

AGN. NO. _____

MOTION BY SUPERVISOR MARK RIDLEY-THOMAS

December 15, 2009

**Improving Communicable Disease Prevention Efforts and Disaster Readiness
Among All County Residents**

Item 40 on the Board of Supervisors' (Board) December 15, 2009 agenda relates to the Department of Public Health's (DPH) recommendation to increase an agreement with Clear Channel Communications for the placement of various forms of public information and health messages related to H1N1, including urging the public to get a flu shot. As the Board knows, the level of H1N1 vaccination among African Americans so far has been unacceptably low. For example, recent data shows that DPH's H1N1 vaccine Point of Dispensing (POD) efforts only reached roughly 28% of the target African American group compared with 82% of the targeted Latinos, 72% of targeted Whites, and 282% of targeted Asians. While item 40 should be approved, the Department should also be implementing a more comprehensive, aggressive, innovative and strategic outreach campaign to African Americans.

-MORE-

MOTION

RIDLEY-THOMAS _____

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I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

Instruct the Chief Executive Officer and Department of Public of Health to provide a written report back to the Board by Tuesday, December 22, 2009 with a plan to improve H1N1 outreach to African American residents within the County of Los Angeles with the goal of increasing rates of vaccination. The plan should include an enhanced strategy to work with other public and private health partners, such as community leaders, faith organizations and schools, and a proposed budget and timeline. The plan should lay a foundation for longer term and deeper community engagement that improves preparedness, prevention and community resilience to threats and emergencies.

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