

RESOLUTION NO. 67,538–N.S.

CONTRACT: FUNDING ALLOCATION OF \$245,874 TO HEALTHY BLACK FAMILIES TO IMPLEMENT ITS *THIRSTY FOR CHANGE!* PROGRAM

WHEREAS, high intake of Sugar-Sweetened Beverages (SSBs) is associated with risk of type 2 diabetes, obesity, hypertension, dental decay and coronary heart disease; and

WHEREAS, African American children and teens see more than twice as many ads for sugary drinks and energy drinks on TV compared with white children and teens; and

WHEREAS, an African American resident of Berkeley is 14 times more likely than a White resident to be hospitalized for diabetes; and

WHEREAS, on January 19, 2016, the City Council passed Resolution No. 67,355-N.S. allocating \$1.5 million to reduce consumption of SSBs and to address the effects of SSB consumption on health; and

WHEREAS, Resolution No. 67,355-N.S. included allocation of \$637,500 under Budget Code 010-9703-410-35-10 for grants to Community-Based Organizations (CBOs) to reduce SSB consumption and to address the health effects of SSB consumption; and

WHEREAS, a Request for Proposal (RFP) Specification No. 16-11020-C for CBOs was released on February 9, 2016, and Healthy Black Families submitted a proposal in response to the RFP, which was evaluated by two separate review panels of SSBPPE Commissioners and Public Health Division staff, and determined to be responsive in meeting all aspects of the scope of the work and selection criteria and among the best selection for this contract; and

WHEREAS, funds in the amount of \$245,874 to the Healthy Black Families for one year (July 1, 2016 – June 30, 2017), budgeted in the General Fund budget code 010-9703-410-35-10, will cover the expenses to: a) train a cohort of community resident educators to raise awareness about health inequities in Berkeley, harmful effects of SSBs, and industry's predatory marketing practices in communities of color; b) train African American families and youth to shop smart, cook smart and eat smart through family cooking workshops; and c) promote policies and practices to reduce consumption of SSBs and promote drinking Berkeley's high quality tap water and other healthy beverages; and

WHEREAS, the contract has been entered into the City contract database and assigned CMS No. A8BLW.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with the Healthy Black Families in the amount not to exceed \$245,874 for the one-year period of July 1, 2016 to June 30, 2017. A records signature copy of the said agreement and any amendments to be on file in the Office of the City Clerk.

The foregoing Resolution was adopted by the Berkeley City Council on June 14, 2016 by the following vote:

Ayes: Anderson, Arreguin, Capitelli, Droste, Maio, Moore, Wengraf, Worthington and Bates.

Noes: None.

Absent: None.



Tom Bates, Mayor

Attest: 

Mark Numainville, City Clerk