

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

816



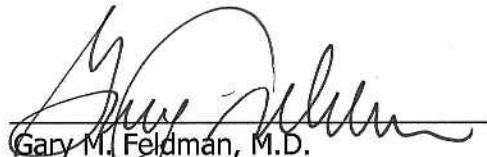
**FROM:** Community Health Agency

**SUBMITTAL DATE:** July 23, 2003

**SUBJECT:** Ratify the Subcontract between the Riverside County Community Health Agency and the County of San Bernardino Department of Public Health

**RECOMMENDED MOTION:** That the Board of Supervisors: 1) Ratify the *California Children's 5 A Day – Power Play Campaign* contract between the Riverside County Community Health Agency and the County of San Bernardino Department of Public Health in the amount of \$38,000 for the period of January 1, 2003 through December 31, 2003; 2) Authorize the Chairman of the Board to sign seven (7) original copies of the contract; and 3) Direct the Clerk of the Board to return seven (7) original copies to the Community Health Agency Contracts Administration.

**BACKGROUND:** The *California Children's 5 A Day Power Play! Campaign* is a State led initiative by the California Department of Health Services and the Public Health Institute and co-sponsored by the California Department of Education. It is designed to increase the consumption of fruits and vegetables by children through nutrition education. This agreement is for the continuation of services provided by Riverside County Community Health Agency Department of Public Health, Nutrition Services. Nutrition Services Branch, as a collaborative partner with the County of San Bernardino, will promote the *5 A Day Power Play!* message and develop partnerships with local grocery stores, supermarkets, schools and community youth organizations. Food service representatives will be encouraged to incorporate the *5 A Day Power Play!* message into food displays and/or other promotional/community relation's activities including, school tours, food demonstrations and take home materials for schools and parents.

  
Gary M. Feldman, M.D.  
Director

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**FINANCIAL DATA:**

CURRENT YEAR COST: \$19,000  
NET COUNTY COST: \$0

ANNUAL COST: \$19,000  
IN CURRENT BUDGET: YES  
BUDGET ADJUSTMENT: NO FY: 02/03

**SOURCE OF FUNDS:** 100% Grant funds

**C.E.O. RECOMMENDATIONS:**

**APPROVE**

County Executive Officer Signature: 

FORM APPROVED  
COUNTY COUNSEL

JUL 01 2003

BY 

Policy  Consent  Policy  Consent

Department Recommendation:  Consent  Policy  Consent   
Per Executive Office: