



Office of the City Manager

ACTION CALENDAR
May 30, 2017

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Paul Buddenhagen, Director, Health, Housing & Community Services Department

Subject: Companion Report: Increasing Parental Support with Age-Paced Parent Education and Child Health Information Mailers

RECOMMENDATION

Direct the City Manager to explore, with the Public Health division staff, ways to make standardized and inclusive age-paced parent education and child health information available, if possible, but not implement the program as described by the Community Health Commission.

FISCAL IMPACTS OF RECOMMENDATION

Fiscal implications include significant staff time to create, maintain, and continuously update a mailing distribution list for over 4,000 children in Berkeley under the age of five. There would be additional staff time every month to organize, prepare and mail the required information, as well as the postage and materials costs for the mailings. Public health staff already dedicate substantial time and resources to several early childhood development programs targeting this population as described below.

CURRENT SITUATION AND ITS EFFECTS

Public Health Division staff currently provide a variety of prenatal and early childhood health programs to parents and families, including the Berkeley Black Infant Health program, Women, Infants and Children (WIC) program, and public health nurse home visits to mothers and families for face-to-face health education and case management with referrals and linkages to relevant resources. Public health staff also collaborate with childcare centers and pediatric providers to offer developmental screenings for children age 0-5. Child health information is distributed and shared through these services.

BACKGROUND

At their regularly scheduled meeting on March 23, 2016, the Community Health Commission passed a motion to approve a recommendation to Council to create a new information service that provides standardized and inclusive age-paced parent education and child health information mailers to families once a month from birth to age five:

Ayes: Commissioners Engelman, Kesarwani, Morales, Speich, Stein, Carter, Wong, Teunis, Wertman, Franklin, Lingas, Nathan, Chin, Chen and Katz

Noes: None

Abstain: None

Absent: Commissioner Shaw

Excused: Commissioner Wang

ENVIRONMENTAL SUSTAINABILITY

This service would require the mailing of information sheets and brochures. However, the effect on the environment would be greatly minimized should this new information service not be created, or alternative means of distribution provided, such as through links on the City and Public Health Division web pages.

RATIONALE FOR RECOMMENDATION

While the City manager appreciates the Commission's intent to provide important information to parents of children aged 0-5, a new health information service as proposed would duplicate many of the resources and services the Public Health Division currently provides to Berkeley families, and use scarce resources.

ALTERNATIVE ACTIONS CONSIDERED

Implementation of program as proposed by the Community Health Commission was considered.

CONTACT PERSON

Kelly Wallace, Deputy Director, HHCS, (510) 981-5107