

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Public Health	(2) MEETING DATE 8/27/2013	(3) CONTACT/PHONE Penny Borenstein / 781-5519	
(4) SUBJECT Request to approve a renewal agreement (Clerk's File) with the State Office of Traffic Safety for a one (1) year period from October 1, 2013 through September 30, 2014 in the amount not to exceed \$185,790 to fund an Injury Prevention Program.			
(5) RECOMMENDED ACTION It is recommended that the Board: 1) Approve and direct the Chairperson to sign a renewal agreement with the State Office of Traffic Safety for a one (1) year period from October 1, 2013 through September 30, 2014 in the amount not to exceed \$185,790 to fund an Injury Prevention Program; and 2) Approve a one-year extension for a Limited Term 1.0 FTE Health Education Specialist and a Limited Term 1.0 FTE Drug and Alcohol Specialist II funded by this renewal grant, to September 30, 2014, and 3) Authorize the Health Agency Director to sign any future amendments to the State Office of Traffic Safety Agreement for the Injury Prevention Program that do not increase the level of General Fund Support required by the Health Agency.			
(6) FUNDING SOURCE(S) Federal	(7) CURRENT YEAR FINANCIAL IMPACT \$185,790.00	(8) ANNUAL FINANCIAL IMPACT \$185,790.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ___) <input type="checkbox"/> Board Business (Time Est. ___)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: <u>October 23, 2012</u>	
(17) ADMINISTRATIVE OFFICE REVIEW Reviewed by Leslie Brown			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Jeff Hamm, Health Agency Director
Penny Borenstein, MD, MPH, Health Officer

DATE: 8/27/2013

SUBJECT: Request to approve a renewal agreement (Clerk's File) with the State Office of Traffic Safety for a one (1) year period from October 1, 2013 through September 30, 2014 in the amount not to exceed \$185,790 to fund an Injury Prevention Program.

RECOMMENDATION

It is recommended that the Board:

1. Approve and direct the Chairperson to sign a renewal agreement with the State Office of Traffic Safety for a one (1) year period from October 1, 2013 through September 30, 2014 in the amount not to exceed \$185,790 to fund an Injury Prevention Program; and
2. Approve a one-year extension for a Limited Term 1.0 FTE Health Education Specialist and a Limited Term 1.0 FTE Drug and Alcohol Specialist II funded by this renewal grant, to September 30, 2014, and
3. Authorize the Health Agency Director to sign any future amendments to the State Office of Traffic Safety Agreement for the Injury Prevention Program that do not increase the level of General Fund Support required by the Health Agency.

DISCUSSION

The California Office of Traffic Safety (OTS) provides federal funding from the National Highway Traffic Safety Administration (NHTSA) to support traffic safety grants to state and local agencies to reduce traffic deaths, injuries and economic losses. All grants are for a one year period, following the federal fiscal year from October 1 to September 30.

The Public Health Department had an OTS grant last year, and this is the second year of funding. This is a cooperative effort between Public Health and Behavioral Health. There are four focus areas of the grant.

The first three focus areas are to be addressed by Public Health, with a total funding amount of \$105,614. Specific projects are as follows:

- Child Passenger Safety - According to the National Highway Traffic Safety Administration (NHTSA), "car crashes are the number one killer of children 1 to 12 years old in the United States. The best way to protect them in the car is to put them in the right seat, at the right time, and use it the right way." Car accidents are not only the leading cause of death in children, but also are a major cause of permanent brain damage, epilepsy and spinal cord injury. A sudden stop at 30 miles an hour can have the same force on a child's brain and body as a fall from a three-story building. This grant continues free car seat distribution and education for low income residents. Our target population for the fitting and distribution of seats is families less than 200% of the federal poverty level, which is 28% of the population of our county. We plan to continue to work with community based organizations to promote proper child safety seat use. In addition, we will reach out to kindergarten classes countywide to offer educational presentations on booster seat use, and will develop messaging relative to the consequences of leaving children unattended in or around vehicles.

- Pedestrian Safety – According to the California Department of Aging, San Luis Obispo County is experiencing a 100-149% increase in the population aged 60 and over and a 200-299% increase in elderly 85 and over. At the same time, 40% of the county lives in rural areas and most of these areas lack infrastructure such as sidewalks and street lights, creating unsafe pedestrian conditions. According to 2010 OTS data, San Luis Obispo County ranks 4th in the state for the number of pedestrians over 65 who are injured or killed in accidents. In addition to seniors, other providers who serve high risk populations, including those serving the mentally ill and those serving people with developmental disabilities, also have clients who walk extensively and/or rely on public transportation. Public Health adapted a NHTSA pedestrian safety curriculum, “Watching Out for Us”, and will offer it to the community and will also do walking audits and work with transportation safety engineers to make high collision areas safer for pedestrians.
- Bicycle Safety – While bicycle infrastructure across the county has been improving in recent years, expansion of bicycle education services has failed to keep up with the increase in ridership. People who learn the rules of safe and legal cycling on their own inconsistently apply traffic safety principles and consequently become involved in collisions resulting in injury or death. San Luis Obispo is ranked 9th in the state for bicyclists killed or injured over the age of 15. Pre-hospital care data from the County Emergency Medical Services (EMS) Agency shows that only 15% of bicyclists ages 13-25 were wearing helmets during bicycle crashes needing EMS responders. Cal Poly San Luis Obispo has reported that college students who ride to campus have been involved in an increased number of traffic collisions resulting in head trauma. Across all age groups in the county, EMS data has found that only 48% of individuals were wearing a helmet. We want to reverse the trend of 100+ yearly bicycle injuries countywide. We plan to offer school assemblies, bike rodeos and educational classes to school children, students at Cal Poly, and adults in communities where bike education is currently not offered.

The fourth focus area is to be implemented by the Behavioral Health Department with \$80,176 in funding as follows:

- Alcohol and Drug Outreach – According to the Statewide Integrated Traffic Records System data, alcohol and drug abuse remains one of the primary collision factors in our county. According to the most recent California Healthy Kids Survey, 41% of San Luis Obispo County 11th graders report drinking in the past 30 days, compared to 36% of peers across the State; with binge drinking reported by 27% of local juniors. The survey data, confirmed by teens participating in local focus groups, also demonstrates a higher rate of youth drinking and driving rates compared to the state average. Alcohol and drug use rates among local college students are also dangerously elevated. In the research conducted by Cal Poly’s Health Center, 92% of students reported alcohol use within the past month; compared to a national figure of 57.8%. Public Health will partner with the Drug & Alcohol Services Prevention Team to provide alcohol and other drug outreach, and youth development activities for youth and young adults in high school and college.

Last year when this request went before your Board we asked for a Limited Term 1.0 FTE Health Education Specialist for Fund Center 160 – Public Health and a Limited Term 1.0 FTE Drug and Alcohol Specialist II for Fund Center 166 – Behavioral Health to be added to the Position Allocation list (PAL). With this continued funding, we ask that the limited term positions remain on the PAL until the grant expires September 30, 2014 in FY 2014-15.

OTHER AGENCY INVOLVEMENT/IMPACT

An Injury Prevention Coalition meets quarterly at the Public Health Department and includes representatives from the California Highway Patrol, the San Luis Obispo Police Department, local hospitals, the Department of Social Services, and numerous non-profits. The Coalition will assist with grant oversight. ALPHA, a local non-profit that serves low-income pregnant women, will be a subcontractor in the grant and will assist with car seat education and distribution. The SLO Bicycle Coalition will also be a subcontractor to assist with bike safety and bike rodeos. Behavioral Health staff will collaborate with Public Health staff to ensure that grant deliverables are met.

County Counsel has approved the renewal agreement as to form and legal effect.

FINANCIAL CONSIDERATIONS

The agreement reimburses the County up to \$185,890 for one (1) year from October 1, 2013 through September 30, 2014. The expense and revenue for this program is included in the adopted FY 2013-14 budget. The FY 2012-13

agreement allows up to \$183,100. It is anticipated that all funds will be accessed for the current grant period that ends September 30, 2013. Approval of the renewal agreement will not increase the level of General Fund required for the Health Agency.

RESULTS

Objectives for the 2013-14 grant, as well as progress on activities for 2012-13, include:

Objectives FFY 2013-14	Progress FFY 2012-13, as of June 30, 2013
To properly fit 200 children in child safety seats.	324 child safety seats have been fitted by a Child Passenger Safety Technician.
To distribute at least 160 no-cost child safety seats to people in need.	To date, 225 safety seats have been distributed to low-income families.
To conduct 6 highly publicized child safety seat checkups to promote correct usage at community events such as parks, shopping centers, car dealers, preschools, or open houses at police or fire departments impacting 150 parents or caregivers.	Four child safety seat checkups have been held, impacting 64 families. Events were held at the Atascadero Children’s Center, the WIC site at the Paso Robles Health Department, the Target in Paso Robles, and at the Shandon Head Start Center.
At least six kindergarten classes will be visited, reaching 125-150 children, educating them about booster seat use. Educational materials will be sent home to parents.	Six kindergarten classes were visited in San Miguel and Morro Bay, reaching 126 students and their families.
Educational presentations will be given to at least six community-based organizations to promote proper child safety seat use at both the neighborhood and community levels, and at least 4 event tables will be staffed to distribute Child Passenger Safety information.	Nine educational presentations have been made to community-based organizations reaching almost 100 people, and staff participated in 6 community health fairs. In addition, staff educated students at Cuesta College during spring break on bike safety.
Five people will be recruited as NHSTA car seat technicians.	Four people have been trained as car seat technicians, and two people have received special training on car seat issues for special needs children.
To conduct at least 20 pedestrian safety presentations, focusing on seniors and people with special needs, impacting 400 people.	To date, 20 pedestrian safety presentations have been given, reaching 190 seniors, 19 mental health clients, and 47 people with disabilities.
Four bike rodeos will be held (in Atascadero, Paso Robles, Morro Bay and San Luis Obispo) impacting over 300 children and parents, including bike safety education and the importance of wearing helmets.	One bike rodeo took place on May 18th in Atascadero. The Rodeo was called Cycle De Mayo, and had approximately 110 participants. It was collaboration between the Atascadero High School Bike Club, City of Atascadero, Latino Outreach Council, County Health Department, Rideshare, and the SLO County Bicycle Coalition.
Six bike safety assemblies will be held at schools with >50% free or reduced lunch. Information on the importance of a bike helmet policy and a sample helmet policy will be distributed to school administration.	Seven bike safety rodeos were held in schools from Shandon to Creston to San Miguel to Morro Bay reaching about 800 students.
Six Street Skills workshops will be held at Cal Poly University reaching at least 100 college students.	Only one workshop has been held at Cal Poly so far, reaching about 20 students.
Eight Friday Night Live (FNL) Chapters (7 high schools and one college) will develop an impaired-driving and traffic safety program for the school year.	To date, the FNL Program has reached over 7,000 students and 1,000 adults with their impaired driving and traffic safety campaign.
To conduct five “Real DUI Sentencings” and one “Real DUI Trial” in six high schools impacting 3,000 students.	One “Real DUI Trial” was held on May 2 at Paso Robles High School during their senior week. Students witnessed this real life trial and engaged in a conversation with adult partners including the defendant himself. Media was present along with the

	local DUI Task Force to support the message of the consequences of drinking and driving.
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The Office of Traffic Safety grant will provide coordination, collaboration, and education to others in the community about the importance of child safety seats, pedestrian and bicycle safety, and the dangers of driving under the influence, targeted at youth and young adults. The efforts will also help achieve the County's vision of a Healthy and Safe Community.

ATTACHMENTS

1. Clerk's File Statement for renewal agreement with the State Office of Traffic Safety