

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

325



FROM: Community Health Agency / Department of Public Health

SUBMITTAL DATE:
September 14, 2004

SUBJECT: Ratify the *California's Children 5 A Day Power Play! Campaign* agreement between the Riverside County Community Health Agency and San Bernardino County Department of Public Health

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Ratify the *California's Children 5 A Day Power Play! Campaign* agreement between the Riverside County Community Health Agency and San Bernardino County Department of Public Health, for the period of January 1, 2004 through December 31, 2004, in the amount of \$33,000;
- 2) Authorize the Chairperson to sign five (5) originals of said Agreement on behalf of the County; and
- 4) Direct the Clerk of the Board to return five (5) originals to the Community Health Agency Contracts Administrator.

Departmental Concurrence

Susan D. Harrington

GH:nw

Susan Harrington, Director of Public Health

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 19,800	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ -0-	Budget Adjustment:	No
	Annual Net County Cost:	\$ -0-	For Fiscal Year:	04/05
SOURCE OF FUNDS: 100% grant funded.				Positions To Be Deleted Per A-30 <input type="checkbox"/>
				Requires 4/5 Vote <input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

Dan Martin

Dept't Recomm.: Policy Consent
Per Exec. Ofc.: Policy Consent

Prev. Agn. Ref.: 08/19/03, item 3.6

District: All

Agenda Number:

Form 11

Subject: Ratify the *California's Children 5 A Day Power Play! Campaign* agreement between the Riverside County Community Health Agency and San Bernardino County Department of Public Health

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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.

On July 12, 2004, this agreement was received from San Bernardino County Department of Public Health and preparation of this Form 11 began.

This agreement has been approved as to form by County Counsel.