving youth to see which stores will sell to minors.
4. Reduce the proliferation of tobacco advertising and promotions particularly targeting youth at point of purchase sites (stores) through policy enactment (ordinances).
5. Develop partnerships with businesses, policy makers and community leaders, schools and ethnic communities.

B. What the Health Department recommends:

1. Conduct at least 6-8 "Freedom From Smoking" cessation clinics, 6-8 "No Nag, No Guilt" cessation clinics, 6-8 "Self-Hypnosis cessation clinics. Provide school-based cessation clinics for children who chew and/or smoke.
2. Continue to provide youth activities to provide education and to help financially when possible, e.g. soccer team, 4-H, Head Start, Red Ribbon Week, school science and health fair, Boy Scouts, Girl Scouts, Grad-night, Great American Smokeout "Design An Ad" contest, World No Tobacco Day, etc.
3. Reduce youth access to tobacco by educating merchants about the need not to sell tobacco to minors utilizing point of purchase surveys.
4. Reduce the proliferation of tobacco advertising and promotions particularly targeting youth at point of purchase sites through voluntary merchant participation (rather than "policy enactment").
5. Develop partnerships with businesses, policy makers and community leaders, schools and ethnic communities.